

## **Design Model Advertising Spending Impact on Business Performance (B2C)**

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### **ABSTRACT**

Today, intense competition in production and services increased around the world in the past and increase customers loyalty and retain and problem and provide, wants to remain a loyal customer. Increasing competition, the use of advertising agencies in order to increase customer loyalty and attract competitors' customers to improve performance and increase company profitability is encouraged. The purpose of this paper is to investigate the effect of advertising costs on business performance. The cost of advertising in this paper examines the simultaneous relationships and the mediating roles of store image, perceived quality and satisfaction in the impact of perceptions of advertising intensity on brand loyalty. The brand loyalty in two categories of users and attitudinal loyalty and behavioral loyalty will be studied effect of these two on the brands performance and presented research model, finally. The proposed model has been applied to a model used to provide corporate executives to improve their performance.

**KEYWORDS:** Advertising spending, store image, perceived quality, satisfaction, brand loyalty, business performance.

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### **INTRODUCTION**

Today's topic "keep and strengthening customer loyalty " for companies that seek to maintain and develop their competitive position in the market as a strategic challenge and also costs a lot to understand the concept and practical strategies for achieving span title because of intensified competition and approaching the level and quality of service that customers have choices and make them permanent customer service to the organization, is considered vital and necessary.

Customers are smart enough to know they have a choice, if they have a bad experience of organizational services; they have the right to use of other competitors. This is why the organization to leverage some of our customers has been transferred. The most important business and technological challenges of today's organizations, business and customer retention, customer loyalty, increase customer profitability are [1].

Dick and Basu (1994) state That create customer loyalty in the sense that they are expressed in terms of today's businesses that have been loyal customers as a core component of organizational success, has received more attention .On the other hand, due to the fact that customer expectations are constantly increasing, organizations are required to meet customer expectations, beyond their basic needs and focus to build loyalty through make a long-term relationship, of bilateral and focus on both sides through the creation of long-term and mutually Communications and profitable[9].

Youl Ha and colleagues (2011) In their study found that advertising expenditure is not only a means to attract customers but also are a means of information Significant effect on performance enhancing understanding and experience of a particular brand for customers to have measure the customer's perceptions of advertising costs, with the repeated advertising costs[36].

Suhartanto (2011) States that the dimensions of brand loyalty and the dimensions of the structure, including issues that are important in the study of brand loyalty has a facilitator role In this study, consisting of both behavioral and attitudinal brand loyalty and attitudinal brand loyalty includes the following aspects of cognitive loyalty, affective loyalty and loyalty is reluctant[33]. Also Evanschitzky (2006) stated that four steps must be performed in order to create loyalty, including loyalty, cognitive, emotional loyalty, fidelity and loyalty in their attempt. This loyalty is an important step in understanding the process [11].

Olbrich and wind bergs (2006) argue that creating and keeping customers loyal to the brand, according to the dimensions and factors affecting brand loyalty, an important strategy for maintaining competitive advantage, organizations are finally effect on brand performance [32]. Focusing on advertising spending, the perceived quality by customers, store image, customer satisfaction, brand

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loyalty, which effects directly and indirectly and substrate effects are necessary to establish brand loyalty in customers faster.

Olbrich and wind bergs (2006) argue that creating and keeping customers loyal to the brand, according to the dimensions and factors affecting brand loyalty, an important strategy for maintaining organizations competitive advantage, and they effect on the business performance finally [32]. Focusing on advertising spending, the quality perceived by customers, store image, customer satisfaction, brand loyalty, that effect on brand loyalty directly or indirectly, and substrate effects are necessary to establish brand loyalty in customers faster than competitors.

## 2 - Expression of concern

Youl Ha and colleagues (2011) given the many options that companies can do their advertising for clients The expansion of networks and the traditional media advertising, as companies strive to be the most effective media for your advertisement use the money that is allocated to advertising effectively[36].

The present study investigated the variables that were not previously investigated in other studies and is rarely seen in market research, has Unlike previous studies in this model to simultaneously investigate the role of intermediate variables (modulation), which includes our store image, perceived quality and customer satisfaction are the effects of these variables on the relationship between advertising expenditure and brand loyalty and Loyalty is the impact on business performance. Also in this study is that expression of both attitudinal and behavioral brand loyalty, which attitudinal aspect includes the following aspects of the cognitive loyalty, affective loyalty, and conative loyalty. The need to change in order to create loyalty and behavioral brand loyalty is a two-dimensional approach. However, these aspects can not properly explain the complexity of brand loyalty. Research has shown that this two-dimensional, the incentive plan should be done in order to create customer loyalty are shorter [21].

As studies have shown, increasing customer loyalty to the company to increase sales and exchanges, that is on profitability ultimately. The effects positive of brand loyalty on the companies business performance, lead to the number of transactions, increasing the company's cashes and reduce errors [32].

In this study discussed three models and presented the research model. The similarities and differences in the models used in each study are presented. The following describes each of the models is discussed.

**Table 1-similarities and differences in the models**

similarities	differences		model
<b>Perceived quality, customer Satisfaction, Brand loyalty</b>	Suhartanto(2011)	Advertising spending, Store image	Suhartanto(2011)
<b>Brand loyalty</b>	Olbrich, windberg s(2006)	Advertising spending, Store image, Perceived quality, customer Satisfaction	Olbrich, windbergs(2006)
<b>Perceived quality, customer Satisfaction, Brand loyalty</b>	Youl Ha and colleagues (2011)	Brand image, Perceived value	Youl Ha and colleagues (2011)
<b>Brand loyalty</b>	Olbrich, windberg s(2006)	Brand image, Perceived quality, Perceived value, customer Satisfaction	Olbrich, windbergs(2006)
<b>Brand loyalty</b>	Youl Ha and colleagues (2011)	Store loyalty, Business performance	Youl Ha and colleagues (2011)
<b>Brand loyalty</b>	Suhartanto(2011)	Store loyalty, Business performance	Suhartanto(2011)
			Olbrich, windbergs (2006)

Youl Ha and colleagues Model (2011) has paid advertising expenditures effect on brand loyalty. Variables studied in this model are including advertising spending, store image, perceived quality and customer satisfaction and brand loyalty. Advertising spending is independent variables in this study, intermediate variables include: store image, perceived quality and satisfaction and brand loyalty are dependent variables. The results of this study indicate that advertising spending impacts on the appearance of the store, leaving a positive impact on the perceived quality by customers [36].

