

Effectiveness of Powered By Strategy on Brand Image with Special Reference to Reality Show

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Abstract: *The research is finding the brand image by powered by strategy what is impact of the powered by strategy on the viewer of the reality show whenever viewer are going for purchased brand product when they can recall and recognized the product when they was show during the reality show. Powered by strategy is create the awareness of brand in the mind of viewer.*

Keywords: Thyroid lesions, Histomorphology, Goitres, Non-Neoplastic Lesions, Neoplastic lesions

1. Introduction

New ideas and innovation have always been the hallmark of progress made by mankind. At every stage of development, there have been two core factors that drive man to ideas and innovation. These are increasing returns and reducing risk, in all facts of life. The marketers are too and also different and also for survival well in the market innovation is needed. Brand image is a Guarantee, an assurance for a defined standard of quality for the first time and for every time but not the vice versa. Brand is name or logo that plays the role in the mind of the customer. Brands do not compete in the product area but compete for the mind space of the customer. A brand once established in the mind of the customer becomes indelible when customer identifies itself with that particular Brand. Branding is an effective marketing strategy tool that has been used with frequent success in the past. Branding can be an effective and powerful tool for all types of business organizations. If brand owners use their product correctly, the payoffs can be substantial. However, if brands are mismanaged, the results can be damaging.

2. Objectives of the Study

- To study impact of powered by strategy on brand image in customers mind.
- To know the impact on brand awareness by sponsorship co-branding.
- To know the impact on brand recall by sponsorship co-branding strategy.
- To know the impact on brand purchase intent by sponsorship co-branding strategy.
- To know the impact on brand personality by sponsorship co-branding strategy.
- To know the impact on brand value by sponsorship co-branding strategy.
- To know the impact on brand loyalty by the sponsorship co-branding strategy.
- To know the impact on brand attachment by the sponsorship co-branding strategy.
- To know the impact on impact on brand credibility by the sponsorship co-branding strategy.

- To know the impact on brand performance by the sponsorship co-branding strategy.

3. Specific of Hypothesis

- (1) Ho: there is no significance different in Recall and Recognition of ads given as powered by ads, commercial ads, and ads in newspaper, ads on FM, and ads as a banner.
H1: there is significance different in Recall and Recognition of ads given as powered by ads, commercial ads, ads in newspaper, ads on FM, and ads as a banner.
- (2) Ho: Effectiveness of powered by ads are independent of factor like attention creator, interest creator, Less informative and more memorable, Influential.
H1: Effectiveness of powered by ads are not independent of factor like attention creator, interest creator, less informative and more memorable, influential.

4. Review of Related Literature

The study has shown the importance of brand image benefits on satisfaction and loyalty. The identification of brand image benefits of the branded product will help practitioners to establish effective marketing strategies. It is very important to understand brand image dimension judgments from customers' point of view, and whether these image dimensions are parallel to their perceptions, expectations, needs and goals. Knowing this, may assist managers to develop a marketing strategy based on consumers' perceptions and meanings of the product. With regard to satisfaction and loyalty, it is important for companies to measure customers' satisfaction in order to analyze their product or service image performance and whether their satisfied customers are willing to recommend their branded product to others as well as having the intention to purchase their product/services in the future. Finally, in order to create a successful brand, marketing managers should be more devoted on building brand image, customers' satisfaction and brand loyalty as part of their branding strategy. By maintaining and strengthening the brand images and values, it will hopefully position the brand positively in the minds of

consumers. Therefore, there is a need to understand the important roles of three branding strategies: brand image, brand satisfaction and brand loyalty in order to enhance their brand appeal.

Brand loyalty is a "marketers' Holy Grail" (Kapferer, 2005) and it ideally measured the health of the company (Bennett & Rundle -Thiele, 2005). Studies have reported that a 5% increase in consumer retention can generate a profit of 25–95% over 14 industries, for example in auto service chains, software, brand deposits and credit card industries (Reich held & Derrick, 2003; Reich held & Sasser, 1990). Additionally, those loyal customers are more likely to advocate for the brand and recommend it to relatives, friends and other potential consumers (Schultz, 2005). Apparently nowadays companies are concerned that today's consumers tend to be less loyal (Dekimpe, Steenk amp, Mellens, & Abeele, 1997; Bennett & Rundle -Thiele, 2005; Kapferer, 2005). The glory of brand loyalty appears to be slightly declining in particular to some of the major national brands. In fact, there is more growing acceptance of the private labels brand in today's market (Howell, 2004; Dekimpe et al., 1997). Furthermore, the present environment of increased competition and rapid market entry of new product and services into the marketplace, leads consumers to experience product knowledge in terms of a wider choice of better alternatives and opportunities (Ballantyne et al., 2006).

