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Abstract
In today's already competitive global market, companies are continually building stronger relationships with consumers to enhance consumer purchase motivating factors. This leaves the already overpopulated market with increased decision-making situations. As such, effective advertising appeal and a unique brand image can trigger consumer emotions, attitudes and feelings towards a brand's level of recognition and trust, which in turn can influence purchasing motivation. By examining these relationships and through reference to previously published papers, this paper analyzes and discusses advertising appeal, brand image, brand recognition, brand attitude and trust in consumer purchasing decisions. In addition, this paper presents primary research findings developed through consumer research in order to ascertain the correlation between advertising appeal and brand image; and how they can in turn shape brand recognition, brand attitude and trust.
This research is based on both independent and intervening variables. Independent variables including: advertising appeal (rational and emotional), brand image (functional and symbolic) and brand experience. Intervening variables including: brand recognition, brand attitude and trust. The main methods of analysis are Cronbach's alpha reliability and validity test, and both correlative analysis and regressive analysis. These methods allows for formulation of statistical evidence leading to the understanding of these variables.
The final research findings suggest there is an obvious link between a brand's rational advertising and its functional image; and a brand's emotional advertising and its symbolic image. Therefore, the most effective impact on brand image can be made through these means. Overall, there exist true relationships between advertising strategies, brand image, brand recognition, brand attitude and trust in consumer purchasing decisions.
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