

The Nature of the Relationships Between Brand Loyalty and Advertising

by

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ABSTRACT

In the recent years, more and more products come into the market, which provides thousands of choices for consumers. We live in a world full of brands, all trying to attract our attention. A critical part of this process is the criteria for selection. Research has found that criteria always derive from individuals' experience, which finally creates a unique identity for certain products and brands that could be considered synonym with the specific product. This is a fast-growing phenomenon since the advent of the commodity economy period. In today's competitive environment, modern consumers are the decision makers and the heart of a value exchange. They are becoming increasingly informed as they compare the attributes of different brands. Advertising has always been one of the important ways for companies to build strong relationships with consumers. This research aims to study the relationship between brand loyalty and advertising. This research is focused on two kind of advertisements; advertisements through social network and launch events, which have different characters, differences in broadcast frequency, and different promotion methods. Interview and survey were mainly used for this study.

Research results conclude that: 1) The impact of the press conference is greater than advertising through social network and the effect of a precise advertisement is greater than repeated advertising for individuals. 2) Advertisements should be launched in a less forceful way than in the past. They should try to affect consumers subconsciously, to disguise the fact that they are advertisements and thus keep in sync with consumers, in order to help create loyalty through certain brand. 3) Consumers also want to have more interactions with firms and other users and to participate in the creation of brand-consumer relationships. 4) Advertisements have positive effect in creating brand image.

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TABLE OF CONTENTS

	Page
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
CHAPTER	
1 INTRODUCTION	1
1. 1. 0 Introduction.....	1
1. 1. 1 Brand Loyalty and the Success of Brands.....	1
1. 2. 0 The Affects of Advertising.....	2
1. 2. 1 Social Network.....	3
1. 2. 2 Launch Event.....	4
1. 3. 0 Justification.....	4
1. 4. 0 Scope & Limitation.....	6
1. 5. 0 Glossary of Definitions	7
1. 6. 0 Research Questions.....	11
1. 7. 0 Outline of the Report.....	12
2 LITERATURE REVIEW	13
2. 0. 0 Introduction.....	13
2. 1. 0 Building a Brand.....	13
2. 1. 1 Four Eras of Branding.....	13
2. 1. 2 Contemporary Trends in Brand Design.....	16
2. 1. 3 Steps to Build a Brand.....	17
2. 1. 4 Loyalty Programs.....	19
2. 2. 0 Who Are the Consumers.....	20
2. 2. 1 Identify Target Consumers.....	20
2. 2. 2 Loyal Customers and Customer Loyalty Stage.....	22
2. 2. 3 How Loyal Are Your Customers.....	24
2. 2. 4 Approaches to Measuring Brand Loyalty.....	25

CHAPTER	Page
2. 2. 5 Consumer–Brand Relationship	27
2. 3. 0 Overview of Advertising.....	32
2. 3. 1 Development of Advertisements.....	32
2. 3. 2 Advertisement Industries Today.....	33
2. 3. 3 Two Kinds of Advertisements.....	35
2. 3. 4 Consumers and Advertisements.....	36
2. 3. 5 Branding in Advertising.....	37
3 METHODOLOGY	40
3. 0. 0 Introduction.....	40
3. 1. 0 Research Topics & Questions.....	40
3. 1. 1 The Background of Branding and Brand Loyalty.....	40
3. 1. 2 Consumers’ Attitudes Towards Two Kinds of Advertisements.....	41
3. 1. 3 The Role of Advertisements in Building the Relationship.....	43
3. 1. 4 How to Use the Elements.....	43
3. 2. 0 Research Method - Approach- Mixed Methods Research.....	44
3. 3. 0 Research Method and Method Analysis.....	44
3. 3. 1 Literature Review	44
3. 3. 2 Interview.....	45
3. 3. 3 Survey.....	45
3. 4. 0 Sampling Strategy and Research Procedure.....	46
3. 5. 0 Method Justification Table.....	47
4 RESEARCH FINDINGS / ANALYSIS OF DATA.....	49
4. 0. 0 Introduction.....	49
4. 1. 0 Basic Information of Participants.....	49
4. 2. 0 Survey Analysis.....	49
4. 2. 1 Loyalty to Apple	50
4. 2. 2 Perspectives of Advertisements Through Social Media.....	52

CHAPTER	Page
4. 2. 3 Perspective of Launch Event.....	54
4. 2. 4 Perspective of Apple’s Advertisements.....	56
4. 3. 0 Interview Analysis.....	57
4. 3. 1 Coding.....	58
4. 4. 0 Activity Analysis.....	59
4. 4. 1 Result of the Activity.....	59
5 CONCLUSION / DISCUSSION.....	61
5. 0. 0 Introduction.....	61
5. 1. 0 Consumers’ Attitudes Towards Advertisements.....	61
5. 2. 0 Advertisements Help Create the Image of a Brand.....	62
5. 3. 0 Loyalty Created by Advertisements.....	63
5. 4. 0 Design Implications	65
5. 5. 0 Limitations.....	66
5. 6. 0 Future Research	67
REFERENCES	68
APPENDIX	
A PRIOR SURVEY.....	80
B FORMAL SURVEY	83
C INTERVIEW QUESTIONS.....	89
D SAMPLE INTERVIEW TRANSCRIPT.....	91
E CONSENT FORMS.....	98
F IRB CERTIFICATION.....	101

LIST OF TABLES

Table	Page
1. Method Justification Table	48

LIST OF FIGURES

Figure		Page
1.	Conceptual Framework	13
2.	Conceptual Framework 2	39
3.	Gender Distribution & Age Distribution.....	49
4.	Loyalty Measurement Step 1.....	50
5.	Loyalty Measurement Step 2.....	51
6.	Loyalty Measurement Step 3.....	51
7.	Loyalty Measurement Step 4.....	52
8.	Loyalty Measurement Step 5.....	52
9.	Perspectives of Advertisements Through Social Media	53
10.	Effect Measurement - Social Media.....	54
11.	Perspectives of Launch Event.....	55
12.	Effect Measurement - Launch Event	56
13.	Kinds of Apple Advertisements.....	56
14.	Effect by Advertisements.....	57
15.	Evaluation of Apple Advertisements.....	57
16.	Coding of Interview.....	59
17.	Description of the Apple Advertisements.....	60
18.	Relationship Between Brand, Consumer, and Advertisements.....	65

CHAPTER 1

INTRODUCTION

1. 0. 0 Introduction

In recent years, more and more products have entered the market, providing thousands of choices for consumers. This has been a fast-growing phenomenon since the advent of the commodity economy period. When we need food, clothing or anything else, we try to figure out “the best” among numerous choices. We live in a world full of brands, all trying to attract our attention. A critical part of this process is the criteria for selection. Research has found that criteria always derive from individuals’ experience, which finally creates a unique identity for certain products and brands that could be considered synonym with the specific product. Consumers establish a different relationship with a brand every time they make a decision. Sometimes the bond is solid and enduring, which creates brand loyalty. In today’s competitive environment, modern consumers are the decision makers and the heart of a value exchange. They are becoming increasingly informed as they compare the attributes of different brands. For brand managers, this understanding points to a shift to a market dominated by the consumers they consider to be serious. As a result, building a good user experience and brand loyalty have become important goals for modern enterprises. To the CEO of a company, a critical part of his/her work is to have clear insight into consumer psychology and behavior.

The traditional method of brand marketing mostly appeals to functional links with consumers, but they now wish for a more compelling experience (Schmitt, 1999). The consumer–brand relationship is thought to be the final stage of the mental response to a brand (Franzen, 1999). Some successful brands have arrived at the final step and are chosen continuously, which means consumers have a strong brand concentration. However, it is also quite common for some companies to waste time and money on things that seem not to make sense. They do not know what consumers really want and what triggers a decision. According to the IXP Marketing Group, roughly 21000 new products are introduced worldwide per year, yet history tells us that all but a few of them will have vanished from the shelf a year later.

1. 1. 0 Brand Loyalty and the Success of Brands

Almost all successful brands have loyal fans who keep on supporting them and consider them their first choice. They are concerned about the development of the brand and the advent of new products, and some of them may even promote it to others. Brand loyalty is defined as positive feelings towards a brand and dedication to purchasing the same product or service from them repeatedly, regardless of a competitor's action or changes in the environment (Wood, 2004). Such a group of consumers not only brings benefits to the company, but also creates an exclusive culture. The vast majority of products will not be accepted by consumers for long. In general, products have a life cycle. They experience a four-stage process of elimination from the market, which includes investment, growth, maturity, and decline (Day, 1981). But if a brand is different, it may go beyond the life cycle. Once a brand has a large number of loyal customers, its leadership can be enduring, even if the product has been improved and replaced. Successful brands are always superior at building brand loyalty, and consumers prefer to buy their products again and again, which could be a key point in today's intensely competitive environment.

Brand loyalty is not entirely dependent on the formation of product quality, visibility, brand association and communication. It is closely related to the characteristics of consumers themselves, who rely on their experience of products (Jinsong & Yi, 2012). Expanding market share is crucial, both for improving brand loyalty and for the survival and development of an enterprise. The topic of brand loyalty has deep significance for brand development. Having realized this trend, modern enterprises try their best to have consumers maintain their curiosity and sense of novelty. Brand loyalty is an indispensable topic in contemporary enterprise development and the field of product design, so it will be a key word in this research.

1. 2. 0 The Affects of Advertising

So what are the factors that affect brand loyalty, and how much do they influence it? Such questions are worth studying. This research concentrates mainly on the natural relationship between brand loyalty and advertisements. Advertisement is the magic of the 20th century, and marketing without advertisement has no meaning. Products can be profitable when they influence different people, and this happens only through an appropriate method of advertisement. The many methods of advertising include television and magazines. In modern society, people are

used to the ubiquity of advertisements, as when waiting patiently for the commercials to be played and then watching a video, or watching television while waiting in subway stations or airports. Advertisements are more than their actual content, however. Business managers also consider advertising to be an essential step in the product launch process, during which they discuss methods, locations, advertising content, models and so on. A large amount of time, energy, and money is devoted to this aspect. Business executives expect these efforts to give consumers a good impression of their brands so that they eventually become loyal consumers.

Advertising has always been one of the important ways for companies to build strong relationships with consumers. Through their long history, forms of advertising have constantly changed and evolved. With the development of science and technology, advertising gradually began to appear in all kinds of signs, posters and print advertisements. Modern advertising has made new breakthroughs both in media and in the form of propaganda, which fills virtually every gap around us with advertisements. This research tries to probe the role of some new types of advertisements in building brand loyalty.

1. 2. 1 Social Networks

The first kind of advertisements I will discuss are those distributed through social networks. A social network is a structure of nodes, which consists of individuals or organizations connected through one or more kinds of relationships. The group of people shares their interests and activities. People are not independent individuals but are the constituents and creators of social relations. In general, when people join a new social network they share their information and profile to contact others and inform them about their interests. People showing their desire to communicate provides a good medium for advertising products or services. Research shows that consumers have a higher degree of trust for products recommended by friends. In today's society, social networks are not face to face only; people are used to enjoying their life with the Internet, which has provided a new approach for developing social networks. This new area brings new opportunities for modern companies, as information on their products can be promoted to such a vast number of consumers that it is even hard to calculate them. Some large companies (such as

Pepsi) spend a significant amount per year for advertising on social networks such as Facebook and Twitter.

1. 2. 2 Launch Event

Another type of advertisement covered in this research is the launch event. Enterprises that manufacture electronic products use them widely to show the various functions and features of their latest products. A survey shows that many fans of Apple do not agree that their preference for Apple is due to advertising, yet they pay great attention to its press conference every year. It seems that for them a launch event is not a kind of advertisement, yet it has the same aim as traditional cognitive advertisements.

This research investigates the actual impact of the two new types of advertising (social networks and launch events) on brand loyalty. In trying to understand the question from a design angle, the final purpose of this research is to understand the nature of the relationship between advertising and brand loyalty. Ideally, the results of this research should supplement a modern marketing system for companies with brands.

A “brand” is always thought to be an abstract concept; however, with the combination of peoples’ opinions and experiences, it can be studied in a concrete manner. The methodology for this research includes a literature review, data collection, and qualitative and quantitative data analysis. As the purpose is to understand consumers’ criteria during their purchasing process, data were collected about their emotions through direct feedback via a standard questionnaire. Some interviews were also conducted to supply information about consumers’ real preferences.

1. 3. 0 Justification

According to Harvard Business School professor Clayton Christensen, each year more than 30,000 new consumer products are launched, 80% of which fail (Lonny, 2017). Christensen believes that the most significant problem we have encountered is a lack of preparation: companies are so focused on designing and manufacturing new products that they postpone the hard work of getting ready to market them until it’s too late. A survey showed that the market leading brand’s average profit margin was four times that of the second brand, while in the UK it was up to six times (Jinsong & Yi, 2012). Strong brands with high profit margins, especially with

market downturns or price competition under the conditions of competition play an important role. In fact, this advantage not only benefits from the usual economies of scale; more importantly, it benefits from the consumer brand value of the product identity (i.e., the price difference recognition).

Companies are not always clear about how to attract their customers, and many of their failures come from misunderstanding them. More effort needs to be put into the process of studying what consumers are thinking about and why they make particular decisions among the selections offered.

The global advertising input data showed that global investment in media advertising has increased from \$578 billion in 2015 to \$615 billion in 2016, of which digital advertising was \$198 billion. In addition, mobile Internet advertising investment reached \$1010 billion in 2016, and the proportion of digital advertising investment exceed 50% for the first time (eMarketer, 2016). The outlook for global advertisement spending through 2020 remains optimistic, and advertisers will allocate more dollars as stability returns to most major economies. Worldwide advertising spending will reach \$674.24 billion by the end of 2020, with annual gains hovering between 5% and 6% (eMarketer, 2016). Expenditures have grown quickly during the recent years, as business competition has become increasingly fierce. These expenditures are fueled by the increasing recognition that brands should be the most valuable asset for a company. Not only do they represent name recognition, but they also signify the culture and image of an enterprise.

The connections and attitudes consumers have towards a brand reflect its value. Massive amounts of money are spent to build close relationships with target populations, to create positive impressions, and to keep them as long as possible. As such large amounts of money are spent to improve the value of a brand, company leaders should consider consumer psychology as an important factor when spending money. They should have clear insights into what actually leads consumers from advertisements to brand purchase decisions. As the world has moved from mass marketing to mass customization — characterized by awake and aware consumers — the study of consumers is becoming ever more valuable. Such large amounts of money should be spent effectively, and this will require detailed research.

Academics are also directing significant attention to the power of the brand. In the marketing discipline, knowledge about branding is always one of the most important topics. Advertisements play an important role in the design discipline as well. Designers focus mainly on visual aspects such as typefaces and colors. However, not much research on branding has been published by academics working in the field of design. At the same time, advertising studies are mostly classified in the field of design research. Interdisciplinary research is necessary to build a more accurate understanding of the relationship between advertisements and brand loyalty.

This research aims to add the current understanding of consumer brand loyalty in order to help modern companies spend money more judiciously. It not only means to answer the research question, but it also seeks to help companies in actual competitive environments. Modern companies seek to accomplish the following:

To develop a group of loyal consumers. Although consumers might be selecting the product randomly the first time, trying to convert them into fans is an important target for mature enterprises.

To find a unique position in the market. Thousands of similar products are available in the market today. If companies have an in-depth understanding of what buyers really care about and actually want, brands can be built according to these characteristics leading to the creation of unique opportunities to attract buyers.

To create more turnover. The essence of an enterprise is to make money. How to use marketing funds effectively is a crucial point for every company. Discerning which factors influence purchasing behavior through understanding consumers' psychology can help them spend money in the appropriate areas and earn more with relatively minimal investment.

Furthermore, the data might help in creating brand strategies for the long-term development of enterprises. They can use these data both to establish a brand and to develop it efficiently.

1. 4. 0 Scope & Limitations

This research will investigate the nature of the relationship between brand loyalty and advertisements, by studying brands that have a group of loyal consumers. A limitation of the

study is that only one brand in a single category is considered. Apple was chosen as the brand to study, as it is enormously popular around the world today. It also has many loyal fans interested in its new products. They pay attention to when new products will arrive on the market, and the new functions they will have. Most Apple consumers have bought more than one of their products. All of these reasons make Apple a good example for this research. Although Apple is an international brand, this research will cover the United States only, as it is their most mature market. The study will not focus on consumers' attitudes towards other kinds of advertisements because the two included advertisements can be typical types for study.

Quantitative research was conducted by questionnaires and qualitative research through interviews. Study participants were limited to Apple owners between the ages of 15 and 50. Every attempt was made to ensure a balanced age representation. When choosing the participants, a preliminary investigation was conducted that included several questions to confirm whether they were loyal Apple customers or not to maintain the accuracy of the results.

Although some scope limitations are present in the research, it is expected that the model and data could be used as a tools to evaluate other brands, and the results could be applied to different brands from other categories.

1. 5. 0 Glossary of Definitions

Brand

Brands have always been a way of marking livestock for identification. In 1960, the American Marketing Association (AMA) defined the word *brand* as a name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors (Upendra, 2012).

Brand Loyalty

As defined by Oliver (1997), loyalty is a “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future,” the consumers' repetitive same-brand or same brand-set purchasing, in spite of the changes in the situation and market efforts which could cause potential to switch behaviors (Chaudhuri & Holbrook, 2001). In this area, loyalty is often referred to as repeat purchase and preference. Oliver points out that although

cognitive evaluation was the common approach in evaluating brand image in the past, recent brand strategies have been centered on more intangible, affective, or emotional attributes. These changes reflect the changes in brand loyalty today.

Brand loyalty is defined as positive feelings towards a brand and dedication to purchasing the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's action or changes in the environment. It can also be demonstrated with other behaviors, such as positive word of mouth advocacy (Frederick & Sasser, 1990). The vast majority of products will not be accepted by consumers for long. Once a brand has a large number of loyal customers, its leadership can be enduring, even if the product has been improved and replaced. Successful brands are always good at building brand loyalty, and consumers prefer to buy their products again and again, which could doubtless be a key point in today's intense competitive environment. Boston Consulting Group looked at 30 major categories of products made by market-leading brands and found that "in 1929, 30 leaders of the brand in 1988, the first in 1988, the restraints of the market" (Keuper, Matthesen, Gell & Watten, 2012). On the basis of this literature review, more research is needed into brand loyalty.