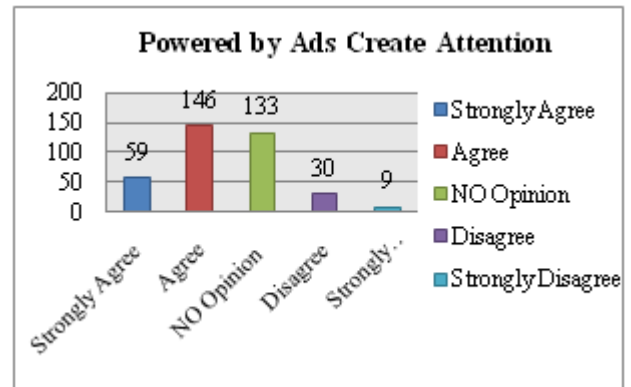
Therefore, it is crucial for companies and manufacturers to focus on differentiating their product from that of the competitors (Bennett & Rundle - Thiele, 2005). This problem is further aggravated by the increasing number of superior alternatives in the market. Much of the competing product has a similar standard in terms of product quality, price, performance, etc. Rosenberg and Czepiel (1983) argued that "customer loyalty erodes when there is a wide range of similar nationwide product and retailers" (p. 46). In addition, Bennett and Rundle –Thiele (2005) had come up with two reasons for the decline of brand loyalty. The first is due to the rising of quality levels of products that have risen to a standard where

5. Data Analysis and Interpretation

(A).Powered by Ads create Attention.

ANS:

Response	Sample	Percentage
Strongly Agree	59	15.65%
Agree	146	38.73%
No opinion	133	35.28%
Disagree	30	7.96%
Strongly Disagree	9	2.39%
Grand Total	377	100%



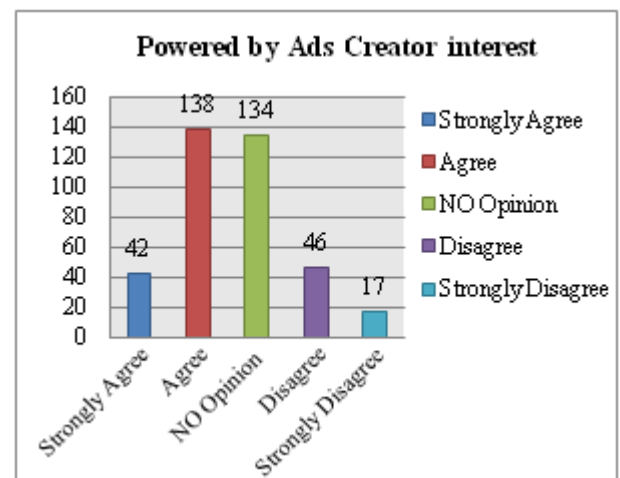
Comments

59 responses are strongly agree create attention and 146 responses are agree create attention and 133 responses are no opinion to create attention and 30 responses disagree to create attention and 9 response are strongly disagree create attention to powered by ads.

(B).Powered by Ads creator interest.

ANS:

Response	Sample	Percentage
Strongly Agree	42	11.14%
Agree	138	36.60%
No opinion	134	35.54%
Disagree	46	12.20%
Strongly Disagree	17	4.51%
Grand Total	377	100%



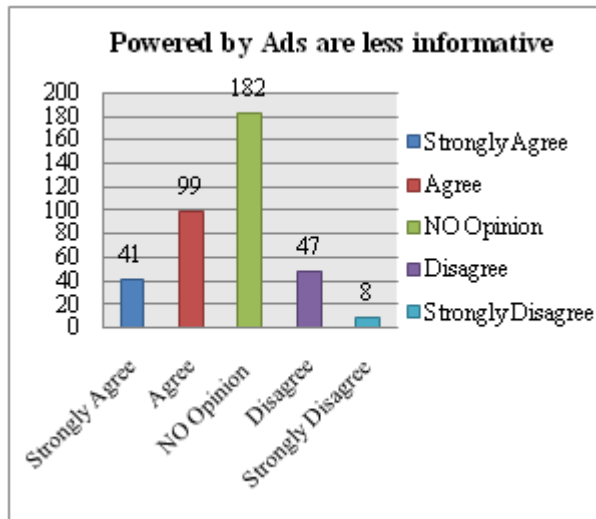
Comments:

42 response are strongly agree to create interest and 138 response are agree to create interest and 134 response are no opinion to create interest and 46 response are disagree to create and 17 responses are strongly disagree to create interest of powered by ads.

