

## ELEMENTS OF BRAND SALIENCE AND ITS IMPACTS ON BUYING BEHAVIOR AND SALES

Mr. Mohsin Ullah<sup>1</sup>  
Muhammad Farooq Jan &  
Muhammad Faheem Jan<sup>2</sup>

### Abstract

Brand awareness measures the accessibility of brand in memory, and can be measured through brand recall or brand recognition. This study aimed at the recall of the brands in post purchase satiation having focus on effects of advertisement and media which help in the recall of the product. The variables studied were recall and recognition and analyze with logistics regression. It was observed that the place and space of the advertisement play an important role in the recall of the brand besides this the proper categorization and shelving of the product also play a significant role in the recall. Results show that single eye fixation can create indirect priming affects, inhabiting or enhancing the recall of related brands depending on the relative accessibility in memory of the primed and target brands. However the study found no primacy effect, no decay effect, a reverse recency effect and reverse mirror effect

[Key words: Brand and branding, Buying behavior, effect of advertisement and media, product recall. Customer satisfaction]

### **Introduction**

The most powerful ideas are simple, and brands follow these same rules. Creating simple, but powerful differentiation in the minds of company customers, their staff, indeed all of their stakeholders, requires a clear and indisputable vision that is expressed in everything the companies do; from product to service, through environments, to the people they hire and the way they talk about their self. Maintaining such

---

<sup>1</sup> Lecturer, Comsats Attock

<sup>2</sup> Research scholars, MS Management Sciences, Hazara University, Pakistan

simplicity throughout the complex systems, processes and politics that characterize modern business is a substantial task requiring absolute focus, passion and conviction. It is no wonder that as competition increases, brands are playing an ever-increasing role in business strategy.

According to Aaker (1991), "More and more consumers choose products according to brands. Because of the need to differentiate between consumer preferences and formulate the appropriate strategy, brand positioning becomes an important topic that merits additional research. Good brand positioning must allow consumers to perceive the uniqueness and intensity of the brand."

Today, battle faced by marketers is a battle of the brands. Companies are competing for brand dominance, realizing that brands are the company's most valuable assets. The focus has changed from owning factories to owning markets, and the only way to own markets is to own market-dominated brands. For this purpose, the companies focus on the saliency effects of the brand. The saliency effect is the combination of the brand recall and recognition.

Both recognition and recall are techniques that dredge memory for traces of awareness of an advertisement or brand, but recognition is a direct technique, while recall approaches the memory indirectly. In other words, recognition is the term for trying to access a memory of something by prompting with that concept: so a prompt using the actual advertisement, trying to access any memory of having seen it before, is searching for recognition. Recall is the term used when one prompts with a brand name while looking for feedback on the memory of the advertisement; or conversely, prompts with the unbranded advertisement while looking for feedback on the brand that is being advertised. Keller (2003), suggests that brand recall relates to the consumers ability to

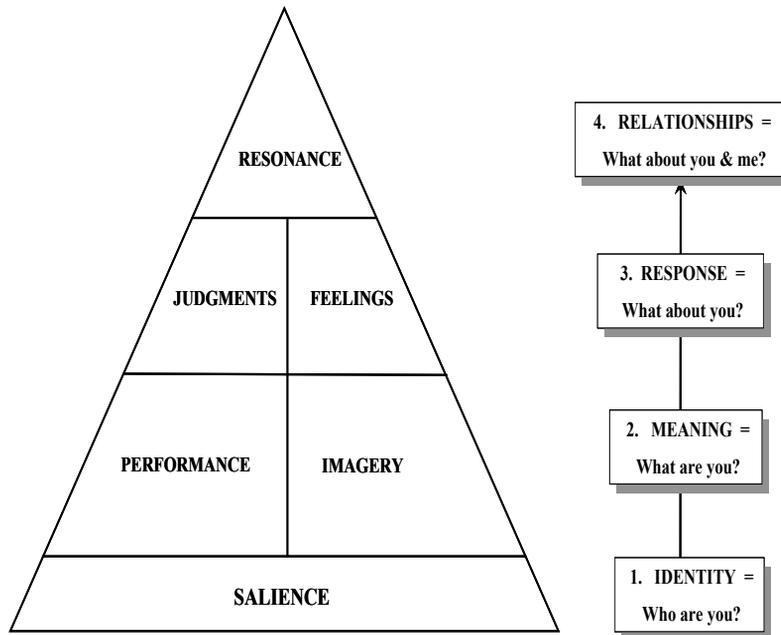
retrieve the brand from memory when given the products category, the needs fulfilled by the category, or a purchase or usage situation as a cue. In other words brand recall requires that consumers correctly generate the brand from memory when given a relevant cue.

