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Advertising

ICBA - 2015

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## **MESSAGE FROM DR. W. M. C. BANDARA WANNINAYAKE**

### **CONFERENCE CHAIR – ICBA 2015**

It is my pleasure to welcome all distinguished presenters and delegates for the International Conference on Branding and Advertising 2015. It is a great honor for me, being the Head of the Department of Marketing Management, University of Kelaniya, to host this utmost event and to serve as the Chair of this conference held on 05th and 06th of November 2015.

This conference is conducted under the theme of “Strategizing Brands for Competitive Stand”. ICBA provides a comprehensive dialogue for scholars and practitioners to share and explore new heights in branding & advertising as the theme implies overall. It is a great pleasure for me to witness a significant participation by researchers from international & local Universities and industrial organizations and the potential for collaboration.

The Department of Marketing Management is one of the leading departments under the Faculty of Commerce and Management Studies at University of Kelaniya and it is the only ISO 9001: 2008 quality certified business management department in the country. We host this event with the talented organizing committee from the International Institute of Knowledge Management and it is wonderful to experience how this collaboration is creating a cherished platform to share thoughts and knowledge on branding and advertising principles.

Organizing an international conference of this extent would not be possible without the dedicated efforts of many individuals. The ICBA 2015 is indebted to many people who contributed to the various processes that make up the conference, including the Scientific Committee of the Conference and credit of the success should be shared among each and every personnel behind it.

It has been a great privilege for me to serve as the Chair of ICBA 2015 and it is my hope that you will find the conference stimulating, fulfilling and enjoyable and I wish you a pleasant experience in ICBA 2015.

**Dr. W.M.C. Bandara Wanninayake**

Head/ Senior Lecturer, Department of Marketing Management,

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University of Kelaniya,

Sri Lanka.

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# KEYNOTE SPEECH



[01]

## **BRANDING, ADVERTISING AND SUSTAINABLE DEVELOPMENT**

M.J.S. Wijeyaratne<sup>1</sup>

<sup>1</sup> Senior Professor and Chair Professor of Zoology, Department of Zoology & Environmental Management, Faculty of Science, University of Kelaniya, Sri Lanka

### ***ABSTRACT***

Branding and advertising can be effectively used to ensure the sustainability of economic and social development. Sustainable development has been paid much attention today and in the United Nations “Transforming our world: the 2030 Agenda for Sustainable Development”, 17 sustainable development goals (SDGs) have been identified. To achieve some of these goals, branding and advertising of the relevant goods, products, equipment and services are very important. For example, to end hunger, achieve food security, improved nutrition and promote sustainable agriculture, which is one of the SDGs of the UN 2030 Agenda for Sustainable Development, branding and advertising of high quality equipment, raw material and seeds required in agriculture as well as nutritive foods are necessary. In addition, branding and advertising of high quality medicine and health service providers are necessary to achieve the SDG of ensuring healthy lives and promoting well-being of all ages. To ensure inclusive and equitable quality education and to promote lifelong learning opportunities for all, which is another SDG of the UN 2030 Agenda for Sustainable Development, advertising of such service providers is necessary. Branding and advertising of products that help in conserving water and energy as well as utilizing sustainable energy will contribute towards achieving the SDGs of ensuring availability and sustainable management of water and sanitation for all and ensuring access to affordable, reliable, sustainable and modern energy for all. Branding and advertising will also contribute to achieve the SDG of building resilient infrastructure, promoting inclusive and sustainable industrialization and fostering innovation, through the promotion of relevant products as well as that are produced through new innovations. Branding and advertising are very important for combating climate change and its impacts, which is another SDG, through promoting the products with low carbon footprint. In addition, for achieving the SDG of conserving and sustainable use of oceans, seas and marine resources, branding and advertising the appropriate fishing gear and other equipment are necessary. Hence branding and advertising play a significant role in achieving sustainable economic and social development while conserving the environment. In these endeavors, it is extremely necessary that highest ethical guidelines are adhered to so that the absolute truth is provided to the society.