(C).Powered by Ads are less informative.

ANS:

Response	Sample	Percentage
Strongly Agree	41	10.88%
Agree	99	26.26%
No opinion	182	48.26%
Disagree	47	12.47%
Strongly Disagree	8	2.12%
Grand Total	377	100%



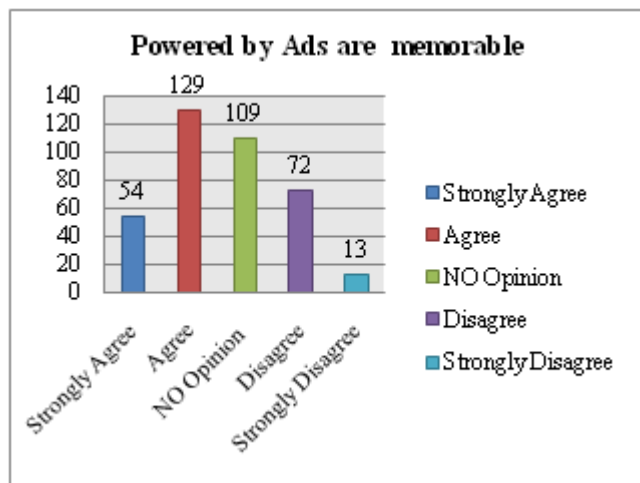
Comments

41 responses are strongly agree to less information and 99 responses are agree to less information and 182 responses are no opinion to less information and 47 response are disagree to less information and 8 responses are strongly disagree to less information of powered by ads.

(D).Powered by Ads are memorable.

ANS:

Response	Sample	Percentage
Strongly Agree	54	14.32%
Agree	129	34.22%
No opinion	109	28.91%
Disagree	72	19.10%
Strongly Disagree	13	3.45%
Grand Total	377	100%



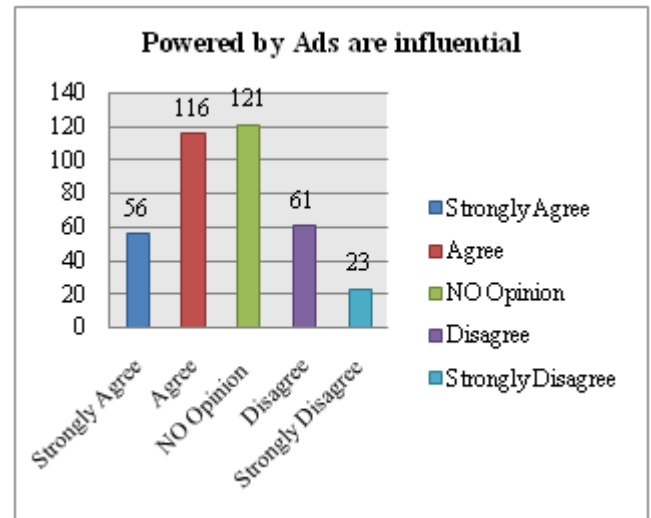
Comments:

54 response are strongly agree and 129 response are agree and 109 response are no opinion and 72 response are disagree and 13 responses are strongly disagree towards powered by ads are memorable.

(E).Powered by Ads are influential

ANS:

Response	Sample	Percentage
Strongly Agree	56	14.86%
Agree	116	30.77%
No opinion	121	32.10%
Disagree	61	16.18%
Strongly Disagree	23	6.10%
Grand Total	377	100%



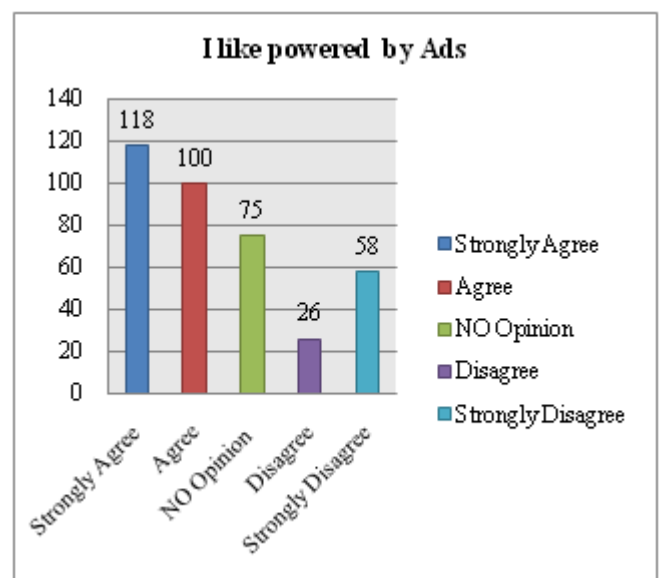
Comments:

56 responses are strongly agree and 116 responses are agree and 121 responses are no opinion and 61 responses are disagree and 23 response are strongly disagree towards to powered by ads are influential.