**Recognition:** Kotler (2004), says that the marketing communications mix consists of advertising, sales promotion, public relations and publicity, personal selling, and direct marketing, although savvy marketers know that communication goes beyond these five methods. The product's styling and price, the package's shape and color, the salesperson's manner and dress, the place's decor—all communicate something to buyers. In fact, every brand contact delivers an impression that can affect a customer's view of the company. Therefore, the entire marketing mix must be integrated to deliver a consistent message and Strategic positioning. Osselaer (2004) said that when consumers evaluate or choose products, they rely on what they have learned and can remember about those products' characteristics, such as brand names, ingredients, or features. Several experiments suggest that even rather sophisticated patterns of product evaluation and choice can be explained by simple associative learning-and-memory processes, which show similarities to those found in rats, dogs, and other animals. Strategic implications for brand management and public policy, theoretical implications for the study of human learning and memory, and directions for future research are outlined.

Robert based on his research indicated that, we should know how do we understand the firm's decision to use (or not) a celebrity and to do so in some given set of media? To answer this question, we develop a coordination model of advertising in which firms choose both advertising

levels and advertising format .ads with or without celebrity endorsements and either more or less broadly targeted. We show that equilibrium formats are either ones that reach large audiences at low cost or that coordinates well. The former provides a cost-based explanation for celebrity endorsements consistent with experiments showing that celebrities enhance product recall.

## CUSTOMER-BASED BRAND EQUITY PYRAMID



Source: Keller, K. L. 2003. Strategic Brand Management 2nd Edition, Pearson Education Singapore

Kelaris (2007), suggested that marketers' vital interest lies in teaching consumers effectively to prefer their brands and differentiate their products from the competitive offerings. Consumer learning is a process that continually evolves, and changes. The change is because of

the newly acquired knowledge (gained from reading, discussion, observation and thinking or factual experience). Newly acquired knowledge and personal experience serve as feedback. Feedback provides basis for the future behavior in similar situations

According to Loudon (2003), term learning encompasses the total range of learning from simple almost reflexive responses to learning abstract concepts and complex problem solving. All theorists agree that for learning to occur certain basic elements must be present.

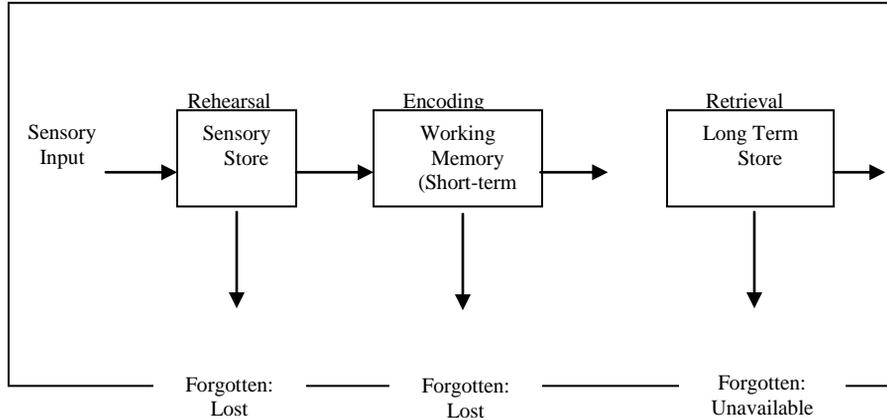
**Motivation:** Motivation is the drive that impels and individual to action. Motivation is based on needs and goals. It acts as spur of learning.