At the core of brand value is brand loyalty, which consists of the following five levels (Moisescu, 2006): 1) No brand loyalty. This layer of consumers will continue to replace the brand. 2) Customary purchaser. This layer of consumers is loyal to a certain brand, has fixed spending habits and preferences, the purchase in mind, and clear objectives. 3) Satisfied buyer. This layer of consumers of the original brand is highly satisfied and has concerns about brand conversion risk. 4) Emotional buyer. This layer of consumers displays love and emotion. Some brands are their emotional/spiritual support, as they cannot easily be replaced and may have become either consumers' friends or indispensable supplies of life. 5) Loyalty buyer. This layer is the highest level of brand loyalty, as consumers not only have feelings for the brand but are proud of it.

Advertising

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, nonpersonal message to promote or sell a product, service or idea (William, 1984). Advertising is a combination of mass media ideas; it gives information about goods to

millions of consumers for persuasion and communication (Engel et al., 1990). The development of the advertising field constantly requires a redefinition of what advertising is and what topics it fits under the heading of "Ad Research" (Huh, 2016). Brands are increasingly promoting through their own channels. From social media to websites and applications, this will not be an intermediary communication (Dahlen & Rosengren, 2016). Mediated and payments may not be considered as an important unique attribute of advertising research. Faber et al. (2012) proposed four unique attributes that can challenge the boundary conditions of general theories and thus promote the construction of advertising theories: consumer skepticism, repetition, message coordination, and clutter. According to the activist point of view, advertising is an economic catalyst that can stimulate consumer demand and ultimately activate economic growth. (Kopf et al., 2011). Advertising (advertising or advertising), in a narrow sense, is a kind of marketing behavior used to persuade the public, usually to trigger product purchases, that is, commercial advertising. On the other hand, advertising is understood in a broad sense. It is all advertising communication activities for the purpose of communicating information and promoting awareness. Regardless of whether it has a role in the commercial field or not, whether or not it uses profit as its operational goal, as long as it has the basic characteristics of advertising, it is an advertising campaign (Ni, 2009).

The goal of advertising sponsors is usually selling their products or services. Advertising is communicated through various mass media, including older media such as newspapers, magazines, television, or direct mail, which have been used for several decades of years. There are also some new media such as search results, blogs, websites, or text messages as the result of development of modern science and technology. An advertisement or "ad" The refers to an actual presentation of the message in a medium (Courtland & William, 1992).

The purpose of advertising is to let consumers inform the product or services, several aspects of the purpose by advertising are summarized by Taylor (1987): 1) convince the consumers that they have the best products or services; 2) enhance the image of the company; 3) point out and create the demand for products or services; 4) displays new uses of products that

have been established; 5) announce new products and new plans; 6) strengthens personal information of salesmen; 7) attract attention to enterprises; 8) hold existing customers.

Advertising can be categorized in a variety of ways, according to its style, target audience, geographic scope, medium, or purpose. Advertising is developing rapidly in recent years, increasingly, some new medias are overtaking many of the “traditional” media such as television, radio, and newspapers. The new trend is because more and more people are starting to use the Internet for news and music as well as devices like digital video recorders.

Online advertising began with unsolicited bulk e-mail advertising known as “e-mail spam.” Spam has been a problem for e-mail users since 1978 (Oberoi, 2016). With the emergence of new online communication channels, advertising follows. The first banner ad appeared on the World Wide Web 1994 (Wasserman, 2016). In the online display advertising, unlike search, the display of advertising can quickly generates awareness, though the consumers may not have previous knowledge at all. In early 1998, the first paid downloads appeared on the mobile phone in Finland, from then on, the mobile phone became a mass media and developed in excess of the expected speed (Bennet, 2015), as a result, mobile ads follow. By 2007, the value of mobile advertising is \$2 billion. However, some companies are opposed to marking with their own trademarks. Brand and common noun can also turn it into a generic trademark or term, which means that it has lost the trademark protected by law (Blippar, 2014).

Advertising has its own special significance, it can convey a flat information, brand, image to attract consumption. Specific include the following aspects:

Distribution of shopping guides. Print advertisements can generally reach the hands of consumers. Booklets can provide detailed, specific information (e.g., shopping, real estate) and so can guide them where to buy products (Eytan, 2013). Two-dimensional advertising can be driven by the impact of dynamic effects. With the colorful, vivid design blending images and text works, advertisements can use its extraordinary aesthetic power to enhance the appeal of advertising. Consumers can immersed to the display of goods and services experience, as a result, they can unconsciously accept the guidance of advertising (Chandler, 2010).

Accurate expression of advertising information. In modern business society, the vast majority of information on goods and services is passed through advertising. Information can be accurately expressed in print advertisements through text, color, and graphics. This two-dimensional form of advertising exploits the sound, dynamic expression of information. Through the above, many kinds of goods and services can be accepted and recognized by consumers (Altstiel & Jean, 2006). The advertisements should be carefully designed according to target audience. Because of the differences in consumers personal experience, the educational level, the cultural background, their feelings and reaction will be different (Koc, 2002).

1. 6. 0 Research Questions

The following questions form the framework of this research:

- What is a brand? What is brand loyalty? Who are the loyal consumers?

These questions seek to create a conceptual framework for the research, aiming to establish the basic knowledge and background required to understand the nature of brands. This process is done in preparation for conducting the research.

- How loyal are the consumers? Will loyal consumers will be affected by advertisements or not? What attitudes do consumers have to different kinds of advertisements?

The first step is to confirm the presence or absence of influence. Then consumers' feelings and feedback on different advertisements will be studied. The questionnaire and interviews will be designed to show different degrees of the effects.

- How can advertisements help build a relationship between brands and customers?

Companies invest in advertising to make money. They want to build a strong relationship with customers and ensure they always consider them the first choice. So we will try to understand the most influential factors that help generate more benefits in this area.

- How can the successful advertising elements identified be used wisely to improve brand loyalty?

The ultimate goal is to use the results in a real marketing environment, so that this step should be applied to an actual case or advertising campaign.

1. 7. 0 Outline of the Report

This chapter constituted the basic introduction to the report. The following one contains the literature review, which presents the theoretical system underlying the report and the foundation of my research. The methodology and research procedures are included in Chapter 3. Chapter 4 contains an analysis of the data, with the results presented carefully in words and figures. The last chapter summarizes the conclusions, including suggestions for implementing the report's findings and theories.

CHAPTER 2
LITERATURE REVIEW

2. 0. 0 Introduction

This chapter reviews the academic literature on the process of developing brands. This section is followed by a consideration of the information in advertisements, including their scope and domains in which they appear. An analysis of consumers is also included.

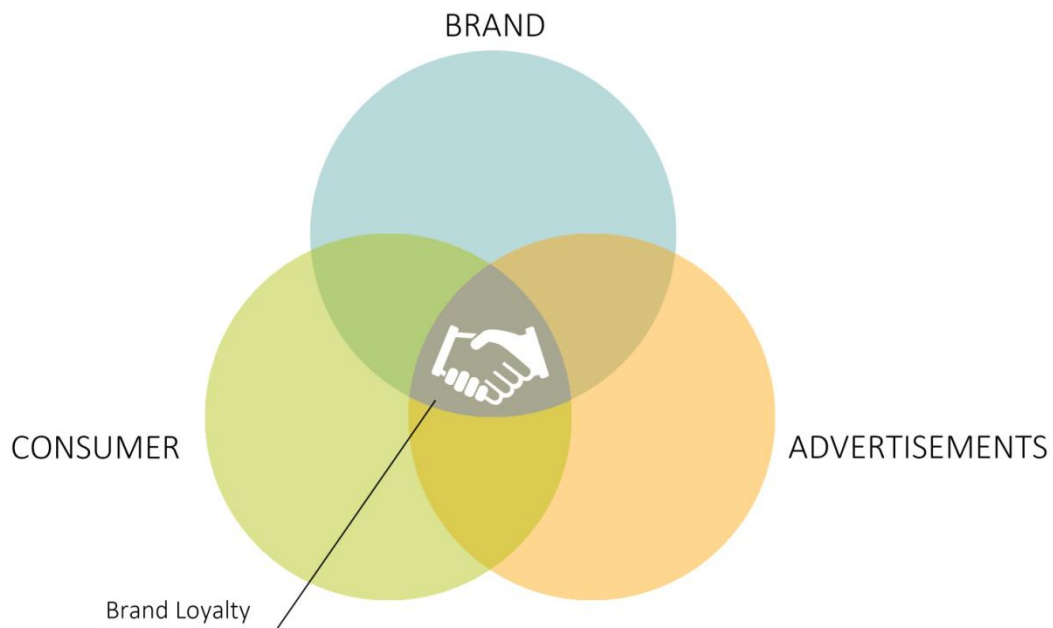


Figure1. 0 Conceptual Framework

The Conceptual Framework as depicted in Figure 1.0 illustrates the relationships between a company's brand and its brands advertisements and their relationships with consumers. At the center where these three elements meet exists brand loyalty. Brand loyalty is an important part of a brand and is shown by consumers, the study plans to study the role of advertisements in building brand loyalty, the three elements brand, consumer and advertisements work together to build the conceptual framework.

2. 1. 0 Building a Brand

2. 1. 1 Four Eras of Branding

The word “brand” comes from the old Scandinavian word “brandr,” which means “to burn.” It refers to the process of burning a stamp and stamping it on products. The oldest generic brand was in India (the Vedic period, 9000-10000 years ago). It was known as the “Chyawanprash.” Widely used in India and many other countries, it was named after the respected philosopher Chyawan (Blackett & Russell, 1999). In consumer marketing today, brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of companies (Wood. L, 2000). Although more functions have been added to brands over the years branding has not been studied for very long.

Branding (literally burning) a person or a thing with a special mark is a process as old as the human sense of property or identity. Over the 20th century, little has exceeded the effort and expense that corporate entities have invested in product branding (Hardy, Norman & Sceery, 2012). Less than 20 years ago, textbooks on branding did not exist. Today, one can reference thousands of publications, consult a growing body of academic articles, attend conferences on how to build brand assets, and hire specialists in branding from a pool of thousands (Nancy, 2010). Indeed, we have entered a period of rapid development in regard to brand theory and application.

The topic of branding first appeared in the marketing literature fifty years ago, and most of the published research since then provides a valuable resource for consumer goods marketers (Pike, 2005). Just as Vargo and Lusch (2004) argued that marketing is evolving toward a new logic, so have Merz, He, and Vargo (2009) argued that branding is similarly evolving. They divide the evolution of branding literature into four eras that conceptualize brand and brand value from different focal perspectives: 1) individual goods, 2) value, 3) relationship, and 4) stakeholders. In this categorization it is easy to notice that the two latter eras — the relationship-focused era and the stakeholder view — are very close to the most important issues being dealt with in branding theory today.

In the individual goods–focused brand era (1900s–1930s), customers and brands constituted operand resources. Brand value was determined through value-in-exchange at this

time (Low & Fullerton, 1994). Brand value was created when they were sold, and embedded in the physical goods (output orientation).

The value-focus brand era (1930s–1990s) is considered to be the next brand era in Merz et al. 's (2009) theory system. In this era, brands begin to be viewed as resources. They have their own independent value, instead of advertisements adding value to products being exchanged in the marketplace. During this time, brand scholars began to explore the roles of function and symbolic benefits in a consumer's purchase decision (Park, Jaworski & MacInnis, 1986). Overall, these decades marked the beginning of a transition to a new direction.

In the relationships-focused brand era (1990s–2000s), the literature examined customer–firm (Keller, 1993), customer–brand (Fournier, 1998), and firm–brand (Berry, 2000) relationships in more detail. Academics began to examine the role of consumers in the brand value process and the manner in which they internalize information about brands (Keller, 1993). In the late 1990s and early 2000s, researchers became increasingly interested in the consumer–brand relationship — that is, the role brands have in a consumer's life and the nature of these relationships (Aaker, 1997). As Gobe emphasized (2001) , “consumers today absolutely want to establish a connection with that brand, not only be romanced by the brands.” They expect the brand to play a positive, proactive role in their lives. Researchers believe that customers constitute co-creators of positive brand values and that they form a two-way relationship with brands (Merz, 2009).

The final brand era identified by the authors is that of stakeholder focus (2000 and forward). Researchers examined the dynamic and collective processes that power brand consumption culturally (“cultural branding”; Holt, 2004). As a result, the focus of brand value creation was on the stakeholders. A brand was viewed as a continuous social process (Muniz, Jr, Albert & Guinn, 2001) whereby brand value was co-created through stakeholder-based negotiations (Brodie, Whittome & Brush, 2009). Ballantyne and Aitken (2007) argued that any brand is dynamically constructed through social interactions. During this era, a new definition came out called “brand community.” To illustrate, Muniz et al. (2001) defined this term as denoting “a specialized, non geographically bound community, based on a structured set of social

relationships among admirers of a brand.” Within a brand community, members directly or indirectly share consumption experiences and enhanced mutual appreciation for the product and the brand (McAlexander, Schouten & Koenig, 2002). These highly loyal brand communities become the strongest advocates of, believers in, or even “diehards” of the brand (Gangemi, 2006). Among all stakeholders, brand community can also co-created through network relationships and social interactions (Iansiti & Levien, 2004).

2. 1. 2 Contemporary Trends in Brand Design

Branding means the marketing practice of creating a name, symbol, or design that identifies and differentiates a product from other products (Blain & Brent Ritchie, 2005). Forbes’ annual study of the world’s most valuable brands shows that Apple is still in a class by itself, with a value of \$154.1 billion, 87% more than second-ranked Google (Kurt, 2016). Google leapfrogged over Microsoft in 2016 and closed the gap on Apple, with its brand value going up 26%, to \$82.5 billion (Apple’s brand rose 6%). Rounding out the top five were Microsoft (\$75.2 billion), Coca-Cola (\$58.5 billion), and Facebook (\$52.6 billion) (Kurt, 2016). “Brands get their value from how customers perceive them,” says David Reibstein, a professor of marketing and a branding expert at the University of Pennsylvania’s Wharton School. From the company's point of view, the value of the brand is because the customer is willing to pay higher prices, or more likely to buy their own goods. More and more companies have made brand design a top priority today.

In 2015, Faganel and Janes gave a presentation called “Brand Trends 2020” at the Management International Conference. They point out that it would be ludicrous to abandon branding, which is simply a focused effort to “define” what the company means to its customers, prospects, employees, and investors (Jones & Bunevac, 2013). As the authors said, “brand” is a definition of a particular company or product, while defining something would be placing it in a more general category and then indicating how it differs from other things in that category (Jones & Bunevac, 2013).

Consumers are channel agnostic; they want to browse and shop 24/7, online, in stores, and on their phones (Kahn, 2015). The overall shopping process is changing with these new

behaviors, so classic stores must evolve. In short, Faganel and Janes (2015) summarized several main future trends of brand design:

- 1) Perpetual Adaptation - Obsessed with aesthetics, society embarks on the eternal makeover;
- 2) Radical Rebranding - Pushing boundaries of reinvention to gain consumer attention;
- 3) Smart Selling - Marketers use technology to tap into customer preferences;
- 4) "Artvertising" - Clever advertisers turn unique packaging into works of art;
- 5) Instant Entrepreneurship - Products that make launching a business easy and serve a growing niche;
- 6) Artistic Selling - Retailers apply art concepts to enhance customer experience;
- 7) "Congreenience" - Everyday products turned eco-friendly make going green easier;
- 8) Discreet Consumerism - Stealth advertising and anti-branding lure the logo-averse.

Kent (2012) suggests that because of the confluence of powerful factors it would be wise for marketers "to consider how to best marry traditional brand messaging with the informational, educational, entertaining charms of content marketing, online and off."

In this globally connected, transparent world, the brand must be authentic and trusted (Kahn, 2015). To thrive, companies need to improve their ability to select the right partners, employ appropriate strategies, leverage technology, and be prepared to constantly turn and pivot. The increasing array of advertisement technology available today is positioning brands and agencies to open the dialogue of engagement and to lay the foundation for earning the loyalty of Millennials (Adroit Digital 2014).

Consumer desire to affect brand identity is not a recent phenomenon. More recently, consumer communication has become even more widespread through Internet-enabled channels such as Facebook and YouTube. This kind of consumer-generated advertisements are just one way that consumers could communicate to affect brand identity. In the past brand identity was mostly created by firms, today consumers are deeply involved in this process.

2. 1. 3 Steps to Build a Brand

The word "brand" simply refers to the degree of consumers' perception of products and products (Meng, Nasco & Clark, 2008). A brand is a kind of commodity quality embodied when

people think of a product. Fashion, culture, and value to think together, enterprises in the brand continue to create fashion, foster culture, with enterprises bigger and stronger, continuously from low value to high value-added upgrade (Rodrigues & Costa, 2017). A product becomes a brand when the physical product is improved by something else – such as images, symbols, perceptions, or feelings – to produce an integral idea greater than the sum of its parts (Batey, 2008). A brand is the mark of the manufacturer or dealer on merchandise. It is made up of names, nouns, symbols, designs, or combinations of these (Worm, 2012).

In analyzing the process of building a strong brand, Parameswaran (2006) specified five basic steps. The first is the process of exploring, which includes market, competitor, consumer, and competency analysis. Kevin J. Clancy and Jack (2002) report that with the proliferation of brands, as well as endless brand extensions, more and more product categories are sliding towards commodity status. David A. Aaker (2012) outlined the following dimensions of a market analysis: market size (current and future), trends, growth rate, and profitability, as well as industry cost structure, distribution channels, key success factors, and key success details.

Consumer analysis refers to an analysis of the amount of purchase and purchase frequency, purchase time and place, purchase motivation, brand conversion, and brand loyalty (Zheng & He, 2004). Competitor analysis in marketing and strategic management involves assessing the strengths and weaknesses of current and potential competitors. Profiling combines all of the relevant sources of competitor analysis into one framework to support efficient and effective strategy formulation, implementation, monitoring, and adjustment (Fleisher & Bensoussan, 2007). The absence of attention to competitors' future strategies and initiatives is all the more inexplicable in view of the widely recognized value of scenarios as a means of projecting and assessing the implications of alternative futures (Fahey, 2001). A competent brand has the ability to crack customers' problems and to meet their needs (Butler & Cantrell, 1984). Parameswaran (2006) pointed out that before embarking on a brand-building task, the marketing organization should assess itself as to whether they have the stomach to face it.

The second stage of building a strong brand concerns brand definition, or expanding the product offering by giving it an emotional as well as rational identity. Westerbeek. S and Smith. A

(2003) argue that a highly personal experience is often bound up with identity and self-image. Logically, if a product consistently fails to live up to its expectations, people will stop buying it (Parker & Trish, 1997). To attain the status of “love mark” and thereby gain loyalty, a brand needs to represent the company accurately and to reach the emotions of the consumer. This combination can rejuvenate a brand’s identity, much like a “love potion” that blends three ingredients: mystery, sensuality, and intimacy (Roberts, 2005).

