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## IMPACT OF ADVERTISING ON BRAND RECALL AND BRAND PERSONALITY FORMATION: A STUDY OF ORGANISED FASHION RETAILING

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### ABSTRACT

*The buying pattern of consumers in fashion retailing has changed drastically over a couple of years. They follow trends they see on television, in magazines and on internet through advertisements. They want to match their steps with changing fashion and go shopping. Flourishing markets and high consumer willingness to spend have impelled fashion retailers to spend profusely on advertisements and branding programs. In view of consumers, a brand building program depends on the identity of a brand. Here the brand is built through brand awareness and brand associations. Brand awareness requires brand recall. A brand that is in consonance with the emotional values of brand and the target consumers' lifestyle is selected. Thus, the personality of consumer influences the brand personification, which he/she adopts.*

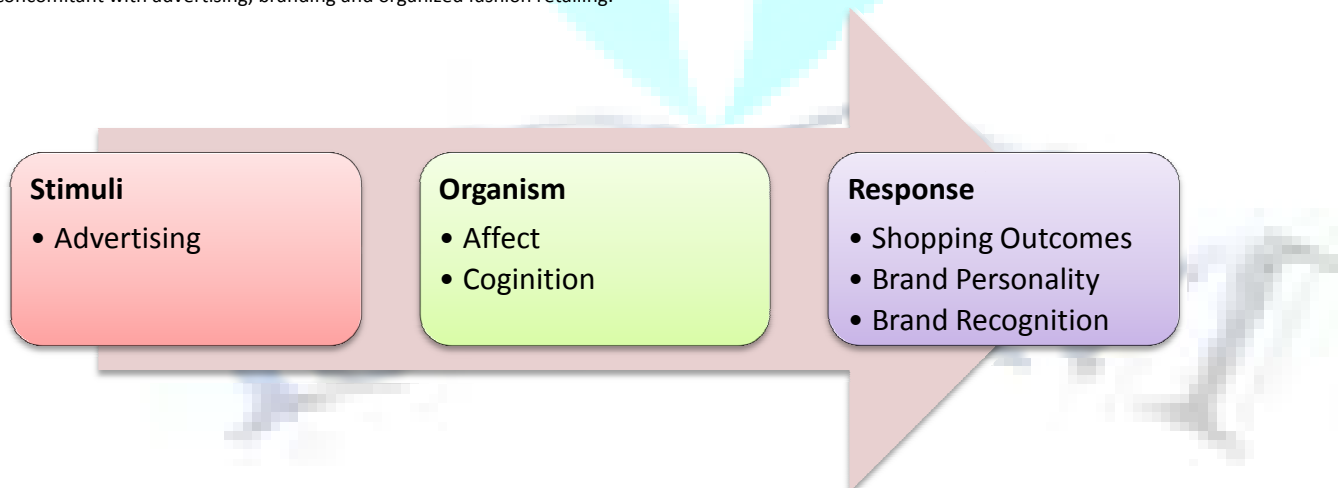
### KEYWORDS

Advertising, Brand Recall, Brand Personality, Fashion Retailing.

### INTRODUCTION

Despite a substantial population of the economically disadvantaged in Asia, buoyant consumer confidence and increasing disposable incomes are driving consumption across different sectors. But there is enough evidence to prove that there is a direct relationship between relative advertising expenditure against the competition and share of market. Businesses that spend a much smaller proportion of their sales on advertising versus their competitors achieved a much lower share of market than those businesses which spend relatively more and also achieve lower rates of Return on Investment (ROI) (Biel, 1990). Advertising not only builds strong brands but also contribute to company profitability. It is imperative to understand the extent to which a brand's advertising is accomplishing its communication objective and contributing to the brand's success. Advertisements cannot impel anybody but merely manipulate the order in which consumers notice different alternatives. The advertising sets up the need, and then provides the brand to satisfy the need. This is what helps establish the appropriate links in memory between the need and the brand so that when the need occurs in 'real life', the brand will come to mind. Brand Recognition and Brand Recall form part of Brand Awareness which is considered imperative for Brand Salience. The brand is familiar, and linked in memory with those situations where such a product would be needed; and the more salient a brand, the more likely it will be the chosen or preferred brand when a purchase brand is made. The brand's advertising must take both recognition and recall brand awareness communication objectives into account which is intended for establishment of strong need – brand link.