**Cues:** Loudon (2003), concluded if motives serve to stimulate learning, cues are the stimuli that give direction to these motives. An exotic trip that includes bike riding may serve as a cue for bike riders who may suddenly recognize that they need a vacation. The ad is the cue or stimulus that suggests a specific way to satisfy a salient motive. Just as links to specific attributes can influence which brands are thought of, specific attributes linked to the brand can also form the basis for selection. For example, buyers may use criteria such as the cheapest, the easiest to buy or the prettiest one.

**Response:** How individuals react to a drive or a cue – how they behave- constitute their response is important

**Reinforcement:** According to researchers in the field of consumer behavior reinforcement increases the likelihood that a particular response will occur in the future as the result of particular cues or stimuli. A product that fulfills the basic need will reinforce the purchase behavior and the consumer will most likely purchase it again

## Memory



Source: Leon Schiffman, “*Consumer Behavior*” 5<sup>th</sup> Edition

**Implicit memory:** According to Samu (2009), Advances in the field of memory suggested that consumers possess implicit memory, i.e., use of information without conscious recollection of its source. The encoding process is the same whether implicit memory or recall is being used.

**Sensory Store:** Hawkins (2004), concluded that the initial, momentary storage of information, lasting only as an instant. All data come to us through our senses; however, the senses do not transmit whole images as a camera does. Instead, each sense receives a fragment piece of information and transmits it to the brain in parallel, where the perception of a single instant are synchronized and perceived as a single moment of time.

### Background of the study.

Earlier studies suggested that for both maintenance and growth it is important for marketing to build and reinforce the quantity and quality of

the memory associations customers hold about the brand (the brand's "share of mind").

The aim is to get the brand noticed and thought of as an option in most buying situations by most buyers. Additionally, having an extensive network in memory also provides buyers with a sense of assurance that the brand will 'do the job'. This provides the small secondary benefit that, when the brand is thought of, it is more likely to be chosen.

This need to build and refresh salience puts into perspective traditional Recommendations to differentiate the brand or to seek to persuade buyers that the brand is better than competitors. We believe that such objectives are often misdirected and that they can distract from and even hamper salience-building activities. Marketing attention should instead focus on maintaining highly distinctive (i.e. clearly branded) communication that cuts through and refreshes memory structures.

### **Statement of the problem**

The brand silence is mostly neglected by the Pakistani companies and that is because of lack of awareness about its contributing factors and likely impact it generates. The research intends to investigate that to extent is the brand is top of mind and easily recalled or recognized. The major objectives of the study are,

- To dig out how companies can increase sales with the help of increase in the brand salience.
- To know how this will help marketers, private and public companies to invest carefully in the communication and brand development area.
- To analyze how the companies can increase the switching cost of the customers to protect their brands from the attack of their rivals.

- To analyze the effect of celebrity, stores, and purchase situations on the brand salienc.

**Research variables:** The cross sectional study is the most frequently used descriptive design in market research. In this research, single cross sectional design has been used where one sample of a respondent is drawn from the target population and information is obtained from this sample only once. Independent variables include; the Gaze, Noting and dependant variable are; :Brand salienc, or brand recall.

### **Hypotheses**

**H1:** The brand salienc increases the sales of the brand and helps them to compete them for long time,

**H2:** The brand salienc increases the psychological and monetary switching cost of the customer.

### **Sample and Sampling design**

The population of this study was that of university students. Total 300 respondents were selected from different universities and offices for the interviews and questionnaire filling. Of these consumers, 50 are college students (CECOS University students).Product categories selected for the research are the packaged juices. The reason is that these are impulse goods and do not need any planning. Second these are low involvement products and are influenced by the emotional decision.