Brand articulation is the third brand-building procedure. This is of strategic importance in a relational perspective, where exchange is considered to be long-term (Aurier & Lanauze, 2011). At the point of purchase, brands can deliver services in addition to physical products, which is a way to increase perceived value and differentiation (Buchanan, Simmons & Bickart, 1999). The approaches to expressing the brand identity should rely on the particular group of target consumers.

The next stage is brand measurement, which involves setting up a system to track the progress of the brand on a weekly/monthly, quarterly, and annual basis. It includes five aspects (Umberto, 2002): 1) brand performance—brand awareness; 2) brand image; 3) brand equity; 4) advertising effectiveness; and 5) consumer dynamics.

The last stage is brand expansion, or taking the brand forward. Once the brand gets going, the next step is to see how it can stay ahead of its competitors’ advertisements. Three main methods are included (Andreoli. T, 2003): upwards, downwards, and two-way extension.

2. 1. 4 Loyalty Programs

Prevalent across a wide range of industries, loyalty programs (LPs) have enjoyed increasing membership participation (Berry, 2013). Bijmolt (2008) indicated that LPs are more often used by companies in industries with a high level of customer contact. With low levels of involvement, immediate discounts or other benefits will have a better result (Bijmolt, 2008).

LPs offer benefits for consumers because they can receive rewards and/or reach a higher tier, and also, firms can potentially gain more repeat businesses. At the same time, firms are able to gather detailed consumer insights which could help them to deliver targeted marketing activities (Ailawadi et al., 2010). Hoping to advance LP research and practice, Mark (2015)

analyzed LPs and tried to identify the missing links and summarize the agenda. Five key design components were identified based on prior research (Bijmolt, Dorotic, & Verhoef, 2011; Liu & Yang, 2009): 1) membership requirements, 2) program structure, 3) point structure, 4) reward structure, and 5) program communication.

Membership requirements affect the convenience, effort, and costs associated with joining an LP (Liu & Yang, 2009). Prior research suggests that the program may have limited ability to generate incremental sales/profit from them due to a ceiling effect (Lal & Bel, 2003; Liu, 2007). LPs have two predominant structures, they are known as frequency reward programs (FRPs) which take the form of “buy X amount/collect X points, get a reward,” and customer tier programs (CTPs), or “buy X amount/collect X points, qualify for a tier” (Kopalle et al., 2012).

Mark (2015) mentioned that the following important Issues deserve further investigation. Communications via social media can be critical for LP customer acquisition according to research that was done before (Xie & Chen, 2013). Wiebenga and Fennis (2014) find that consumers’ behavior can be influenced by the subtle changes in the way progress in LP communication.

Mark (2015) introduced three trends that might influence the development of LP management in the future: 1) the rising popularity of partnership LPs and the formation of mega-coalitions. The U.S. Direct Marketing Association predicted partnership LPs to be “the next big thing” (McBride & Sansbury, 2009). 2) The impact of Internet technology, mobile platforms, and social media. According to Gartner (2013), he predicted that the mobile payment market would reach US\$721 billion, with 450 million users by 2017, opportunities for two-way communication with customers both before and during purchase are available. 3) The emergence of powerful intermediaries. LPs are receiving more and more attention, particularly from academic researchers.

2. 2. 0 Who Are the Consumers?

2. 2. 1 Identify Target Consumers

An important decision faced by the “real new product” market management is precisely defining the early adopter market and its characteristics (Ziamou, 1999). Consumer innovators in

particular can assist management greatly in the development and implementation of marketing strategies aimed at fostering the trial and eventual adoption of new products (Foxall, 1989). One vital step is to identify target consumers. A consumer is defined as a person or organization that uses economic services or commodities (Dictionary. com). As such, consumers play a vital role in the economic system of a nation (Cross, 1997). Jana and David (2005) believe that buyers may enhance the likelihood of a product's eventual success (beyond providing initial revenue and positive cash flow) by giving valuable feedback on its benefits and the effectiveness of its features. These buyers often also provide positive interpersonal word of mouth communication that can let more people know about it, which may increase the speed of its market diffusion (Goldsmith & Flynn, 1992).

Jana and David (2005) introduces three major streams to identify innovators and their contribution to understanding and predicting innovator behavior. The first is the "personal characteristics approach." Much of the research on defining personal characteristics of adopters has been done by Rogers. He classified adopters into five categories including innovator segment, venturesome, more highly educated or higher social stature and income level, exhibiting opinion leadership and as engaging in heavy domain-specific product category usage (Rogers, 1995).

The technological readiness index, the first mentioned approach, can be used to study adopter segments within high-technology product categories (Parasuraman, 2000). The ability of consumers to provide substantial benefits to their products and the degree of optimism with reference to the level of innovation that leads to new ideas can both affect the level of their readiness to adopt (Parasuraman, 2000). Beyond the consideration of innate innovation and the concept of scalable innovators, it is useful to consider the contributions of innovation theories in specific areas (Goldsmith, Flynn & Goldsmith, 2003). Jana and David (2005) believe that it could be necessary for marketing management to have more understanding of the characteristics of the target consumer market, which means more research should be done.

The second approach is the "utility-awareness approach." Rogers and Shoemaker (1971) proposed a typology to describe consumers' evaluate during the decision-making process the utility of product attributes, including relative advantage, compatibility, complexity, trialability, and

observability. Due to the direct and positive effects on purchase intention and the expected impact on other product attribute variables, compatibility and relative advantage have been cited as the most influential attributes among all of these characteristics. (Holak & Lehmann, 1990). Sharp et al. (1996), who work on the utility perspective of the diffusion of innovations, believed that the study about perceived attributes, and hence utilities of innovations should be important. Jana and David (2005) having considered the impact of pre-existing knowledge structures on consumer attitudes and perceptions of innovative products, consumers have moved from trait-based approaches to examining the connection between attitude and perceived utility.

The third approach is the “cognitive structure approach.” The cognitive theorists attempt to examine how consumers process information and make purchase decisions in relation to their pre-existing knowledge, aiming to build on the domain-specific and utility-awareness approaches (Jana & David, 2005). These findings suggest that marketers should target consumers’ perceptions so that they can understand the advantages and disadvantages of particular product positioning strategies. In particular, it should be taken into account that consumers only derive inferences and expectations (and thus produce satisfaction) about product performance from product positioning (Moreau, Lehmann & Markman, 2001).

In summary, marketers need to follow these step-like procedures to identify their target consumers. Finally, marketers should use a cognitive, analogical approach to examine their responses, before that, it is necessary to identify and evaluate the existing knowledge structure of the consumers (Jana & David, 2005).

2. 2. 2 Loyal Customers and Customer Loyalty Stage

Brand loyalty, in marketing, consists of a consumer’s commitment to repurchase or continue to use the brand. It can be demonstrated by repeated buying of a product or service, as well as other positive behaviors such as advocacy via word of mouth (Dick & Basu, 1994).

Looking to tap into new markets and garner new brand fans is exciting, but more often than not, securing loyal consumers is where brands can really win the game (Katz, 2013). As a result, it is important to understand who are the loyal customers.

Does long-term patronage mean to be loyal? Li (2005) believes that customer retention belongs to the category of behavior, whereas loyalty and relationship belong to the category of emotion. GCCRM, an independent Customer Management organization founded in 2001, breaks loyalty into two categories: transactional and emotional loyalty. Li (2005) mentioned that trading loyalty is usually measured by recent purchases, frequency of purchases, customer shares, and customer lifetime, which is based on historical records of incoming customer purchases, purchase frequency, depth (customer share), and length (customer lifetime) of real-time customer transactions. Emotional loyalty usually includes paying extra money, treating the product as a standard, recommending it, and optimizing it. Emotional claims are based on feelings and relationships rather than purely on the transaction records (Li, 2005).

A range of factors affect the decision to remain loyal to a vendor, some of which come into play before the purchase is made (Valvi & Fragkos, 2012). External factors such as competition and reputation, as well as internal factors such as a buyer's characteristics or familiarity with a product, affect the possibility that a buyer will purchase from a different supplier in the future (Valvi & Fragkos, 2012). The purchase itself can also affect buyer loyalty — an uncomplicated and pleasant experience is much more likely to result in a buyer deciding to deal with a known vendor in future (Chiu, Chang, Cheng & Fang, 2009). Buyer satisfaction (Castaneda, 2010), trust (Ba & Pavlou, 2002), the perceived value of a purchase (Valvi & Fragkos, 2012), and convenience motivation (Valvi & Fragkos, 2012) are all determinants of loyalty. Satisfaction is related to the enjoyment that the product procures and is closely related to whether it meets buyer expectations (Oliver, 1997). It is the concept most closely correlated to loyalty, making it an essential goal for a vendor (David & Olivier, 2017). In the 1980s, many companies believed that customer satisfaction was the guarantee of success but were disappointed to find that satisfied customers did not hesitate to choose other products (Xiuhua, 1998). Does satisfaction equal loyalty? Obviously, the answer is No. In many cases, customer satisfaction is not loyalty, because many other additional factors satisfy them. Does dissatisfaction necessarily lead to disloyalty? The answer is still No. In some cases, customers are still loyal, though they are not satisfied, for example, in a monopoly industry or in a closed market (Li, 2005).

Trust is another major component of loyalty: buyers must feel that the information traded or the product purchased will not have unforeseen negative consequences and that the product is as described. Perceived value refers to the feeling that payment and purchase are either of equal value or that the buyer came out on top in the transaction (Oliver & DeSarbo, 1988; Valvi & Fragkos, 2012). Finally, convenience motivation relies on the tendency of online buyers to see convenience and a low level of effort as extremely important, sometimes playing a more important role in their decision to shop online than saving money (Anderson & Srinivasan, 2003; Valvi & Fragkos, 2012).

Loyal customers are obtained when 1) economic duplication is absent, 2) the company provides a variety of products or series of services, 3) word of mouth is established, and 4) the customers are immune to other competitors' promotional activities (Wang, 1998). The varying states of customer loyalty can be explained by the existence of customer loyalty stages. Customer loyalty can be described as a process that, according to Pileliene (2009), consists of four stages. She saw this process as being accomplished over time. Because all customers can be attached to a particular loyalty stage according to their attitudinal and behavioral characteristics, the following four progressive stages of customer loyalty can be distinguished: 1) neutral — people who may know a certain product or not, but have never made a purchase so as to be attached to the first loyalty stage; 2) potentially loyal — people who have purchased certain products; 3) unconsciously loyal customers who have bought certain products more than once; and 4) genuinely loyal customers who have purchased certain products more than once. The main exceptional characteristics for the genuinely loyal customers were their strong agreement to recommend the product to their friends. In every stage customers have different needs that must be recognized and satisfied by an organization for it to gain a competitive advantage in the market. Therefore, determining customer loyalty stage is vital for every organization.

2. 2. 3 How Loyal Are Your Customers?

Nielsen is a global marketing research firm that analyzes the market every year. They conduct research on loyal customers and collect data in different categories. "There is a strong link between the way consumers describe their loyalty habits and the way they subsequently

buy—so even comparatively small shifts in what consumers say can manifest in big changes in what they do,” said Julie Currie, Senior Vice President of Global Loyalty at Nielsen.

Their survey findings (2013) suggest a direct link between the frequency of purchase and the level of loyalty to that category. For everyday-use products, ongoing decision-making often changes the relationship. For example, one-quarter (24%) of respondents around the world claimed complete loyalty to their mobile phone brand/service provider and financial institution—the highest loyalty percentage reported globally for any of the 16 categories measured. Conversely, the lowest levels of loyalty on a global scale (respondents said they were not loyal and were likely to switch) were found with the food and beverage categories: alcoholic beverages (43%), snack brands (39%), carbonated beverages (38%), and cereal brands (37%). Importantly, the relationship between the provider and the brands they sell can be quite different. In the grocery sector, respondents expressed more loyalty to the retailer (globally, 74% said they were loyal to a grocery retailer) than they did to brands (an average of 61% loyalty across the categories surveyed). In contrast, loyalty to a mobile phone provider was professed by 76% of all respondents, which was aligned with the 75% who also said they were loyal to mobile phone brands.

Respondents in the Middle East/Africa exceeded the global average for abiding loyalty to their mobile phone brand (35%) and mobile service provider (28%). They were also most loyal to their favorite snack (21%) and cereal brands (21%), compared to the other regions. While availability and choice may be contributing factors for this level of devotion, other Nielsen studies suggest that loyal brand patronage is highly correlated with consumers in this region.

Getting the price right could be the difference between a sale and a switch. In fact, across five different product or service attributes analyzed (price, service agreement, selection, feature, or quality), offering the right price held the most persuasive power to motivate consumers to swap devotion to a brand, service provider, or retailer. Of the respondents who said they were not completely loyal, four in 10 (41%) said that getting a better price would encourage them to switch brands, service providers, or retailers.

2. 2. 4 Approaches to Measuring Brand Loyalty

To a large extent, the success of most small businesses depends on their ability to create and maintain customer loyalty. Selling to brand-loyal customers is far less costly than converting new customers (Reichheld, 1996; Rosenberg & Czepiel, 1983). In addition, brand loyalty provides firms with tremendous competitive weapons.

Claudia et al. (2012) analyzed the elements of brand loyalty and approaches to measuring it. In marketing research literature, loyalty has been investigated as a component of several groupings of dimensions: one (general loyalty), two (attitudinal and behavioral), or four (cognitive, affective, conative, action) (Claudia, Cosmina & Oana, 2012). Before 1970, specialists focused on the behavioral dimension of loyalty only, which was seen as a process of repeated purchases. Then new approaches were generated explaining behavioral patterns, followed by psychological perspectives (Evanschitzky & Wunderlich, 2006). Until 1969, brand loyalty was studied in terms of results (repeating the purchase) and not of motivations — until Day launched the concept of two-dimensional loyalty (Kuusik, 2007). Studying both attitudinal and behavioral loyalty allows us to identify different customer segments and to work with alternative types of marketing strategies (Baloglu, 2002). Most marketing researchers investigate the attitudinal or behavioral dimension only; very few of them analyze all four loyalty components (Oliver, 1997; Sivadas & Baker-Prewitt, 2000).

Loyalty is a deep commitment to repurchase your preferred or the service, resulting in repeated purchases of the same brand, although situational impact or marketing efforts may result in switching behavior (Oliver, 1997). Cognitive loyalty was defined and measured as the evaluation of a company's performance or a product's attributes (Evanschitzky & Wunderlich, 2006). Affective loyalty was defined as the behavioral intention of the customer to continue to buy one company's products, along with a commitment to the company (Evanschitzky & Wunderlich, 2006). Action loyalty includes saying positive things about the company to others, recommending the company or service to others, paying a price premium to the company, expressing a preference for a company over others, and continuing to purchase from it (Zeithaml et al., 1996).

Carl (2002) preferred another approach to measure brand loyalty, called the preference-behavior model. It is based on a simple change in a brand-switching model developed by

Colombo and Morrison (1989). The proposed preference-behavior model is mathematically equivalent to the simplified mover-stayer model of Colombo and Morrison (1989). The key change is the substitution of preference for the first behavior measure. The resulting 2×2 matrix consists of "most preferred brand" and "last brand purchased." The model redefines hard-core, loyal consumers as those who always buy their most preferred brand. (Like the consumer who drives across town to get his favorite doughnut.) The other consumers are potential switchers. Thus, the likelihood of purchasing a given brand is the sum of the proportion of that brand's hard-core loyal consumers and some fraction of the remainder. That fraction is a measure of the brand's ability to attract potential switchers. Thus, the two important parameters of the model reflect a brand's reliance on highly loyal customers and its success in attracting brand switchers. The first group is those who have a positive attitude toward the brand (prefer it) and who buy it. The others buy it on a given purchase but may prefer another brand. An assumption of the model is that every consumer has a preferred brand. If these consumers have a preference, why are they "switching?" Although all consumers have a preferred brand, some preferences are stronger than others. Weak preferences characterize potential switchers. They may be variety seekers; or, they may be responding to sales promotions or other situational factors. By considering relative preferences and purchases, the model computes an ability of each brand to attract consumers from each other brand.

The advantages of the preference-behavior model were also introduced by Carl (2002) in detail. A major benefit of the proposed model is its simplicity. It requires two direct questions of consumers, regarding preferred brand and last purchase. These questions could be added to virtually any planned research study. They could also be the focus of an independent study that most firms could undertake at far less cost than the more elaborate forms of data collection required for alternative methods (panel studies, multiple surveys, or single-source time series). Furthermore, the method assures a distinction between loyalty and mere repeat purchase by including the preference measure. It also reduces error by addressing the decision maker rather than relying on household sales reports. Using the preference-behavior model is both easy and inexpensive.

2. 2. 5 Consumer–Brand Relationship

Relationship principles have virtually replaced short-term exchange notions in both marketing thought (Webster, 1992) and practice (Peppers & Martha, 1993), precipitating what has been considered a paradigm shift for the field as a whole (Deighton, 1996). It is important to note that because every brand is a promise, consumers have expectations for brands they purchase; therefore, companies need to meet (and may need to exceed) such expectations in order to retain customers (Opaluwa, 2014).

Researchers have suggested that consumers can relate to brands (Webster, 1992; Fournier, 1998; Parvatiya & Sheth, 2001). Furthermore, researchers have suggested that the brand relationship concept is important because it reduces marketing costs. Other benefits include ease of access, acquiring of new customers, brand equity, customer retention, and more profits (Reichheld, 1996; Winer, 2001; Dowling, 2002).

Fournier (1998) classified relationships into different types, including arranged marriages, casual friends/buddies, marriages of convenience, committed partnership, best friendships, compartmentalized friendship, kinships, rebounds or avoidance-driven relationships, childhood friendships, courtships, dependencies, flings, enmities, secret affairs, and enslavement. Consumers' relationship with their brands could be defined as some of these types as well. Furthermore, Fournier recommended a brand relationship scale encompassing love and passion, self-connection, commitment, interdependence, intimacy, and brand partner quality. These facets were constructed based on 112 brand stories and measured with 39 items in two surveys for 12 brands (Fournier, 1994).

Love and passion. Referring to the consumer's feelings towards the brand, the love connection can be positive or negative, depending on how the consumer perceives the product and service and if the brand matches his or her values. At the core of all strong brand relationships is a rich affective grounding reminiscent of concepts of love in the interpersonal domain. The consumers felt that "something was missing" when they had not used their brand for a while. Strongly held brands were characterized as irreplaceable and unique, to the extent that separation anxiety even occurred (Berscheid, 1983). It can be suggested that firms need to

create brands that make consumers always want to purchase them repeatedly because of their love for them.

