Impact of Advertising on Brand Image: Evidence from Southern Punjab Pakistan

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Abstract: The study investigates the factors affecting the advertising towards the brand image of any product. This study aims to find the factors influencing the individual's brand image by reading the other reviewers. The majority of the product users for purchasing product read the reviews, so both the quality and quantity of reviews matter for that specific product. In this study, two factors as the independent variable (advertising) individually impact the brand image. One hundred product users are used as the sample for this study. The convenience sampling technique is used because the data is collected from the universities students only. The result of this study shows that advertising has a significant relation with the brand image. The work finds that brand image positively influences advertising. And large numbers of review positively influenced the purchasing intention of the product. This study provides a comprehensive picture to the managers about the factors that are perceived to be important by the consumer to make a brand image. So this study assists the managers in designing their marketing strategies.

Keywords: Advertising; Brand Image; Pakistan

I. INTRODUCTION

Advertising plays a vital role to introduce a new brand in the market. Advertising is frequently present. However, individuals may not know about it. In this day and age, advertising utilizes each conceivable media to get its message through. It makes this using TV, print (daily papers, magazines, diaries and so on), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (Kao and Du 2020). Advertisers frequently sought after techniques intended to draw in consideration regarding their correspondence and recognize their item from contending items with the expectation of affecting buy. In an ever-focused world, a premium is put on a methodology that can accomplish these destinations. One endeavour at such a system includes utilising a significant name representative (Bayer et al. 2020). The value impact of promoting has been an all-around investigated subject in both advertising and financial matters. As indicated by numerous financial specialists, advertising customarily is seen as a technique of separating the brands in a market. Advertising is one of the most established segments of business; put something aside for cash and exchange. When items and administrations emerged, so did the need to make them known(Evans et al. 2017). The most established affirmed bit of promoting goes back to 3,000 BC. It was a print advertisement from antiquated Egypt advancing the catch and return of a gotten away slave. Unexpectedly, the promotions also referred to the slave proprietor's shop — a carpet business that innately publicized his retail facade. The slave was never gotten, yet the mat proprietor discovered a fresh out of the plastic new technique for acquiring movement (Voorveld et al., 2018). Separating promoting frequently guarantees that the supporting brand contains a one of a kind arrangement of traits, which picks up a top-notch observation in the commercial center , a vital measure of brand value. In this period of machinery, new things are delivered regularly(Ahmad et., al 2018)

Studies have explored that the association between IT and organizational effectiveness can be mediated by knowledge management (Tanriverdi, 2005). The survey of Mao et al. (2016) has recently investigated the direct effects of advertising on brand image capability in the

system of related IT resources and an organization's competitive advantage.

The market is made for these things through advertisement Businessmen promote their products in different ways and spread information about their product among the clients (Bilgin 2018). Through the notice, individuals start to feel a requirement for even those merchandise they had never heard. The information makes a request. And It is the foundation of trade and Industry. No business can remain in the business world without commercial (Alalwan, 2018). An effective specialist is one who grabs away cash from even the most tightfisted and hesitant client. In this way, the business world turns on the rotate of promotion. SAS the world is advancing, so the promotion methods are likewise expanding. As a whole, we realize that huge notices are stuck on the dividers, and handbills are disseminated to propel the offer of merchandise (Mabkhot, Shaari et al. 2017). In the present-day business world, advertising plays an imperative role in building up contact between the purchaser and dealer. Advertising is the medium through which the client comes to know about the presence and the utility of the things accessible in the market. In present-day times, the business world has turned out to be exceptionally unpredictable with sharp rivalry. So businessmen spend high amount of cash on commercial and this is a highly beneficial for their product. A decent advertisement must have certain characteristics. To begin with, it ought to be founded on human-brain science. A thing implied for women, ought to be advertised so that they are pulled in towards it. On the off chance that men are to be clients, at that point it should engage their preferences. Products for various pay gatherings ought to be advertised, contemplating their obtaining power. An engine vehicle is a thing for the rich (Liu-Thompkins 2019).

