

Harding University

## Scholar Works at Harding

---

McNair Scholars Research

McNair Scholars Program

---

Summer 6-27-2022

### Marketing Activity Influences on Brand Attractiveness & Loyalty

Keiondre' McAllister  
kmcallister@harding.edu

Follow this and additional works at: <https://scholarworks.harding.edu/mcnair-research>



Part of the Advertising and Promotion Management Commons, Business Administration, Management, and Operations Commons, Business and Corporate Communications Commons, Business Intelligence Commons, Entrepreneurial and Small Business Operations Commons, Fashion Business Commons, Marketing Commons, Organizational Behavior and Theory Commons, Other Business Commons, and the Sales and Merchandising Commons

---

#### Recommended Citation

McAllister, K. (2022). Marketing Activity Influences on Brand Attractiveness & Loyalty. Retrieved from <https://scholarworks.harding.edu/mcnair-research/26>

This Research Paper is brought to you for free and open access by the McNair Scholars Program at Scholar Works at Harding. It has been accepted for inclusion in McNair Scholars Research by an authorized administrator of Scholar Works at Harding. For more information, please contact [scholarworks@harding.edu](mailto:scholarworks@harding.edu).



**HARDING**  
UNIVERSITY

**Marketing Activity Influences on Brand Attractiveness & Loyalty**

Keiondre McAllister

Senior Management Major

Harding University

McNair Scholars Program

June 27, 2022

## **Abstract**

While selecting a specific brand could seem simple, many variables are considered. Consumers must trust that the chosen brand meets their needs by providing value. Value differs for everyone; however, four value pillars within the value creation pyramid could explain which value attracts the consumer most to a brand. These value elements will be explored to explain consumer preferences.

## **Marketing Activity Influences on Brand Attractiveness & Loyalty**

Within the evolving marketing and the blossoming of entrepreneurship, there is an imperative need to understand which marketing activities contribute to a brand's attractiveness and advance with the consumer. Plethoric variables are considered when discussing value. This study used the value creation pyramid to see which value points are most important to consumers. The research will inform brand entities and consumers about what influences them to embody a specific brand identity. Before conducting this thorough research, I explored many experiences within my entrepreneurial endeavors. Branding is an essential aspect of a product or service (Lafferty, 2001). The story is about what separates products and services from everyone present in the market.

### **Literature Review**

For a brand to polarize and create its path, it must develop relationships amongst customers that evoke an emotional response that transmutes into a preference for the brand through identification. A brand can use imagery, scents, tastes, music, and color to manifest memories (Lafferty, 2001). Encouraging customers to cultivate an emotional presence for a brand begins with creating a valuable relationship. As a connection is established with the consumer, the consumer begins to identify with the brand. The phenomenon of identification happens when a consumer's self-image intertwines with the brand.

When a brand operates out of authenticity, it enters a market of its own, attracting people globally because the story is tough to duplicate. The entity must have an account that separates it from its competitors to have a strong brand. We see much storytelling within the marketing mix that has proven to create tremendous success for unique, generational brands. Aspiring or current

entrepreneurs and creators can build a market of their own by understanding and applying these tactful branding skills.

Self-image is a huge driving factor for consumers when deciding which brand to choose. When customers view a brand as attractive, they believe that the attributes that the brand process socially and positively are valued and desired by others. The brand's perception alters through social proof and identification between the brand and strengthens the consumer even more. The emotional aspect of products and their distribution systems will be the critical difference between consumers' ultimate choice and the price they will pay (Goobe, 2001). A brand entity must strive to understand people's emotional desires to ensure long-term success. By mixing the consumer's imagination, and sensory experiences, the consumer can be influenced to decide to choose the brand. Emotional branding's primary initiative is to transcend material satisfaction and provide emotional fulfillment. A brand's job is to tap into the aspirational drives that underlie human motivation and action.