Self-connection refers to the extent to which the brand is part of a consumer's self-image. This relationship quality reflects the degree to which informants' brand stories suggest that strong self-connections support relationship maintenance through the cultivation of protective feelings of uniqueness and dependency (Drigotas & Rusbult, 1992). It can be suggested that some consumers identify with a luxury brand because they feel it gives them superior status and they may be seen by other consumers as being higher class (on the other hand, this could also be an illusion on their part).

Interdependence. Strong brand relationships also limit consumers and brands through high interdependence (Hinde, 1995). Interdependence includes using the same product frequently and an increasing number or diversity of brand-related behaviors (which Fournier "consumption rituals").

Commitment refers to consumers' loyalty to the brand. High levels of commitment were also common across strong brand relationships. Consumer loyalty can be determined by factors such as price, reliability, quality, and service (as well as other factors on which the consumer places value before purchasing the brand). If customers are highly sensitive to these factors before purchasing the brands from a firm, they may decide to switch brands if these factors are lacking after purchase. On the other hand, customers not as sensitive may decide to remain loyal to the brand in spite of its lacking any of the mentioned factors.

Intimacy. Intimacy refers to the psychological closeness between the relationship partners and brand knowledge (Smith, Vanden Berge & Franzen, 2000). The informants' brand story shows that the well-designed knowledge structure revolves around strong brands, and the richer sense reflects a deeper level of intimacy and longer-lasting relationship bonds. (Reis & Shaver, 1988). Fournier believes that all strong brand relationships are rooted in beliefs about superior product performance. As interaction events accumulate over time, a relationship memory of personal associations and experiences develops for strong brands — a narrative within which

the brand plays a central role (Escalas, 1996). How the brand is perceived in the minds of consumers may determine the closeness between the relationship partners.

Brand partner quality. This aspect refers to the brand reliability's and consumer care. Those who are satisfied in this respect may have a more effective relationship partnership with the brand, while consumers who are dissatisfied may have an ineffective one. Fournier suggests five central components of brand partner quality: 1) brand positive orientation to consumers; 2) the overall reliability of the brand, the reliability and predictability of the positive judgment in the implementation of the partnership; 3) positive judgment brand adhere to a variety of "rules" of implicit relational contract; 4) the brand to provide the necessary trust or confidence and fear 5); the behavior of comfort in brand responsibility.

Contemporary research on consumer–brand bonds has moved forward, and many new findings have come out attuned to today's competitive marketing environment. Recent research reveals that strong brand relationships have drawbacks (Alvarez & Fournier, 2016). Because consumers have limited identity-related goals, and perhaps limited relational capacity, few brands develop strong positive bonds with consumers (Thomson, MacInnis & Park, 2005). Recent research clarifies early claims that some level of anthropomorphism is a necessary condition for brand relationships to exist (Fournier, 1998). Findings from social interaction research replicate to the brand domain only when the brand is anthropomorphized to some extent. In addition, the type of relationship consumers have with a brand (i.e., whether it is partner or servant) only moderates behavioral priming (Aggarwal & McGill, 2012) and social dominance effects on attitudes and behavior (Kim & Kramer, 2015) when the brand is anthropomorphized. This suggests that because not all brands are naturally anthropomorphized (Aggarwal & McGill, 2012) , some are more likely to become relationship partners than others. Research also suggests cross-cultural differences in people's tendencies to anthropomorphize brands, such that consumers in collectivist and more economically developed societies, who have more accessible human knowledge and less accessible brand-related knowledge, are more likely to do so.

People also differ in their propensity to engage in brand relationships (Spratt, Czellar & Spangenberg, 2009), as well as in why and how these relationships operate. From a

developmental perspective, the relationships of young consumers' (7–8 years old) with brands start on concrete terms (e.g., owning a product) and move progressively toward more abstract connections, such as with a brand's personality or user imagery (Chaplin & Roedder, 2005). Consumers develop more emotional and meaningful attachments to products and brands later in life, an effect that is pronounced after age 65.

One focal person-side construct is attachment style: an individual's interpersonal style of relating as defined by their mental representations about themselves as worthy or unworthy of love (anxiety), and views of others as trustworthy and available or not in relationships (avoidance). Consumer research has uncovered three different mechanisms through which brand relationships are affected by attachment styles. The first mechanism is compensatory: consumers with high interpersonal anxiety and avoidant styles struggle to develop meaningful relationships and satisfy their need to belonging by developing deeper relationships with brands (Thomson, Whelan & Johnson, 2012).

A second mechanism through which interpersonal attachment styles affect brand relationships concerns how consumers use brands not as surrogates for people, but rather as signaling devices to help them in their relationships with others (Swaminathan, Stillee & Ahluwalia, 2009). A third mechanism involves parallel processes as manifested in brand and interpersonal relationships. High interpersonal attachment anxiety is associated with lower satisfaction and endurance in interpersonal relationships, and the same has been shown for brand relationships (Thomson & Johnson, 2006). Even though consumers may use brands to fulfill some needs typically associated with interpersonal relations, findings from the interpersonal literature often do not apply, or are reversed, in the consumption domain. Customer attachment styles operate as a subdomain of interpersonal attachment styles, suggesting constructs specific to the domain.

Alvarez and Fournier (2016) believe that despite substantial progress and two decades of attention, brand relationship theory is still in its early stages. New theories that explicitly articulate the competitive (Paharia, Avery & Keinan, 2014), familial (Price, 2015), and social ties (Russell & Schau, 2014) in which brand relationships are embedded are necessary for a more complete picture.

2. 3. 0 Overview of Advertising

2. 3. 1 Development of Advertisements

William (2009) carefully summarized the history of advertising in the U.S. Advertising has been part of the U.S. economy since Colonial times (Kirchhoff, 2011). In the early 1700s, John Campbell was a postmaster in Boston who knew several important politicians, and his *Boston News-Letter* published the first paid advertisements. The word “advertisements” separated them from the news.

Benjamin Day started the *New York Sun* in 1833. By the second year, the paper was selling 20,000 copies. The large circulation made it a popular medium for advertisers. Day solicited small advertisements from businesses and readers and placed them under the heading “Wants.”

With the development of technology, types of media changed significantly. The style of commercial messages became more direct in the 1920s, as radio grew in popularity as an advertising medium. Although television was not a strong medium in 1950, advertisers spent \$10 million on it.

The advertising industry hit creative highs during the 1950s and 1960s. Chicago advertisement firm Leo Burnett created product icons like the Jolly Green Giant, the Pillsbury Dough Boy, and the Marlboro Man (Time, 1998). The recession of the early 1980s changed advertising patterns, as advertisers began relying more on promotions via coupons and direct marketing. By 1990, the industry had lost 25% of its share of business marketing budgets to other forms of marketing communications (William, Arens, David, Schaefer & Michael, 2008).

Advertising agencies in the 1990s seemed to emphasize creativity. By the mid-1990s, their budgets were again growing at double-digit rates. The industry took another hit when the dot.com bubble burst in the late 1990s (Borrell, 2009). Today, advertising agencies are struggling to identify target markets, which are becoming smaller, and to provide their clients with better service. Although the history of advertising in other countries might be a little different from that in the U.S., advances in technology and media have driven the development of advertising worldwide.

2. 3. 2 Advertisement Industries Today

Advertising — the use of images, sounds, and slogans to communicate a message that will spark consumer interest in goods or services — is deeply ingrained in America’s market-based economy (Kirchhoff, 2011). Kirchhoff discussed the scale of advertising industry today and included data on certain industries. According to one longstanding measure, the advertising industry accounts for about 2% of the annual Gross Domestic Product, the broadest measure of goods and services produced in the United States (Census, 2007). The forecasting and consulting firm MagnaGlobal pegged total U.S. advertising spending at more than \$170 billion in 2010, predicting annual growth averaging nearly 4% from 2011 to 2016 (MagnaGlobal, 2011). In the latest eMarketer (2016), global advertising input data reported that global media advertising investment increased from \$578 billion in 2015 to \$615 billion in 2016, of which digital advertising investment was \$198 billion. In addition, the mobile Internet advertising investment reached \$1010 billion in 2016, while the proportion of digital advertising investment exceeded 50% for the first time. Worldwide advertising spending will reach \$674. 24 billion by the end of 2020, with annual gains hovering between 5 and 6%.

In assessing the current status of the advertising industry in 2013, Platzer (2013) also mentioned the new trend of digital advertisements. Thirty years ago, consumers viewed an average of 560 advertisements per day (Michael, Lisa & Amit, 2009). As advertising has spread from newspapers and television shows to gasoline pumps, cell phones, and bus stops, levels of exposure are almost certainly higher today. By one count, the average American consumer may be exposed to 3,000 commercial messages daily (Plunkett, 2013). Advertisements are everywhere — ranging from a grainy line of text to a sophisticated video; from cell phones to gas pumps, billboards, television, newspapers, magazines, and movie screens (William F, 2008). Although television remains the dominant advertising choice, in 2011 spending on online advertising exceeded spending on print advertising for the first time.

Advertising pays for much of the content on traditional media and online platforms. It provides 84% of television networks’ revenue, and until recently furnished 60–80% of most daily newspapers’ revenue. Advertising generates more than 80% of total revenue at Internet

companies such as Google, Yahoo, and Facebook, and it covers the cost of many of the free “apps” that consumers download to increase the functionality of their smart phones and tablet computers (Platzer, 2013).

Both Kirchhoff (2011) and Platzer (2013) considered digital advertising to be the most important trend in the industry for the future. Even as the advertising industry grappled with the immediate impacts of the recession, it had to adapt to structural changes, as consumers migrated from traditional media to online platforms (Kirchhoff, 2011). Internet advertising has been the fastest-growing segment of the market, rising from \$4.6 billion in 1999 to \$22.6 billion in 2009 (Pricewaterhouse Coopers & Interactive Advertising Bureau, 2010). The Internet has grown nearly twice as fast as cable television did in its infancy, as measured in terms of advertisement revenues (Christopher, 2009). The advent of new technologies allowing long-form video on the web has advanced the quick development of digital advertisements. In 2012, Internet advertising revenues in the United States totaled \$37 billion, a rise of 500% from \$6 billion 10 years earlier (IAB & PricewaterhouseCoopers, 2013).

The most recent structural changes affecting advertising began around 1995, as consumers started to migrate from traditional media sources to online platforms (Platzer, 2013). Kirchhoff (2011) thought that the emerging digital world was very similar to the traditional advertising market. But in a number of vital ways, the markets are far different. The most important point is competition. A print newspaper may be the dominant source of information in its local market, but on the Internet that same newspaper is up against hundreds or thousands of websites, blogs, and social media outlets offering general news, information and opinion. The supply of online advertising opportunities is almost unlimited (Netcraft, 2013). A 2011 Federal Communications Commission report found that in May 2010 a typical online advertisement cost about \$2.52 per thousand viewers, whereas their average cost on prime time broadcast television networks was \$19.74 (Steven, 2011). Digital advertising can also be sold in other ways, including cost-per-click or by keyword purchase (Platzer, 2013). Another difference is the fact that the online advertising market is compressed. According to the Interactive Advertising Bureau (IAB,

2009), the top 10 firms that sell advertising space on websites accounted for more than 70% of online advertisement spending in 2009 and the top 50 for 89%.

The digital marketplace includes a variety of platforms, with the top three being mobile, social networks and gaming. More than 9 in 10 U.S. adults now own a mobile phone. As ownership of smart phones has increased, advertising on them has grown at a torrid pace, with revenues rising from \$251 million in 2007 to \$4.75 billion in 2012 (SNL Kagan, 2012). By 2017, revenues could reach \$27 billion, according to eMarketer (2013).

Two-thirds of online adults in the United States use social networking sites (Maeve & Joanna, 2012), including networking tools, social sites, photo and video sharing sites and social bookmarking. This segment accounts for nearly 20% of total time that U.S. adults spend on personal computers and 30% of total time online via mobile devices (Nielsen, 2012).

The industry trade group says that casual, social games are played most frequently online, followed by action, sports, strategy, and role-playing games (ESA, 2013), which could be a good platform for advertisers. Advertisement revenues from mobile gaming were reportedly around \$200 million in 2012 (Paul, 2012).

However, the accuracy of such metrics have been questioned. comScore says only about 16% of Internet users clicked on an advertisement in March 2009, and just 8% of Internet users accounted for nearly 85% of all clicks. It contends that advertisers who ignore Internet users who do not click on advertisements are making a mistake (comScore & Starcom, 2009). Although thousands of people see the ads, few of them show interest in them. The effectiveness of such advertisements still needs to be determined.

2. 3. 3 Two Kinds of Advertisements

The neo-classic economic theory at the beginning of the twentieth century is inherited by the formal academic marketing foundation (Vargo & Morgan, 2005). The academic marketing foundation was built on a goods- and manufacturing-based model of economic exchange, which was called a “goods-dominant” (G-D) logic (2004). Not surprisingly, branding is evolving toward a new brand logic according to Merz, He, and Vargo (2009). More recently, consumer communication is becoming even more widespread through channels enabled by the Internet,

such as Facebook and YouTube. A study by Pearson found that 41% of professors use social media in the classroom, and 55% use it elsewhere in a professional context (Lepi, 2013).

Obviously, social media is here to stay, especially with young adults (Sago, 2010). Since it was launched in 2006, Twitter has grown to 313 million active users, with 1 billion unique visits to sites with embedded Tweets (Twitter, 2017). Since social network users have the desire to communicate with each other, they may be motivated to advertise different goods and services (Fereshteh, Saeed & Alireza, 2012). Users share their thoughts and recommend different products and services through social networks, which could be a good way to evaluate buying a product. One survey indicates that approximately 78% of the world's consumers believe that word of mouth is better for buying a product than any other method. According to Wasserman and Katherine (1994), social networks could even provide the information necessary for large corporations to receive added exposure, to adjust their prices, and to form coalitions with other business units.

Some famous brands now have press conference to launch their new products. This is not an advertisement in the traditional sense: its aims is to attract consumers and to tempt people to spend money on the brand's new products. Indeed, this indirect advertising has the same goal as traditional advertisements. For example, Smartisan, a company that manufactures mobile internet terminal equipment from China, had a new product presentation in September, 2016. It was a relatively new company set up in 2012; however, two days after the presentation, the discussion reached 3.9 million on the Internet, and the Baidu search index rose 756% (Datastory, 2016). Many more people began to know about the new product. Apple's yearly launch event for new products attracts people from all over the world. This kind of "advertisement" engages large numbers of consumers and creates discussions helping to promote the product and brand.

The two kinds of advertisements covered in this research are quite new; however, their aim and value remain product promotion. I focus on them mainly to study the new trends in advertising today.

2. 3. 4 Consumers and Advertisements

Advertising researchers have always been interested in consumer attitudes toward advertising. Some studies have found that many consumers have a negative view of advertising (Mittal, 1994). However, there are also evidence shows that some consumers have more positive views about advertisements (Bauer & Greyser, 1968). It is conceivable that consumers may hold different views about advertising, which means some of them may hold a more positive view. Since consumers' attitudes to advertising influence their participation in advertising in a significant but complex way (Brackett & Carr, 2001), understanding the target consumer's advertising is very beneficial to advertisers. Although many consumers claim that they do not like advertising, sometimes the data collected by the company indicates that sales and brand image have improved, which means that people may be affected unconsciously.

Many brands are not only valued for their functional attributes but also for the identity that consumers can relate themselves to the brand (Aaker, 1997). Whereas in the past brand identity was mostly created by firms, today consumers are deeply involved in this process. Although consumers have rational expectations of brand identity, they are not sure because they do not understand the relevance of preferences between functional and identity attributes in the general population (Dmitri, Ron & Kangkang, 2013).

The idea that advertising can serve as a signal is also not new. Recently, Anand and Shachar (2009) suggested that targeted advertisements can also signal a brand's horizontal attributes. Advertising can improve market efficiency by providing consumers and businesses with information about products or services that increase competition and reduce prices (Andrew & Jane, 2007). However, it may also limit competition by making it more expensive for new entrants to compete against established brands (Maximilien, 2006). Misleading or untruthful advertising can reduce market efficiency by promoting consumers to purchase products that are inferior, do not perform as promised, or are harmful (Dianne, 2009).

2. 3. 5 Branding in Advertising

Companies spend large amounts of money on advertising, aiming to promote their product and improve brand awareness. However, do advertisements really affect the image of a certain brand? Hartnett, Romaniuk and Kennedy (2016) did research to analyze the role of

advertising in branding. Branding in an advertising context is the audiovisual presence and prominence of the brand throughout the advertising content (Teixeira, Wedel & Pieters, 2010). Good branding is a tenet of effective advertising, as most advertising theories agree that consumers must register the advertised brand (on some level) to influence their buying propensities successfully (Romaniuk, 2009).

Advertising has the significant challenge of trying to gain some level of mental processing from mostly distracted, uninterested audiences (Krugman, Cameron & White, 1995). Creating memory structures to facilitate brand recall is particularly important, because time delays usually occur between receiving advertising and being able to act upon it (Kennedy, Sharp, & Hartnett, 2013). Branding, as part of advertising content, must compete with other creative devices to be noticed and stored in memory. Copywriters believe their primary task is to break through clutter and lack of interest to deliver their message (Kover, 1995). It is not contested that “cut through” is vital, but all too often the creative tactics used to draw and maintain attention (e.g., surprise, drama, humor, celebrities) dominate the foreground of advertising content, directing it away from branding (Keller, 2007). Marketers and advertising agencies often struggle to balance branding and creativity to achieve their objectives.

Some creatives suspect that intense branding through flashy or frequent exposures is counterproductive because it alerts consumers to the presence of advertising, which they will try to filter out. Some take a more extreme view, for example: “Why advertise the fact that an advertisement is an ad? The less an advertisement looks like an ad, the more likely it is to be noticed” (Aitchison, 1999). Although some supporting evidence for this sentiment demonstrates that central sustained branding can promote advertising avoidance, such behavior can be reduced by pulsing the branding throughout the creative material without reducing total branding activity (Teixeira, Wede & Pieters, 2010). Many experts believe that including brand elements in advertising should increase brand recall (Romaniuk, Sharp & Ehrenberg, 2007). This approach is intuitively sound, as they are assumed to supplement the brand name and increase its total advertising footprint by providing additional opportunities to see some form of branding (these are henceforth referred to as “dual-branded advertisements”). Others go further — for example,

positing that the best advertisements are recognizable via indirect branding alone. These practices suggest that advertisers view brand elements as equivalent or even superior to brand names as the means for signaling brands. In short, branding can be direct, through explicit use of brand names, or indirect, through the use of non-brand name elements such as logos, spokespersons, and slogans connected to the brand in consumers' memories — which all means that advertisements are an important approach for maintaining communication with customers.



Figure2. 0 Conceptual Framework 2

Figure2.0 shows the second level conceptual framework, with all literature review citations properly categorized. It has a more specific explanation of the relationship between the three elements.

