

## EFFECTIVENESS OF ADVERTISING IN ENHANCING BRAND EQUITY: A REVIEW OF EMPIRICAL STUDIES

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### ABSTRACT

This manuscript offers an exhaustive examination of the interplay between advertising and brand equity, emphasizing the way advertising influences the fundamental dimensions of brand equity. The results indicate that investments in advertising exert a favourable effect on brand equity by elevating perceived quality and brand loyalty, both of which are essential elements of brand value. Increased allocation of resources towards advertising not only augments perceived quality, as it conveys the organization's assurance in its offerings, but also cultivates brand loyalty. Furthermore, variables such as store image, perceived quality, and brand trust serve as mediators within this dynamic. The manuscript concludes with strategic recommendations for enterprises aiming to further enhance their brand equity through the implementation of efficacious advertising strategies.

**Keywords:** Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality, Brand Equity

### 1. INTRODUCTION

Advertising serves a pivotal function in the formulation of brand equity, which is indispensable for the establishment of a brand's visibility within the marketplace and for shaping consumer behaviour. Diverse modalities of advertising, encompassing digital platforms, social media, viral marketing, and conventional media, have been empirically demonstrated to exert a substantial influence on brand recognition across various sectors and geographical areas.

According to David Aaker, "Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbols, that add to or subtract from the value provided by a product or service to a firm and/ or to that firm's customer." There are namely five dimensions which affect brand equity which are as follows:

- Brand loyalty—an essential concept in the field of marketing—serves as an indicator of the degree of emotional connection a consumer possesses towards a specific brand. It signifies the probability that a consumer will transition to an alternative brand, particularly in instances where modifications are made to either the pricing structure or the characteristics of the product. .
- Brand awareness—Individuals frequently opt to purchase a recognized brand due to their inherent familiarity and comfort with that brand. Alternatively, there exists a presumption that a brand which is well-known is likely to exhibit reliability, demonstrate longevity in the marketplace, and maintain an acceptable standard of quality.
- Perceived Quality—A brand invariably engenders a perception of overall quality that is not solely reliant on an understanding of intricate specifications. The perceived

quality of a brand has a direct impact on consumer purchasing behaviour and brand allegiance, particularly in circumstances where a consumer lacks the motivation or capability to perform an exhaustive evaluation.

- Brand association—Brand association pertains to the way consumers recall a brand, which is predominantly influenced by their experiential engagements and interactions with the brand. The establishment of constructive and affective bonds with individuals, locations, and entities associated with a brand is indicative of favourable brand association.
- Other proprietary assets—Brand assets possess their utmost value when they serve to inhibit or obstruct competitors from undermining a customer base and loyalty. These assets may manifest in various forms. For instance, a trademark serves to safeguard brand equity against competitors who may seek to obfuscate customer perception by employing a comparable name, symbol, or packaging.

Advertising constitutes a remunerated modality of mass communication characterized by the transmission of a tailored message conveyed by a designated individual (the advertiser or the organization), targeted towards a particular demographic (listeners, readers, or viewers), within a defined temporal framework, and articulated in a specific format to attain predetermined objectives.

The field of advertising has undergone substantial transformation with the emergence of digital platforms, integrating a plethora of strategies aimed at augmenting visibility and engagement. A salient approach within this realm is search marketing, which concentrates on enhancing a brand's visibility within search engine results, consequently facilitating the influx of targeted traffic to websites. Moreover, contextual advertising assumes a pivotal role by presenting advertisements that align with the content of the webpage, thereby ensuring that the promotional materials resonate with the current interests of the audience.

The advent of video advertising has also established itself as a distinct and efficacious format, capitalizing on compelling content to market products or services, which is capable of capturing consumer attention more proficiently than conventional approaches.

The correlation between various web advertising modalities (online discussion platforms, digital advertisement attributes, and social media marketing) and consumer brand cognizance concerning specific food and beverage corporations. The implemented web advertising modalities exerted a considerable influence on consumers' brand cognizance regarding the food and beverage corporations, indicating that the management of these corporations ought to contemplate the incorporation of web advertising modalities as a strategic marketing approach.