There are extensive numbers of competitors offering numerous items to fulfill the requirements of buyers. All the significant competitors are spending high promoting spending plans however there isn't a clear increment in customer acquiring, so there is a need to recognize those key showcasing channels that influence brand image.

Following are the main objectives of this study
➢ To examine the scope of both factors.
➢ To investigate the impact of advertising on brand image.
➢ To find out the relationship between advertising and brand image

This research has contributed to advertising knowledge, as the minimum amount of research has been done in universities. This study has contributed to the body of knowledge of advertising factors influencing the brand image in southern Punjab. This study is also useful for marketers to find their brand worth in universities students' minds by assessing their reviews and comments. The ultimate goal for a company is to earn profit in this competitive market—the most obvious way to satisfy the consumer by continuously upgrading its product according to market demand.

This study addresses the research question:
Q1: Do advertising significantly affect the brand image?
The rest of this research is structure as follows. First, the existing Literature is discussed to explain the relationship between the proposed research model variables. Next, the method employed to validate the proposed model is defined. Then analytical findings are addressed after the analysis of the data. Discussions, conclusions and future directions for study are eventually addressed.

II. LITERATURE REVIEW

2.1. Brand image

The underlying focal point of marking research has been about consumers' affiliations and their convictions about the brand's qualities. However, examined scoring in purchaser benefit settings was more essential as the brand's "which means" that the clients got from the administration encounters they have. In these circumstances, the organisation's disrepute can impact the purchaser procedure and utilization encounter (Mabkhot, Shaari et al. 2017). Hence, it suggests that "the organization" turns into the essential brand instead of the item. In numerous business showcases, the organization's administration likewise assumes an outstanding job because there is a requirement for specialized guidance about the items (Ramesh, Saha et al. 2019). Subsequently, similar to buyer benefit showcases, the organization's notoriety is probably going to have a vital impact on the purchasing forms that is diverse to the item particular impact of the brand's picture. Given that there are generous advertising interests in building brand picture and building organization notoriety, this region requires examination (Shabbir, Khan et al. 2017). While there have been impressive research about marking and friends' disrepute, these two research floods have been to a great extent autonomous. Recently there has been an

endeavour to comprehend the diverse impacts of organization notoriety and brand picture on purchasing forms. In business markets usually for the organization's name to likewise be the brand name over a scope of item gatherings (Ansary and Hashim 2018).

I.3   Advertising

Advertising comprises of the considerable number of exercises engaged with showing to gathering, a non-individual, oral or visual, transparently supported message in regards to an item or administration or thought. The message called a commercial is spread through at least one media and is paid for by a distinguished support (Alalwan 2018). "Any paid type of non-individual correspondence of thoughts, merchandise, or administrations by business firms is recognized in the promoting message expected to prompt a deal quickly or in the long run". "the planning of visual and oral messages and their dispersal through paid media to make individuals mindful of and positively slanted towards an item, mark, benefit, establishment, thought or perspective (Segijn et al., 2020). Where promoting is gone for presenting an item or administration which has been recently created or designed, it is known as essential interest advertising (Babun et al.,2018). Such commercials are coordinated towards a class of clients for items like vehicles, clothes washers, coolers, TV, or watches. This is additionally depicted as specific interest promoting. A decent notice must have certain characteristics (Poels and Dewitte 2019). To begin with, it ought to be founded on human-brain research. A thing implied for women, ought to be promoted so that they are pulled in towards it. On the off chance that men are to be clients, it should interest their preferences (Carvalh et al., 2017) . Products for various salary gatherings ought to be publicized, thinking about their acquiring power. An engine vehicle is a thing for the rich. Its notice must contact the rich's attitude (De Jans, Cauberghe et al. 2018). Usha Sewing Machine ought to be promoted so that the family man, with normal pay, may feel the monetary focal points of the speculation of his cash on it. Furthermore, notices ought to be appealing (Cahyono and Haki 2019). This is extremely fundamental. Individuals look towards a notice just on the off chance that it is attractive. Great, fascinating pictures are extremely viable frame this perspective. Researchers as a whole think about brand image. The notices to demonstrate that the fabric's nature shows a man is wearing a suit of the brand. He seems amusing and uneasy as his suit has left fit by washing. Another man is indicated wearing a suit of the