**RESULTS AND DISCUSSION**

The procedure used by to measure brand recall, with the addition that the eye movements of consumers were being tracked while they were choosing a brand from a market shelf.

**Descriptive Results:**

Table 1 shows the relative frequencies of noting, on the one hand, and aided and unaided all on the other. The same table also provides three measures of the association between these variables. The discrimination index corrects for guessing (answering the recall question positively when uncertain). Using the threshold model of signal detection theory, the discrimination index (Pr) is the hit rate (proportion of brands noted that are accurately recalled) minus the false alarm rate (proportion of brands not noted that are inaccurately recalled). The bias index shows the proportion of recall errors due to false alarms as opposed to misses (not recalling a brand noted). In the threshold model, the bias index (Br) is the proportion of false alarms among all recall errors (false alarms and misses).

RALATIVE FRAQUENCIES AND ASSOCIATION BETWEEN NOTING AND MEMORY (JOINT AND CONDITIONAL ON NOTING)

		NOTING (At least one eye fixation)		Measures of association	
		-----	-----	-----	-----
		YES	NO	Total	X <sup>2</sup> (p-value)
Discrimination	Bias				

Index (pr)		Index (Br)				
UARECALL (Unaided recall)	YES	.19 (.29)	.09 (.25)	.28		
	NO	.47 (.71)	.26 (.75)	.72		
	Total	.66	.34	1.00	4.78(.03)	
.04	.26					
ARECALL (Aided recall)	YES	.35 (.53)	.16 (.47)	.51		
	NO	.31 (.71)	.18 (.75)	.49		
	Total	.66	.34	1.00	8.05(<.01)	
.06	.50					

NOTES: values in parenthesis are frequencies within columns (hit and miss rates for brands noted false alarm and correct rejection rates for brands not noted). Hit rate,  $H=P(\text{recall}=\text{yes}/\text{noting}=\text{yes})$  and false alarm rate  $FA = P(\text{recall}=\text{yes}/\text{noting}=\text{no})$ .

$Pr=H-FA$ ,  $Br=FA/(FA+1-H)$ .

Above Table shows, the aggregate association between noting and unaided recall is weak but statistically significant. Consumers noted 10.5 brands out of the 16 brands shown in the picture, but recalled only 4.5

brands in the unaided recall task. In addition, out of the 4.5 brands recalled unaided, only 3 were actually noted. Consumers accurately recalled 1.5 brands that they did not note during the eye tracking task. As a result, the probability of unaided recall is only marginally superior for a brand noted than for a brand not noted (29% vs. 25%). Finally, the bias index shows that most unaided recall errors are misses (failures to recall a brand noted). Unaided recall is conservative ( $Br = .26$ ): when uncertain, consumers are likely to fail to recall the brand in the unaided recall task.

	Parameter ( $\beta_1$ )	Wald test ( $\beta_1=0$ )	Parameter ( $\beta_2$ )	Wald test ( $\beta_2=0$ )	Multi variate ( $\beta_2=0$ & $\beta_2=0$ )	Parameter Equality ( $\beta_2=\beta_2$ )
Noting	.46	7.81*	.19	1.45	8.28*	3.76*
Gaze	.11	2.86	.14	5.83*	6.49*	.17
Notrel (pooled)		.05	.25	8.26*	10.18*	8.23*
-Notrel major	.05	.03	-.63	5.61*	8.02*	6.14*
-Notrel minor	-.03	.01	.85	3.61*	4.34	3.84*
Recrel (pooled)		6.05*		17.30**	20.06**	8.43**

-Recrel major	.66	6.05*	1.14	16.73 **	17.1 1**	2.80
-Recrel minor	.20	.25	1.20	10.94 **	12.4 7**	6.43**
BRDFA M (pooled)		52.21 **		89.11 **	93.6 5**	1.76
BRDFA M medium	.40	5.09*	.63	11.09 **	11.9 4** *	1.33
BRDFA M high	1.90	49.02 **	1.99	78.13 **	86.4 7**	.14

**Table: 2. UNSTANDARDIZED GOLOGIT PARAMETERS AND WALD TESTS**

NOTES: \*:P<0.05; \*\*:P<0.01.