CHAPTER 3

METHODOLOGY

3. 0. 0 Introduction

A brand is an evolving story, and iconic brands circulate as narratives encapsulating powerful myths defining the cultural world (Holt, 2004). Embedded in these narratives are valuable insights into the elements that create a bond between a brand and its stakeholders (Nancy, 2010). As this study probes the relationship between loyal consumers and advertising, the following main topics will be addressed:

- What is a brand? What is brand loyalty? Who are the loyal consumers?
- How loyal are the consumers? Will loyal consumers will be affected by advertisements or not? What attitudes do consumers have to different kinds of advertisements?
- How can advertisements help build the relationship between brand and customers?
- How can the successful advertising elements identified be used wisely to improve brand loyalty?

3. 1. 0 Research Topics & Questions

3. 1. 1 The Background of Branding and Brand Loyalty

This section establishes a background of knowledge for the study, mainly focusing on the branding part of the conceptual framework. These questions will be mainly answered after the literature review and can help sellers make sure of their target population. The four main questions under this topic are as follows:

1. What is a brand?

This question is important to research as brands are aged evolving and scholarly work as well as consumer research constantly add to the body of knowledge regarding brands. The final purpose of the study is to use the results to help build a stronger brand, answering this question will shed light on how to build stronger brands that better connect to consumers.

2. What is brand loyalty?

The concept of brand loyalty is always an important research topic during the evolving of branding and marketing. The study of brand loyalty can help companies make their marketing

strategies. For this research, brand loyalty is the core of the study, by answering this question, the process of building such kind of loyalty can be studied.

3. Who are the loyal consumers of the brand?

Loyal consumers are always the group that companies need to seriously consider. The study of their characteristics and definition can be an important topic for both the companies and the scholars. The study focus on the loyal consumers of certain brand, through the study of this problem, the research tries to develop criteria for the selection of loyal users and their characteristics. By choosing the appropriate research objects, the research results will be more credible.

4. How loyal are the consumers?

This question hopes to understand the loyalty stage of the consumers. To calculate their loyalty towards specific brand products, the research will investigate the time since their first purchase and the number of products purchased. By studying this question, the study may try to connect their loyalty to advertisements.

3. 1. 2 Consumers' Attitude Towards the Two Kinds of Advertisements

The answer to this general research query could be the basis of the ensuing studies. Considering that a large amount of investment is spent on advertising every year, the effect of this financial outflow is of great importance for enterprises. The loyal customer is part of a highly important group, and an enterprise must consider how to maintain their specificity and enthusiasm. The aim of this topic is to establish the relationship between loyal consumers and advertising — that is, whether they are affected by it and to what extent.

It is meaningful for an enterprise to understand the true value of their advertising efforts. The following six questions examine this topic:

1. How many loyal customers have seen the brand's advertisements and in what way?

Companies can promote their products through different approaches, all kinds of media can be used. The first requirement to achieve publicity is to connect consumers. Through this question, the research will investigate the popularity of the brand's advertising and determine the primary way to contact loyal consumers.

2. How much do consumers know about the two kinds of advertisements?

The two kinds of targeted advertising are very new, and companies are now paying a great deal of attention to them. First, companies need to let enough consumers to see their advertisements, which are the same for these new types of advertisements. This question will also study the popularity of the two new types of advertisements, and also want to know their understanding of the advertisements.

3. What are consumers' perceptions and evaluations of the brand's advertisements?

Companies try to design new advertisements, hoping to attract more consumers. This question seeks to find out if consumers like these new types of advertisements, and whether they might be more attractive than previous types. Through this question, the study hopes to determine whether consumers' feedback on the brand's advertising is consistent with its intended meaning, positioning, and communication.

4. How much do consumers think they will be affected by the two kinds of advertisements?

This question is about consumers' self measurement. What the company really cares about is whether consumers' attitudes and behaviors are changed because of advertisements. By answering this question, the extent of the effect can be measured. After comparing the influence degree of different kinds of advertisements, the research can make a deeper study on the psychology of the consumers.

5. Is consumers' purchase behavior affected by advertising?

The question is meant to determine whether the consumer believes his/her buying behavior is affected by advertising, which focuses on the study of user behavior, including their thinking and behavior patterns. This question aims to find out if advertisements can have an immediate impact on customers' purchase behavior, such as promoting them to change their purchase plan.

6. What is consumers' attitude towards Apple's advertisements?

This question tries to understand participants attitude towards Apple's advertisements in total. As they are Apple's loyal users, whether they are also positive about Apple's advertising. By answering this question, their attitudes can be compared with their attitudes towards Apple, which

could help study the role of advertisements in building the relationship.

3. 1. 3 The Role of Advertisements in Building the Relationship

After building a bond between loyal consumers and advertisements, the next step is having advertisers take an active role in the market opening. This part primarily looks at the way advertising affects consumers. This part is mostly concerned with which part of the advertisement gives the most profound impression to the consumer. It also tries to pinpoint the views of loyal consumers on advertising. The following two questions are included in this topic:

1. What is the impression of consumers on the brand's advertisement and on the brand?

The purpose of this question is to study consumers' general impression of the brand advertisement. By comparing with the impression of the brand, the purpose is to understand the role of advertising in brand image building.

2. How can advertisements help build the relationship between brands and consumers?

The question studies the relationship between a certain brand and its loyal consumers. It also aims to identify the most impressive elements of advertisements created by the brand. By answering this research question this research hopes to build theories that map the brand loyalty of consumers in order to better understand the nature of the relationship between brand loyalty and advertisements.

3. 1. 4 How to Use the Elements

The ultimate aim of this study is to help enterprises in real markets. No matter what kind of advertising used, its purpose is to consolidate the loyalty of the loyal consumers. Therefore, the final research topic is to identify how to apply these factors to actual advertising propaganda through the answers to the preceding question.

1. How can the most important elements be used appropriately in designing a advertisement?

The research hopes to apply a combination of design and marketing to answer the above question. This question focuses on the application of conclusions with the hope that brand design can influence marketing.

3. 2. 0 Research Method - Approach- Mixed Methods Research

Mixed methods research is a survey approach. It involves the collection of quantitative and qualitative data, their integration, and the use of unique designs that may involve philosophical assumptions and theoretical frameworks. The core assumption of this type of survey is that the combination of qualitative and quantitative methods provides a more complete understanding of the research problem than a separate approach (Creswell, 2014). Researchers are based on the assumption that the collection of different types of data best provides an understanding of the more comprehensive research questions than quantitative or qualitative data alone. The study began with an extensive survey to obtain data from the target population. In the second phase, it focused on open interviews to gather more detailed views from participants to help explain the results of the preliminary quantitative surveys. The research collected both quantitative and qualitative data in order to get a credibility result. Both quantitative and qualitative method was included.

3. 3. 0 Research Method and Method Analysis

3. 3. 1 Literature Review

The concept of a literature review is very much plural rather than singular, as a researcher must examine many sources to produce a coherent literature review. The objective of this step is to describe the plurality of the literature, to underline the difference between general and specific literature, to highlight how to use theoretical literature as a tool to increase understanding of a subject area and to test a research question or hypothesis, and to examine the methodology and data literature, which are important parts of the research process (Given, 2008) . In terms of understanding the background and basic knowledge on a topic, a literature review can help researchers greatly when creating a conceptual framework.

The literature review in this paper mainly focuses on three parts: brands, consumers, and advertisements, aiming to understand the background and important concepts of each. The advantage of a literature review is its guiding role. After studying other scholars' work, a new study can be conducted on the basis of previous research.

3. 3. 2 Interview

The concept of interviewing covers a lot of ground, from totally unstructured interactions, through semistructured situations, to highly formal interactions with respondents. Interviewing is done on the phone, in person, by mail, and more and more by computer or on the Internet. Unstructured interviewing goes on all the time and just about anywhere, whereas semistructured, or in-depth interviewing is a scheduled activity. A semistructured interview is open ended, but it follows a general script and covers a list of topics (H. Russell, 2011).

There is a continuum of interview situations based on the amount of control we try to exercise over people's responses (Gorden, 1987). These different types of interviews produce different types of data that are useful for different types of research projects and that appeal to different types of researchers.

Interviews can really help when the research hopes to study people's perceptions or feedback. Through the dialogue with the participants, it is easy to understand people's real feelings and emotions. As the purpose is to understand consumers' criteria during their purchasing process, the research needs to collect data about their direct feedback. Interviews can collect in-depth information about the topic. Other methods (such as observation) are of limited use in this study. Observation has the advantage of collecting direct data about people's behaviors; however, it is difficult to use observation in studying psychological activities.

3. 3. 3 Survey

"Survey" is a ubiquitous term that is used and understood differently depending on the context. Its definition is further complicated because it is used interchangeably as a synonym for other topics and activities listed under the broad classification of survey research or survey methods. A survey is a research method used by social scientists (e.g., economists, political scientists, psychologists, and sociologists) to empirically and scientifically study and provide information about people and social phenomena. A survey is scientific because there is an established process that can be followed, documented, and replicated. This process is rigorous and systematic. The typical steps in the survey process are a) problem formation, b) hypothesis development, c) research design, d) sample design and selection, e) questionnaire development,

f) data collection, (g) data analysis, h) reporting and dissemination, and i) application of information (Paul, 2008).

The advantage of a survey is that it is also an appropriate method to understand people's feelings and perceptions; also, it can collect large amount of information. In the research, surveys are supplemental to interviews, as interviews collect in-depth information from unique participants and surveys collect large amounts of information for analysis.

3. 4. 0 Sampling Strategy and Research Procedure

In order to address the research problem being explored, a case group and brand must be defined from a more or less infinite number of possibilities. The brand considered in this study is Apple. As mentioned in 2. 2. 3, "loyalty to a mobile phone provider was professed by 76 percent of all respondents, which was aligned with 75 percent who also said they were loyal to mobile phone brands." Mobile phone providers have large numbers of loyal consumers, and among mobile phone providers, Apple is famous for its loyal supporters or fans. At the same time, Apple's advertising spending soared 50% in 2015, to a record \$1.8 million, which means Apple spends a large amount of money on advertising every year. All of these reasons make Apple an appropriate brand for this study.

Study participants were between 18 and 50, both male and female. They varied in income, vocation, and nationality. People who are loyal consumers of Apple were included as participants. It was confirmed that they have bought several Apple products and show loyalty to the brand.

The participants will be recruited in two ways. The first part will be selected using the snowball strategy: one respondent will be invited to join the survey and five other people will be recommended by him/her. Paper questionnaires will be published, and interviews will be done face to face. In sociology and statistics research, snowball sampling (or chain sampling, chain-referral sampling, referral sampling) is a nonprobability sampling technique where existing study subjects recruit future subjects from among their acquaintances. Thus, the sample group is said to grow like a rolling snowball (Goodman, 1961). The second group of participants may be selected online, by inviting loyal Apple consumers from the online group and finding volunteers to

take part in the interview. The recruitment will be published on message board postings. The interview might be done on the phone or on the Internet. The survey will be given to consumers both online and physically, with a cross-section of gender and ages.

In total, 120 participants took part in the research and all of them finished the questionnaire. The questionnaire contains 27 questions and tries to understand their perspectives. Interviews (n=13) were conducted with loyal Apple users. The questionnaire was sent to an online Apple user group called Apple-Iphone. The online group contains 68464 members, from different countries but mostly from the United States. Responses (n=99) are all from the United States and they formed a baseline of understanding the relationship between the Apple users and the brand. Other 21 participants were selected by the snowball strategy and filled out paper questionnaires. The interviewees participated voluntarily. Among the 13 interviews, 2 were done face to face, 8 were done on the phone and the remaining 3 were done on the Internet. All of the interviews were done in the United States.

The research procedure includes four steps, literature review, prior research, formal research (include survey and interview), and data analysis. A questionnaire was designed for the prior research, including 10 questions and was sent to 20 participants (included in appendix A). The answers were collected to help design the formal research.

3. 5. 0 Method Justification Table

There are three main method used for the research, literature review, survey and interview. Literature review was mainly used to build the conceptual framework. An understanding of the general and specific literature is crucial for all researchers considering the construction of a research proposal, so a literature review is always done before the research in order to find a correct direction for it. Survey and interview were used to collect data. They were both useful to study participants' real feeling and psychology, they worked together to collect both qualitative and quantitative data.

Research Question	Research Method	Justification/ Rationale
What is a brand?	Literature review	Literature review of current articles and research will help create the conceptual framework of the study. It helps to understand the background and concepts of the study. The previous study can also play a guiding role.
What is brand loyalty?		
Who are the loyal consumers of the brand?		
How loyal are the consumers?		
How many loyal customers have seen the advertisements of the brand and through which method?	Survey	Online surveys will allow for mass collection of data, which can show the effectiveness of different kinds of advertisements directly.
How much do consumers know about the two kinds of advertisements (social media and launch events)?	Interview/ Survey	Both interview and survey are used to collect consumers' perspectives of certain types of advertisements. The interview and survey can identify participants' real feelings. The survey tries to collect more information. Supplementary interviews can obtain more specific information. The interview tries to obtain a deep understanding of unique participants
What are consumers' perceptions and evaluation of the advertisements?		
How much do consumers think they will be affected by the two kinds of advertisements (social media and launch events)?		
Is consumers' purchase behavior affected by advertising?		
What is the impression of consumers on the brand's advertisement and on the brand?		
What is consumers' attitude towards Apple's advertisements?		
How can advertisements help build the relationship between brands and consumers?	Interview	These questions can only be answered by interview, as all of them focus on people's psychology. Interviews can gather feedback and identify the emotions of all the participants.
How can the important elements be used appropriately in the design of an advertisement?		

Table 1. 0 Method Justification Table

CHAPTER 4

RESEARCH FINDINGS / ANALYSIS OF DATA

4. 0. 0 Introduction

This chapter contains the results of the research. The researcher secured permission to get basic information from the participants. In each context, the researcher's data collection methods mirrored the perspectives of the participants, and the results and data are contained in this chapter.

4. 1. 0 Basic Information of Participants (n=120)

In total, 120 participants took part in the study. They are from different backgrounds and ages, but are all loyal Apple users. The diversity of the participants' backgrounds can guarantee the credibility of the survey to the maximum extent. As indicated in Figure 3.0, the participants are between 18 to 50, which could be the main age group of Apple users. Figure 3.0 also shows the proportion of male participants at 42.9% to 56.5 female.

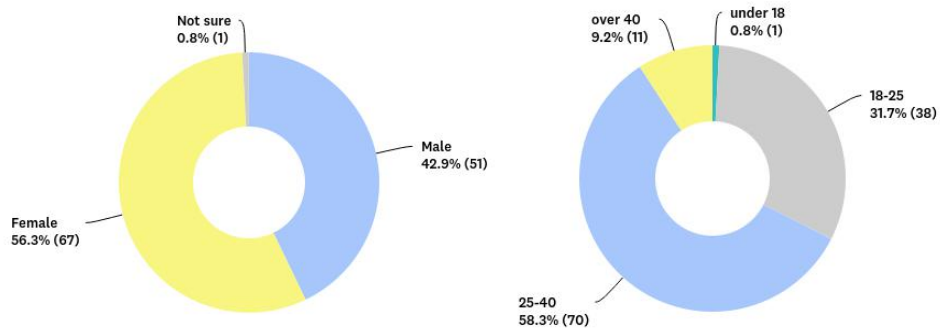


Figure3. 0 Gender Distribution & Age Distribution

4. 2. 0 Survey Analysis (n=120)

Surveys are always used to collect large amounts of data. The survey was done through Survey Monkey, and 120 survey responses were collected in total. The survey included 27 questions, with the types being single choice, multiple-choice, rating, and open questions. An example of the survey can be seen in Appendix B.

The survey consisted of four parts, loyalty to Apple and understanding of its advertisements, and perspectives on Apple's advertisements in social media, its launch events, and its advertisements. The analysis of the four parts appears below.

4. 2. 1 Loyalty to Apple

GCCRM defines loyalty as two categories: transactional and emotional. Li mentioned that trading loyalty is usually measured by recent purchases, frequency of purchases, customer shares, and customer lifetime, which is based on historical records of incoming customer purchases, purchase frequency, depth (customer share), and length (customer lifetime) of real-time customer transactions. Emotional loyalty usually includes paying extra money, treating as a standard, and recommending/optimizing the product (Li, 2005), according to 2. 2. 2.

Questions about this topic include the number of Apple products participants have bought, the length of time since they first chose Apple, connection with other users, and self-rating of their loyalty.

Q1: When was the first time you bought an Apple product?

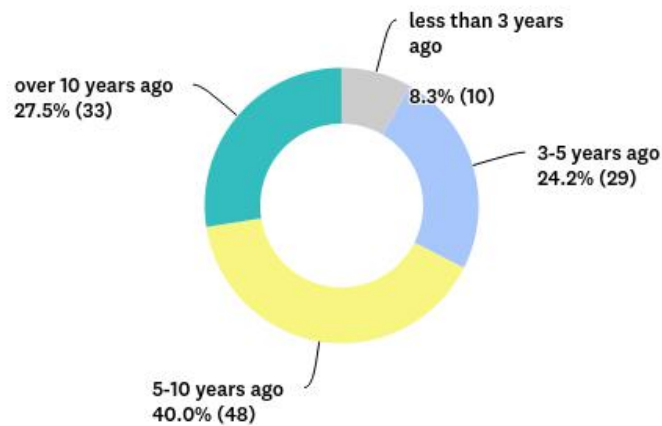


Figure4. 0 Loyalty Measurement Step 1

According to Figure4. 0, Most of the participants have become Apple users for more than three years, with the largest share in five to ten years, reaching 40%.

Q2: How many Apple products have you bought altogether?

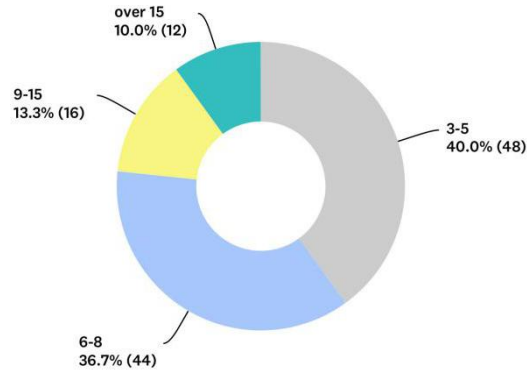
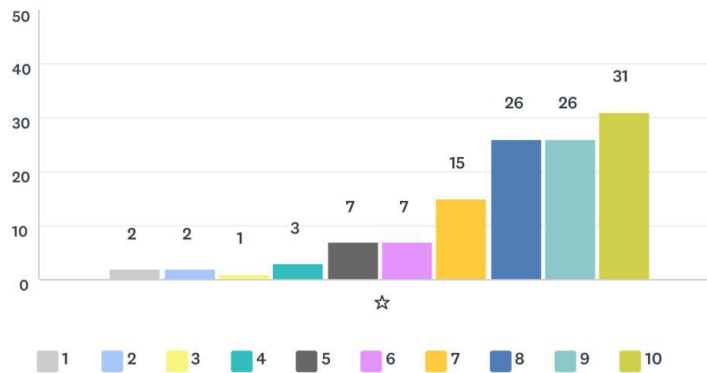


Figure5. 0 Loyalty Measurement Step 2

When asked about the number of Apple products they own, most participants had three to five or six to eight parts, accounting for 40% and 37.6% (Figure5. 0).