Numerous recommendations have been articulated to leverage diverse social media platforms within marketing frameworks, gather market and consumer insights through systematic research, uphold distinctive brand personality attributes, enhance the customer experience to foster affirmative electronic word-of-mouth communication, and allocate resources towards the segmentation and positioning of brands tailored for rural and suburban demographics through innovative strategies and enhancements.

The research outcomes underscore the significance of viral advertisements in fostering brand awareness by elucidating how effective viral advertising campaigns captivate viewers' attention through compelling content, which subsequently engenders favorable attitudes towards both the advertisements and the brands themselves.

## 2.OBJECTIVES

- To understand the effect of advertisement on brand awareness, perceived quality, brand association & brand loyalty on companies.
- To review empirical studies on advertising effectiveness.
- To identify key factors influencing the effectiveness of advertising on brand equity.

## 3.RESEARCH METHODOLOGY

1. **Research Approach:** The research methodology employed in this investigation encompassed a comprehensive examination of the extant literature concerning the influence of advertising on multiple facets of brand equity. The methodological framework adopted was qualitative in nature, incorporating a critical analysis of scholarly articles, academic texts, and relevant reports.
2. **Literature search:** The investigation into pertinent scholarly literature necessitated the employment of academic databases, including Google Scholar, Scopus, and Web of Science. The inquiry employed a synthesis of terminologies such as “brand equity,” “brand awareness,” “brand association,” “brand loyalty,” “perceived quality,” and “advertising.”
3. **Inclusion Criteria:** The criteria for inclusion in the studies consisted of scholarly articles and reports that have undergone peer review, published within the timeframe of 2013 to 2024, authored in the English language, and that concentrated on the influence of advertising on multiple facets of brand equity.
4. **Data Organization and Presentation:** The information extracted from the chosen studies was systematically presented to facilitate a succinct and comprehensible summary of the results.
5. **Data Analysis and Synthesis:** The results derived from an array of empirical investigations that concentrate on the nexus between advertising and brand equity were meticulously analyzed and scrutinized. This process entailed not solely the aggregation of the findings but also the discernment of prevalent themes, patterns, and discrepancies among the diverse studies. Through this approach, the research sought to establish a cohesive comprehension of the manner in which advertising impacts various essential facets or dimensions of brand equity.

## 4. CONCEPTUAL FRAMEWORK

### 4.1 Outcomes of advertisement on building brand loyalty

Advertising assumes a complex and multifaceted role in shaping brand loyalty, functioning simultaneously as a catalyst for the enhancement of loyalty and as an instrument for promoting brand switching. This analysis delves into these interrelations, drawing upon insights from a plethora of studies to furnish a comprehensive understanding of the manner in which advertising impacts brand loyalty. Sponsorship initiatives can profoundly augment brand loyalty by cultivating a sense of self-congruity and perceived alignment between the event and the brand. This connection is mediated by brand affect and trust, which are essential components in the cultivation of loyalty. The research conducted by Mazodier and Merunka elucidates that exposure to sponsorship positively influences brand affect and trust, thereby culminating in an elevation of brand loyalty (Mazodier & Merunka, 2012).

The investigation within the FMCG sector demonstrates that advertising can diminish switching costs and mitigate the proclivities associated with brand loyalty, rendering it a potent strategy for stimulating demand in comparison to alternative promotional tactics, such as price reductions (Shum, 2004). The employment of advertising specialties, including promotional items distributed at no cost, can engender customer loyalty more effectively than monetary incentives. Kendrick's experimental findings indicate that such promotional products cultivate goodwill and facilitate repeated brand exposure, resulting in a significant influence on purchasing behavior and brand loyalty (Kendrick, 1998).

Investment in advertising within the service industry yields a favorable impact on brand loyalty. Kristian's research suggests that augmented advertising expenditure can bolster brand loyalty by enhancing store image and customer satisfaction, particularly within the banking domain (Kristian, 2013). In economically disadvantaged markets, advertising assumes an instrumental role in fostering attitudinal brand loyalty. Human et al. discovered that outdoor advertising significantly propels brand loyalty by augmenting brand knowledge, affect, and trust among low-income consumers in South Africa (Human et al., 2011).