# ORAL PRESENTATIONS





[01]

## **THE EFFECTIVENESS OF BRAND PERSONALITY DIMENSIONS ON BRAND LOYALTY:**

### **A STUDY ON MOBILE TELECOMMUNICATION SERVICES IN SRI LANKA**

A. R. N. Silva <sup>1</sup>, P. M. P. Fernando <sup>2</sup>

<sup>1,2</sup> *University of Kelaniya, Sri Lanka*

#### ***ABSTRACT***

Telecommunication sector has evolved as a major business trend in worldwide. It is one of the major commercial activities in Sri Lanka also where many competitors are playing with different strategies to win a larger market share. This research is focusing on the mobile telecommunication industry in Sri Lanka where the industry players are using carefully planned marketing strategies to attract more customers into their share. The research is taking the approach of investigating the effectiveness of Brand Personality Dimensions on creating Brand Loyalty within the industry. Building upon the prior research on the concepts, Aaker's Brand Personality Scale was used as the base to measure the brand personality and attitudinal and behavioral loyalties were used to measure brand loyalty within the mobile telecommunication sector. The primary data was gathered using a self-administrated questionnaire from 100 users of mobile telecommunication networks using convenience sampling technique within the Western Province of Sri Lanka. The results indicated that the most important brand personality dimensions associated with the brand loyalty in the Sri Lankan mobile telecommunication industry were Excitement and Sincerity. Further it was found that Sophistication, Competence and Ruggedness dimensions of brand personality also significantly affects brand loyalty. Implication of the findings were highlighted and discussed based on the research findings.

**Keywords:** Brand Personality, Brand Loyalty, Mobile Telecommunication Industry

[02]

**FACTORS AFFECTING THE DOCTORS PRESCRIPTION TOWARDS  
MULTIVITAMIN AND MINERAL PREPARATION**

C. B. Wijesundara <sup>1</sup>, P. Kanakarathna <sup>2</sup>

<sup>1,2</sup> *University of Kelaniya, Sri Lanka*

**ABSTRACT**

The pharmaceutical industry in Sri Lanka has become very competitive and among its main product categories Multivitamin and Mineral Preparations (MMPs) which consist of collection of vitamins and Minerals, have become even more competitive due to the nature of the product. The target audience of the category consists of three types of customer's namely medical practitioners, pharmacists and patients. The main objective of the research was to investigate the factors influence on willingness to prescribe MMP by medical practitioners. The factors were identified under Six independent variables namely product quality, price, sales promotion, brand name, reference groups and patient knowledge. The dependent variable was willingness to prescribe. For the dependent and independent variables, hypotheses were developed and primary data for the research was collected by conducting a survey and data were collected from 100 local medical practitioners in government hospital and general practitioners. Data was analyzed using SPSS and correlation analysis was carried out to test the hypotheses. From the findings of the research several factors can be identified which may be useful for the management. That is the management need to develop MMPs with unique characteristics, attractive packages, creative brand names, effective pricing strategies and improve the product knowledge of sales personnel. As a conclusion by implementing the various strategies to cope with above factors the company makes it possible to achieve its objectives.

**Keywords:** MMPs, Medical Practitioners, Patients, willingness to prescribe

[03]

**FACTORS INFLUENCING CONSUMER PURCHASING DECISION OF IMPULSE  
ICE CREAM IN SRI LANKA**

Dr. H. M. R. P. Herath <sup>1</sup>, K. T. A. E. De Silva <sup>2</sup>, S. K. D. U. De Silva <sup>3</sup>

<sup>1,2</sup> *University of Kelaniya, Sri Lanka*

***ABSTRACT***

The purpose of this research is to identify the factors influencing consumer purchasing decision of impulse ice cream in the Western Province. The research investigates the relationship between brand prestige, trust in manufacturer, sensorial quality attributes, social status and nutritional quality and information, and the customer purchasing decision of impulse ice cream. An initial conceptualization was developed from reviewing the literature and then the conceptualization was tested with primary quantitative survey data collected from 100 respondents from different areas in the Western Province. Descriptive statistics and correlation analysis were used to test the key hypotheses derived from literature review. The findings indicated that consumer purchase decisions of impulse ice cream are influenced by brand prestige, trust in manufacturer, sensorial quality attributes, social status and nutritional quality & information. However, the significance of the relationship is different from one another. The research is conducted in the Western Province region. Hence, future research could extend these findings to other areas of Sri Lanka to generalization. Further, research can be carried out through data collection from those who actually participated in relation to test the factors that are concerned with bulk ice cream purchasing decision. This research and the claims made are limited to the ice cream industry. The key implications will help the ice cream manufacturers to support their marketing campaigns in Sri Lanka.