A brand identity must be different from its competitors and demonstrate success through results. Most importantly, it should set the pace for what is expected in the future. Advancing the notion of demonstrated success adds to the brand's value. Furthermore, showing success adds to brand prestige, status, and attractiveness. Social power is a massive dynamic in branding. Associations empower brands, opening more opportunities and social prestige for the brand and consumer. When consumers interact with a specific brand, they must feel empowered and less powerful when they do not affiliate with the brand. People are switching from generic products to branded products. They use branded products to show their status, power, and wealth (Sarwar, 2014).

The value creation pyramid created by Bain & Company identifies 30 value creation elements that describe consumers' behavior towards products and services. Bain & Company arranges the aspects according to four types of needs functional, emotional, life-changing, and social impact (Almquist, Senior, and Bloch, 2016).

Some studies employ the intricate interviewing technique called "laddering." By practicing and utilizing the laddering process, the consumer's stated preferences for a brand will be analyzed, and the driving forces for decision-making will be identified; determining what consumers value tends to be challenging. However, there are universal building blocks that, through skilled analysis and execution, can transform into stronger customer loyalty, greater consumer willingness to explore a particular brand, and exponential economic growth.

Branding is a skillful commodity that any entity must possess if they desire to separate themselves and their product within a competitive market. The primary mission of branding is to obtain long-term, sustainable success, which leads to a competitive advantage over other brands. Directing and controlling the consumers' perception of the brand ensures brand attractiveness. Consistency and repetition are imperative because consumers must constantly see the brand.

Furthermore, qualitative and quantitative studies will be conducted to support the hypothesis that consumers are influenced by emotional, functional, and social factors while choosing a brand.

### **Purpose Statement**

This study aims to determine the different pillars of value that a brand must provide to make a consumer loyal and committed to the brand entity.

## **Research Questions**

What attracts and commits a consumer to a brand? How do marketing activities influence brand attractiveness to build loyalty, and why? How does emotion affect brand choice? Why does emotion drive consumers? How to evoke emotion to cause consumer action?

## **Hypothesis**

The hypothesis is as follows. Brands that pride themselves on functionality facilitate consumer interest in older consumers 45-64. Brands that pride themselves on emotional needs facilitate consumer interest in younger generations from 18-24. Brands that pride themselves on social impact reduce consumer interest in middle-aged from 25-34.

## **Method**

### **Participants**

For the quantitative portion of the study, a random sample of 74 participants for the survey was for inferential analysis. A handpicked selection of 10 participants is interviewed to obtain qualitative data. The interview responses were transcribed and coded. The qualitative research study is beneficial because it offers a first-hand account and primary evidence of consumer behavior. Participants differed in ethnicities, educational backgrounds, incomes, gender, and needs. The age groups ranged from 18-68.

### **Instrumentation**

For the quantitative instruments, surveys and questionnaires were used to gauge and measure consumer feedback on the desired choice. There will be seven survey questions and one questionnaire with open-ended questions. The scoring methods used within the quantitative surveying will be absolute answers and gathered data points to draw conclusions to support or disprove the hypothesis. The "value creation" theory backs the validity of the survey research.

The value creation theory provides a navigational tool that observes consumer behavior in choosing a preferred brand.

There were one-on-one interviews with the subject and the researcher for the qualitative instrument. The questions discussed brand preferences, the reason for choices, and open-ended questions to dig for deeper meaning for actions. There was one interview per participant. The interviews were in person because non-verbal communication is crucial in understanding another individual. The stability checks will come from a source of unbiased gestures, authenticity, openness, and full of compassionate listening.

### **Procedure**

First, getting IRB approval before dealing with any subjects is imperative. IRB approval will protect the researcher and the participants. Next, the interview questions must be scripted and tailored so that the responses are used for data analysis from primary accounts. The questions regarding which elements of the value pyramid theory cause the consumer to choose a brand, how it makes them feel, and what about it makes them feel that way. The data is gathered, analyzed, and used to describe the sample and infer the population to conclude consumer behaviors regarding brand preference.

