

# DOES PROMOTION MIX REALLY HELP TO ENHANCE BRAND EQUITY: A LITERATURE REVIEW

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## ABSTRACT

*In the modern marketing, promotion is the most familiar strategy used by the various business organizations to fascinate the customer. Promotional mix is a critical approach to enhance the sales that are why companies try to do some more attractive, influencing promotion through various media. The prime motive of the article is reviewing the promotions mix elements significance (advertising, personal selling, public relations and direct marketing, sale promotion) to brand equity dimensions. The result endorses that promotional mix component helps to enhance the brand equity. No doubt, promotion mix elements have a dynamic and significant impact on brand equity, but studies also recommended that monetary promotion might harm brand image which can be a negative effect on brand equity creation. This article discusses the significance of promotion mix element to brand equity.*

**Keywords:** *Promotion Mix, Brand Equity, Significance, Advertising.*

## Introduction:

In the present, we are in the global market where fierce competition in the market. In the competitive business environment, every business organization needs to make the more efficient strategy. So the question arises what can be the best or effective strategy to stay in the competitive market. During the 1980s to 1990s, the term came brand equity, and this concept got familiarity very much, and hundreds of research has done in this field. The Brand Equity is the combination of two words "brand, " and "equity" the brand mean the name which helps to identify the product in dense competition and equity may be financial perspective or in simple language how much customer is willing to pay the extra premium for the particular brand. Simply the brand equity is the strategy which is used by the various organizations to survive in the market for a long time. The term brand equity got very much popularity because it is the assets which pay to the organization for the extended period which help to remain in the competitive market. So question arise again how the brand equity create? (Aaker, 1991) represent that customer based

brand equity must comprise five degrees specifically brand awareness, brand association, perceived quality, brand loyalty. (Keller, 1993) higher brand loyalty, premium pricing of product, advertising, and trade advantage help to increase higher brand equity which contributes to the organization to make more profitable. (Aaker & Joachimsthaler, 2000) represent brand equity can be creating through brand awareness, brand association, brand loyalty and perceived quality. Promotion is the core mantra of the marketing mix. Promotion is the marketing strategy which persuades a customer to take action into purchasing the goods and services. For the grand success of business in the competitive environment, there are some marketing and promotional strategies engaged today. (Gupta, 1988) Represent the impact of promotions on consumer decision about when what, and how much to buy. It clearly indicates that the sales increase due to promotion. (Pheng Low & Tan, 1995) Describe the promotion mix as the process giving information to consumers which help to persuade or recall of goods and services in the market. Promotion is the foundation for strategic planning and plays a significant role in the western market. (Laldinliana, 2012). Promotion is the

prime factor which alters consumer purchase decision. The ultimate familiar promotional tools are social media, customer referral, sales promotion and discount, sponsorship the events and advertisement. The prime objective of every organization diffuses the information to increase the sale volume. (Oh & Kwon, 2009) Describe that the promotion is the tools which boost the sale and increase the profit. Product awareness through the various promotions encourages purchasing which lead to higher sales and profit. So promotion plays a significant role to persuade the consumer. (Brassington and Pettitt, 2000), promotion is the process in which the organization makes an effort to providing the information about product and services to its customer. Further, Promotion is classifying into five components these are namely: Advertising, Sales Promotion, Public relations, Personal selling, and Direct Marketing. Some results have been taken to determine the role of promotion mix on brand equity. Other researchers also agreed that the brand equity is the structure which consists of brand loyalty, brand awareness, brand knowledge, perceived equity, brand associations, customer satisfaction and other assets. This study has done with the intention to reviewing the impact of promotion mix element on brand equity part. In the present scenario, there is the dense competition in the market, and every brand is struggling to stable their position in the market and brand equity is the assets or strategy which can help to sustain in the market. Brand equity is a powerful tool to continue or remain in the market, and it can be enhanced through the promotion mix element then company or organization must focus on the element of the promotion mix.

