



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

International Journal of Recent Scientific Research  
Vol. 8, Issue, 1, pp. 15017-15022, January, 2017

**International Journal of  
Recent Scientific  
Research**

## Research Article

### IMPACT OF ADVERTISING AWARENESS ON BRAND EQUITY: ANALYSIS OF TELECOMMUNICATION SECTOR OF PAKISTAN

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#### ARTICLE INFO

##### Article History:

Received 05<sup>th</sup> October, 2016  
Received in revised form 08<sup>th</sup>  
November, 2016  
Accepted 10<sup>th</sup> December, 2016  
Published online 28<sup>st</sup> January, 2017

##### Key Words:

Advertising awareness, brand image, brand equity and brand awareness.

#### ABSTRACT

The objective of the research is to determine the impact of brand equity on telecommunication sector. The data should be collected from two universities (University of Education & Bahauddin Zakariya University Multan) from Pakistan. In this research convenience sampling technique is used and the sample size consist of 120 students in which 60 are male and 60 are female who have previous experience in brand. In this research convenience sampling technique is used to measure the brand equity. All the hypothesis are true because the results of the analysis is satisfied. Advertising awareness is the most important variable in research because that creates a positive effect on brand awareness, brand equity and brand image. Brand awareness has a positive effect on brand image brand awareness has a positive effect on brand equity and brand image has a positive effect on brand equity. The variables used in the research are advertising awareness, brand awareness, brand image and brand equity.

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## INTRODUCTION

Internet has created the new avenues and opportunities by reshaping the business environment. Statistical data reflects the percentage of internet user of Asia that is 3.03 billion according to 2014 report. Social networks have changed the means of communications, the ways of consuming and producing information over the past 10 years. Social media is a phenomenon that has attained a lot of attention of both companies and individuals. Social Media websites like f.b, twitter, yahoo, instagram have assessed by a great influence in the medium of communication. Traditional brand communications in which brand acted as an administrator and consumer directed marketing managers. Now the trend has been changed. Traditional media has been changed over by social media. Carlsson, L. (2010). It allows quick response to the feedback of customer. Brown C.H. (2010). It sharing views and contents through rapid, cheap and viral mean that is internet. Miller; K.D; Fabian, F.& Lin (2009).

For any marketing firm and a brand performance advertising is essential. It creates an environment of competition amongst brand and consumer become aware of existing and upcoming products. In the present scenario, brands are considered to be more valuable assets after customer. The concept of brand equity has appealed lots of marketing researches in the last two decades. The concept of brand equity was coined in 1980 that

attracted the scientists Farquhar; P.H. (1989). The marketing practice in a consequence of which various books and articles were written on brand equity. Kapferer; J. (2008).

The interest in brand equity is still going on articles and researches. Mishra, P. & Datta, B (2011). The examples of brand equity are greater margins, brand extension, opportunities, Increase marketing communication effectiveness and great loyalty. Keller; K.L. (1993). The benefits of strong brand with positive brand equity. Another great advantage is consumer attention increases due to it and end with the purchase of that particular brand. Cobb-Walgren, C. J. Ruble, C. A. & Dhontu, N. (1995)

## LITERATURE REVIEW

### Advertising Awareness

Kotler and Keller define the advertising as any paid form of non-personal presentation and promotion of ideas or services through mass media. According to Mirrian Webster advertising is to make something known to someone. Media plays an important role to give awareness to customers. Calder, B.J., Malthouse, E.C., & Schaedel, U. studied the concept of how consumer engagement with a website can increase advertising effectiveness. Advertising awareness measures parallel brand awareness measures as they have top of mind, spontaneous and aided components social media can influence brand equity. According to Kotler and Keller brand equity is concerned with

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all thoughts, feelings, image that are linked with the brand in the minds of consumers. Brand awareness and brand image are the two crucial components of brand equity knowledge advertising can influence brand equity. It can create awareness of the brand and increase the probability that the brand is included in the consumer evoked set. Social media advertising is a paid form of brand and it derives a lot of benefits. Advertising encourages healthy competition in the market. My study is based on these hypotheses:

**Hypothesis 1:** Advertising awareness has a positive effect on brand awareness.

**Hypothesis 2:** Advertising awareness has a positive effect on brand image.

**Hypothesis 3:** Advertising awareness has a positive effect on brand equity.

### Brand awareness

Brand awareness has three advantages; these are learning advantages, consideration advantages and choice advantages. Brand awareness in an important component of brand equity and this is the first step to build brand equity. Brand awareness results in brand equity in four different ways. Creating a brand node in consumer's memory, gives a sense of brand, familiarly act, as a signal of trust in the brand and provides a reason for the consumer to consider the brand. Social media creates favorable associations for brand image. My research is based on:

**Hypothesis 4:** brand awareness has a positive effect on brand image.

**Hypothesis 5:** brand awareness has a positive effect on brand equity.

### Brand Image

Brand is a set of beliefs held about a particular brand which helps the buyer in taking decision about the brand. In Telecommunication sector websites and Internet are playing crucial role in creating the image of brand. Brand image could come from a variety of sources like consumer experience and market communication. Brand image was found to have positive effect on brand equity (Alhaddad, A, 2014). The study is also based on this hypothesis.