**Keywords:** Consumer Purchase Decision, Impulse Ice Cream, Brand Prestige, Social Status

[04]

**EMOTIONAL BRAND ATTACHMENT AND BRAND LOYALTY: EMPIRICAL EVIDENCES FROM SRI LANKAN SMART PHONE INDUSTRY**

D.T. Rathnayake <sup>1</sup>

<sup>1</sup> *University of Sri Jayewardenepura, Sri Lanka*

**ABSTRACT**

With the advancement of information communication technology, mobile phone has become an essential part of human life. Rapid advancement of technology backed by innovations has driven mobile phone industry to a new era where consumers seek for much sophistication in products. Smart Phones are mobile phones which are equipped with advanced technology which comprises of functions such as media players, digital cameras and Global Positioning System (GPS). With the sophistication and functions offered by smart phones the demand in the market has been increased. Sri Lanka, as a developing country, has a remarkable track record in mobile phone industry. Number of mobile subscriptions in Sri Lanka is more than 20 million which exceeds the population of country and the mobile penetration is higher than the level of regional and world averages. Many smart phone brands are available in Sri Lankan market including world famous brands such as Samsung, Apple, Nokia and Sony. Further it is evident that young consumers are emotionally bonded with some preferred brands. Moreover they prefer to stay loyal to a one brand and would like to purchase new versions of the same product. Hence, the aim of this study was to identify the role of emotional brand attachment in building customer loyalty with reference to Sri Lankan smart phone market. Pleasure, Arousal and Dominance of the brand were concerned to measure emotional brand attachment. The study was descriptive in nature and the unit of analysis was individual smart phone users in Sri Lanka. Convenience sampling technique was employed to obtain data from 250 young smart phone users. The reliability of measurement scales were tested using Cronbach's alpha. Factor analysis was performed and convergent, discriminant validities were established. Structural Equation Modelling was used for data analysis. Findings of the study depicted that pleasure, dominance and arousal have a significant impact on brand loyalty. Findings of this study can be used in crafting effective branding and promotional strategies by brand managers. Since Sri Lanka is in the growth stage of the smart phone market, insights of this study can be effectively used to enhance the emotional attachment of young consumers toward smart phone brands and thereby increase brand loyalty.

**Keywords:** Brand Loyalty, Emotional Attachment, Smart Phone

[05]

## INVESTIGATE STRATEGIES TO CREATE BRAND IN TOURISM

Dr. Heydar Lotfi <sup>1</sup>, Maryam Nahavandi <sup>2</sup>

<sup>1, 2</sup> *Islamic Azad University, Garmsar Branch, Iran*

### **ABSTRACT**

Today, having a national brand of tourism is so important so that governments spend a lot of resources to create the National Tourism Brand, even they change their strategies over and over, regardless of the huge costs for implementation in order to be able to build a strong brand in the world tourism industry to take a greater share of the huge turnover in order to improve its economy. In this article we will try to build indicators and factors that are able to effectively investigate and determine the cause of tourism in a tourist destination, as well as the maintenance and promotion of the factors that are to be identified tourism is the tourism can be scientific and practical solutions to create a tourism brand successful. Factors such as advertising, education, tourism service providers of the importance of tourism brand, as well as personnel training managers and the public sector to the new branding strategy in the tourism industry, especially tourist destinations branding, brand management, including strategies to build, maintain and enhance the brand, to establish an integrated management are coordination between government agencies, the development and improvement of infrastructure Making a synergistic relationship between tourism destination brand value and brand value companies offering tourism services in the tourism destinations. Increase brand equity, leading to more investment in tourism destinations and the tourism boom and the resulting economic boom is the destination.

**Keywords:** Tourism Industry, Tourism Services, Brand, Tourism Brand, Destination Branding, Tourism Marketing, Brand Management.

[06]

**ABU DHABI TOURISM BRAND BETWEEN ‘YES’ AND ‘NO’**

Nataša Slak Valek<sup>1</sup>

<sup>1</sup> *Zayed University, Abu Dhabi, United Arab Emirates*

**ABSTRACT**

The present study was developed to research the awareness of Abu Dhabi tourism brand. Although Abu Dhabi Tourism and Culture Authority (TCA) has been using the same brand since 2005, there were no studies conducted to test the Emirate’s logo and slogan. The tested brand uses several aspects of the country’s heritage; it could be seen as a woman’s thumb painted with henna (the color of Arabic tradition) or the shape of a boat’s sail (part of the UAE history). The study was conducted using the survey method with data collection in hard copy distributed among three target groups: tourists, expatriates and locals both living in Abu Dhabi (N=391). The questionnaire included standardized questions for testing the recall and recognition of the brand (Copland, 1958; Lucas & Britt, 1963), testing feelings bonded with and emotions connected to the brand (Fournier, 1998), and (re-)positioning (Foley & Fahy, 2004). The results show a 4.4% of brand recall and 68.4% of brand recognition, when the slogan “Travellers Welcome” has been recalled in 5.1% and recognized in 32.3% in total. In addition the results have found differences among the three target groups (tourists, expats, locals). Thus, the implications for further promotional activities of Abu Dhabi brand among all three groups are presented and discussed.