Q3: How loyal do you think you are to Apple? (1-10 stars)



	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
☆	1.7%	1.7%	0.8%	2.5%	5.8%	5.8%	12.5%	21.7%	21.7%	25.8%	120	7.96
	2	2	1	3	7	7	15	26	26	31		

Figure6. 0 Loyalty Measurement Step 3

They were also asked to measure their loyalty to Apple products by themselves. A quarter of them (n=31) chose a full score of 10 points, accounting for the largest percentage, and the average of all participants was 7.96 (Figure6. 0).

Q4: What are the main factors you think about when choosing Apple? (No more than four options)

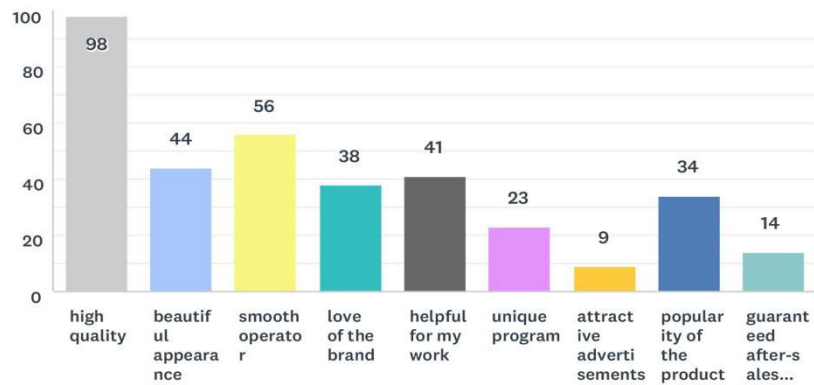


Figure7. 0 Loyalty Measurement Step 4

The figure7. 0 shows that the high quality (n=98) of Apple products is absolutely the most important reason for Apple users. The following important factors include smooth operator (n=56), beautiful appearance (n=44), and help for work (n=41). Obviously, advertising is a factor they almost never consider (n=9).

Q5: I feel a bond with people who also own Apple products.

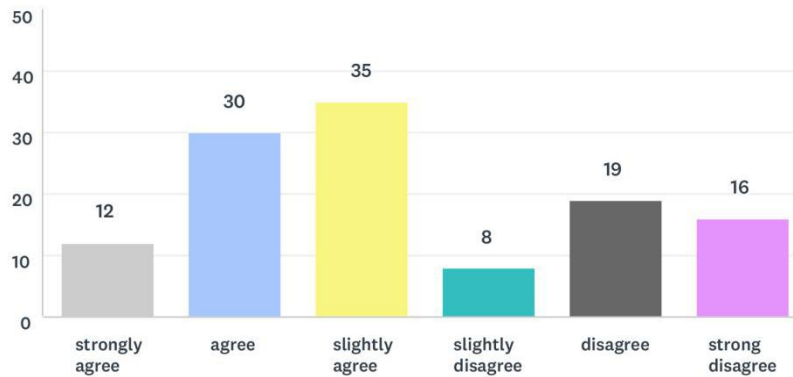


Figure8. 0 Loyalty Measurement Step 5

Most participants think they have a bond with other Apple users, including 35 participants who are slightly agree, 30 participants who are agree and 12 of them are strongly agree (Figure8. 0).

4. 2. 2 Perspectives of Advertisements Through Social Media

Respondents' perspective about advertisements through social media is measured using 8 questions: 7 on a six-point likert scale and one a rating by themselves. These questions sought information on the following categories: 1) how do they use social media; 2) what do they think about advertising by enterprise managers; 3) what do they think about advertising by official accounts; 4) what do they think about others' suggestions on social media; 5) what are their connections with other Apple users through social media; 6) what are their feelings about advertising through social media; 7) what do they think about implant advertising; 8) how much do they think they will be affected by such kind of advertisements. The questions were designed according to the approach developed by Claudia et. al (according to 2. 2. 4). The questions try to understand the four aspects, cognitive, affective, conative and action.

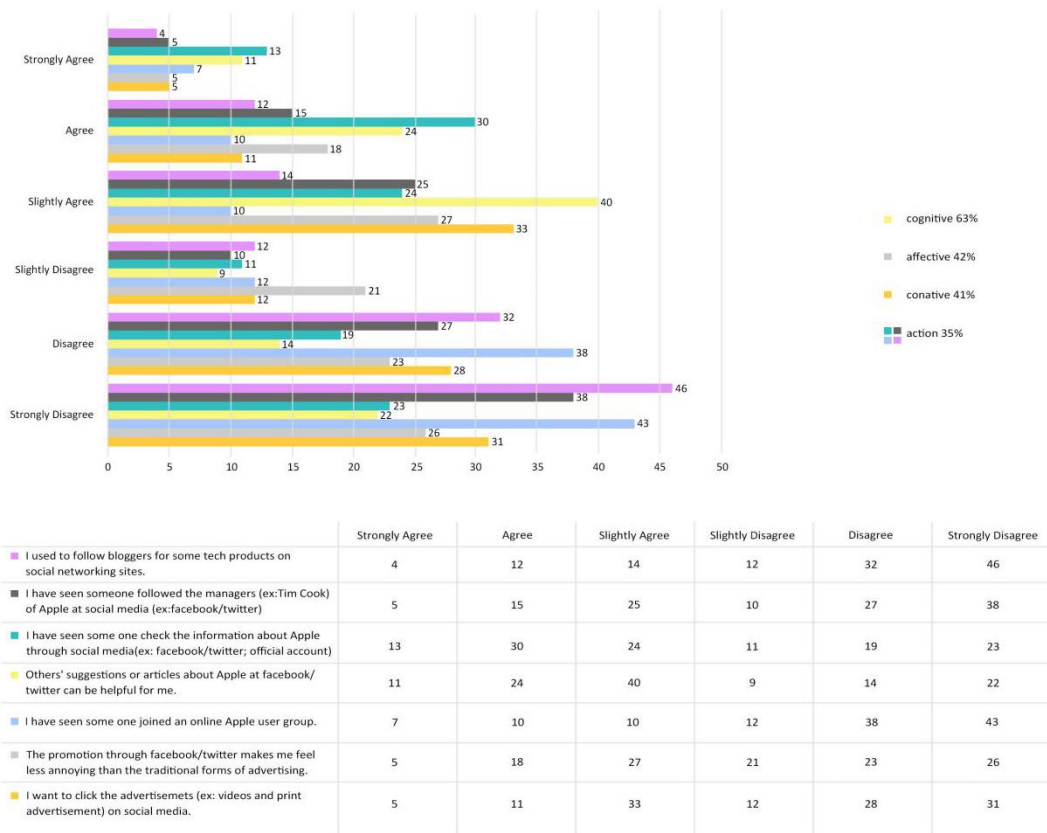


Figure9. 0 Perspectives of Advertisements Through Social Media

Among the seven questions, expect for the problem about participants' cognition, people who chose disagree were more than those who agreed (Figure9. 0). The percentages represent the proportion of agreed options, consumers' cognition are mostly affected.

Q1: How much do you think you will be affected by social media when thinking about purchasing a new product (1-10 stars) ?

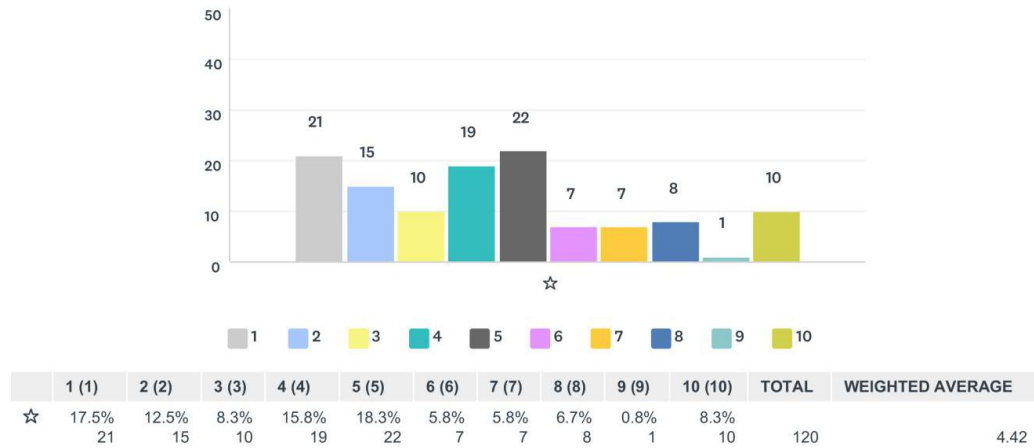
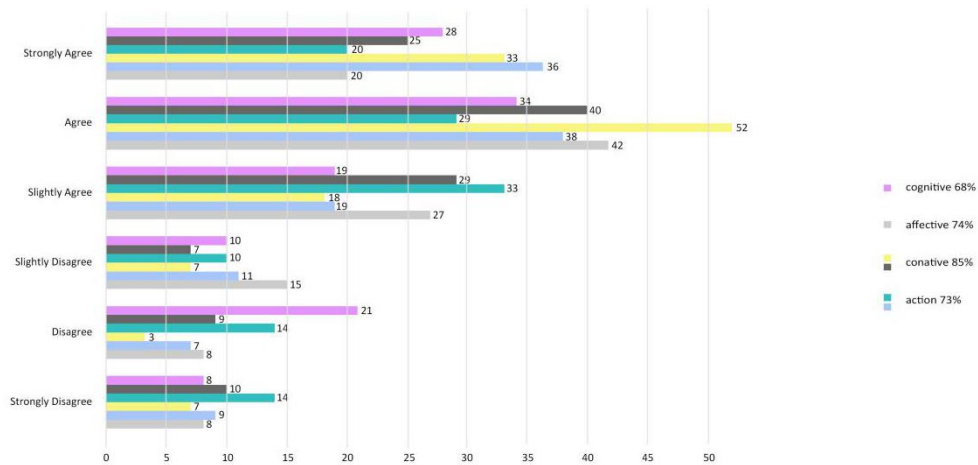


Figure10. 0 Effect Measurement - Social Media

According to Figure10. 0, participants measured the effect of advertisements through social media by themselves, the average score is 4.42.

4. 2. 3 Perspectives of Launch Event

Respondents' perspective about a launch event was managed by 7 questions, including 6 measured on a six-point Likert scale and one that is rating by themselves. These questions sought information on seven categories: 1) how much they know about the launch event; 2) their interest in it; 3) their feedback about it; 4) their evaluation of it; 5) the publicity about it; 6) their feelings about it; 7) how much they think they will be affected by it.



	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
I know Apple has a launch event at September every year.	28	34	19	10	21	8
I want to know the new features displayed at Apple's launch event.	25	40	29	7	9	10
I will discuss new products and new functions of Apple displayed at the launch event and check reports about it.	20	29	33	10	14	14
I think product launch event is an effective publicity approach for Apple.	33	52	18	7	3	7
I can see the news of the launch event almost everywhere after the conference and I will check them.	36	38	19	11	7	9
This way of new product launches makes me feel less annoying than the traditional forms of advertising .	20	42	27	15	8	8

Figure11. 0 Perspectives of Launch Event

The result (Figure11. 0) shows that most of the answers are focused on the agreed options, and the percentages represent the proportion of agreed options. Consumers' conation is most affected, 85% participants agree that their conation is more or less affected by the launch event.

Q1: How much do you think you will be affected by the launch event when thinking about purchasing a new product (1-10 stars) ?

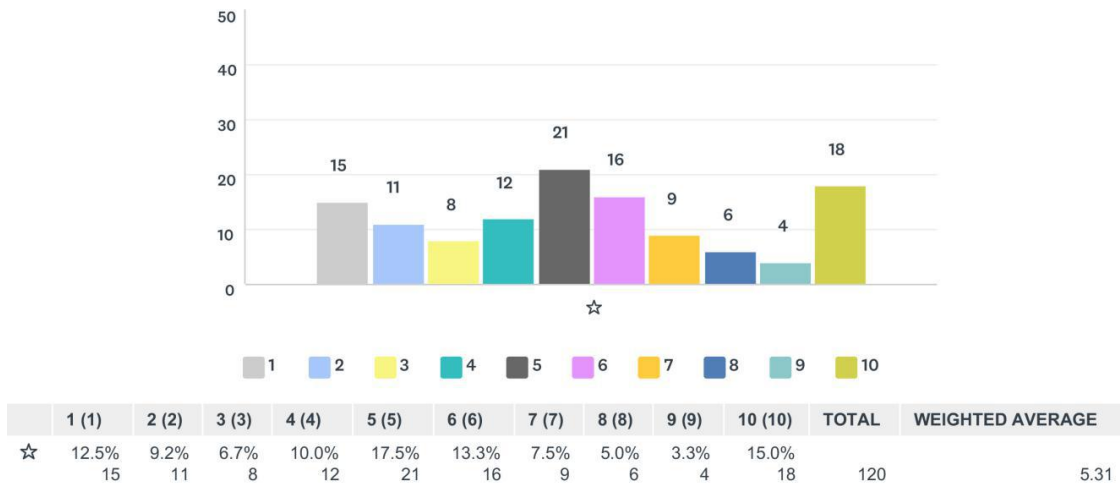


Figure12. 0 Effect Measurement - Launch Event

According to Figure12. 0, participants measured the effect of launch event by themselves, the average score is 5.31.

4. 2. 4 Perspective on Apple’s Advertisements

This chapter tries to understand consumers’ general impression of Apple advertisements via three questions. These questions sought information on three categories: 1) the kind of advertisements they have seen; 2) whether their mind will be changed by advertisements or not; 3) their evaluation of Apple advertisements among all the competing advertisements.

Q1: What kinds of Apple advertisements have you seen?

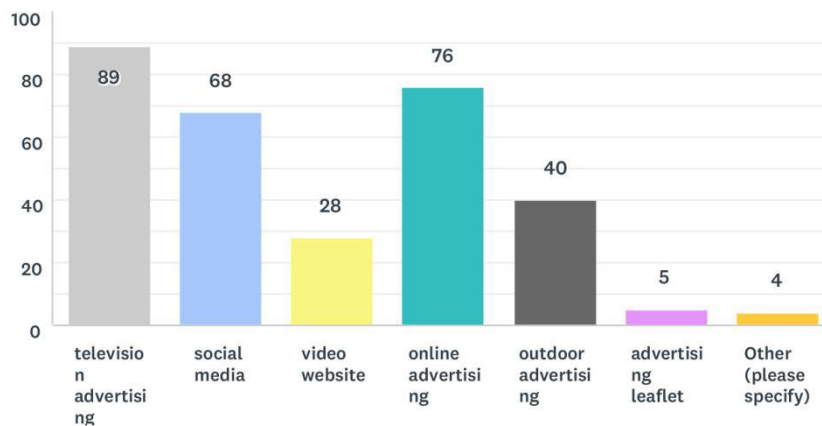


Figure13. 0 Kinds of Apple Advertisements

For Apple users, what they see most is TV advertising, advertisements through social media and online advertising also account for a large proportion.

Q2: I will change my mind after watching the advertisements.

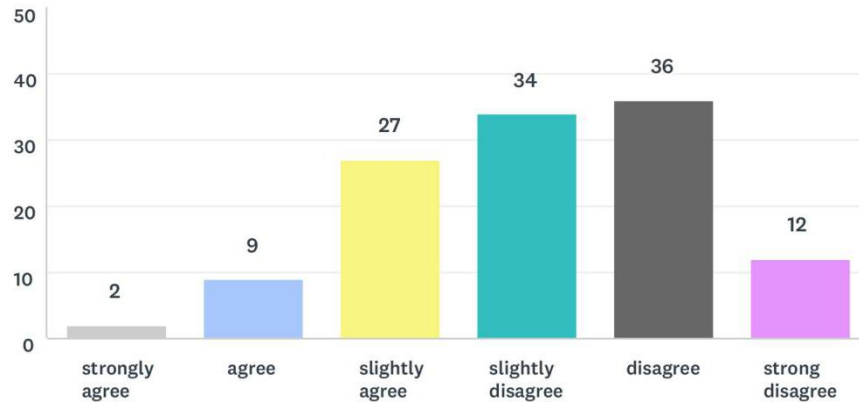


Figure14. 0 Effect by Advertisements

The Figure14. 0 shows that most Apple users think they will not be affected by advertising, they do not think they will change their mind after watching the advertisements.

Q3: I think advertisements for Apple look more attractive among all of the advertisements (I prefer Apple's advertisements and these advertisements have higher quality).

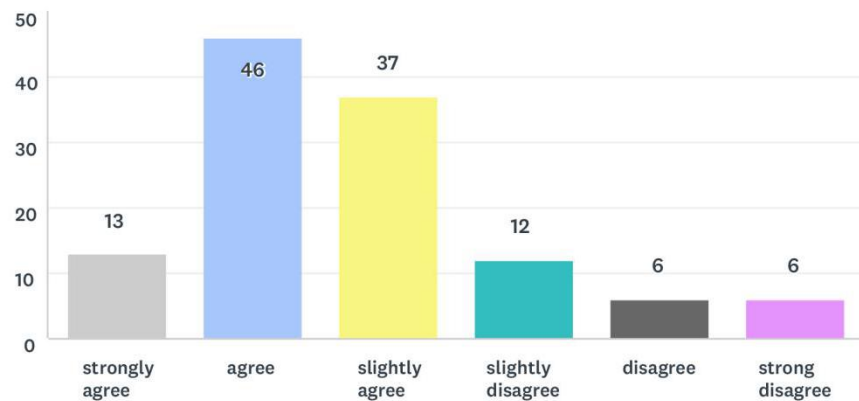


Figure15. 0 Evaluation of Apple Advertisements

Most Apple users chose agree or slightly disagree when asked about this question, 46 of them agree with the description and 37 of them slightly agree with the description (Figure 15. 0).