### **Results**

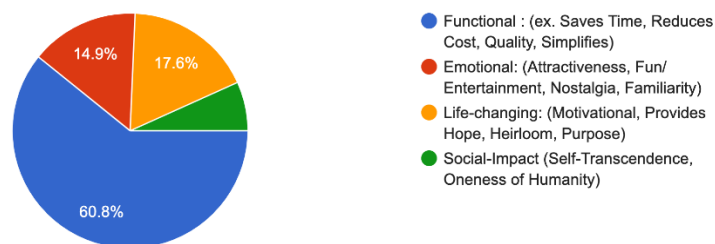
After performing qualitative interviewing on 10 participants, it is consistent that functionality is the consumer's most prioritized value. 80% of the participants expressed a dimension of functional value that made them loyal to a specific brand. "Being cheap is expensive; you only have to buy quality once."- 64-year-old male from the Midwest. "I need something that saves me time because I am a busy mother of four," explained a 38-year-old woman from the south. "Whatever saves me money, being in college is expensive," said a



21-year-old woman from the west coast. The following results from the qualitative interviewing run parallel with the results from the quantitative surveying; thus, it can be concluded that functionality is the number value a brand must prioritize to attract, commit to, and make a consumer loyal.

After conducting the quantitative surveying, the results are as follows. Brands that pride themselves on functionality facilitate consumer interest in older consumers 45-64. Brands that pride themselves on functionality cultivate consumer interest in younger generations from 18-24. Brands that pride themselves on functionality facilitate consumer interest in middle generations from 25-34. All age groups prioritize brands that take the initiative in providing functional benefits such as saving time, reducing costs, ensuring quality, and simplifying actions. Out of 74 participants ranging from ages 18-68, 60% of them preferred a brand that provides itself with functionality. The second most desired value element consumers wanted was Life-changing at 17.6%. The results reject the hypothesis.

Which of these values attracts you most to a brand?  
74 responses



## Discussion

These findings assist business owners and entrepreneurs in leveraging marketing activities toward functionality. Since functionality is the base foundation of the value creation

pyramid, the results support the pyramid's premise. Functional value is the base value businesses must possess to engage and commit to the consumer. Nevertheless, there are some limitations to the validity of this research. The most significant limitation of this study is the participant sample size. However, since the results favor one specific value, it is valid due to the answer frequency spread between the top 2 value results.

Furthermore, as individuals, each person has his or her wants and needs. As such, one specific value cannot be one-size-fits-all. However, it can be used as a structural foundation to inform value intentions. Future work should increase the sample size and dive deeper into the psychology of consumer behavior.

## References

- Almquist et al. (2016). *The 30 Elements of Consumer Value: A Hierarchy*. Harvard Business Review. <https://hbr.org/2016/09/the-elements-of-value>
- Gobe, M. (2010). *Emotional Branding*. New York: Allworth
- Holbrook, M. B. (1999). *Consumer Value: A Framework for Analysis and Research*. Routledge.
- Oswald, L. (2003). Branding the American family: A strategic study of the culture, composition, and consumer behavior of families in the new millennium. *The Journal of Popular Culture*, 37(2), 309-335.
- Pickett, Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of consumer marketing*, 25(5), 281-293.
- Sarwar, F., Aftab, M., & Iqbal, M. T. (2014). The impact of branding on consumer buying behavior. *International Journal of Technology and Research*, 2(2), 54-64.
- Sharma, G. (2017). Pros and cons of different sampling techniques. *International Journal of Applied Research*, 3(7), 749-752.
- Sinkovics, N., Sinkovics, R., & Yamin, M. (2014). The Role of Social Value Creation in Business Model Formulation at the Bottom of the Pyramid – Implications for MNEs?. *International Business Review*, 23(4), 692-707. doi: 10.1016/j.ibusrev.2013.12.004