(F).I like Powered by Ads.

ANS:

Response	Sample	Percentage
Strongly Agree	118	31.30%
Agree	100	26.53%
No opinion	75	19.89%
Disagree	26	6.90%
Strongly Disagree	58	15.38%
Grand Total	377	100%



Comments:

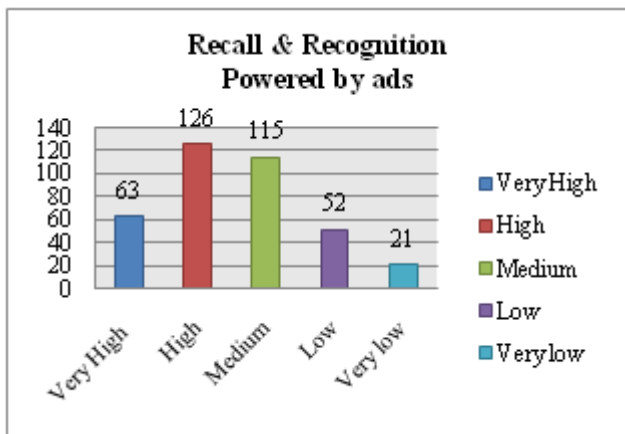
118 responses are strongly agree and 100 responses are agree and 75 responses are no opinion and 26 responses are disagree and 58 responses are strongly disagree towards I like powered by ads.

6. Recall and Recognition

(A).Powered by Ads:

ANS:

Response	Sample	Percentage
Very high	63	16.71%
High	126	33.42%
Medium	115	30.50%
Low	52	13.79%
Very low	21	5.57%
Grand Total	377	100%



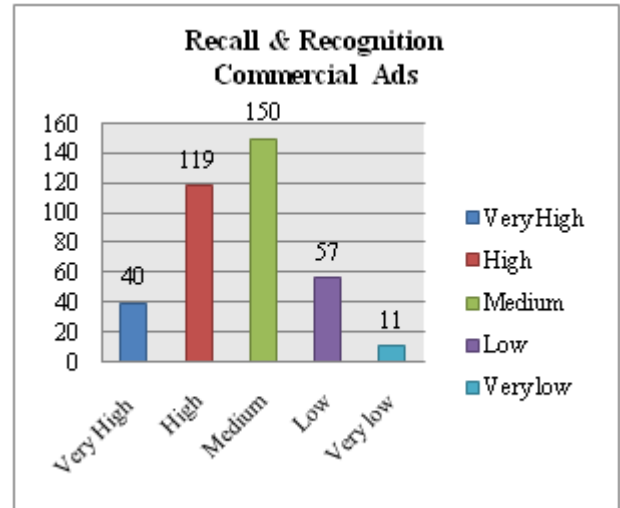
Comments

63 responses are very high and 126 responses are high and 115 responses are medium and 52 responses are low and 21 responses are very low to recall and recognition to powered by ads.

(B)Commercial Ads:

ANS:

Response	Sample	Percentage
Very high	40	10.61%
High	119	31.56%
Medium	150	39.79%
Low	51	15.12%
Very low	11	2.92%
Grand Total	377	100%



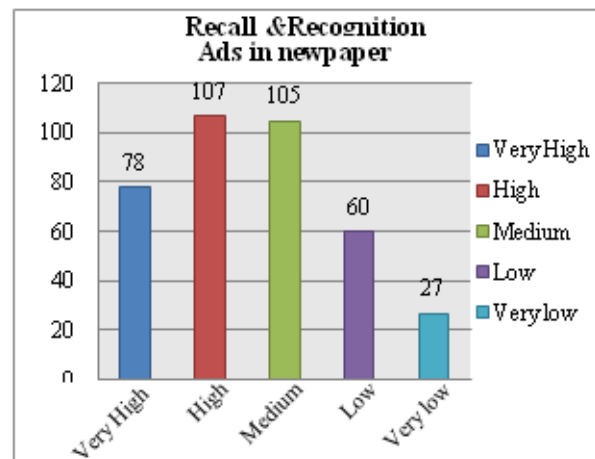
Comments

40 responses are very high and 119 responses are high and 150 responses are medium and 57 responses are low and 11 responses are very low towards recall and recognition to commercial ads.