The Paper strives to study the impact of Advertising on Brand Recall and Brand Personality Formation with special reference to organized fashion Retailing. The Mehrabian and Russell S-O-R model (1974) used to explain the behavior of consumers, was used to study the behavior of young consumers in fashion retailing concomitant with advertising, branding and organized fashion retailing.



### MODIFIED SOR MODEL

The Paper also seeks to establish a relationship between Advertising and formation of Brand Personality. Personality traits of human beings can be associated with a brand directly as if they were living beings (Personification of Brand). Personality traits can also become associated with a brand indirectly through features like brand name, symbol, price and distribution channel (Aaker, 1995). Brand personality includes demographic categories such as gender, age and class (Levy, 1959). Recent approaches have taken the route of transferring personality concepts and measurement techniques from human psychology to brands and Aaker (1996) demonstrated that five major factors summarized the traits that consumers attributed to a wide range of brands: sincerity, excitement, competence, sophistication and ruggedness.

**REVIEW OF LITERATURE**

Brand awareness reflects the extent to which people can either remember or recognize a brand. It may seem obvious that people must be aware of a brand in order to prefer it. When people think about brands in a product category, those that come to mind represent recall brand awareness; they are recalled based only upon a category cue. If someone is shown a list of brand names or pictures of packages, those that can be identified represent recognition brand awareness, but whether recall or recognition awareness is more important is a function of how people make purchase decisions in the category (Percy and Elliot, 2005).

Recognition and recall are two forms of brand (Rossiter and Percy, 1997). Recognition reflects the ability to recognize a brand at the point of purchase in enough detail to facilitate purchase. For other purchase or usage decisions, a brand name must be recalled from memory once the need for the product is recognized.

A strong brand awareness brings with itself a sense of familiarity to the purchase. As Schacter (1996) has pointed out, familiarity does not entail specific details but merely primitive or basic sense of knowing. This is a real asset for a brand, because in terms of memory, when attention is divided someone is much less likely to recall specific details of an experience, but there is little or no effect upon a sense of familiarity. Korean consumers' perceptions of the U.S. apparel brand consisted of three dimensions: perceived quality, prestigious image, and emotional value. Brand awareness was significantly related to three factors of brand perceptions among Korean Gen Y consumers. Brand awareness, especially, affected the prestigious image of a U.S. apparel brand in the Korean market. In addition, emotional value had a positive effect on purchase intention for the U.S. apparel brand among Korean Gen Y consumers (Eun Young Kim, Dee K. Knight and Lou E. Pelton, 2009).

Aaker (1996) posits that a strong brand awareness brings with it familiarity, presence in the market, commitment of the consumers and sustainability. The knowledge and feeling do not inform the purchase decision; it is little use to the brand. Advertising is meant to reinforce brand awareness and build positive brand attitude, regardless of the way that message may be delivered. This means anything from store atmosphere, packaging, endorsements, and product placements to messages in more traditional mass media such as television, radio, posters, magazines and newspapers can be advertising. This is what is referred to today as 'contact points'. The link between a brand and category need, what people are looking for, is what brand awareness is all about. A brand must be positioned in its marketing communication in such a way that when the need of the product arises, the customer automatically recalls the brand.

The awareness communication objective for Routinized response behavior is recognition brand awareness. Basically, this means visual iconic learning (Rossiter and Percy, 1998). In such cases a brand's advertising must present the brand as it will be seen at the point of purchase. In other situations where someone else pulls the brand name from the memory in order to make the purchase (or utilize the service), recall brand awareness is the appropriate brand awareness communication objective. This depends upon verbal paired – associated learning (Lee and Ang, 2003).