Advertising exerts an influence on brand loyalty through mediating variables such as brand trust and perceived quality. Bakator et al. identified a moderate effect of advertising on brand loyalty, with brand trust and perceived quality acting as critical mediators in this dynamic (Bakator et al., 2017). The incorporation of celebrity endorsements in advertising can yield more favorable evaluations of advertisements and products, thereby enhancing brand loyalty. This approach is particularly prevalent within the cosmetics sector, where celebrity endorsements are strategically employed to establish a robust brand image and foster loyalty (Löfgren & Li, 2010).

While advertising constitutes a formidable instrument for shaping brand loyalty, it is imperative to consider the broader marketing strategy and the contextual factors influencing consumer behaviour.

#### **4.2 Outcomes of advertisement on building brand awareness**

Advertising serves an indispensable function in fostering brand awareness, which is fundamental for establishing a brand's market presence and influencing consumer purchasing behaviour. Diverse modalities of advertising, including digital platforms, social media channels, and conventional media, have been empirically demonstrated to substantially affect brand awareness across varied industries and geographical locales. This analysis delves into the ramifications of disparate advertising strategies on brand awareness, synthesizing findings from numerous scholarly investigations.

An empirical investigation conducted has indicated that web-based advertising initiatives, such as online discussion forums, internet advertisement functionalities, and social media promotions, significantly influence consumers' brand awareness within the food and beverage sector. The findings suggest that organizations ought to implement these web advertising strategies to augment brand awareness (Oduwole et al., 2024). Research indicates that social media advertising is particularly efficacious in fostering brand awareness. The studies advocates for the integration of social media campaigns within broader marketing strategies to promote consumer engagement and cultivate relationships (Candolin, 2023). Likewise, advertising on Instagram has been evidenced to exert a positive and significant impact on brand awareness, underscoring the platform's relevance within marketing strategies (Fauzia & Wijayani, 2023).

Viral advertisements disseminated through new media platforms have been shown to exert a beneficial influence on brand awareness, particularly through dimensions such as sharing, recommendations, and information dissemination. These advertisements contribute to the formation of consumer attitudes and perceptions, thereby enhancing brand awareness (Çiftçi & Özdemir, 2022). Conventional advertising modalities, including billboards, also play a contributory role in enhancing brand awareness. A study highlighted that both billboard advertising and social media exert a simultaneous effect on brand awareness, suggesting that a synergistic approach combining traditional and digital advertising may yield effective results (Wasserbauer, 2023).

Advertising not only amplifies brand awareness but also exerts influence over consumer purchasing decisions. For instance, in the context of Ruang Guru applications, advertisements and word-of-mouth communications significantly impacted brand awareness and, subsequently, purchasing decisions ("The Effect of Advertisement, Word of Mouth, and Brand Awareness towards Buying Decision on 'Ruang Guru Apps' in SMU Negeri XYZ Surakarta", 2023). In a similar vein, advertisements positively affect both brand awareness and brand image, which in turn shape repatronage intentions (Jatmiko & Novianti, 2022).

The interplay among brand image, promotional activities, and brand awareness is also noteworthy. An investigation into coffee outlets in Indonesia revealed that effective promotional strategies and a robust brand image positively correlate with brand awareness, thereby emphasizing the significance of strategic communication and brand positioning (KHAIR & Latief, 2023). While advertising constitutes a formidable instrument for engendering brand awareness, it is imperative to contemplate the frequency and content of advertisements. Excessive exposure to identical advertisements may provoke adverse consumer reactions, as evidenced by a study on Facebook advertising, which recommends constraining ad frequency to mitigate consumer fatigue (Tchelidze, 2023).

### **4.3 Outcomes of advertisement on building brand association**

Advertising serves a pivotal function in the establishment and reinforcement of brand associations, which are fundamental to the development of brand equity and the cultivation of consumer loyalty. Through a variety of methodologies, advertisements possess the capacity to augment the robustness of brand associations, shape consumer perceptions, and ultimately influence purchasing behaviors.

Expenditures on advertising have a positive correlation with brand loyalty and perceived quality, both of which are vital elements of brand equity. Nevertheless, the influence of advertising on brand association, although favorable, does not consistently attain statistical significance (Jose, 2024). The incorporation of emotional content within advertisements, exemplified by heartwarming narratives, can substantially heighten brand affinity. Such advertisements elicit a spectrum of emotions, thereby fostering a more profound connection with consumers and reinforcing brand associations (Butman, 2016). Advertisements that utilize contextual cues, including temporal and locational elements, are capable of establishing novel brand-context associations. This process of associative learning can culminate in more entrenched brand associations by linking brands to specific consumption contexts (Lutchyn & Faber, 2016).