4. 3. 0 Interview Analysis (n=13)

Interviews are mainly used to study specific topics in more depth. These interviews were done to collect more information about Apple users. The 13 participants included 8 women and 5 men; 7 of them are 18–25, 6 of them are 25–40, and the rest are over 40.

Although the questions were more detailed, the interview included the same four topics as the survey: loyalty to Apple, perspectives on Apple’s advertisements on social media, perspective on Apple’s launch event, and perspective on Apple’s advertisements. The interviews took about 30 minutes each (the longest was 50 and the shortest about 20). The research questions are included in the appendix C and one sample interview transcript is included in appendix D.

4. 3. 1 Coding

Codes are tags or labels for assigning units of meaning to the descriptive or inferential information compiled during the study. They are usually attached to chunks of varying sized words, phrases, sentences, or whole paragraphs, connected or unconnected to a specific setting or given context. Coding is analysis. It means to review a set of transcribed or synthesized field notes and to dissect them meaningfully, while keeping the relations between the parts intact.

Coding is always used in the analysis of interviews in order to classify different contents to get relevant conclusions. The figure below includes the “start list,” and the shades of colors show the frequency of the codes from different categories.

The analysis of the qualitative data includes four three parts, participants’ loyalty towards Apple, participants’ perspectives towards two kinds of advertisements and their perspectives towards Apple’s advertisements. The codes were decided according to the approach developed by Claudia et. al (according to 2. 2. 4).



Figure16. 0 Coding of Interview

The analysis results are roughly the same as the survey analysis. Participants hold a positive attitude towards the launch event, however, negative towards the advertisements through social media. They love Apple and show high loyalty towards Apple, for example, they think about Apple’s products first and some of them even use all of the Apple products. However, they still do not like Apple’s advertisements, they think the advertisements are annoying and have no effect on them.

4. 4. 0 Activity Analysis (n=120)

The activity was designed to supplement the survey and interview. To help in understanding their perspectives on Apple’s advertisements, participants were asked to write down three emotional words about them.

4. 4. 1 Results of the Activity

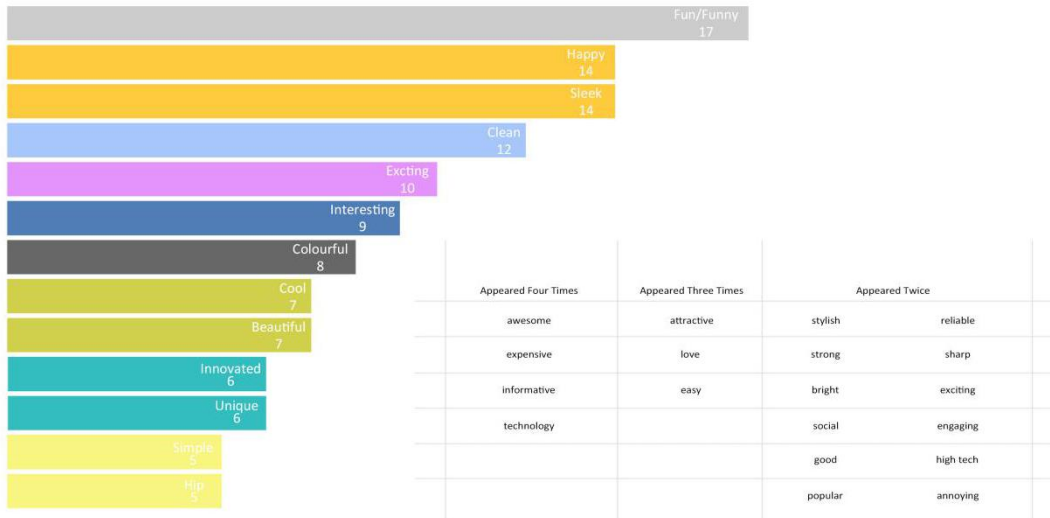


Figure17. 0 Description of the Apple Advertisements

Words appearing more than twice are counted in the table above. The words “fun/funny” were mentioned by 17 participants, which was the most. The word “happy”, “sleek”, “clean” and “exciting” were mentioned by more than 10 participants. “Interesting”, “colourful”, “cool”, “beautiful”, “innovated”, “unique”, “simple” and “hip” were used for 5 to 9 times. Other words which were used by more than one participant are shown in the table.

CHAPTER 5

CONCLUSION / DISCUSSION

5. 0. 0 Introduction

Based on the correct positioning of the enterprise itself, brand design constitutes a visual communication of the intended brand definition. It creates a real image to assist in the development of the enterprise. Not only does it help the brand's audience to grasp the direction of brand enterprises, but it also aims to help people remember corporate image correctly and quickly. The research focus on two kinds of advertising and tries to understand their value in building loyal relationship between consumers and the brand. This understanding of brand bond can be a serve as a step towards actualizing the concept of brand development and marketing. A strong brand bond can lead to a socially embedded and entrenched loyalty — in other words, to brand commitment (Jacoby, Olson & Haddock, 1978) and hyper-loyalty (McAlexander & Schouten, 1998).

The study posits that the effect of advertisements is difficult for consumers to admit, but it does exist. The impression of a brand can be created by advertisements unconsciously. Consumers' attitudes toward advertisements can be always negative because they believe it is wiser to make decisions by themselves. They do not want to be forced to watch advertisements. Their enthusiasm can be enhanced if they are willing to learn more by themselves. Advertising can be a bridge that allows users to keep in touch with their brands.

5. 1. 0 Consumers' Loyalty Towards Apple

Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or continue to use the brand. It can be demonstrated by repeated buying of a product, service, or other positive behaviors such as word-of-mouth advocacy (Dick & Basu, 1994). Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and repeat patronage. The relationship is seen as mediated by social norms and situational factors (Alan S, 1994). The loyalty of a consumer can be shown buy the length of time since they first bought the product. Advertisements can help consumers keep in touch with certain brand.

The questions in 3. 1. 1 are answered here. Most Apple users are in the unconsciously loyal stage or the genuinely loyal stage (according to 2. 2. 2). They have purchased products from Apple for more than once and have been an Apple user for a long time (Figure 4. 0- 8. 0). Some of them want to recommend Apple to their friends (Figure 16. 0).

5. 2. 0 Consumers' Attitudes Towards Two Kinds of Advertisements

The questions included in 3. 1. 2 are answered in this section.

•Research Question: How many loyal customers have seen the brand's advertisements and in what way?

We can conclude that most of them have seen Apple's advertisements through TV and social media, online advertisements were also widely mentioned (Figure 13. 0).

•Research Question: How much do consumers know about the two kinds of advertisements (social media and launch events)?

This question can be answered by Figure 11.0 and Figure 9. 0. Participants know more about the launch event than advertisements through social media. Most of them know the existence of the launch event, but only a small percentage of people are concerned about Apple's official account or the CEO's account.

•Research Question: What are consumers' perceptions and evaluation of the advertisements?

Although the two advertisements researched are both popular and widely used in today's market, consumers show quite opposite attitudes towards them. Most of them hold a positive attitude towards the launch event, as the answers to the questions are mainly in the agreement part (Figure 11. 0). However quite different towards advertisements through social media (Figure 9. 0). They are interested in the reports and news after the launch event, and some of them even watch the video; however, they do not want to click the advertisements on social media (Figure 16. 0). The two types of advertisements are quite different, in that launch events are held about once a year and consumers are not forced to watch them, while advertisements on social media are the opposite. Participants mentioned that one reason they prefer launch events is their new

approach to promotion. These types of advertisements are still evolving, and users are more curious about new forms than existing ones. The role of designers in market promotion is also growing rapidly.

- Research Question: How much do consumers think they will be affected by the two kinds of advertisements (social media and launch events)?

In general, the impact of the press conference is greater than advertising through social network (Figure10. 0 & Figure12. 0). The effect of a precise advertisement is greater than repeated advertising for individuals. But for the assessment of the impact of the two advertisements on themselves, the actual gap is not as different as the attitude of consumers.

- Research Question: Is consumers' purchase behavior affected by advertising?

Most consumers surveyed said they would not change their mind immediately after watching an advertisement; however, some of them agreed that it might prompt them to think of the brand when choosing among products (Figure 16. 0).

5. 3. 0 Advertisements Help Create the Image of a Brand

A good brand image convinces consumers of the quality of the product, helps them make choices among many brands, and creates a comfortable feeling when purchasing. Previous studies have shown that a good brand image can add value to advertising effectiveness, which means a better brand image, a higher perceived quality of products, and a higher overall rating of consumers (Grewal et al., 1998). The image and brand of the enterprise determine the position of the enterprise and the product in the mind of the consumer. This position is usually maintained and shaped by the enterprise's strength and advertising strategy. Advertising has long been a critical channel of communication between enterprises and consumers, which could reinforce consumers' impressions of advertising (Chu et al., 2009). The research questions in 3. 1. 3 are answered in this selection.

- Research Question: What is the impression of consumers on the brand's advertisement and on the brand?

An advertisement consists of elements such as frame, plot, music, and slogan, which work together to create its style. Consumers create their understanding of a brand through these elements. The impression of advertisements fits their impression of the brand (simple, cool) very well according to Figures 16.0 & 17.0, which means that advertisements have a positive effect on brand image. Many participants mentioned that an advertisement can give them a first impression of a brand (Figure 16.0). One of the main purposes of advertisements is to convince consumers that a company has the best products or services (according to chapter 1.5.0), which helps create brand image.

•Research Question: How can advertisements help build the relationship between brands and consumers?

Launch event has more effect in all the 4 loyal categories, cognitive, affective, conative and action than advertisements through social media (Figure 11.0 & Figure 9.0). Launch event helps most in conative (85%) category, advertisements through social media helps most in the cognitive(63%) category.

In both types of advertisements, participants like to read the reviews (Figure 16.0). This could be a new phenomenon of the information society. People can reach each other easily this way, and they want to do so. Consumers want to have more interaction, both with the brand and other consumers. Consumers today are in an era of daily information explosion. It is difficult to arouse their interest and for them to learn about a product by themselves. The research identifies participation as an important element in the formation of a brand bond. Many firms have official accounts on Facebook or Twitter, as social media sites offer consumers a public communication channel to share their brand experiences with other users and the firms directly. As mentioned in figure 18.0 below, the consumers can have more interaction with the brand through advertisements, this process can help build the brand loyalty and brand image

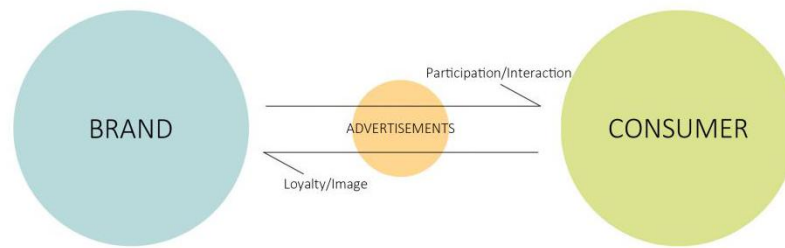


Figure18. 0 Relationship Between Brand, Consumer, and Advertisements

Many participants mentioned that an advertisement can give them a first impression of a brand (Figure16. 0). One of the main purposes of advertisements is to convince consumers that a company has the best products or services (according to chapter 1. 5. 0), which helps create brand image.

- Research Question: What is consumers' attitude towards Apple's advertisements?

It is obvious that most consumers hold negative attitudes towards advertisements: they think there are too many in their lives. In the survey (Figures 10. 0 & 12. 0), they admit to advertisements having a certain degree of influence, but when being interviewed, it is difficult for them to do so (Figure16. 0). Since they dislike advertisements in general, it seems to foolish for consumers to admit an effect from them, but it does exist. A prior survey was sent to 20 participants before formal research, including mainly single choice questions. The result was not satisfactory, as participants do not want to admit any things. The questions in the formal survey are mainly scale questions, aiming to collect their real opinions.

The loyal consumers preferred to choose the same brand. Although they do not like the advertisements and think about a product's own attributes when purchasing, an advertisement can act as a reminder, especially for loyal consumers.

5. 4. 0 Design Application

The research question included in 3. 1. 4 is analyzed in this section.

- Research Question: How can the important elements be used appropriately in the design of an advertisement?

Firms now face a tough crowd of informed skeptics and cynics who are acutely aware of how marketing and consumer psychology play for their attention (Brown, 2001). Advertisements pervade daily life today, to the potential annoyance of consumers. The evolution of new communication channels has given us even more exposure to advertisements. Consumers are now less susceptible to them, which means that firms should try to find new approaches and stimuli.

According to the analysis of the interviews (Figure 16.0), participants mentioned that they are not forced to watch the launch event and that it is not much like an advertisement, which can be quite different in the domain of social networks. The advertisements should be launched in a less forceful way and try to affect consumers subconsciously. Apple's strategy can be wise: not to repeat over and over, but to promote in an subconscious way, then turn the resulting effect into conscious interest. The consciousness of fun drives consumers to pursue the product or service eagerly. Cultivating popular interest before promoting their products, Apple creates a topical and lets every one notice it. They have their news, their reports, articles of analysis everywhere, and they serve the purpose. Advertising design should not only focus on design itself, but also design the whole system. Many participants prefer launch event because they think launch event does not look like a kind of advertisements (Figure 16.0). Advertisements should try to disguise the fact that they are advertisements.

Consumers also want to have more interactions with firms and other users and to participate in the creation of brand-consumer relationships (Figure 16.0), so the companies should have more interaction with consumers and let consumers join in the creation process. New forms of advertising should be developed to keep consumers fresh and inspire consumers' own initiative. The advertisements should be carefully designed, enterprise should be more accurate to advertise for target object, instead of continuous repetition. The design of advertisements should follow these new rules.

5.5.0 Limitations

The study also contains several limitations. First, only two types of advertisements are included. Although they are typical, they are just two of the potential channels. Second, this was a

field study examining a single brand only. Apple has many loyal consumers and pays great attention to advertising. How could the bond between brand loyalty and advertising be built by a less famous brand? Broadening the study and including more brands could produce more convincing results; also, the results of the study could be tested further. Moreover, as time was limited, the sample size was not big enough. More participants should be invited to submit data.

5. 6. 0 Future Research

The research has revealed that advertisements can form a bond between brand and consumers, helping to create brand image and build brand loyalty in the four aspects. Further research can be done to examine the different effects of different advertisements on the four aspects of brand loyalty. As the research only include one brand from single category, other types of advertisements and other brands can be included for further research.

The research only focus on the loyal consumers, an experiment or quasi-experiment can be conducted to compare loyal and non-loyal subjects. The research focus on consumers' existing experience of certain brand, test on actual advertisements can be done to see how subjects react.

Brand researchers need to conduct inter-disciplinary studies, and those in marketing, design, psychology, and sociology should work together to build brand theory. Researchers also need to collaborate to build a more complete theory system, and designers should explore brand research as well.

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APPENDIX A
PRIOR SURVEY

1. When was the first time you bought an apple product?

- less than 3 years ago
- 3-5 years ago
- 5-10 years ago
- over 10 years ago

2. How many Apple products have you bought altogether?

- 3-5
- 6-8
- 9-15
- over 15

3. How loyal do you think you are to the Apple? (1-10stars)



***4. What are the main factors you think about when choosing Apple? (No more than four options)**

- high quality
- beautiful appearance
- smooth operator
- love of the brand
- helpful for my work
- unique program
- attractive advertisements
- popularity of the product
- guaranteed after-sales service

Other (please specify)

5. Have you ever followed the official site of Apple on social media?

- Yes, I have followed the managers of Apple.
- Yes, I have followed Apple's official site.
- Yes, I have joined a fan club. No.
- None of them.

6. Will you check the information about Apple on your social media?

- Yes, I often check their official site.
- Yes, I search for information about Apple through social media.
- Yes, I check them when new products launch.
- Yes, when the information appears on my home page.
- No, I don't want them to appear on my home page.

7. How do you think about the information about Apple from the social media?

- They are always useful and I want to know more about Apple through them.
- The information offered by Apple official can help me a lot.
- Other consumers' feedback can help me.
- I do not need others' suggestions and want to decide by myself.

8. Will you check the launch event of Apple every year?

- Yes, I will watch via live television or network. Yes, I will search for the news about the event.
- Yes, I click and check when I see the news. No, I don't care about it.
- Yes, I hear from others. No, I don't care about it.

9. What is the main purpose of the the launch event in your opinion? (No more than 3 options)

- attract new consumers
- maintain old customers
- a kind of advertisement
- show their strength to other competitors
- show their new products and development

Other (please specify)

10. Do you think you will change your mind after watching the advertisements?

- Yes, I may change the purchase plan immediately.
- Yes, I may first consider the product in the advertisement when selecting among all the products.
- Yes, it may give me a better impression of the product.
- No, I will make a decision on the basis of my original idea.

APPENDIX B
FORMAL SURVEY

Hi, Apple users!

1. Your Gender

- Male
- Female
- Not sure

2. Your age

- under 18
- 18-25
- 25-40
- over 40

3. When was the first time you bought an apple product?

- less than 3 years ago
- 3-5 years ago
- 5-10 years ago
- over 10 years ago

4. How many Apple products have you bought altogether?

- 3-5
- 6-8
- 9-15
- over 15

5. How loyal do you think you are to the Apple? (1-10stars)



* 6. What are the main factors you think about when choosing Apple? (No more than four options)

- high quality
- beautiful appearance
- smooth operator
- love of the brand
- helpful for my work
- unique program
- attractive advertisements
- popularity of the product
- guaranteed after-sales service

Other (please specify)

7. Have you ever seen advertisements of Apple?

- Yes
- No
- Not sure

8. What kinds of advertisement of Apple have you seen?

- television advertising
- social media
- video website
- Other (please specify)
- online advertising
- outdoor advertising
- advertising leaflet

* 9. I used to follow bloggers for some tech products on social networking sites.

- strongly agree
- agree
- slightly agree
- slightly disagree
- disagree
- strong disagree

* 10. I have seen someone followed the managers (ex:Tim Cook) of Apple at social media (ex:facebook/twitter)

- strongly agree
- agree
- slightly agree
- slightly disagree
- disagree
- strong disagree

* 11. I have seen some one check the information about Apple through social media(ex: facebook/twitter)

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 12. Others' suggestions or articles about Apple at facebook/twitter can be helpful for me.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 13. I have seen some one joined an online Apple user group.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 14. I feel a bond with people who also own Apple products.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 15. The promotion through facebook/twitter makes me feel less annoying than the traditional forms of advertising.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 16. I have clicked the advertisements (ex: video and print advertisements) on social media.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 17. How much do you think you will be affected by social media when thinking about purchasing a new product? (1-10 stars)



* 18. I know Apple has a launch event at September every year.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 19. I want to know the new features displayed at Apple's launch event.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 20. I will discuss new products and new functions of Apple displayed at the launch event.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 21. I think product launch event is an effective publicity approach for Apple.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 22. I can see the news of the launch event almost everywhere after the conference.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 23. This way of new product launches makes me feel less annoying than the traditional forms of advertising .