In general, research shows exposure to an ad leads consumers to form knowledge about it, which is stored in memory (MacKenzie, Lutz and Belch 1986). Thus, consumers form knowledge about corporate ads following exposure to them, which is stored as part of their corporate knowledge. This process is consistent with corporate advertising's traditional purpose to build and maintain a positive corporate image (Rothschild 1979). In addition to corporate ad knowledge, consumers have brand knowledge stored in memory. Both corporate ad and brand knowledge contain beliefs, affect, and attitudes (Garbett 1983; MacKenzie et al. 1986), all of which may have an impact on product evaluations. Typically, consumers' product evaluations are based on a combination of stimulus information and knowledge retrieved from memory (Lynch and Srull 1982; Alba and Hutchinson 1987). Knowledge retrieval, in turn, is influenced by retrieval cues, like names or identifying labels. Such cues activate knowledge in memory, leading to its retrieval (Keller 1987). Corporate ad and brand knowledge retrieval cues may thus influence product evaluations by causing consumers to retrieve and use certain parts of their knowledge during product processing. Advertisements for apparel products frequently feature hyperboles to convince consumers that a product is superior to other similar brand offerings (Brenda Sternquist Witter and Charles Noel, 1984).

Personal and psychological factors may result into different view points for different media. For example, according to Chang, gender plays a critical role in identifying the effectiveness of both comparative as well as non comparative advertising appeals. Newer forms of advertising viz. online, mobile and wireless advertising are attracting customers. Psychological factors drive consumers to shift from one advertising medium to another. Therefore, following hypothesis can be developed:

**Hypothesis 1: Effective Advertising results into Brand Recall and formation of Brand Personality**

The development of brand management efforts has resulted into companies taking benefits of new marketing vehicles. Baldinger and Robinson (1996) have observed that, brand managers in addition to mass media are using direct communication mediums so as to build and sustain consumer loyalty. At the same time, brand managers also confront threats from similar responses from the competitors.

There are two central elements to brand personalities: the type of benefits offered by the brand and the type of consumer who will value them. Advertisements which show nothing but product features trying to appeal to consumers rationally. Usually the focus would be the unique sales proposition (USP) or a selling idea which can differentiate the brand from its competitors. Advertising builds the emotional image of the brand and the brand personality associated thereof provides depth, feelings and liking to the relationship. A brand personality thus can make a brand more interesting and memorable and become a vehicle to express a customer's identity. In view of the above discussion it may be delineated that advertisements or market communications help building the brand personality of the product when consumer correlates the human qualities to the products that is advertised.

One way to conceptualize and measure human personality is the trait approach, which states that personality is a set of traits (Anderson & Rubin, 1986). A trait is defined as "any distinguishable, relatively enduring way in which one individual differs from others" on the basis of trait theory, researchers have come out with five dimensions of personality also termed as the 'Big Five' personality dimensions (Batra, Lehmann & Singh, 1993). The five dimensions are Extraversion/introversion, Agreeableness, Conscientiousness, Emotional stability, and Culture.

On the basis of these five personality dimensions, Jennifer Aaker (1997) came out with 'Big Five' dimensions for brands viz. Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Advertising can help create the brand personality. The semiotic approach provides an understanding how brand personality is created in advertising.

Brand personality can be created through advertising in a direct as well as in an indirect way. In a direct way, the brand personality is created by transferring the personality of a person used in the ad. In an indirect way, the brand personality is derived from the product's meanings. For example, if the benefit of a brand is 'success', the personality of that brand can be 'successful' and/or 'confident'.

For a brand personality to be created in the minds of consumers, it first has to be connected to the advertised product. The brand personality is not received from the ad, the consumer has to create the personality. In other words, the transfer of the brand personality is not completed within the ad, the viewer has to make the connection between the brand personality communicated in the ad and the advertised product. The consumer has to connect the personality of the person in the ad, and/or the personality derived from the meanings of the product to the advertised product. By doing this consumer humanizes brand and give them human personalities.

Consumers often personalize brands by humanizing them. Humanizing or attributing human characteristics empowers the brand in helping it play a more central role in consumer's life.

Because brands acquire symbolic meaning, it enables consumers to project different aspects of their actual self (Grubb and Hupp, 1968; Aaker, 1997). Brand personality facilitates consumers to choose a brand that is perceived to be consistent with their own self-concept and establish desirable consumer-brand relationships (Fournier, 1998).

MacInnis and Jaworski (1989), present a conceptual model of information processing from advertisements wherein, motivation, opportunity and ability (MOA) were shown to influence the capacity and attention for processing brand information from advertisements.

The effectiveness of advertising depends on receptiveness of the user and his attitude towards advertising. Metha (2000) says that the recall rate for print media advertisements was very high in case of respondents who showed favorable or positive attitude towards advertising.