**Keywords:** recall, recognition, emotions, United Arab Emirates, tourism destination, Travellers Welcome

[07]

**THE ROLE OF BRANDING ON THE PERCEPTION OF FOREIGN TOURISTS  
TOURISM DESTINATION IN IRAN**

Dr. Heydar Lotfi <sup>1</sup>, Zahra Zarein Rizi <sup>2</sup>

<sup>1, 2</sup> *Islamic Azad University, Garmsar Branch, Iran*

***ABSTRACT***

In today's interconnected and being small world, any place for achieving to its share of world consumers, tourists, business, investment, capital, even respect should be competitive with other places. This is our reality today's competitive world. So places are such companies and those that have a strong brand, are easier to sell their products and services to attract customers and their assets. That is why it is said that the development strategy is for the brand location capability to act on their promises to increase. The difference between Brand creation and trade name for place and location marketing is that name creation and trade name is for a place, it is a process in which organically over the years are formed and decisions are dependent on a wide range of stakeholders. Create a brand for a place usually occurs before the market place, this place could be a city, village, university or even a museum.

**Keywords:** Tourism Brand, Destination Branding, Tourism Marketing, Brand Management

[08]

**DETERMINANTS OF CUSTOMER SATISFACTION LEVEL IN TOURIST HOTEL INDUSTRY WITH A SPECIAL REFERENCE TO THE NORTH OF COLOMBO**

Dr. H. M. R. P. Herath <sup>1</sup>, Ms. N. H. K. Cooray <sup>2</sup>, Mr. H. S. P. Perera <sup>3</sup>

*<sup>1, 2, 3</sup> University of Kelaniya, Sri Lanka*

**ABSTRACT**

Tourism industry today is one of the world's fastest growing industries. Sri Lanka with its glorious past has ensured that the present and subsequent generations that have plenty of historical and cultural heritages to be proud of. Tourism Industry is playing a vital role in the GDP of Sri Lankan Economy. In today's context the tourism industry is growing rapidly after the war in Sri Lanka. Therefore tourist hotels and Sri Lankan government are responsible to attract the tourists to the country so they must precisely identify what their needs and wants are, particularly with what they are unsatisfied. Therefore identifying determinants of customer satisfaction level in tourist hotel industry is very crucial to increase the customer satisfaction in Tourist Hotels.

The main objectives of the study is to find out the determinants of customer satisfaction level of tourist hotel industry in the North of Colombo and measure the relationship between the identified determinants on customer satisfaction level of tourist hotel industry in the North of Colombo.

The data were collected from 100 tourists based on convenience sampling technique. These 100 tourists were boarded in the North of Colombo Hotels. The data were collected through a structured questionnaire and the hypotheses were tested using correlation analysis which clearly identifies the relationship between the dependent and the independent variables.

This data was further analyzed on different factors and researcher tried to find out the impact of various factors on overall tourist satisfaction. The satisfaction was also analyzed gender wise, which gave an idea that in overall women are more satisfied than men. The recommendations were also then made for the Sri Lanka tourist hotels to enhance their level of customer satisfaction.

**Keywords:** Customer Satisfaction, Tourism industry, Service Quality, Service Features



[09]

## GENDER PORTRAYALS BY INDIAN BRANDS

Dr. Kausik Ray<sup>1</sup>

<sup>1</sup> *Dum Dum Motijheel College, Kolkata, India*

### **ABSTRACT**

Gender representation on the smallest scale has always been important for one to understand what it means to be male or female. So to look at it in terms of advertising (possibly considered the most powerful and influential medium in this ever-increasing commercial society) is to look at it with a more serious eye. From the images inflicted upon us in the patriarchal mass media that surrounds us, it is assumed that we have been encouraged to mould ourselves into a set ideal. For a woman, it means having beauty, elegance, passivity and good domestic ability and for a man that means being tough, 'rough n ready', competitive and business minded. Sitting in the 21st century however, it would seem too many that these ideals are no longer essential in gaining acceptance into society although they may still be prevalent. Today, women are frequently self-reliant and career focused whereas many men 'feel they have the right to self-expression and self-indulgence, to love and be loved'. This paper tries to examine the actual portrayal of women by few established brands in India.