### Review of Literature:

(Aaker, 1996) In his study Measuring Brand Equity across Products and Markets. Researcher grew ten criteria for measuring brand equity; it contains (price premium, satisfaction/ loyalty, perceived quality, leadership, perceived value, brand personality, organizational associations, brand awareness, market share, and price and distribution indices) and brings together in five groups. (Sedaghat, Sedaghat, & Moakher, 2012) In their study entitle the Impact of Promotional Mix Elements on Brand Equity. Promotion mix element (Advertising, personal selling, sales promotion, public relations, direct marketing) have a positive and significant effect on brand equity. Tong & Hawley, (2009) In their study Creating brand equity in the Chinese clothing market: The effect of selected marketing activities on brand equity dimensions. The researchers explored there are positive effects of marketing activities (store image, celebrity endorsement, event sponsorship, web advertising, and non-price promotions) on the formation of brand equity. (Shafi, & Madhavaiah, C. 2013) The company does promotion to aware about the product which prompt customers to buy. The study

explores the effect of promotion mix on brand equity in FMCG sector in Indian. The result revealed that promotion mix plays a significant and active role in brand equity. Hamidreza, Amin, and Mostafa (2014) the study found the relationship between the elements of promotion mix on brand equity in Samsung products. The result indicates there is a positive and healthy impact on promotion mix part on brand equity dimension. Further, (Charanah & Njuguna, 2015) study entitle the effects of promotional mix tools on brand equity among hospitals in Nairobi. To giving the shape to brand equity always required promotional activities which help to create brand value. The study also revealed that hospital industry should focus more on the advertisement for enhancing the brand equity. Other researchers also agreed and suggested that marketing activity and decisions affect the brand equity. (Yoo, Donthu, & Lee, 2000) Tried to explore the role of some selected marketing mix elements on brand equity creation. Brand equity dimension discussed that is perceived quality, brand loyalty, and brand associations combined with brand awareness. The result of the study indicated higher brand equity could create through high advertising spending, great price, good store image, and extensive distribution. Further price promotions, such as price deals, lead to low brand equity

(Clayton & Heo, 2011) Investigate the brand association is affected by the value-based message in a durable industry and promotional strategies having a positive relation to brand equity. (Valette-Florence, Guizani, & Merunka, 2011) A represent the impact of brand personality and sales promotions on brand equity. Customer who was using the different brand of coffee sports shoe and cars were the sample for the study. The result indicate that the brand personality and sales promotion has a positive effect on brand equity and if sales promotion is not providing valuable information it might harm brand equity, and it can be an adverse impact on its creation.

Karunanithy & Sivesan (2013) in their study an empirical study on the promotional mix and brand equity: mobile service providers. Promotion is the way to inform customer which motivate to take buying decision. This study further indicates through regression analysis, 52% of promotional mix effect on brand equity. So, it clearly points out promotional mix has positively affect brand equity. (Simon & Sullivan, 1993) marketing movement such as the age of the brand, advertisement expenditure, the Oder of entry, current and former ad share and product portfolio can trace the origin of brand equity. (Tufail, Saeed, Zameer, Bilal, & Naeem, 2014)(Tufail & Saeed. 2014) The paper discussed the impact of publicity and Sponsorship on Brand Equity. Result revealed if publicity and sponsorship are supportive it play an active and significant role on Brand Equity. The further result also indicates public relations and