In case of traditional media viz. broadcast and print, the frequency of advertisement exposure determines the effectiveness of advertising. (Campbell & Keller, 2003; Fang, Singh, & Ahluwalia, 2007; Hitchon & Thorson, 1995). Brand awareness is still other way of measuring advertising effectiveness (Rossiter & Bellman,



2005). This can be owed to the simple reason that unless there is brand awareness, one cannot think of positive attitude towards brand and purchase intentions. Hence, brand awareness is a critical communication objective for any advertising program. Brand awareness can be measured by brand recall.

Emotional and rational appeals arouse different consumer responses (Singh & Cole, 1993). The advertising should persuade consumers so as to be called effective. This is almost certainly why marketing universally assumes that high attention equates to advertising effectiveness. For example, Philip Kotler and colleagues, authors of the world's most popular marketing textbook, state unhesitatingly that, 'The advertiser has to turn the "big idea" into an actual ad execution that will capture the target market's attention and their interest' (Kotler *et al.* 1999). And even the UK's most celebrated marketing academic, the late Peter Doyle, wrote 'For an advertisement ... to be effective it must achieve first exposure and then attention' (Doyle 1994). But here we encounter an interesting non sequitur. Although they talk about the need for advertising to get attention and for the message to be remembered, neither Kotler nor Doyle says anything about the need for the advertising itself to be remembered – yet both include advertising recall in their list of recommended metrics. This suggests that their list of evaluative metrics is derived not from their own criteria for advertising effectiveness, but from the measures that are widely used. A rigorous analysis of all other factors indicated it could only have been the advertising that gave the brand its exceptionally high repute, thereby confirming that advertising can build strong brand values without necessarily performing well on memory-based evaluative measures.

So advertising that exploits low-attention processing seen at low attention will be more effective in comparison to seeing it once or twice at high attention. The implication for research is that brand associations that is supplemented with this kind of repetition may remain in memory long after the ad has been forgotten. If this is the case then metrics based on memory of the ad itself, such as claimed ad awareness, are likely to underestimate the effectiveness of advertising that has a strong affective content.

If, as is predicted by the Low Attention Processing Model, brand associations and their emotive links endure in memory beyond the point at which conscious recollection of the ad itself disappears, then measures such as claimed ad awareness and detailed recall are likely to underestimate the effectiveness of advertising that has a high affective content. In simple terms, significant numbers of people who have been exposed to the ad and influenced by it will not actively remember it and will therefore not believe the brand has been advertised recently. On this basis, following hypothesis was developed:

**Hypothesis 2: There are no significant differences in the preferences of buyers among advertising medium in fashion retailing.**

It is very critical for marketers to understand the personal and psychological characteristics of consumers as they have potential in influencing purchase behavior and brand recall. Consumers who seek self-uniqueness manifest a positive attitude toward personalization and were less concerned with social as well as financial risks. However, body size and attitude towards personalization have a positive relationship. On the whole, there is a positive relationship between attitude towards personalized apparel and purchase intentions. The role of genders to advertisements in different media reveals that opposing genders react differently to them. Marketers generally accept that males can be targeted with 'neutral' advertisements for the reason that males avoid products which are perceived by them to be 'feminine'. In contrast women use products which are characteristically 'male'. Males are more objective and think generally in macro way. So it can be asserted that gender and personality result into different perceptions to the same advertisement.

Understanding human psychology helps marketers in devising appropriate marketing strategies to sell products and services. The consumers of different region, places, states and countries manifest different personality and status and it is pertinent for advertisers to understand these differences and should come with appropriate advertising medium so as communicate to the consumers.

Brand personality is an important and appealing concept in the new age marketing. Aaker (1996) described brand personality as a critical core dimension of the brand identity and plays an important part during the consumer decision making process. This is due to the reason that relationships are important in the contemporary society. Like in Maslow's Need Hierarchy Theory, brand personality tries to raise products to higher order needs like love, belongingness and esteem. There are different ways and tools to create brand personalities. This brand creation however, always entails active communication on the part of the company but the personality to be disseminated should look and feel alive.