**Keywords:** gender, female, portrayal, brands, images

[10]

**STRATEGIZING BRANDS FOR COMPETITIVE STANDS**Md. Nazmul Huq Talukder<sup>1</sup><sup>1</sup> SA Channel Pvt Ltd, Bangladesh**ABSTRACT**

Branding is the only element in marketing and advertising area through which any organization can differentiate themselves from others and strategize their initiatives accordingly. SA Channel Pvt Ltd is the first ever high definition (HD) executed channel among all the infotainment television industry who has already created some differentiation in making drama, news, films, talk shows & experimental productions etc and the result was quite obvious in the national viewership report in recent times. In spite of having a huge parallel competition in the industry, it has been proving its differentiation in televising better quality programs chasing up with some giant ones since from the inception of its glorious journey. In my whole paper I will utilize the qualitative research approach and in order to get the at most unbiased findings at least 10 giant competitors will be invited in an open interviewing session who will be allowed to give their opinion individually to find out the efficiency of strategizing individual brands along with some in depth comparative and competitive analysis of our television industry in recent time through investigating it's various related dependable factors that are connected with the executing or implementing tools of building brand image gain the competitive and first mover advantage in media industry.

[11]

**IMPACT OF SELF-CONGRUENCE ON EMOTIONAL BRAND ATTACHMENT:  
IN CASE OF YOUNG SMARTPHONE CONSUMERS IN WESTERN PROVINCE,  
SRI LANKA**

W. P. S. H. Tissera <sup>1</sup>, P. G. S. A. Jayarathne <sup>2</sup>

<sup>1,2</sup> *University of Sri Jayewardenepura, Sri Lanka*

**ABSTRACT**

Creating emotional attachments to brands is identified as a key branding goal in today's marketing context as it leads to strong brand loyalty and strong brand repurchasing behaviour. Therefore, to create emotional attachments, marketers are adopting different marketing strategies. In the existing literature, it is suggested that self-congruence between a consumer's self-image and a brand's personality as a main way of creating emotional attachments to brands as it links to consumer's self-concept. Accordingly, by identifying lack of studies in the area of self-congruence and emotional brand attachment in the Asian context particular to Sri Lanka, this study has mainly developed to examine the impact of self-congruence on emotional brand attachment in case of smartphones. Further, this study has examined the relative importance of actual self-congruence versus ideal self-congruence, on creating emotional attachments to brands. The study is descriptive in nature and the sample consists of 400 smartphone consumers in the Western Province, Sri Lanka. The study discloses that the self-congruence positively impact on emotional brand attachment while ideal self-congruence is having a more salient impact. Such findings lead for some important theoretical and managerial implications.

**Keywords:** Emotional brand attachment, Self-congruence, Actual self-congruence, Ideal self-congruence

[12]

**THE IMPACT OF TELEVISION ADVERTISEMENTS ON YOUTH BUYING  
BEHAVIOUR WITH SPECIAL REFERENCE TO FRUIT DRINK MARKET IN  
SRI LANKA**

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**ABSTRACT**

This study aims to establish whether the effects of Television advertisement influences today's youth for buying decisions for fruit drink market in Sri Lanka. A television advertisement has enhanced their involvement in product selection and purchase, people prefer to buy TV advertised products and it is helpful in buying the new products. Today competition of the fruit drink market is increasing rapidly and compared to the competition industry growth and Advertisements are in a low level. Therefore the study was conducted on youth males and Females between 18-25 of age group who are studied in University of Kelaniya, Youth segment in Kiribathgoda and working crowd at Maradana area. Data were collected through pre structured questionnaire in order to gather qualitative and quantitative Data. Collected Data were analyzed by using SPSS 20.0 software. They also like the advertisements of the products that they are using and always not believe that products are as good as expected from TV advertisements. And also they are expecting to buy fruit drinks after watching Television Advertisements. People Believe that they can aware of new products, existing products and they can expand their knowledge by watching Television Advertisements. Youth segment think that using celebrity is a good way to remember the product name, to create positive attitude but they do not believe always it will not be true. Jingles are the most important thing to remember the product as well as feel the product. To attract the youth segment Television Advertisement should be attractive and for that can use beautiful sceneries, interesting letters and attractive people.

**Keywords:** Youth, Buying behavior, Television Advertisements, Impact

[13]

## SUSTAINABILITY OF CSR INITIATIVES IN THE PERSPECTIVE OF A CIVIL WAR AFFECTED SOCIETY: A SRI LANKAN EXPERIENCE

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### **ABSTRACT**

Among many scholars in the world, one school of thoughts believe CSR should be used mainly as a social endeavor and the others think it should be linked to the corporate strategy for financial performance. This paper aims to observe how social endeavor approach of CSR initiatives leads to sustainability specially an environment where economic wounds are been settling and new opportunities are been evolving after a 30 year long civil unrest in a society. Pilot study revealed that over 70% of corporates in Sri Lanka are merely using CSR for charitable and social work and only 11% are practicing CSR for strategic purposes. The most important factor of all is the continuous support that a government and the society at large expect from corporates in rebuilding the economy in terms of selecting proper projects and the sustainability of those for betterment of corporates and the society. Therefore, the research focuses on the sustainability of CSR initiatives within the framework of social model. The social antecedents recognized in this model are social environment and biological environment and the study attempts to identify the core societal focus of those in building CSR initiatives for sustainability.