(C)Ads in newspaper:

ANS:

Response	Sample	Percentage
Very high	78	20.69%
High	107	28.38%
Medium	105	27.85%
Low	60	15.91%
Very low	27	7.16%
Grand Total	377	100%



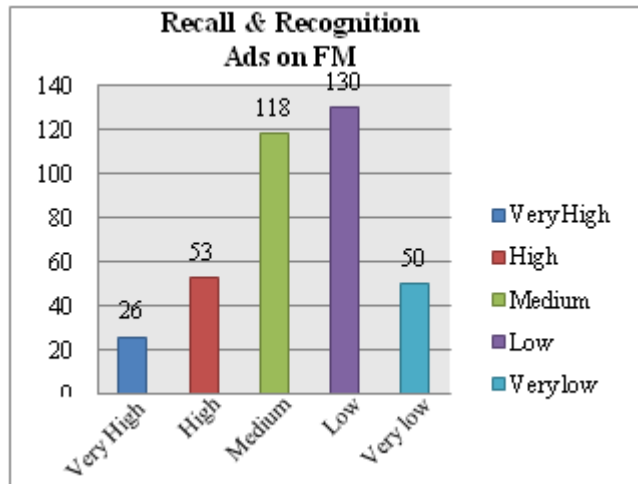
Comments

78 responses are very high and 107 responses are high and 105 response are medium and 60 response are medium and 60 response are low and 27 response are very low toward to recall and recognition to ads in newspaper.

(D)Ads on FM:

ANS:

Response	Sample	Percentage
Very high	26	6.90%
High	53	14.06%
Medium	118	31.30%
Low	130	34.48%
Very low	50	13.26%
Grand Total	377	100%



Comments

26 response are very high and 53 responses are high and 118 responses are medium and 130 response are low and 50 responses are very low toward to recall and recognition to ads on FM.

7. Results & Discussion

(1) Ho: there is no significance different in Recall and Recognition of ads given as powered by ads, commercial ads, and ads in newspaper, ads on FM, and ads as a banner.

H1: there is significance different in Recall and Recognition of ads given as powered by ads, commercial ads, ads in newspaper, ads on FM, and ads as a banner.

Respondents	Powered by Ads	Commercial Ads	Ads in newspaper	Ads on FM	Ads As a banner
Very high	63	40	78	26	99
High	126	119	107	53	82
Medium	115	150	105	118	68
Low	52	51	60	130	50
Very low	21	11	27	50	78

Anova: Single Factor SUMMARY

Groups	Count	Sum	Average	Variance
Powered By	5	377	75.4	1947.3
Commercial	5	371	74.2	3363.7
Newspaper	5	377	75.4	1115.3
FM	5	377	75.4	2095.8
Banner	5	377	75.4	326.8

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	5.76	4	1.44	0.000814	0.99999	2.866081
Within Groups	35395.6	20	1769.78			
Total	35401.36	24				

Here p value is more than the level of significance 0.05 so the null hypothesis is failed to reject and alternative hypothesis will be rejected. So we can say that there is no

significance different in Recall and Recognition of ads given as powered by ads, commercial ads, ads in newspaper, ads on FM, and ads as a banner.

(2) Ho: Effectiveness of powered by ads are independent of factor like attention creator, interest creator, less informative and more memorable, influential.

H1: Effectiveness of powered by ads are not independent of factor like attention creator, interest creator, less informative and more memorable, influential.

Statement	SA	A	total
Powered by Ads create Attention.	59	146	205
Powered by Ads creator interest.	42	138	180
Powered by Ads are less informative.	41	99	140
Powered by Ads are memorable.	54	129	183
Powered by Ads are influential	56	116	172
Total	252	628	880

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59	58.70455	0.001487
146	146.2955	0.000597
42	51.54545	1.767677
138	128.4545	0.709323
41	40.09091	0.020614
99	99.90909	0.008272
54	52.40455	0.048574
129	130.5955	0.019491
56	49.25455	0.923796
116	122.7455	0.370695
	CHI Obs	3.870525

Since the observed $\chi^2 = 3.87 < \chi^2_{.05,4} = 9.48$, the decision is fail to **reject the null hypothesis**. So we can conclude that Effectiveness of powered by ads are independent of factor like attention creator, interest creator, less informative and more memorable and influential.

8. Conclusions

Here I can conclude that the efforts of powered by ads during the reality show towards to the create the brand image to viewer of reality show and measure of impact and effectiveness of powered by strategy on brand image with special reality show and we can say that it does affect consumer behavior in purchase intense.

One more thing is that responses are recall and recognition by the powered by ads and positive reaction towards the powered by ads. .

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