The best known and employed way of personality creation of brands takes place through celebrity endorsements. Cricket stars, models, film stars and publically well known people are hired to lend their personality to the brand and personalize the brand. Communication approaches are mostly employed by advertisers and marketers for personality creation of brands. Brassington and Pettitt (2003), Erdogan and Baker (2000) and Redenbach (2000) posited that brands are sensitive to the marketing communication and anchors which influence consumer behavior. Taking into consideration this literature following hypothesis was developed:

**Hypothesis 3: Exposure to Advertising leads to communication of Product and non product attributes**

## RESEARCH METHODOLOGY

The study was conducted in Ajmer and Jaipur city by means of intercept mall survey and online survey. For data collection both primary and secondary sources were used. Questionnaire was tested on 350 respondents.

### Survey Instrument

**Demographics Characteristics:** Respondents were asked for their age, gender, age, occupation educational background and household income.

**Effect of advertising on brand recall and brand recognition:** Six items were included in the questionnaire. In addition, the personality dimensions Sincerity, Excitement, Competence, Sophistication, and Ruggedness as mentioned by J. Aaker were replaced by the adjectives which describe the non-product attribute of the fashion brands to suit the study. They are as follows: Ethnic, Elegant, Sober, Trendy and Traditional. The response was rated on a five-point likert scale (1= "Strongly Disagree" to 5= Strongly Agree)

**Preferences of customers regarding the medium of advertising:** This was done by asking them the preferred medium such as T.V., Radio, Newspaper, Magazines and others

The collected data was analyzed using SPSS 17.

## FACTS AND FINDINGS

**H 1:** Data was collected to measure the impact of advertising on Brand recognition and Brand recall. To measure the internal consistency of data, Cronbach alpha was measured. It was measured at .671, which is above .5 which is quite sufficient. Correlation was applied to the collected data and following conclusions were drawn.

**TABLE 1: CORRELATION BETWEEN ADVERTISING, BRAND RECALL AND BRAND RECOGNITION**

	Advertising	Brand Recognition	Brand Recall
Advertising	1.00	.92	.91
Brand Recognition	.92	1.00	.90
Brand Recall	.91	.90	1.00

Analysis showed a high degree of positive correlation between Advertising, Brand Recall and Brand Recognition. The findings on customer preferences regarding advertising show that respondents attach great importance to advertising. Similarly they also suggest that advertising is especially important for brand awareness and the for brand recognition and brand recall.

**H 2:** In table 2, preferences of customers regarding the medium of advertising is shown. After applying Kolmogorov-Smirnov (K-S) Test it was found that there is much difference between the preferred medium for advertising.

TABLE 2: PREFERENCES OF CONSUMERS REGARDING MEDIUM OF ADVERTISING

Medium	T.V.	Radio	Newspaper	Magazine	Others
No. of Respondents	141	48	96	58	7
$ F_0(X) - F_T(X) $	.20	.14	.21	.18	0

The calculated value (.21) is found to be greater than the critical value (.072). Thus, we cannot accept the hypothesis. There is significant difference between the choices of respondents regarding the medium of advertising.

Table 2 shows the preferences regarding medium of advertising. It was found that the customers attach more inclination with T.V., on the other hand newspapers score a high in comparison to radio and magazines. T.V. was preferred because of audio visuals and clarity of message. Celebrity endorsement was also one of the factors that influenced the respondents to opt for T.V.

**H3:** To measure non-product attribute the personality dimensions Sincerity, Excitement, Competence, Sophistication, and Ruggedness as mentioned by J. Aaker was replaced by the adjectives which describes the non-product attribute of the fashion brands to suit the study. They are as follows: Ethnic, Elegant, Sober, Trendy and Traditional. The respondents then rated accordingly. Table 3 shows the calculated mean. Sober was rated as the highest by the respondents, followed by the trendy and traditional.