The study was done among the sample of 360 direct and indirect beneficiaries among 40 initiated projects of 40 corporates in Sri Lanka during 05 years after a long civil war and used primary collected data for analysis. The researcher has used frequency percentage to summarize, descriptive data analysis and structural equation methods to test hypotheses.

Interestingly, it was found that implementing CSR initiatives focusing merely benefiting the society do not support sustainability of those initiatives. In conclusion, it is advisable for corporates to rethink the existing approach merely for the sustainability of those projects and also it is important that governments too support those initiatives in rebuilding process.

**Keywords:** Social endeavor, CSR, sustainability, rebuilding, biological environment, social environment and strategic CSR



# VIRTUAL PRESENTATIONS

<http://brandingconference.co/2015/virtual-icba-2015/>





[01]

## **THE AFFECT OF NATIONAL BRAND IN ATTRACTING TOURISTS IN TOURISM INDUSTRY**

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### ***ABSTRACT***

After the Islamic Revolution, Iran got the 48th place in the list of attracting the foreign tourists, in 2013 by having 4 million and 700 thousands foreign tourist (UNWTO, 2013). Having no brand in tourism has been always an apprehension of authorities and activists of this industry, so with no excitement and by having a systematic and scientific approach, the present study assessed the role of factors such as top quality, better service and more attraction in management of tourism brand, through surveying the main three elements of management of tourism brand which are “brand identity, brand mentality and brand positioning; the goal of this study was compilation of tourism marketing strategies. To realize this, the researcher used “foreign tourists which visit ancient and popular sites” as the statistical population and “convenience sampling” as the method of research. Friedman tests, factor analysis and regression were used for studying the differences, ranking the factors and surveying the amount of each factor’s effect on Iran’s tourism industry. The result of this research showed that the factor of tourists’ perception, cognition and attitude toward the destination was the most important factor on attracting tourists through national tourism brand.

**Keywords:** tourism brand, brand identity, brand mentality, brand positioning, Iran.

[02]

**BRAND FAILURE IN PAKISTAN: FACTOR ANALYTIC FINDINGS**Dr. Kamran Ahmed Siddiqui <sup>1</sup>, Mrs. Kauser Saeed <sup>2</sup><sup>1, 2</sup> *University of Dammam, Saudi Arabia***ABSTRACT**

The major objective of this study was to summarize the brand failures in Pakistan from three different dimensions (a) indicators for brand failure, (b) reasons of brand failure and (c) tactics to save brands from permanent failure. The study benefited from both qualitative and quantitative methods. In the initial phase interviews and focus groups with senior marketing professionals developed the questionnaire. In the confirmatory part 196 respondents participated in the surveys who were brand experts in their fields. Data related to indicators of brand failures, reasons of brand failure, tactics to save the brand from permanent was analyzed using Exploratory Factor analyses separately. Findings of the study suggested that indicators of brand failure can be categorized in two classes; one related to the Brand Promotional aspect and the other is Brand Performance in the market. Reasons for brand failures are summarized into seven categories i.e., Branding Pillars, Branding Incompetence, Brand Performance, Brand Origin, Brand Image, Brand Competition and Brand Strategy. The study has also summarized the tactics to save the brand from permanent failure into three tactics i.e., Macro Branding, Micro Branding and Core Branding Practices.

**Keywords:** Brands, Failure, Pakistan, Factor Analysis

[03]

## **ETHICAL PRODUCTS BRAND WITHOUT PRODUCTION LABEL FROM ORIGIN COUNTRY**

**(STUDIES ON BRAND TOWEL PRODUCTION FROM INDONESIA)**

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### **ABSTRACT**

Some well-known brand in the world will often be found as American products, the United Kingdom, or Australia, but made in other foreign countries. Developing countries are becoming a counterpart various famous brands include Indonesia, India, Vietnam, and China. This condition is a natural thing, especially when its well-known brand has official factory in other foreign countries. Brand which is quite popular not only run its business ethics honestly, because it recognizes the origin of production. But also will maintain the permanent reputation of the way to write the country of origin of the products manufactured. However, these conditions are not fully occur in towel products manufactured in Indonesia. The Indonesian trade ministry listed there were 39 manufacturers of towels in all of Indonesia. On average they produce towels for domestic needs with local brands. But apparently there are some towels are manufactured to be sold to other countries and some are only sold in the state that specifically ordering the towel. From this condition there are some interesting things to observe how the ethical brand owners to sell their production. Do not write the producer countries of origin means try to hide the identity of the production itself. Moreover the way of branding like this makes producing countries would be hampered increase the marketability of production, because it was never known as a producer on the towel products.

