Relationship of advertising and packaging for creating brand personality

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Abstract

This study focused on the system which tries to build brand behavior through advertisement and packaging. Different questions are asked to collect the data from respondents. Data is analyzed through SPSS. Findings of the study have shown positive association between advertising and brand personality and positive association between packaging and brand personality.

Keywords: Advertising, Packaging, Brand personality.

1. Introduction

Product qualities striking and tempting customers now a days quickly. It’s the middle magnitude to recognize the products (D. Aaker, 1996). Brand Personality facilitates consumers by providing option to get those products which they think are more useful for them (Fournier, 1998). Marketers deliver the characteristics of products using advertising, packaging, features etc. Advertising is a controlled identifiable information and persuasion by means of mass communication media (Borden, 2007). Packaging is defined as: The appearance of different commodities in such a way that these can be shown in front of people to create its worth. According to Aaker (1997), Brand Personality is uniqueness or qualities of the products which people are expecting from them.

1.1 Research Objectives

Following are the objectives of this research:

\textit{i.} To Check the effects of advertising on the brand personality.  
\textit{ii.} To investigate the effects of packaging on the brand personality.

1.2 Research Questions

Following are the questions to be explored:

\textbf{Q1.} What is the association between advertising and brand personality?  
\textbf{Q2.} What is the association between packaging and brand personality?

Advertising and packaging both are the essentials in construction of products traits, which is vital not only for the retailers but also for people. Product qualities differentiate the product from other products and generate revenues for the business. Advertising and packaging are useful in developing a good reputation and image of the products for the people. Product qualities also play a vital role in generating revenues and improving the overall performance of the business.

2. Literature Review

2.1 Advertising

Advertising is one of the most important tools of the companies used to create a good image of the products in the minds of the people. Qualities of the products matter a lot in developing a relationship between the products and the people. Advertising is the most reliable tool of companies to attain their targets and operate the business successfully (Brassington & Pettitt, 2000). The targets of the products and the qualities of the products both are important for the business and both are considered in the advertisement of the product. The commercial of the products show...
its qualities, behavior, traits and performance that is why it’s very meaningful for the business (Pieters & van Raaij, 1992). People compare the said performance of the product with the actual performance (Ratneshwar & Chaiken, 1991). Procedures, methods and tools of marketing are used to develop a good understanding of the products among the people (Batra et al., 1993; Meenaghan, 1995; Blythe, 2007).

2.2 Packaging

In getting success of the products in the market the packaging of the products also play a vital role. Fashion and different techniques are used to attract and retain the customers. (Caldewey & House, 2003). It is now accepted all over the world that packaging is one of the most reliable and rapid way to announce the good things about the products (Keller, 1993). It is also effective for the people to appreciate the products (Underwood, 2003). Packaging of the products not only influence the recognition of the products but also control the important features of the products (Underwood, 2003).

2.3 Brand personality

Brand personality is the smart and engaging famous notion among the people now a days. It is the middle magnitude to recognize the products (D. Aaker, 1996). Product qualities made it convenient for the people to get and understand those products which are more beneficial for them (Fournier, 1998). Useful benefits of the products for the customer and their performance improves the faithfulness of the customer upon the products (Kressmann et al., 2006). Product qualities are very significant to increase the revenue of the business and to increase the customers of the products (Freling and Forbes, 2005). Ways to deliver the message about the products has significant impact on the recognition of the products (Batra et al., 1993; Meenaghan, 1995; Blythe, 2007).

2.4 Hypotheses

Hypotheses of the paper are as under:
- **Hypotheses1**: There is Positive association between advertising and the brand personality.
- **Hypotheses2**: There is Positive association between packaging and the brand personality.

3. Research methodology

- **Research design**: To gather the information from people survey was conducted and a questionnaire was used.

- **Sample of the study**: Selected students of Bahauddin Zikriya University Sub Campus D.G Khan.

- **Sample size**: Eighty students are taken at random from Bahauddin Zikriya University Sub Campus D.G. Khan.

**Research Instrument**: LIKERT scale as the most appropriate method is considered.

**Reliability and Validity**: Correlation and regression are measured through SPSS. Students of Bahauddin Zikriya University Sub Campus Dera Ghazi Khan are selected to measure the consistency of the data.

4. Findings

The findings of this research are explained according to the SPSS results:
- **Hypotheses1**: The findings from the data shows that there is association between publicity and the product traits (sig=.000 r=.932**) which is significant and positive.
- **Hypotheses2**: There is association between packaging and the brand personality which is significant and positive (sig=.000 r=.910**).

4. Conclusion and recommendation

The study shows the effect of advertising and packaging on brand personality. The result shows that advertising and packaging jointly useful for creating brand personality. Advertising and packaging have significant effect on brand personality. There is association between packaging and the brand personality which is significant and positive. The results are consistent with the previous studies. Promotion and product traits play a vital role in developing good image of the products among the customers. Brand Personality is a striking and pleasing idea in the promotion now a days. It is the middle magnitude of the product uniqueness and prominent to the customers. Advertising and packaging are the most efficient way to deliver the message.
Appendix

### Table 1: Descriptive Statistics

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<th>Std. deviation</th>
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### Table 2: Correlations

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<td>.932**</td>
</tr>
<tr>
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### Table 3: Relationship between Advertising and Branding

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### Table 4: Relationship between Packaging and Branding

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References

Caldewey, Jeffrey, and Chuck House (2003), Icon – Art of the Wine Label. The Wine Appreciation Guild, San Francisco, CA.