**Hypothesis 6:** brand image has a positive effect on brand equity.

### Brand Equity

Brand equity is a set of brand assets and liabilities related to a brand name and symbol that add to or subtract from the value provided by a product or services to the firm and the firm's customer. Brand equity has five dimensions brand loyalty, brand awareness, brand association, perceived quality and other proprietary assets. Ruta & Juozas, R. (2010) focuses on five dimensions brand image, brand loyalty, perceived quality, brand awareness and price.

## METHODOLOGY

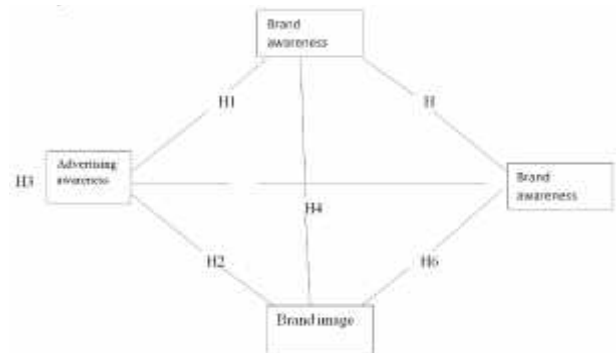
### Population and Sample

The purpose of this research is to test the impact of advertising awareness on brand equity in telecommunication sector. The sample should be collected from two universities (UE & BZU

of Multan(Pakistan).The data should be collected from 120 students in which 60 are boys and 60 are girls.

**Research Design:** In this research the technique that should be used is non – probability technique. The research is cross sectional and the data that should be collected is from convenience sampling technique.

### Conceptual Model



### Instrument

The instrument used in this research is questionnaire and the scale that is used is likerts scale the division of 1-5 such as 1= Agree 2=Strongly Agree 3=Neutral 4= Disagree 5= Strongly Disagree. The variables used in this research is are brand image, brand awareness, advertising awareness and the brand equity.

### Data Collection

The question in the research is based on a review of the literature and researches items using five-point Likert adopted from Montaner and Pina. The reliability scale is discovered by Cronbach's . The reliability of the Brand Image (0.951), Advertising awareness (0.870), Brand awareness (0.930), Brand Equity (0.996).

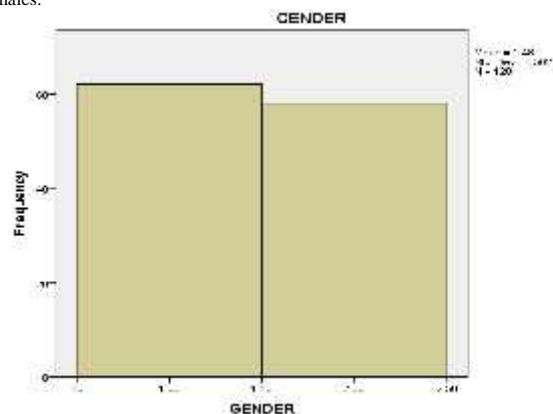
## RESULTS

In this research Regression analysis should be used to test the Impact of Advertising Awareness on Brand Equity.

### Frequency Table

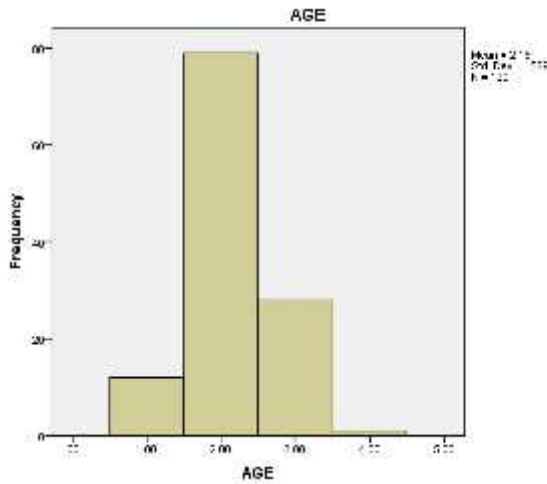
GENDER				
	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	62	51.7	51.7	51.7
Valid 2.00	58	48.3	48.3	100.0
Total	120	100.0	100.0	

In this table 1=male and 2=females. The results shows that there are 62 male and 58 females.