**Keywords:** Ethical Product Brand, Label with Origin Country, Product Towels

[04]

## HISTORY OF ADVERTISING IN PAKISTAN

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### **ABSTRACT**

The purpose of this paper was to present a historical overview of advertising in Pakistan and highlight major developments within a particular era. Discourse analysis was used to present the dynamics in the marketplace that have changed the way advertising has been practiced in this region. The development and evolution of advertising have been extraordinary in Pakistan. Started as less than \$ 1000 industry inflated to several billion dollars industry in just sixty four years. Over the period of time the advertising industry underwent different phases of evolution. These phases can be categorized on the bases of major socio-political conditions prevailing in the country. First Era (1947 – 1964) Characterizes by small number of players in the newly formed advertising industry; very few businesses taking advantage of advertising techniques; advertising reach limiting to mainly urban geographic regions; advertising medium limited to print ads; Radio emerged as new promising advertising media. Second Era (1964 – 1978) Arrival of television stations made a drastic change in the existing advertising practices. The new visual messaging services seemed more attractive and effective source of communication. Third Era (1978 – 1988) New advertising ideologies took over the old ones. The color TV broadcast and classical jingles made it a vintage era. Fourth Era (1988 – 1998) New graphic technologies were used to facilitate the limited time frame concepts. Fifth Era (1998 – 2008) The rise of golden age witnessed modern advertising and visual effects. Industry growth increased 500 times with talents and man power. Sixth Era (2008 – 2010) Animations, Indian production and Indian celebrities highlighted the glamorous era. Global recession felt and low budgeted advertising industry-tier produced low-rate and below par advertisements. Based on their interests, users of this study have been classified into two distinct categories, i.e., academics and corporate users. Academics may find this research instrumental in their teachings and research activities. The corporate users may act as mentors for this research by sharing their relevant experience and may note lessons for their corporate practices.

**Keywords:** Advertising, History, Pakistan

[05]

## **THE ANALYSIS OF THE INFLUENCE OF TELEVISION ADVERTISEMENTS ON THE KIDS: ‘KOTON KIDS’ ADVERTISEMENT SAMPLE**

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### ***ABSTRACT***

An advertisement, a promotional activity to inform the target audience of the product / service, to persuade them to purchase it, to keep it alive in their memories, and to add value to it, is mostly conveyed to its target audience via television in order to make this product / service first choice of its audience in the market where the competition is mostly harsh. Television as the primary choice of the advertisers to spread their messages because of its easy and fast access to the audience, and appealing to the visual and auditory stimuli is most probably the most substantial bridge between the advertisers and their audiences. Though appearing to be reliable, this bridge harbors many dangers for kids as well as the adults with its appealing sound and various colors.

The advertisements, conveying their messages easily to its audiences including the kids, have positive and negative influences on the kids when the current conditions are considered. Both the kids acting for and those exposed to the advertisements fall into the spheres of influence of the advertisements. With this regard, this study focuses on the negative influences of the advertisements on kids. Within this context, it analyses the “Koton Kids” advertisement screened on TV in 2014 in Turkey. The theme of the advertisement is that the kids behaving like the adults can make their images on their own. The selected advertisement will be studied through semiological analysis. The purpose of the analysis is to reveal the influence of the advertisement which has been widely criticised in Turkey after its screening. These influences will be analyzed through some related theories.

**Keywords:** advertisements, image, kids, semiological analysis, Koton Kids

[06]

**POLITICAL BRANDING CELEBRITY AS PARLIAMENT MEMBER**

**(STUDY OF ONLINE MEDIA USAGE BY CELEBRITY MPS)**

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**ABSTRACT**

Legislative elections in Indonesia (2014), with almost 180 million voters, finally induct 560 members of the House of Representatives for the period 2014-2019. The interesting is the presence of 18 celebrities who are members of the Indonesian parliament, the same number of celebrity MPs in the period 2009-2014. The phenomenon of celebrity became a member of parliament has always been a talking point among the public. Not only because of their previous activities in the world of entertainment, but also there are a lot of questions on their ability become member of House of Representative. The 18 celebrities who are members of the House of Representatives, 7 of whom had been a member parliament earlier period. From this it can be seen that the ability of political branding these celebrities can be said to succeed in raising their political image. Branding politics for a political figure is very necessary as a bridge to the wider community, and in particular with their constituents. The study found that all seven celebrities who succeeded the second time elected a member of Parliament is a politician who can manage their political brand very well by using online media, whether it be their official website, or through the entire their social media. In 2014 legislative election, the votes of young voters is very significant, and these voters actively using online media, it is fitting political branding is done actively and aggressively through online media.