advertisement help to building Brand Equity. (Zarantonello & Schmitt, 2013) The researcher tries to find out the contribution of event marketing on brand equity. The researcher found event marketing such as trade and street events, sponsored events play a significant role and contribute to building brand equity. (Hanaysha, 2016) The study has done to know the importance of social media advertisements in enhancing brand equity. The result specifies that social media ads have a significant and positive effect on brand equity elements (brand image, brand loyalty, brand preference, and brand leadership). The results endorse that social media advertisement enhance or build high brand equity. Therefore to enhance or sustain the brand equity organization need to focus on social media marketing. (Karamian, Nadoushan, & Nadoushan, 2015) have suggested that social media as a marketing activity play a significant and active role on brand equity elements (perceived quality, brand loyalty, and brand awareness) (Aaker & Jacobson, 1994) suggested spending more on advertising lead to perceived quality which helps to higher brand equity. (Buil, de Chernatony, & Leslie, 2010, February). The researcher explored the relation between advertising, sales promotions and brand equity. Result revealed that advertising effect on brand equity dimensions and also found special effects of monetary and non-monetary promotions on brand equity. (Salelaw & Singh, 2015) In their study discussed the effects of advertising spending and event sponsorship on brand equity in the Ethiopian Brewery Industry. The brand equity element (brand awareness, perceived quality, brand association, and brand loyalty) used to measure consumer-based brand equity. The result indicates television advertising spending has a positive effect on brand awareness and outdoor advertising has a conclusive impact on brand awareness, brand association, and perceived quality. The results endorse advertising spending and event sponsorship support to create the brand equity. (Chattopadhyay & Shivan, 2010) In their studies marketing mix elements influencing brand equity and brand choice. The result illustrates marketing mix have a high impact on brand equity. A study also revealed word of mouth is the strong determinant of brand equity further advertising, price promotion, and country of origin did not impact on brand equity.

#### **Significance of Promotion Mix Element on Brand Equity:**

Promotion is the plan of action which helps to diffuse the information to increase the sale capacity. Promotion is the most familiar strategy used by the various business organizations to fascinate the customer. (Brassington & Pettitt, 2000), classified promotion into five components these are especially: Advertising, Sales Promotion, Public relations, Personal selling, and Direct Marketing. This study

examines the significance of promotion mix element on brand equity.

#### **The Significance of Advertisement to Brand Equity:**

Advertising is not the modern technique to fascinate the customer. It is an old approach, whether today we entered the age of technology where we have a new method to diffuse the information like online advertising, mobile advertising, etc. but still advertising doing same work to attract the customer and increase the sale. (Aaker and Jacobson, 1994) suggested spending more on advertising lead to perceived quality which helps to create higher brand equity. (Selvakumar & Vikkraman, 2011) recommended every business must invest in the advertising because it plays a vital role to build strong brand equity. (Kirmani & Wright, 1989) indicate tremendous advertising help to create high confidence and high quality which lead to brand equity. (Aaker, 1991) also suggested advertising spending give long term effect as brand equity. (Simon & Sullivan 1993) Also proposed marketing movement such as advertisement expenditure and current and former ad share is the origin of brand equity. Further, (Yoo, B., Donthu, N. & Lee, S. 2000) indicate higher advertisement contribution support to create greater brand equity. (Tong & Hawley, 2009) Also recommended out of the various marketing activity the advertising is very helpful to the formation of brand equity. No doubt, advertising help to provide complete information regarding brand which boosts the brand awareness and it leads to brand equity. The above findings endorse that advertising plays a significant role to create or enhance the brand equity.

#### **The Significance of Sales Promotion to Brand Equity:**

Sales promotion is a method to promote the product or increase the sale for a short period. (Valette-Florence, Guizani, & Merunka, 2011) sales promotion is a marketing strategy that effects in the creation of brand equity. (Rahmani, Mojaveri, & Allahbakhsh, 2012) suggested sales promotion is an important tool to enhance brand equity. (Gashaw Tibebe, 2016) concluded monetary promotion effect brand awareness, brand associations and perceived quality which help to the creation of brand equity. (Buil & de Chernatony, 2010). Explore the relation between advertising, sales promotions and brand equity. The result suggested that non-monetary promotions effect positively to brand associations and perceived quality which leads to higher brand equity. (Palazón-Vidal & Delgado-Ballester, 2005) Researchers try to know the sales promotions contribute to building brand equity. The study indicates that monetary and non-monetary promotions are useful to create brand equity. Further investigation revealed that non-monetary promotions are more convenient to build brand equity. (Chandon, Wansink, & Laurent, 2000) Suggested non-monetary promotion help to provide more hedonic benefit and

fewer practical benefit. For higher brand equity sale promotions are more effective when they provide benefits that are congruent with those furnished by the product. (Montaner & Pina, 2011) Concluded that price promotion (commercial promotion) create the lower brand image whereas non-monetary promotions lead to higher brand evaluations. So brand equity can enhance through non-monetary promotion strategies. Results support that sales promotion which is monetary (price off, rebates, etc.) or non-monetary (such as free gifts, free samples, etc.) have a positive impact on brand equity. Certainly, sales promotion has a positive effect on brand equity but studies also endorse that monetary assistance might harm brand equity and it can be an adverse effect on its creation so to maintain the brand equity non-monetary promotion must be the target.