The techniques facilitate consumers in associating the communicative outcomes of advertising directly with the brand, thereby mitigating confusion and enhancing brand recall (Keller, 2018).

Within competitive marketplaces, advertising functions to sustain brand salience by amplifying brand awareness and memory associations. This methodology underscores the significance of publicity over mere persuasion in the realm of advertising (Ehrenberg et al., 2002).

Branding components such as logos, slogans, and brand names are accentuated in advertisements to cultivate distinctive brand associations. This is particularly salient in markets characterized by close substitutes, where brand differentiation is imperative for consumer retention (Saha & De, 2021).

Advertisements that resonate with consumers' self-concepts, especially those linked to aspirational or membership groups, can exert a positive influence on brand attitudes and associations (Jeong, 2014). While advertising represents a formidable instrument for the construction of brand associations, it is imperative to balance impact with authenticity and transparency. Ethical dilemmas may arise when developing memorable advertisements that may not correspond with the brand's fundamental values (Rai, 2024).

The efficacy of advertising in engendering brand associations may be contingent upon a variety of factors, including consumer attitudes towards advertisements and the competitive environment. Advertisers must perpetually adapt their strategies to sustain relevance and effectiveness (Deepa, 2013). Advertising exerts a profound influence on brand associations by reinforcing pre-existing perceptions, fostering emotional connections, and employing strategic branding elements. Nonetheless, advertisers must navigate challenges such as consumer attitudes and competitive dynamics to effectively cultivate and sustain robust brand associations.

#### **4.4 Outcomes of advertisement on building perceived quality**

Advertising plays a pivotal role in the formation of consumers' perceptions regarding product quality. The interplay between advertising and perceived quality is intricate and subject to a multitude of influences, encompassing factors such as advertising expenditure, the caliber of the messaging, and the situational context in which the advertisements are disseminated.

Advertising expenditure can exert a favorable influence on perceived quality, as elevated financial outlays frequently signify a brand's assurance in its offerings. This premise is corroborated by the accessibility-diagnostics model, which posits that consumers utilize advertising as a heuristic to deduce quality, particularly in scenarios where alternative information is scarce (Rajavi et al., 2022). Nonetheless, the ramifications of advertising expenditure are not homogenous across all circumstances. Variables such as brand identity, product category, and geographical context can moderate this influence, suggesting that the relationship is contingent upon particular market dynamics (Rajavi et al., 2022).

The caliber of the advertising message itself is of paramount importance. Within the realm of green advertising, the perceived utility, allure, and veracity of the message markedly affect consumer reactions, including purchase intentions and brand loyalty (Wang & Li, 2022). High-caliber advertising communications that are both transparent and truthful can augment perceived quality by fostering consumer trust and enhancing credibility (Wang & Li, 2022).

The situational context in which advertising occurs also plays a crucial role in shaping perceived quality. For example, within the healthcare sector, the application of advertising frameworks can sway perceptions of service quality, which subsequently influences customer satisfaction and brand reputation (Amr & El, 2022). Emotional state and the extent of product information accessible can modulate the effect of advertising expenditure on perceived

quality. An optimistic emotional state along with comprehensive product information can elevate the perceived quality of marketed products (Koetz et al., 2017).

Native advertising, which integrates seamlessly with surrounding content, can influence perceived site quality. While superior native advertisements can enhance perception, excessively relevant content may perplex consumers and detrimentally affect site credibility (Cramer, 2015). This indicates that, although the quality of advertisements is significant, the pertinence and integration of these advertisements with content necessitate meticulous management to prevent a decline in perceived quality (Cramer, 2015).

The prominence of a brand utilized as an advertising signal can amplify perceived quality, especially within online retail environments. Consumers frequently equate popular brands with superior quality, which can mitigate perceived risks associated with purchasing decisions (Kim & Min, 2014). The interplay between brand popularity and pricing further shapes perceived quality, with increased sales volumes bolstering quality perceptions (Kim & Min, 2014). Advertising can function as a signal of product quality, thereby influencing consumer willingness to pay (WTP). Even in the case of inferior-quality products, advertising can enhance perceived quality and elevate WTP, underscoring its significance as a quality indicator (Tsui, 2012). While advertising possesses the capacity to considerably influence perceived quality, it is not the singular determinant.