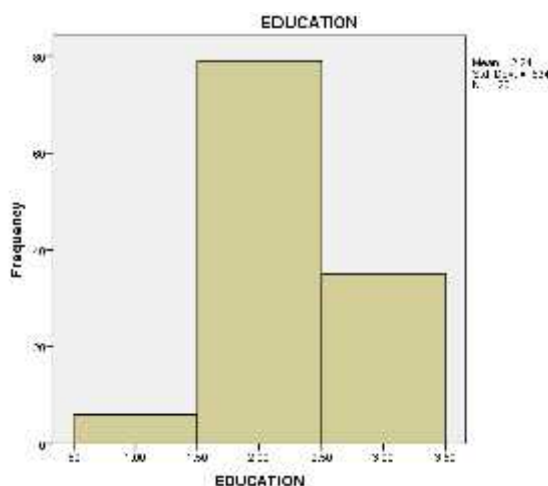
AGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	10.0	10.0
	2.00	79	65.8	75.8
	3.00	28	23.3	99.2
	4.00	1	.8	100.0
Total	120	100.0	100.0	

In this table 1=16 to 18, 2=19 to 21, 3=22 to 24 and 4=25 to above. The result shows that there are 12 respondents lie between 16 to 18, 79 respondents are in between 19 to 21, 28 respondents are 22 to 24 and only 1 respondent has age 25.



EDUCATION					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1.00	6	5.0	5.0	5.0
	2.00	79	65.8	65.8	70.8
	3.00	35	29.2	29.2	100.0
Total	120	100.0	100.0		

In this findings 1=Intermediate, 2=Graduation and 3=Masters. The results shows that 6candidates=Intermediate,79candidates= Graduation and 35 candidates=Masters



PRODUCTS				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	47	39.2	39.2
	2.00	31	25.8	65.0
	3.00	19	15.8	80.8
	4.00	23	19.2	100.0
Total	120	100.0	100.0	

In this table 1=Samsung, 2=Q-mobile, 3=Apple and 4=Microsoft

In above findings 47 respondents choose Samsung, 31 choose Q-mobile, 19 choose Apple and 23 choose Microsoft.

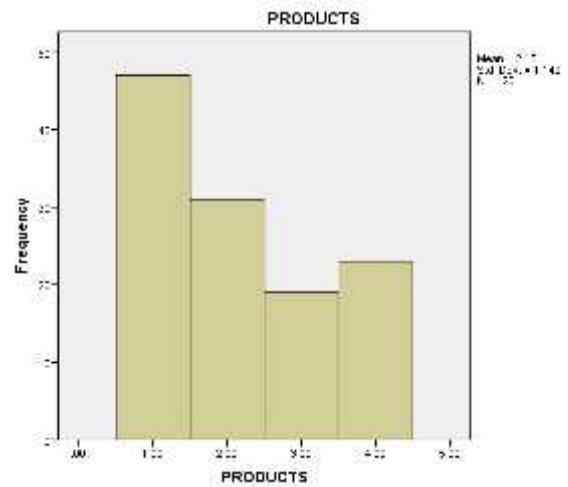


Table 1  
1.1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.313 <sup>a</sup>	.098	.090	.45110

In this table R=0.313 and R<sup>2</sup>=0.098

1.2

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.610	1	2.610	12.824	.000 <sup>b</sup>
	Residual	24.012	118	.203		
	Total	26.621	119			

In this table the value of P is 0.000 and P is checked on the basis of 0.05 and the value is positive.

1.3

Coefficients <sup>a</sup>					
Model	Coefficients	Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	1.365	.124	10.967	.000
	Advertising_awareness	.225	.063	3.581	.000

In this table the value of beta is 0.313 and is positive.

**Hypothesis 1**

The variables used in this hypothesis are Brand awareness and advertising awareness. If one variable increases other variable also increases and the value of beta is 0.313 and it is less than 5 so the hypothesis is satisfied.

Table 2

2.1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286 <sup>a</sup>	.082	.074	.56987

In this table the value of R=0.286 is the value of R<sup>2</sup>=0.082.

2.2

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.413	1	3.413	10.509	.002 <sup>b</sup>
Residual	38.320	118	.325		
Total	41.733	119			

In this table the value of P=0.002 and P is checked on the basis of 0.05 and the value is Positive.