#### **The Significance of Public Relation to Brand Equity:**

Public relation is the marketing strategy in which organization builds a healthy relationship with public and target markets to increase their sales and market share. (Kyung Hoon Kim et al. 2008) Suggested brand equity can create through customer relationships: trust, customer satisfaction, relationship commitment, brand loyalty, and brand awareness. Further customer relationship is a vital element to creating the positive image and brand equity. (James & Rajendran, 2013) Concluded public relation has a positive impact on customer loyalty, awareness and efficiency of public relation activities. Higher public relations create to customer loyalty which leads to brand equity. (Hsieh & Li, 2008) A public relation is having stronger and positive impact on customer loyalty (Moriarty, Sandra. E. (2001) public relation assists to raise the demand of a goods and service or brand without any amount of money. Enhancing the public relations by an organization can increase the reputation and image which create higher brand value. (Hamidreza, Amin, and Mostafa 2014) Public relation plays a significant and high impact on the brand equity dimension such as brand awareness brand loyalty etc. (Karunanithy & Sivesan, 2013) promotion mix elements advertising, personal selling, public relation, etc. is very helpful to create brand equity in the telecom sector. (Tufail & Saeed. 2014) higher the publicity or more sponsorships and good public relation help to build strong brand equity.

Brand equity creation is not an easy task it takes a long time, and the organization has to make a strong connection with its customer by enhancing the familiarity, customer relationship and making more satisfy and loyal.

#### **The Significance of Personal Selling To Brand Equity:**

Personal selling is the shortest route to sell the goods and services to the customers. It is the method to sell products directly to the client and manage the personal

relationship. Out of the various form of promotion activities, the personal selling is more significant which help to give the brief information about the product to the customer. Therefore, personal selling is highly interactive promotion instrument. It is two-way communications, where salespeople and individual or group of customer interact. (Shafi & Madhavaiah, 2013) The company does promotion to aware about the product which prompt customers to buy. Personal selling is very much influential in FMCG sector in India, and personal selling is far more significant than other forms of promotion which plays a meaningful and active role in brand equity. (Sadek, Tantawi, & Redding, 2016) Describe the impact of personal selling on the creation of overall brand equity. Personal selling has a significant and direct effect on building brand equity. Beside, result endorses and suggested that the personal selling directly enhances brand perceived quality and brand loyalty which help to create high brand equity.

The personal selling is the rich source of setting up the awareness, and it builds long-term, healthy and trustworthy relationship with the customer. So personal selling is more significant and highly interactive promotion instrument.

#### **The Significance of Direct Marketing to Brand Equity:**

Direct marketing facilitates to inform the customer in more personalized style than other promotion activities. Direct marketing is the process of providing product and services to end user without use intermediaries. The direct marketing methods are telemarketing, direct mail, direct post, etc. Favorable outcome of direct marketing depends upon a database of the target market. (Keller, 1993) In the challenging environment, the channel of communications helps to maximize their sale. The various channel of communication such as Advertising, Sales Promotion, Events and experiences, Public relations and publicity, Direct marketing, Word-of-mouth marketing, etc. have direct and indirect effects on brand equity. (Eberechukwu & Chukwuma, 2016) Integrated marketing communication is the mix of direct marketing, general advertising, sales promotion and public relation, etc. According to study the marketing communication help to contribute creating awareness of the brand, brand image, brand association, etc. which lead customer-based brand equity (Mongkol, 2014) suggested that marketing communication such as direct marketing personal selling, etc. is directly related to brand equity. Therefore marketing communication should be appropriate to improve brand equity.

Direct marketing is the process of targeting the prospective customers and contribute to creating awareness of brand which helps to enhance the sales of the organization.