## **5.DISCUSSION AND RECOMMENDATION**

In the domain of the service industry, expenditures on advertising exhibit a positive correlation with brand loyalty, with mediating variables such as store image and customer satisfaction influencing this association. Robust advertising initiatives not only attract novel clientele but also reinforce fidelity among pre-existing customers by augmenting favourable brand perceptions. In developing markets, advertising plays a pivotal role in fostering brand loyalty by amplifying brand awareness, trust, and emotional connection, particularly among consumers with lower income levels. While advertising enhances brand loyalty through the lenses of perceived quality and trust, it is imperative that it be synergistically integrated with product quality and customer service to ensure sustained loyalty over the long term.

Advertising expenditures can exert a positive impact on perceived quality, as elevated financial outlays denote brand confidence and serve as indicators of quality, particularly in scenarios where other pertinent information is scarce. Nevertheless, this effect is contingent upon various factors, including brand identity, product category, and prevailing market conditions. The caliber of the advertising message is of paramount importance—lucid and accurate messages cultivate trust and augment perceived quality. Additionally, contextual elements, consumer mood, and the accessibility of product information may further modulate the perceived quality of advertising. The dynamics of native advertising and the popularity of the brand also significantly contribute to the formation of quality perceptions, with advertising functioning as a signal of product quality and affecting consumer willingness to invest financially.

Advertising serves a pivotal role in enhancing brand recognition; however, it necessitates meticulous oversight regarding its frequency and content to mitigate adverse responses, such as consumer desensitization resulting from an overabundance of advertisements on platforms such as Facebook. The efficacy of advertising is contingent upon the specific demographics of the target audience as well as the distinctive attributes of the brand. In conclusion, although advertising across both digital and traditional mediums amplifies brand visibility and shapes consumer behaviour, it is imperative that strategies are customized to the audience and subjected to ongoing evaluation to ensure maximal effectiveness.

While advertising plays a significant role in establishing brand associations, it constitutes merely one of several determinants. The self-perception of consumers and the influence of reference groups also significantly contribute to the formation of brand attitudes, as individuals tend to favor brands that resonate with their identity or aspirations. The efficacy of advertising may be constrained by market saturation and cultural considerations, which subsequently impact its effectiveness on sales and brand perception. In conclusion, although advertising serves to reinforce brand identity and recognition, it necessitates integration with a comprehensive understanding of consumer self-concepts and market dynamics to facilitate successful brand development.

## **6. KEY IMPLICATIONS**

The impact of advertising on perceived quality can be beneficial; however, its efficacy is contingent upon the specific brand, product category, and geographical region, necessitating bespoke strategies. In the domain of green advertising, elements such as the utility and veracity of information foster consumer trust, whereas in the service sector, particular components of advertisements enhance patient satisfaction and the overall quality of services. The emotional context is of significant importance as well, with consumers experiencing a positive mood tending to perceive a higher quality when advertising expenditures exceed the average threshold. Furthermore, it is imperative that native advertisements are distinctly differentiated from editorial content to preserve trust and the credibility of the site, which ultimately influences perceived quality.

The investigation underscores the significance of advertising and sponsorship in bolstering brand loyalty. Sponsorship events that resonate with the brand's identity and core values are capable of forging emotional connections with consumers, thereby augmenting brand affect, trust, and loyalty. A comprehensive understanding of self-congruity facilitates brands in nurturing these emotional connections, thereby promoting enduring loyalty. Moreover, advertising possesses the potential to disrupt pre-existing brand loyalty by diminishing switching costs, thereby enabling consumers to investigate alternative brands. This phenomenon is particularly pertinent for new entrants vying for market share against established brands. Additionally, promotional items, as opposed to price promotions, can reinforce brand loyalty by engendering goodwill and ensuring repeated consumer exposure. In sum, investment in advertising is essential for the cultivation and sustenance of brand loyalty, particularly within service industries where it influences store image, customer satisfaction, and retention.