brand (Lee and Cho 2020). in prior studies, the relationships between the various advertising and Brand Image remain uncertain and need more investigation. The R&D view considers IT an exceptional, useful, and versatile organizational resource, which allows for a broad variety and scope of knowledge flows for high KMCs (Alavi & Leidner, 2001; Wade & Hulland, 2004). However, as shown by Mao et al. (2016),most developing and emerging countries are small and medium-sized, with minimal funding and innovative resources (Lei et al.,2019). These factors are more likely to pursue less expensive aspects to effectively affect companies' innovation in emerging countries relative to advanced industrial countries (Sharma and Jha, 2016; Tukamuhabwa et al.,2017). Knowledge management is also seen as fundamental sustainability and a primary means of developing firms' innovation capabilities (Subramaniam and Venkatraman, 2001; Le and Lei, 2019). However, Dost et al. (2016) specified that the Literature lacks clarity about whether What sort of Knowledge and spills from which channels are most precisely tailored to innovation's fundamental essence? When innovation becomes increasingly democratic, most innovative concepts about innovative technologies and services no longer emerge in well-funded industrial and state labs (Dost et al.,2016). Alternatively, they can come from almost anyone and anywhere (King and Lakhani, 2013). Observations in research demonstrate that Knowledge is typically extracted both inside and beyond firm boundaries (Kessler et al., 2000; Menon and Pfeffer, 2003). Firms shall follow effective operational and managerial strategies to efficiently define, maintain, share, optimize, and pass the internally established and externally sourced Knowledge to help their competitive advantages (Alavi and Leidner, 2001; Mao et al., 2016; Natalicchio et al., 2017)

Relationship between Advertising and Brand Image

The idea of marking speaks to one of the focal fundamentals of promoting. Different meanings of a brand show up in writing. (Völckner et al. 2019) characterizes a brand as "a name, term, sign, image or structure or a mix of them, which is proposed to recognize the products of one dealer or gathering of venders and to separate them from those of contenders". The comparable sort definitions neglect to catch the pith of what marking includes or accomplishes (Amron, 2018). Framed in level, conceptual and dormant dialect, such definitions center practically around the elements of brand personality and all things considered neglect to

catch the substance of marking. While marking furnishes both the client and friends with functional advantages, for example, ID, taking care of, following, and so on, the brand picture's advancement includes the advertiser in reviving a natural item. According to the customer, essentially he/she is blessing it with an unmistakable identity and human attributes. In doing so, he/she is building up an undetectable, yet attractive connection among brand and customer by including the brand in the buyer's realm (Brown, 2019).

H1: Advertising has a significant impact on Brand Image.

III.   THEORETICAL FRAMEWORK

The idea of marking speaks to one of the focal fundamentals of promoting. Different meanings of a brand show up in writing. (Brown, Kotler et al. 1988) characterizes a brand as "a name, term, sign, image or structure or mix of them, which is proposed to recognize the products of one dealer or gathering of venders and to separate them from those of contenders". This and comparable sort definitions neglect to catch the pith of what marking includes or accomplishes (Kim, Choe et al. 2018). Definitely framed in level, conceptual and dormant dialect such definitions center essentially around the elements of brand personality and all things considered neglect to catch the substance of marking. While marking furnishes both the client and friends with functional advantages, for example, ID, taking care of, following and so on, the advancement of the brand picture includes the advertiser in reviving a natural item. Essentially he/she is blessing it with an unmistakable identity and human attributes, according to the customer. In doing so, researcher is building up an undetectable yet attractive connection between brand and customer by including the brand in the buyer's realm (Bag and Gupta, 2019).