TABLE 3: MEAN OF THE NON-PRODUCT ATTRIBUTE OF THE FASHION BRANDS

Attributes	Mean
Ethnic	3.26
Sober	3.81
Elegant	3.21
Trendy	3.71
Traditional	3.53

### IMPLICATIONS AND FUTURE RESEARCH

1. Although the hypothesized directions of this research were not supported, the results suggest some important implications for researchers and managers. The study highlights the importance of understanding the symbiotic relationship between advertising and branding as customer response to advertisement stimuli that leads to formulation of long-term branding strategy, considered necessary for managers in business and researchers in marketing to-day.
2. Future Research is imperative in terms of a thorough 5- 10 year's tracking study of the effect Advertising has on Brand Awareness, Brand Attitude and Market share which could be particularly helpful for apparel marketers and manufacturers.
3. Managers need to understand that awareness leads to learning and formation of attitudes about the brand, which will be influenced by emotional associations, which result in preferences for that brand, building brand loyalty. That's where positioning a brand in marketing communications gains importance. Positioning establishes the link in the consumer's mind between the brand and the category need, why a customer needs a product. Managers need to understand that the brand's advertising must take both recognition and recall brand awareness communication objectives into account.
4. Another important implication for managers is the idea of brand personality (Personification of brand) or brand as a person metaphor and brand as a friend metaphor. It is imperative here for managers to understand that brands do have personality traits similar to humans and as individuals tend to perceive other people on the basis of the characteristics they display in social situations then the same argument applies to brands and their use in particular situations so that personal meanings have also to be negotiated as social meanings.

### LIMITATIONS OF RESEARCH

After completing this study, some limitations were realized, which are enumerated below:

1. The data were gathered through convenience sampling design and the respondents were limited to individuals shopping as Data were collected through an intercept survey from respondents picked up at random at fashion retail outlets in Ajmer and Jaipur. So the findings cannot be generalized to other geographic locations or consumers groups
2. The study's results cannot be generalized beyond the product category (fashion retail brands). According to previous researchers, shopping value and its influences may change due to shopping situation (Chang et al., 2004).
3. In addition, the exploratory analysis of the relationships between demographic characteristics (age, ethnicity, gender) and the utilitarian scale was problematic due to the unreliability of the five-item utilitarian shopping value scale.
4. Finding Correlation between Advertising and Brand Recall, Brand Recognition or for that matter Brand Personality proved to be problematic as they were part of separate Likert scale responses.
5. To induce young fashion customers to fill the responses was itself a cumbersome process as everyone wanted the trip to be over soon.

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**ANNEXURE**

**QUESTIONNAIRE**

**PART I**

- Name.....
- Gender.....
- Age.....
- Educational Qualification
  - High School
  - Bachelors degree
  - Master's Degree
  - Any other please specify.....
- Occupation
  - Government Employee
  - Private Employee
  - Self Employed
  - Student
  - House Wife
- Annual income
  - Below 2 lakhs
  - 2 lakhs – 4 lakhs
  - Above 4 lakhs

**PART II**

1. Fashion to you is
  - a) Look cool and trendy
  - b) Look sober and calm
  - c) A way to express my inner self
  - d) \_\_\_\_\_
2. What inspires you most when you think of your style statement?
  - a) Brands
  - b) Latest trend
  - c) Fabric
  - d) Designing
  - e) Others, (Please specify) \_\_\_\_\_
3. Your fashion sense is inspired from:
  - a) Parents

- b) Friends
  - c) Celebrities
  - d) Others (Please specify) \_\_\_\_\_
4. Which brand comes to your mind at the first place when you think fashion?  
\_\_\_\_\_

5. Which medium inspires you the most in case of fashion retail?
- a) TV
  - b) Radio (FM)
  - c) News Paper
  - d) Others (Please specify) \_\_\_\_\_

Please indicate evaluation of your preferred medium (e.g. TV, Radio, news paper etc) for fashion retail advertising: (tick on any one of the boxes mentioned against the factors as your choice)

Factor	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Entertaining					
Attractive					
Interesting					
Informative					
Professional					
Effective					

Please indicate evaluation of impact of Advertising on brand recall and recognition: (tick on any one of the boxes mentioned against the factors as your choice)

Factor	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Advertisements help in recognizing apparel brands					
Advertisements help in recalling apparel brands					
It makes me aware of features of Apparel Brand					
It helps in forming a Personality of Apparel Brand					
It builds a positive Attitude for apparel Brands					
It provides motivation to buy Apparel Brands					

After seeing or hearing the advertisement of your preferred clothing wear, what attributes or characteristics do you associate with your clothing wear? (Tick on any one of the boxes mentioned against the Attributes/ Characteristics as per your choice)

Attributes/ Characteristics	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Ethnic					
Elegant					
Sober					
Trendy					
Traditional					

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