The research has highlighted the essential role of advertising in amplifying brand awareness, especially via digital channels. Digital advertising initiatives, encompassing online forums, internet advertisements, and social media marketing, are vital for enhancing visibility within the food and beverage industry. Viral advertisements and targeted campaigns on platforms such as Instagram can significantly elevate brand perception, facilitate information dissemination, and enhance consumer engagement, thereby promoting word-of-mouth marketing. The incorporation of influencers or prominent personalities serves to further enhance brand awareness, particularly for nascent brands. Nevertheless, it is critical for companies to ensure that their advertising claims align with the actual quality of their services to cultivate trust and loyalty, thereby ensuring enduring brand recognition in a competitive landscape.

The fundamental role of advertising in the formation and reinforcement of brand associations is emphasized. Video advertising serves to fortify brand identity and consumer perception, rendering it an invaluable instrument for marketers striving to enhance brand associations.

Although video advertisements can also exert influence on rival brands, their effect is comparatively less pronounced, thus allowing advertisers to concentrate on strengthening their own brand.

## **7.LIMITATIONS AND FUTURE SCOPE**

The research methodology employed in this investigation was predicated upon an extensive review of existing literature, which necessitates the acknowledgment of certain inherent limitations. Firstly, the literature search was confined exclusively to publications in the English language, potentially omitting pertinent studies disseminated in alternative languages. Secondly, the criteria for study inclusion were limited to peer-reviewed articles and reports published within the temporal parameters of 2013 to 2024, which may inadvertently exclude significant studies released outside this designated period. Furthermore, the scope of the study concentrated on the effects of advertising on various dimensions of brand equity, thereby potentially overlooking other critical aspects related to brand equity in the analysis. Finally, the conclusions drawn from the studies incorporated in this review may be influenced by publication bias, as research yielding negative or neutral outcomes might be less frequently published compared to studies reporting positive results.

Future research should delve into the various circumstances under which advertising expenditures do not affect perceived quality, as this relationship may vary based on multiple factors. By exploring additional moderators beyond brand, category, and regional influences, researchers could gain a deeper understanding of the complexities in how advertising impacts consumer perceptions. Further studies could also examine which specific aspects of advertising have the most significant influence on consumer perceptions and service expectations across different sectors. Investigating the long-term effects of advertising on brand loyalty and consumer behaviour, particularly in relation to brand switching and market dynamics, would provide valuable insights into sustained advertising strategies and their outcomes over time.

Additionally, future research could analyze competitive reactions to concentrated advertising campaigns and assess how competitors adjust their strategies in response. A comparative study of different web advertisement measures and their impact on brand awareness across various demographics could help identify the factors that drive consumer behaviour. Another promising area for exploration includes the effectiveness of social media platforms in creating brand awareness and influencing purchase intentions. Lastly, investigating the mechanisms through which non-evaluative beliefs are altered and the effects of different types of sales promotions on various dimensions of brand equity would offer further clarity on advertising's long-term influence on consumer behaviour and brand choices.

## **8.CONCLUSION**

The study highlights the significant role of advertising in shaping consumer behavior, brand loyalty, and brand associations across various contexts. It demonstrates that perceived message quality—such as usefulness, attractiveness, and truthfulness—directly influences green purchase and sharing intentions. Additionally, the study underscores the importance of web and social media advertising in increasing brand awareness and loyalty, revealing that strategic advertising efforts, including the use of video and viral ads, can foster positive consumer perceptions. The research further points out the effectiveness of advertising in encouraging brand switching, reducing implicit switching costs, and driving customer loyalty through repeated exposure and promotional items. The findings suggest that businesses must carefully craft their advertising strategies, considering factors such as brand fit, perceived message authenticity, and consumer preferences to maximize the impact of their campaigns.

Moreover, the study highlights the influence of contextual cues, emotional engagement, and advertising retrieval techniques in creating strong brand associations and fostering long-term loyalty. Repeated exposure to ads, even in unconventional settings, can build new brand-context associations, enhancing consumer recall and attachment. The importance of aligning advertising messages with actual brand performance, especially in service industries, is also emphasized as it impacts customer satisfaction, public perception, and reputation. As brands continue to leverage multiple platforms such as Instagram, social media, and web-based advertising, the research calls for further exploration into how these strategies can be optimized to sustain consumer engagement, improve brand equity, and drive future purchase behavior.

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