Marketing knowledge importance not only viable for business operators. Priluck & Topol (2018) measured students and practitioners' ability using the social media platform as their marketing tools. The students have a vast knowledge of social media, but their marketing skills lack practitioners who can identify the correct target and demonstrate the knowledge well. This meant that the tools are helpers in the process but not some enablers to grasp the concept of marketing knowledge vastly. Sumbal, Tsui & See-to (2016) studied an interrelationship between knowledge management and big data in the oil and gas industry. The researchers use a SECI model to

represent both explicit and implicit knowledge role in generating big data. The result found that significant data usage is well embraced in the oil and gas industry, which effectively catalyses more knowledge discovery and value creation. Abubakar et al. (2017) made a concept that marketing knowledge management can influence the firm's decision-making process. Abubakar expands the idea of knowledge by adding capture and application process as an indicator of the firm's decision-making style, which theoretically will upgrade business performance through collaboration works and a great degree of information dissemination amongst the department. Diaz Ruiz & Holmlund (2017) said that the information gathered must be actionable in order to be useful for business purposes. They further explained that research marketers must be able to present the findings and calibrate each information right at the market purposes in order to make it usable.

3.1. Conceptual Model

Based on the hypotheses construction, the following model has been proposed in the context of manufacturing companies operating in China. From the Figure below (figure 1), it can be determined that Advertising impac on brand imoage .The advertising factors have been treated as the independent variables in this study. On the other hand, Bran image is the dependent variable in this study on which the impact of Advertising has been tested (Wang etal 2020 ; Ullah etal 2021; Awang et al., 2016) .
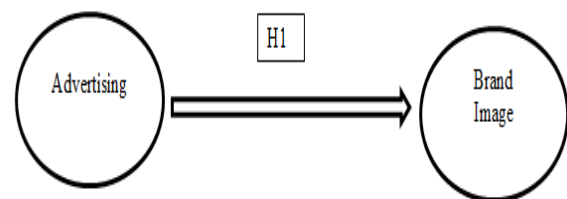

Figure 1. Conceptual Model

IV.   RESEARCH METHODOLOGY

4.1 Research Design

Quantitative study deals with measurable, quantitative properties of any phenomenon. This study is quantitative because data is collected from the population through questionnaire. The data is collected from the sample of population only at one time, so the research design of this study is cross-sectional in nature. This study is casual because the independent variable is the factor (cause) which is affecting the Brand Image (effect).

4.2 Measurement

The nature of data is primary because data has no prior existence. It is generated and collected at same time. The data is collected through five point likert scale questionnaires which measures the impact of advertising on brand image. Population of study refers to total number of people in the group that sample represent. The selected population of this study is four universities of south punjab region. The four universities are Ghazi University, Bahauddin Zakriya University, Institute of Southern Punjab and University of Education. The reason for selection of only these four universities is convenience.

4.3. Sampling Strategy

The part of population that is under examination to gather the information needed for the study is known as sample. One hundred (100) questionnaires are administered through personally visiting the universities. The sampling technique used in this present study is convenience sampling technique. The unit of analysis of this study is the brand image through advertising belonging to any of the selected four universities.

Table 1. Instrument Adaptation

Sr.no.	Variables	Items	Adapted from study	Cronbach alpha
1	Brand Image	5	(Cretu and Brodie 2007)	0.890
2	Advertising	5	(Park and Lee 2008)	0.768

In this study data is analyzed through statistical test, first of all the reliability is tested of all the items of all the variables as follows. According to Nunnally (1987), if the value of Cronbach's alpha is greater than 0.7 then the instrument will be reliable. The table depicted that the value of cronbach's alpha of all variables greater than 0.7, so the instrument is reliable. (Leech, Barrett, & Morgan, 2004).The validity of questionnaire is checked by educational experts.