**Keywords:** Political Branding, Celebrities as Politician, Online Media

[07]

## **SOCIAL MEDIA ADVERTISING RESPONSE AND EFFECTIVENESS: A CASE OF SOUTH ASIAN COUNTRY COMPARED TO WESTERN**

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<sup>1</sup> *Hajee Mohammad Danesh Science and Technology University, Bangladesh*

### **ABSTRACT**

Social media, a new dimension of marketing promotion mix, has made it possible for users' to express their views about the companies, as well as their product's advertising. The purpose of this present study was to test four hypotheses regarding the effects of young social media users' attitude, behavioral response, and purchasing intention toward social media advertising in South Asian perspective. The study had chosen four popular social networking sites such as Face book, Twitter, YouTube and Google Plus which indicated the highest Asian visitor and surveyed a convenience sample of 306 students with structured questionnaire, asking them to mention their attitudinal views and response about social media and social media advertising. The result also identified variation in predictors of users' buying decision and compared the result with western countries about how they imply their research in the respective field. The finding of the study has theoretical and managerial implications for researcher, academician, organization, and advertiser about using and developing social media platform for advertisement in developing country and how to reach more user response in a similar time frame with the ultimate success of purchasing goal.

**Keywords:** Social media, Social media advertising, attitude, behavioral responses, and purchase intention

[08]

## ROLE OF CELEBRITY WORSHIP AND SELF CONCEPT IN CONSUMER'S PURCHASING INTENTION

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### **ABSTRACT**

Celebrity Endorsement has been a common technique used by marketers to make their product noticeable and influence a consumer's buying behavior. Its efficacy depends on the Celebrity's capability, which is explained by models like Source Credibility, Product-Celebrity Match up model in the existing literature. In the context of celebrity branding literature, the factors like customer's personality and his idolization for the Celebrity (Independent Variable), have been loosely integrated with his purchasing intention (Dependent Variable) per se. The purpose of this paper is to study the role of Celebrity Worship and Self Concept in Consumer's Purchasing Intention. A pan India survey was carried out and 153 people responded to the questionnaire .The scales used were Celebrity Worship scale and Five Factor Model to study the consumer's idea about self and his liking towards his favorite celebrity to know whether it affects his behavior towards the celebrity endorsed product. The Ordinal Regression method used for analyses suggested a positive relationship between the variables. It showed that consumers who adopt the celebrity's habits and are sophisticated with art, music and are emotional in nature develop a better purchasing intention for the celebrity endorsed product. They also found the product-celebrity match up more justifiable. The results will be helpful for consumer psychologists to carry experiments within student groups as they formed the major respondents. It will also help ad makers and marketers to do psychographic segmentation at a local level and in a more effective manner.

**Keywords:** Celebrity, Celebrity Endorsement, Source Credibility, Product Celebrity Match up Model, Consumer Behavior, Purchasing Intention, Independent Variable, Dependent Variable ,Idolization, Celebrity Worship Scale, Five Factor Model, Consumer Psychologists, Psychographic Segmentation, Personality.



[09]

## **ROLE OF PUBLIC RELATIONS AND COMMUNICATION IN MANAGING BRAND IDENTITY DURING SUCCESS AND FAILURE**

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### ***ABSTRACT***

The aim of this study is to present a comparative analysis of how different brands have managed their communication at times of both success and failure. To provide this comparison I have chosen four brands that have either gone through a crisis or have seen success in the recent past.

It is highly important that the brand maintains regular communication with the media as it helps them establish a relationship with its customers. In good times it will attract more customers and will also help in retaining the already existing one's. If communication is proper in good times and the spirit of good will has been established amongst the customers it becomes easier for the brand to deal with crisis, as the customer will support the brand in any possible way they can. Therefore, proper and influential communication becomes an essential and integral part of any brand and its existence

This study talks about four such situations where brands have dealt with either of these situations. Towards the end we will be able to identify and conclude as to how important it is to maintain a proper channel of communication not only to deal with the temporary situations but to also build your brand's identity and maintain it in the long run.

The analysis is based and conclusions are drawn on the basis of four brands which are KINGFISHER, VODAFONE, CADBURY and BLACKBERRY. Supported by an in-depth study of various theories of communication.

**Keywords:** Importance of communication for management of brand image