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 24. How much do you think you will be affected by launch event when thinking about purchasing a new product? (1-10 stars)



* 25. I will change my mind after watching the advertisements.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 26. I think advertisements of Apple look more attractive among all the advertisements.

- | | |
|--------------------------------------|---|
| <input type="radio"/> strongly agree | <input type="radio"/> slightly disagree |
| <input type="radio"/> agree | <input type="radio"/> disagree |
| <input type="radio"/> slightly agree | <input type="radio"/> strong disagree |

* 27. What are the first three emotional words come into your mind when describing Apple's advertisements?

first word	<input type="text"/>
second word	<input type="text"/>
third word	<input type="text"/>

APPENDIX C
INTERVIEW QUESTIONS

ABOUT APPLE AND ITS ADVERTISEMENTS

1. What is your age?
2. How many Apple products and what kinds of Apple products do you have?
3. When was the first time you bought an apple product? What did you buy? How did you know about Apple?
4. Do you think you are a loyal consumer for Apple? Why?
5. What are the three main factors you think about when choosing Apple?
6. Have you ever seen Apple's advertisements? Where did you see them?

ABOUT SOCIAL MEDIA

7. Have you seen anyone followed Apple's official website on social media? Why and when?
8. Do you check them often? Will you search for information about Apple through social media?
9. Have you seen any one join an online group about Apple?
10. Have you seen Apple's advertisements through social media? Have you ever click them?
11. How do you think about promoting on social media? How do you like them? Why?
12. Do you think you will be affected by information on the social media? How much will you be affected?

ABOUT LAUNCH EVENT

13. Do you know about the launch event of Apple? Do you know its time?
14. Will you watch the event or check the news about it? Will you discuss with your friends?
15. What is the main purpose of the the launch event in your opinion? How do you like the launch event? Why?
16. Do you think you will be affected by information from the launch event? How much will you be affected?

ABOUT ADVERTISEMENTS

17. Do you think you will change your mind after watching the advertisements? Do you think they help make you a loyal consumer?
18. Is there any points of advertising(social media/launch event) of the brand made a deep impression on you?
19. In general, how much do you like Apple's advertisements?
20. What are the first three emotional words come into your mind when describing Apple's advertisements?

APPENDIX D
SAMPLE INTERVIEW TRANSCRIPT

INTERVIEW 2

2/16/2018

Q: Hello, thank you very much for taking time to participate in this research, and then this research is mainly about some related issues of Apple products. And some of his advertising and other issues.

A: Well, OK, I know.

Q: And as long as what I ask you, answer it according to your own ideas, and try to say what you think, even if you don't think it's related.

A: Well, it's about advertisements for the Apple's product, right?

Q: Yes, I have some questions, and then I'll ask you to talk about them, and then you can say anything you think about.

A: Oh well, when considering about Apple is that I am now using iPhone7... iPhone7, the gold model, it is here that the volume button on the one side, and it is the opposite of a power button. Then, when pushing the two keys at the same time is screenshot, and sometimes I press the volume up key, because I have to pinch symmetrical on both sides, then every time I have a screenshot, cut a lot of screen rather baffling.

Q: So you think this design is unreasonable, isn't it?

A: Yes, I think this design is very unreasonable. I've always been inexplicable and found a lot of screenshots in my phone.

Q: Is this a problem only appear in the latest generation? Did you use an iPhone before?

A: Ah yes, I used to use iPhone before, and what was it called before? What's the key to the main menu below?

Q: Home key?

A: Yes, a home key. Then the screenshots are pressed by the home key before, and now there is no home key. It is volume key plus a power button to keep screenshot. I think this is very unreasonable.

Q: OK, Well, first of all, which Apple products have you used, and which generations did you use?

A: Well... iPhones are the 4 and then 5S, 7, and then now X.

Q: Well, do you have anything else, like Mac or its PAD?

A: Well, the flatword is iPad 2. Then the apple computer is the latest Mac Book Pro. The latest one which was released in 2017, the newly updated generation in 2017.

Q: So you didn't use Apple's laptop before?

A: Yes, my computer was not from Apple before.

Q: So, do you think you are the loyal customers of the apple brand or a fan of Apple?

A: Yes, but I don't understand all the functions of its products, but it seems as if there is no other choice at this price in the market nowadays.

Q: So do you mean, for example, if you need a new electronic products, you will give priority to Apple?

A: Well, yes, because I am more familiar with their products, for example, considering Apple's wireless Bluetooth headset, but if I think about other brands, I may think about the stability of its signal or something else like this.

Q: So if it comes out of a new product, a new generation of products, will you buy it?

A: In fact, it is mostly based on my own usage, I will consider about my own situation. When I need smart phone, I will think about choosing Apple's mobile phone first, and I will buy the latest version of it. When I don't need it, even if a new product is launched, I may just wait and see. It is like three generations of phones had come into the market, but I had used about two generations of them. And actually, I don't seem to have the ability to buy all of them.

Q: So that means you're not a so - called fan.

A: Right, I won't buy every generation. In my opinion, although its function is increasing, but by now I felt it is a bottleneck for Apple. I think it's like I changed from 5S to 7. In fact, it already includes a 6 and a 6S, right? But I don't feel that 5S to 7 does not increase a lot. Think about my personal user experience, I don't think that there is much improvement in its function, and for me, I also changed from 7 to the X, I also didn't feel much enhance of its performance, I think it may be exposed to a bottleneck.

Q: So what do you think about these kinds of products, for example, if ask you to score from 1 to 10 points , how much do you think the Apple's phones may score?

A: Well,.iPhone series, that is to say, the appearance of this phone is much better than that of laptop, in all, iPhone, I think its fluency is pretty good. Nine points.

Q: What about the rest of them?

A: For the Mac, the price ratio is not high, and then its compatibility is not very good, and then 8 points. And then PAD, it can reach 9.5, a really great product.

Q: So how did you start using Apple products at first, and which product did you use first?

A: iPhone4. At the time of high school, iPhone4 was the first generation and then 4S.

Q: So how do you think about selecting Apple? Is it someone else introduced or you see in the advertisement or the shopping mall?

A: Well, relatives sent as a present, after all, as I was only a student at that time, the price of iPhone is really high, if I have to buy a smart phone on my own, I may choose other more cost-effective products, if not the given by parents or relatives.

Q: So when thinking about selecting a product from Apple, what do you think is the most important factor for you? What factors will you choose as the top three?

A: Well, first of all it is the quality of its products, good reputation, so I am not afraid of trading on its pit. Secondly, think about other products with the same the price of Apple, it seems the domestic market has a blank piece here, there are not many kinds of products can choose

around this price. Then I'm used to the Apple's functions, like its system function, and I don't want to change it.

Q: Have you use any other brand of mobile phone?

A: Well, it should be the 4000 model of the SONY, with the price of about 3 or 4 thousand. I used two Apple phones in all, and then used two SONY phones.

Q: So what do you think?

A: CPU is not good because actually the price of Apple is about 4 thousand or 5 thousand, if it is ordinary models, after basically using for about two years, it can still keep to be fluent. But it may be because SONY contains Android's system, one year is basically a long time before it get stuck. This seems to be Android's problems. And Apple's products are also worth keeping. Just like my previous iPhone 7, though it has been used for almost a year now, it seems that the price has dropped by about one thousand. If it's a Android model, it's just like half the estimate, and 5000 may be worth 2500. So it is good to keep the value in every aspect, and its fluency is really one of the best.

Q: So have you ever seen Apple's advertisements? Have you ever seen it somewhere?

A: Apple impressed me more deeply by advertising should be on the official website, which is really exquisite. When I am consider to by a product of Apple, I will get its official website and compare different models.

Q: To see it is to see some of the information on its official website, right?

A: Well, that's right.

Q: Well, when thinking about its advertising, for example, do you remember an impressive plot? Or what how you feel about its advertisements?

A: It is not a plot, but the feeling of the advertisements is very simple, showing that Apple has its own style.

Q: So do you pay attention to the annual press conference of Apple?

A: The conference, just hearsay, I won't go to watch its live broadcast, I will just read some of the mainstream media's summary of it.

Q: What does the mainstream media mean?

A: News on weibo, or on a variety of different websites.

Q: Do you now the date of the conference? Or will you check the date of it?

A: I don't know the exact time, just about... The mainstream media are talking about it.

Q: So as you say, you will read the news or reports about it, for you, when reading such kind of news, what do you mainly pay attention to?

A: Well, I usually pay attention to these news, after I buy a new product, for example, after I bought a new X, I will pay attention to this generation of mobile phone Apple has launched. What are the new features of this generation, and then compare with the product I used before. In weichat, my friends will share these things after the conference, too.

Q: So in your opinion, Apple has its big press conference for the company every year, what is the purpose?

A: Attract more people to buy and pay attention to his new product. The hype brought about by all kinds of media.

Q: So do you think this press conference has any impact on your purchase options?

A: Yes, but if I have to choose to buy its new products, such as 8 or X, I will go to pay attention to the information at the press conference, above exactly what is the difference, see what is the valuable information, but I'm not going to have to stay up late for the live broadcast to check the information, but I think the summary is very valuable after the conference.

Q: So compared with traditional advertisements, how do you like the type of a launch event?

A: Well, the press conference is more capable of making... It should be a hot sensation, and it will be more targeted. It attracts so many people pay attention to Apple and check its new development. It's very clear about its new features. Traditional type of advertisements means?

Q: For example, on TV or on the website.

A: Oh, well, it's better to see the press conference. It is not a repetition and force me to watch it. For example, advertisements might disturb me when I using the Weibo. Especially, oh, now many advertisements on TV are of low quality. I really think tired repetition will make me feel this product or company is very low. I don't know why some companies spend money on these things.

Q: So do you think the Apple advertisements are all right in total?

A: Well, yes, there is a better quality.

Q: If you consider the impact of a press conference for you from 0 to 10 points, how much do you think the press conference has had on you?

A: About seven points or so, about seven points.

Q: Will you follow the official account at Weibo or WeChat, which has some introduction or some recommendation on it?

A: Well, I think if this technology companies like Apple, in the world of science and technology, it seems when some one mention a product, it will probably refer to other products from different brands, so I didn't need to follow particular to the official account, as long as I follow some bloggers who may share the analysis, or those evaluation at weibo, the product of Apple can be included, I will not deliberately to follow those official accounts.

Q: So if you read the articles and analysis about a product, will you comment, or do you write some feelings and slots, or something like that?

A: Well, if it's a particularly difficult place for me to use, I'll spit down a little below.

Q: So do you think the news will affect your purchase options?

A: No, it won't be.

Q: You will still decide on your own?

A: I need to say that before buying its new product, I don't know what new functions of the new product may be, but after buying it, I will gradually understand what new functions it has to try out.

Q: If, for example, sometimes there are online groups or topics on weibo and so on, then the members inside, for example, he bought a new phone, and he may share some content, do you think you will participate in these groups?

A: I will hold an objective state of view. Everyone's sense of use is different according to his needs. For example, I think for me the most important thing of a mobile phone is that it can flue smoothly, and I still value its endurance. But 7 of that endurance was really bad, and I had the ability to renew the 7 according to its poor endurance.

Q: If you are, for example, like you now, for example, you are not so satisfied with 7, or it does not meet your expectations, then if you replace it for another generation, will you choose Apple first?

A: Well, yeah.

Q: If it is said well like apple recently face some negative news, for example, after releasing a new mobile phone, the IOS system will be slow down. If you know some negative news like this, affect will it change your perception of the brand?

A: Well, first of all I work in an IT industry, I can understand this behavior, Apple needs his production enterprises to extend its endurance. Apple explain officially like this right? I can understand, I think this is a very good way, just like the laptop as well, at its frequency it is not very high, it is the price of the computer can do a higher frequency, but the company is considering endurance which let him decrease its frequency, I can understand it, and let down the IOS system, in fact, uh... I feel it was not so obvious the iPhone has become slow, it can still be used, but at the same time it can improve the performance of its function, I think a good way. In fact, if the company would be able to make such a response as reasonable as this time it had just had, I think the consumer is can understand.

Q: Just to insert a sentence, I just started to forget to ask you, what is your age and job?

A: The age of 1994 is 23 years old, and in an IT company.

Q: So you think overall, do you think your purchase is affected by some of the advertising of the Apple?

A: I feel that this is a propaganda that he deeply rooted in the hearts of people. The influence of putting in print advertisements, or these video advertisements, I think it is really slight. This way of moving people's hearts is very good.

Q: You think Apple doesn't have a large scale of advertising in the traditional types, but it has a more comprehensive impact on you.

A: Yes, I feel that the products of the company if it is designed very well, when the product itself is a kind of advertising, word of mouth, do not need to put these so-called advertising.

Q: Do you think that word of mouth, for example, if a friend recommend something to you, you may feel it is more possible for you to buy?

A: Well, it will.

Q: Such kind of influence will be obvious to you, is it?

A: Yes, if i am hesitating, a friend recommend and push the Apple product, I may determine quickly.

Q: How much will you be influenced by Apple's advertisements in total in 1 to 10 points?

A: The impact of advertising is almost six or seven points and six or seven points.

Q: So if you want to buy a new phone or a new laptop next time, will you still have a preference for apple?

A: Yes. If he doesn't do too badly or too far from my expectation. I will still choose Apple. Eighty or ninety percent possibility for me to still choose its product.

Q: What if it's a laptop?

A: The computer will continue to choose. Oh, there a problem of the mouse of MAC I have to say, the MAC, it should be the second generation, I don't know why its charging port placed below, it is below the mouse has a charging port, so that the charging time is that the mouse can not be used, if it is designed on the side I may charge and I can continue to use, this is not flawed, but the user experience is a bit inconvenient, is not a very big problem.

Q: So do you have any expectations or hopes for improvement or upgrading of Apple's products?

A: It's the endurance. I think its continuation is really short of this.

Q: In particular, what do you mean of the word continuation?

A: In particular, well, it is the capacity of its battery must be improved, the capacity has much impact on the experience for users. As compared to other brands, other brands may try every way to improve its endurance capacity of the battery, they will try to improve from generation o generation. But I think that Apple hasn't done enough, Apple says they are improving the functions, I think now users who use its phones after 6 may feel little about its improvement. It means that when you feel like you really need to use it, it really feels bad. It means that Apple pays more attention to other areas than its endurance. I hope he will pay more attention to this.

Q: Oh, yes, thank you very much. Basically, you're about to say a lot of very valuable content.

A: I hope to be of help to you.

Q: OK, thank you. Thank you for your time.

A: It is OK, then, bye.

Q: Bye-bye.

APPENDIX E
CONSENT FORMS

The Nature of the Relationships Between Brand Loyalty and Advertising-Interview

I am a graduate student under the direction of Professor John Takamura in the College of ____design____ at Arizona State University. I am conducting a research study to understand the Nature of the Relationships Between Brand Loyalty and Advertising.

The participants must be 18 and older. I am inviting your participation, which will involve this interview. It will take about 30 minutes to conduct the research. You have the right not to answer any question, and to stop participation at any time.

Your participation in this study is voluntary. If you choose not to participate or to withdraw from the study at any time, there will be no penalty.

The interview is about the relationship between brand loyalty and advertising. The questions will focus on your perspective of Apple's advertisements and your evaluation of the brand.

There are no foreseeable risks or discomforts to your participation.

Your name and personal information will not be recorded. Your responses will be anonymous.

The results of this study may be used in reports, presentations, or publications but your name will not be used.

I would like to audio record this interview. The interview will not be recorded without your permission. Please let me know if you do not want the interview to be recorded; you also can change your mind after the interview starts, just let me know.

You will receive a \$10 Starbucks gift card for your time of joining us.

If you have any questions concerning the research study, please contact the research team at:

Wenjing Zhang (wenjing.zhang.2@asu.edu) and John Takamura (john.takamura@asu.edu). If

you have any questions about your rights as a subject/participant in this research, or if you feel

you have been placed at risk, you can contact the Chair of the Human Subjects Institutional

Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788.

Please let me know if you wish to be part of the study.

The Nature of the Relationships Between Brand Loyalty and Advertising-Questionnaire

I am a graduate student under the direction of Professor John Takamura in the College of ___design___ at Arizona State University. I am conducting a research study to understand the Nature of the Relationships Between Brand Loyalty and Advertising.

The participants must be 18 and older. I am inviting your participation, which will involve this questionnaire. It will take about 10 minutes to conduct the research. You have the right not to answer any question, and to stop participation at any time.

The survey is about the relationship between brand loyalty and advertising. The questions will focus on your perspective of Apple's advertisements and your evaluation of the brand.

Your participation in this study is voluntary. If you choose not to participate or to withdraw from the study at any time, there will be no penalty.

There are no foreseeable risks or discomforts to your participation.

Your name and personal information will not be recorded. Your responses will be anonymous.

The results of this study may be used in reports, presentations, or publications but your name will not be used.

If you have any questions concerning the research study, please contact the research team at:

Wenjing Zhang (wenjing.zhang.2@asu.edu) and John Takamura (john.takamura@asu.edu).

If you have any questions about your rights as a subject/participant in this research, or if you feel

you have been placed at risk, you can contact the Chair of the Human Subjects Institutional

Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788.

Please let me know if you wish to be part of the study.

APPENDIX F
IRB CERTIFICATION

John Takamura
The Design School
480/965-7171
John.Takamura@asu.edu

Dear John Takamura:

On 2/20/2018 the ASU IRB reviewed the following protocol:

Type of Review:	Initial Study
Title:	The Nature of the Relationships Between Brand Loyalty and Advertising
Investigator:	John Takamura
IRB ID:	STUDY00007678
Funding:	Name: Design, School of
Grant Title:	
Grant ID:	
Documents Reviewed:	<ul style="list-style-type: none">• consent-questionnaire.pdf, Category: Consent Form;• interview content.pdf, Category: Measures (Survey questions/Interview questions /interview guides/focus group questions);• consent-interview.pdf, Category: Consent Form;• Questionnaire content.pdf, Category: Measures (Survey questions/Interview questions /interview guides/focus group questions);• recruitment communications.pdf, Category: Recruitment Materials;• TEMPLATE_PROTOCOL_SocialBehavioralV02-10-15.docx, Category: IRB Protocol;

The IRB determined that the protocol is considered exempt pursuant to Federal Regulations 45CFR46 (2) Tests, surveys, interviews, or observation on 2/20/2018.

In conducting this protocol you are required to follow the requirements listed in the INVESTIGATOR MANUAL (HRP-103).

Sincerely,

IRB Administrator

cc: Wenjing Zhang