Table 2. Inter item consistency-Cronbach αlpha

Variable name	Cronbach'sAlpha	No of Items
Advertising	0.740	5
Brand Image	0.809	5
Total	0.931	10

4.4. Demographic Analysis

Frequency distribution tests have been used, to analyze the demographic features of data like Gender, Age and Qualification. The result of frequency distribution depicted that most of the respondents are male. The individuals aged 23-26 years showed highest overall response rate is of 60 percent. Respondents who have (Master) level of Qualification, showed higher response rate percent that is 49%.The respondents who participated mostly don't have working experience. The pie charts of all frequencies distribution are shown in appendix

Table 3. Demographic Statistics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	64	64.0	64.0	64.0
Valid	Female	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	18-22	12	12.0	12.0	12.0
	23-26	60	60.0	60.0	72.0
Valid	27-30	24	24.0	24.0	96.0
	31-35	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
	Graduation	23	23.0	23.0	23.0
	Master	49	49.0	49.0	72.0
Valid	Mphill	27	27.0	27.0	99.0
	phd	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

4.5. Descriptive Statistics

Descriptive statistics explained the trend and level of existence of variables. The minimum and maximum showed the correctness of data and it should be in limits of measurement scale of instrument. As shown above, the maximum and minimum values are in the range from 1 to 5 likert scale. No value is less than 1 and no value is above than 5 for all the independent and dependent variables. The mean of all four variables is greater than 3 that mean all the average of responses lies in the agreement area. The values of skewness should range from -1 to +1while kurtosis should range from -3 to +3 and this is acceptable range. (Sekaran & Bougie, 2003). It is evident that all the statistics of skewness and kurtosis is within the acceptable range. So data collected for this study is normal. This is also first and foremost assumption of regression analysis

Table 4. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Dev.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Err	Statistic	Std. Err.
Advertising	100	1.40	4.60	3.5620	.50428	-1.367	.241	3.585	.478
Brand Image	100	2.80	4.40	3.7660	.38038	-.623	.241	-.157	.478
N	100								

The correlation between the independent variables (Advertising) and dependent variable (brand image) showed the value of .268 respectively. If the value of Pearson correlation coefficient is between – 0.3 to +0.3 then there exists a weak relationship between the variables. If the value of Pearson correlation coefficient

range is 0.3-0.7 then there exists a moderate relationship. And above 0.7 shows strong relationship between variables. (Leech, Barrett, & Morgan, 2004)Advertising have positive relationship with brand image.

Table 5. Correlations

		Advertising	BI
Advertising	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	100	
BI	Pearson Correlation	.268[**]	1
	Sig. (2-tailed)	.007	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

V.   REGRESSION ANALYSIS

$$\text{Brand Image} = \beta_0 + \beta_1 \text{Advertising} + \varepsilon$$

(1.1)

Table 6. Regression Analysis

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Advertising[b]	.	Enter

a. Dependent Variable: BI

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.268[a]	.072	.063	.34453	1.821

a. Predictors: (Constant), Advertising

b. Dependent Variable: BI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.903	1	.903	7.606	.007[b]
	Residual	11.633	98	.119		
	Total	12.536	99			

a. Dependent Variable: BI

b. Predictors: (Constant), Advertising

Residuals Statistics[a]

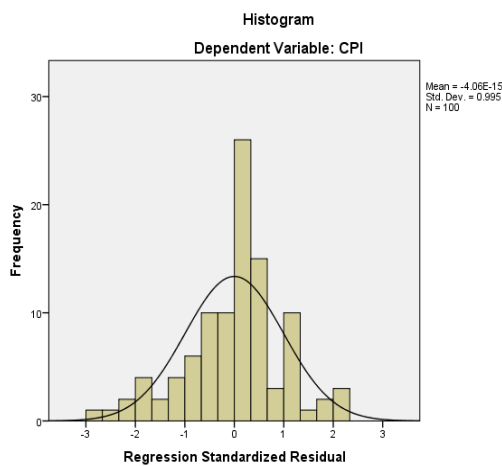|	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.4573	3.9330	3.7380	.09550	100
Residual	-.99033	.76211	.00000	.34279	100
Std. Predicted Value	-2.939	2.042	.000	1.000	100
Std. Residual	-2.874	2.212	.000	.995	100

a. Dependent Variable: BI

Figure 1. Regression fit model

The regression analysis showed the value of Durbin Watson is in the range. So no problem of serial correlation. The R showed the multiple correlation