2.3

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.484	.157		9.435	.000
Advertising_awareness	.258	.080	.286	3.242	.002

In this table the value of beta Is 0.286

Hypothesis 2

The variables used in this hypothesis are Brand image and Advertising awareness. If one variable increases other variable also increases. The hypothesis is satisfied because the value of beta is less than 5.

Table 3

3.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.197 <sup>a</sup>	.039	.030	.72139

In this table the value of R=0.197 and R<sup>2</sup>=0.039

3.2

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.468	1	2.468	4.742	.031 <sup>b</sup>
Residual	61.407	118	.520		
Total	63.874	119			

In this table the value of P=0.031 and P is checked on the basis of 0.05 which is positive.

3.3

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.568	.199		7.876	.000
Advertising_awareness	.219	.101	.197	2.178	.031

In this value of beta is 0.197

Hypothesis 3

In this hypothesis the variable used are brand equity and brand awareness. If one variable increases the other variable also increases. The hypothesis is satisfied because the value of beta is less than 5.

Table 4

4.1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.337 <sup>a</sup>	.114	.106	.55990

In this table the value of R=0.337 and R<sup>2</sup>=0.114.

4.2

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.742	1	4.742	15.125	.000 <sup>b</sup>
Residual	36.991	118	.313		
Total	41.733	119			

In this table the value of P=0.000 and P is checked on the basis of 0.05 which is positive.

4.3

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1 (Constant)		1.211	.200		6.042	.000
Brand_awareness		.422	.109	.337	3.889	.000

In this table the value of beta is 0.337

Hypothesis 4

In this Hypothesis the variables used are brand image and brand awareness. If one variable increases than other variable also increases. The hypothesis is satisfied because the value of beta is less than 5.

Table 5

5.1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271 <sup>a</sup>	.073	.065	.70827

In this table the value of R=0.271 and R<sup>2</sup>=0.073.

5.2

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.680	1	4.680	9.329	.003 <sup>b</sup>
Residual	59.195	118	.502		
Total	63.874	119			

In this table the value of P=0.003 and P is checked on the basis of 0.05 which has positive value.

5.3

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1 (Constant)		1.228	.254		4.844	.000
Brand_awareness		.419	.137	.271	3.054	.003

In this table the value of beta is equal to 0.271

**Hypothesis 5**

The variables used in this hypothesis are brand equity and brand awareness if one variable increases than other variable also increases. The hypothesis is satisfied because value of beta is less than 5.

**Table 6**

**6.1**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.419 <sup>a</sup>	.176	.169	.66790

In this table the value of R=0.419 And R<sup>2</sup>=0.176

**6.2**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.235	1	11.235	25.186	.000 <sup>b</sup>
	Residual	52.639	118	.446		
	Total	63.874	119			

In this table the value of P=0.000 and P is checked on the basis of 0.05 which have positive value.

**6.3**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.958	.212		4.514	.000
	Brand_image	.519	.103	.419	5.019	.000

In this table the value of Beta is 0.419

**Hypothesis 6**

In this hypothesis the variable used are brand equity and brand image. If one variable increases than other variable also increases. The hypothesis is satisfied because the value of beta is less than 5.

**CONCLUSION**

In this research the findings shows that advertising awareness has positive effects on brand equity, brand image and brand awareness. In the first hypothesis the dependent variable is brand awareness and the independent variable is advertising awareness. Whereas the second hypothesis brand image is dependent variable and advertising awareness is independent variable. In the third hypothesis brand equity is dependent variable and advertising awareness is independent variable. In the forth hypothesis the dependent variable is brand image and the independent variable is brand awareness. In the fifth hypothesis the dependent variable is brand equity and the independent variable is brand awareness. In the last hypothesis the dependent variable is brand equity and independent variable is brand image. All the hypothesis is satisfied because one variable increases then the other variable is also increases and the value of beta is less than 5. Through advertising awareness we can give the awareness of product towards the consumers. Throughout advertising awareness increase the ability of buyer

to evoke and distinguish the brand. Social media also play a vital role to the awareness of the brand towards the consumers. By summing up the results, the research give a model that by the using the social media and different strategies. We can enhance the brand equity.

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**How to cite this article:**

Noorulain Waheed and Fawad Khan., Fawad Khan., M. Daniyal Qaisar., M.Irfan Kharal and Syed Ali Raza Abidi.2017, Impact of Advertising Awareness on Brand Equity: Analysis of Telecommunication Sector of Pakistan. *Int J Recent Sci Res.* 8(1), pp. 15017-15022.