Above table provides the parameter estimates and the chi-squared value of an univariate Wald test for aided recall (i.e., testing whether  $B_j^1=0$ ) and for unaided recall (i.e., testing whether  $B_j^2=0$ ). Table 3 also reports the chi-squared value of a multivariate Wald test, which tests whether the parameters for aided and unaided recall are simultaneously zero (i.e., testing whether  $B_j^1=B_j^2=0$ ). The last column in Table 3 reports the chi-squared value of a Wald test of the equality of the coefficients for aided and unaided recall (i.e., testing whether  $B_j^1=B_j^2$ ). Finally, Table 3 reports three pooled tests. The first one tests the overall effect of noting a major and minor related brand compared to noting an unrelated brand. The second one tests the overall effect of recalling a major and minor related brand compared to recalling an unrelated brand,

and the third one tests the overall effect of high and medium brand familiarity compared to low brand familiarity. To improve the clarity of Table 3, the parameters of the constant and of the city-specific and brand-specific variables are not reported.

## **CONCLUSION AND RECOMMENDATIONS**

This study shows that marketers who want to know whether a brand in a supermarket display is noted or not should use eye-tracking data, as this cannot be inferred from recall data. On the other hand, results show that recall is strongly associated with the number of eye fixations on the brand, a measure of the amount of visual information processing. Brand recall could therefore be used as an indirect measure of brand consideration. Of course, more research is necessary to examine the validity of using recall for this purpose outside the context of this study.

This research shows that some well-documented findings from research on memory and attention in memory-based tasks and in advertising or choice contexts are replicated in the context of the point of purchase. In particular, this research provides the first empirical evidence that making one eye fixation to a brand displayed on a supermarket shelf is enough to create direct and indirect priming effects. This research also shows the robustness of cluster-based retrieval along umbrella brands subcategories.

The two most important factors that seem to influence attention getting and memorability in the print advertising analysis are the popularity of the celebrity used and the ease with which the star is recognized in the ads

## **Recommendations**

- Celebrities could be used to appeal to distinctive segments, which may be differentiated by lifestyles.
- A controversial celebrity could also be used to build a brand. Minolta has a number of camera models. It introduced a model called Rebel that was associated with John McEnroe the controversial tennis player.
- Color is perhaps one of the most widely used visual elements in product and brand identity, as it appears in advertising, packaging, distribution, and even on the product itself to illicit positive feelings or communicate intended meaning. There for attractive colors must be selected for the product deigning.

## **Implications of the Study**

Results of the study confirm that the consistency in design between the brand Name and Mark can help communicate intended brand meaning. One implication is that fewer marketing expenditures may be needed to position the brand in consumers' minds. Another implication is that proper selection of branding elements – i.e., ones that are consistent in design, – may facilitate product trial for a given brand.

## **References**

- Aaker, D.A. (1991). *Managing brand equity: Capitalizing on the value of brand name*, The Free Press New York
- Keller, K. L. (2003) *strategic brand management 2<sup>nd</sup> edition*, pearson education Singapore.

Kellaris, J. J. (2007). Humor and Ad Memorability Psychology in Marketing, Vol.24 (6), P.497-509

Kotler, p. (2004) marketing management millennium edition, 10<sup>th</sup> edition, prentice-Hall, Inc. New Jersey

Loudon, D.L., (2003) Consumer Behaviour, 4<sup>th</sup> Edition, Prentice Hall Inc. New Jersey.

Osslaerm, M.J. (2004). A Learning-and-Memory Perspective on Consumer Decisions, journal of Economic Literature.

Samu Saridhar (2009). Brand related information as context: the impact of brand name characteristics on memory and choice. Academy of marketing science 16 sept 2009.

Schiffman, L. G. (2001) Consumer Behaviour, 9<sup>th</sup> Edition, McGraw Hill Inc, pp216-255.