coefficients. It is the combined correlation of independent variable and dependent variable. Its value is 0.468 that depicted that all the independent variable has moderated relation with dependent variable. R^2 is the explanatory power of the model. It depicted the explained variation in Dependent variable due to independent variable. The value of R square is 0.428 that explained 42.8 percent variation in dependent variable (purchasing intention) due to independent variable (Advertising). It explained the variation for sample and adjusted R square showed the variation for population i.e. Four universities in southern punjab. Beta is the slope of relationship. However significant value of the variable (Advertising) is less than 0.05, so the relationship between the advertising and purchasing intention is significant. At the same time, the t value is more than 2, so a hypothesis is accepted

.

Table 7. Hypotheses summary

Hypotheses	Statement of hypotheses	Decision
Hypothesis 1 (H1)	Impact of advertising on Brand Image	Supported

VI. DISCUSSION

The regression analysis showed the value of Durbin Watson is in the range. The R showed multiple correlation coefficients. It is the combined correlation of the independent variable and dependent variable. Its value is 0.468, that depicted that all the independent variable has moderated relation with the dependent variable. R^2 is the explanatory power of the model. It described the explained variation in the Dependent variable due to the independent variable. The R square value is 0.428, which demonstrated a 42.8 percent variation in the dependent variable (purchasing intention) due to the independent variable (Advertising). It explained the sample's interpretation, and adjusted R square showed the variation for population, i.e. Four universities in southern Punjab. Strategic decisions have important implications for organizational performance and are often the result of actors' involvement both inside and outside the organization (Hickson et al., 1986; McKenzie et al., 2009). In order to improve the assessment of decision-making, the central decision-makers gather most of their data on social relations in their precise location, which builds their social capital. Research in managers' social

capital shows that the relationships they maintain affect their behaviour in organizations and organizational processes (Bratkovic et al., 2009; Stam and Elfring, 2008).

5.1 Theoretical and Managerial Implications

The study provides useful insights to marketing managers to design a campaign for promoting their product. In addition to this, this study provides a roadmap and an action plan to the manager to rectify the existing problem of decreased sale by promoting their product in a credible way. As some companies pay their employees to comment in favour of the company, so this study provides tactics to such companies that increasing numbers of reviews influence the brand image.

The researcher debate about local support in rural schools is one of the first words of brand management concerning social cohesion and private investment in the community. In explaining the concept, Hanifan distinguishes social and material capital by describing it as "not necessarily real, or personal property or cold money, but rather in life that often makes these material objects countable in

everyday people's lives, namely, harmony, relationships, empathy and socialism. If they can interact with their neighbours, and they, with other neighbours, there will be an accumulation of public money, which can quickly satisfy their social needs and adequately empower the community and improve the community's overall living conditions. that person will receive help from their organizations for charity, sympathy and relations with their neighbours.

This study highlights that what are the factors that make advertising more appealing to readers regarding the product. People interact with each other, ask different opinions about products and services, discuss their pros and cons, rely on each other's suggestions, and alter their brand image according to it. Various factors affect these online interactions among current and potential consumers and make advertising more persuasive, ultimately shaping the brand image. Although advertisement affects the brand image, therefore, for managers of companies should put effort to increase the advertisement, but it doesn't mean that advertisement generated will help them to influence people to buy and grow their company sales. Meanwhile, marketers of companies can design such a campaign where discussions are taking place mostly where the numbers of participants are large and where the numbers of comments generated are more. This considerable discussion based on content and comments generated will attract people, persuading people to make a positive brand image.

The first recommendation for the future researcher can replicate the same model in a different context. This research has been done in universities of south Punjab. So, future research can consider another area of Pakistan. Secondly, this study is done in the context of only two variables; future research can target other variables (moderator/mediator).

The first limitation is that there are resource and time constraint. The burden of the study is that there is no moderation is applied in this study. In addition to the above, another sound limitation of the study is that it does not impact other factors that influence electronic word of mouth, such as source credibility, homophily, and shared geographical location.

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