**Managerial Implication:**

Brand management approach used in marketing to sustain or improve the performance of brand so the business would be gain higher market share. A strong brand always reduces the market risk and help to support in the competitive market. In the recent years, competition is increasing, and for that brand, managers need to develop an effective marketing plan to create high brand equity. The brand manager must be familiar with marketing media and cultivate dynamic promotional program to build a strong brand awareness, brand associations, perceived quality and brand loyalty because each element help to create high brand equity. Also, marketer need to select the appropriate promotional tool (advertising, public relation, sales promotion, personal selling and direct marketing) and proper planning and execution are required because these elements can drastically affect the brand equity.

Furthermore, marketing managers must pay attention when allocating marketing budget because each element needs separate budget according to their potential for better performance or creation of brand equity. Result endorse, there is a significant relationship between brand equity dimension and promotion mix elements so brand managers should give attention to this relationship and design brand strategy.

**Conclusions:**

The prime motive of the study was review how promotions mix feature advertising, personal selling, sale promotion, public relations and direct marketing significant to brand equity dimensions. Result endorse promotional mix have meaningful and positive effects on brand equity. Result also suggested that advertising plays a vital role to diffuse the information among the customers which increase the brand awareness which leads to brand equity. Even sales promotion has a positive impact on brand equity, but studies also recommended that monetary promotion might harm brand equity and it can be an adverse effect on its creation. The significance of public relation cannot ignore, for good relation company needs to maintain the customer relationship with the customer and make them satisfied. Further, personal selling is the rich source of brand awareness and brand image because when buyer and seller interact face to face, then customer got brief information about goods and services which make a positive and trustworthy relationship with the client. Direct marketing also plays a significant role to build brand equity through brand image and brand association. The result of the study strongly recommended that promotional mix element helps to enhance the brand equity so the managers of all business organization must increase their promotional activates budget because once

organization able to raise their promotional activities their brand equity will be automatically high.

**Limitation of the Study and Suggestion for Future Research:**

This article is based on literature reviews, and it focuses on the significance of promotion mix element in brand equity. This study is limited in nature and discusses only the slight element of the promotion mix even there are some other marketing tools and technique who contribute to the brand equity. Customer taste and preference, technology, culture and other marketing media may affect brand equity formation. The future research can examine the impact of other marketing media and culture in brand equity.

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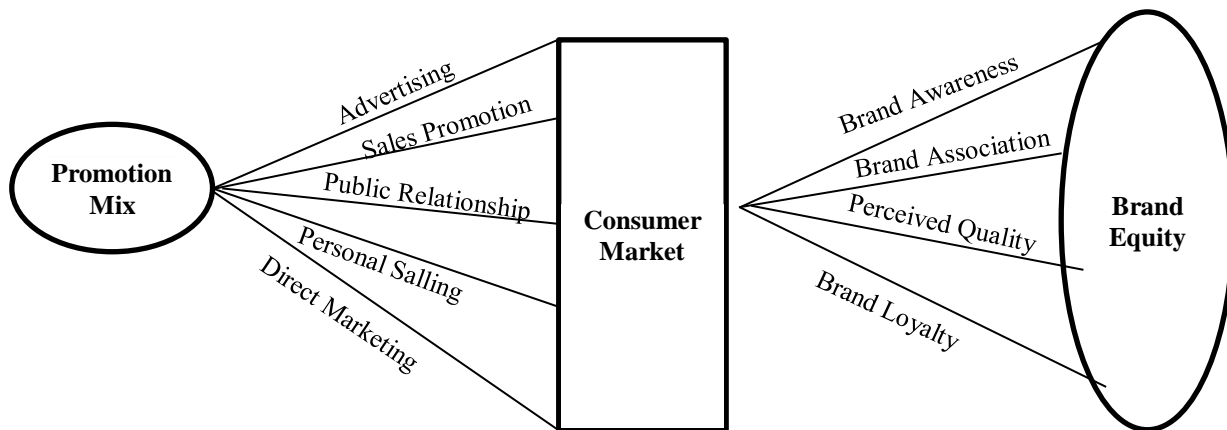


Figure1: Research Framework

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