Suhartanto Model (2011) paid to examine brand loyalty in service industries. This model states that the brand image with the intermediate variables of service quality, perceived value, customer

satisfaction has a positive impact on customer loyalty and attitudinal loyalty ultimately will produce behavior. Also in The model has been measured, service quality, customer satisfaction and perceived value impact on loyalty to the direct approach is to study the indirect effects of these variables on loyalty through customer satisfaction [32].

Of Kim (2005), brand image for a long time as one of the principles of marketing and is recognized as a strategy of product differentiation plays an important role [22]. Faullant and colleagues (2008) argue, brand image is an important factor in creating brand loyalty. Not only as a sponsor in the creation of brand loyalty but also plays an important role in creating customer satisfaction. A strong positive brand image and consequently help to enhance the perceived quality and will follow brand loyalty [12]. Interrelationships among variables in this model represents that these variables effect on each other.

In this study attitudinal loyalty consists of three infrastructure and is a hierarchical construct consists of cognitive loyalty, affective loyalty, and conative loyalty [33].

Olbrich and Windbergs model (2006) look relationship between brand loyalty, store loyalty and performance. In this model, like the previous model, attitudinal loyalty aspect is studied. Dimensions of familiarity, knowledge and consent of the true brand loyalty are attitudinal and customer behavioral loyalty indicate with buying focus [32].

In this model, as well as loyalty to the store is measured with a catalog number of referrals, number of focus groups and purchasing goods and services. The increase in the number of customer visits to stores and variety stores offering merchandise which is the purchases focus indicate customer loyalty to the store. Performance can be measured with number of items per cash register slip, cash register slip turnover, cover contribution per cash register slip [32].

The positive connection between the constructs brand loyalty and store loyalty, in addition, a positive and significant relationship connection between brand loyalty and performance can be verified. This connection is stronger than the relation between the constructs store loyalty and performance. Positive effects of brand loyalty on both store loyalty and on performance are confirmed by this model [32].

### 3 – Background

Hallowell results (1996) in his study titled "The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study" showed that customer satisfaction is related to customer loyalty, which in turn is related to profitability.

Moorthy and Zhao (2000) studied the impact of advertising expenditures on perceived quality and their funding showed the cost of advertising impact on perceived quality directly.

Yoo and colleagues (2000) in their studies affirmed that direct and indirect costs, advertising costs and store image impact on brand value and brand loyalty.

Gary Howat (2002) as a case study in Australia, positive relationship evaluated between service quality, and value received, customer satisfaction and future intentions.

Touzani and Temessek (2002) in a study titled " Brand Loyalty: Impact of Cognitive and Affective Variables " showed that brand loyalty commitment (attitudinal facet of brand loyalty) leads to a repetitive buying behaviour of this brand (behavioural facet of brand loyalty). Brand attachment has a strong effect on brand commitment in comparison with the other constructs.

Author	title	Key findings
<b>Roger Hallowell(1996)</b>	The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study	Its findings support the theory that customer satisfaction is related to customer loyalty, which in turn is related to profitability
<b>Moorthy and Zhao (2000)</b>	Advertising spending and perceived quality	Advertising spending and perceived quality are positively correlated even after accounting for objective quality and price
<b>Yoo et al. (2000)</b>	An examination of selected marketing mix elements and brand equity	High advertising spending and store image is related to high brand equity (loyalty and quality)
<b>Anderson and Srinivasan(2003)</b>	E-Satisfaction and E-Loyalty: A Contingency Framework	e-satisfaction impact on e-loyalty by both trust and perceived value
<b>Andres Kuusik(2007)</b>	Affecting Customer Loyalty: Do Different Factors Have Various Influences in Different Loyalty Levels?	The results reveal that four analysed factors affecting customer loyalty (satisfaction, trustworthiness, image and importance of relationship) are playing different role on the different levels of customer loyalty.
<b>Nam-Hyun Um (2008)</b>	Revisit Elaboration Likelihood Model: How Advertising Appeals Work on Attitudinal and Behavioral Brand Loyalty Centering Around Low vs. High-Involvement Product	advertising appeals impact on attitudinal and behavioral brand loyalty by brand trust

<b>Hsuan Li(2008)</b>	The Influence of Perceived Service Quality on Brand Image, Word of Mouth, and Repurchase Intention: A Case Study of Min-Sheng General Hospital in Taoyuan, Taiwan	The results indicate that there is a positive relationship between patient-perceived service quality, brand image, word of mouth and repurchase intention.
<b>Laison (2009)</b>	Brand image, satisfaction, and Loyalty among Malaysian Female Consumers: the moderating effects of personality And dwelling area	Overall customer satisfaction likewise partially mediates the relationship between four dimensions of brand image (brand reputation, product ingredients, functional benefits, experiential benefits) and loyalty intention
<b>Touzani and Temessek (2009)</b>	Brand Loyalty: Impact of Cognitive and Affective Variables	brand loyalty commitment (attitudinal facet of brand loyalty) leads to a repetitive buying behaviour of this brand (behavioural facet of brand loyalty).
<b>Brettel and Spilker (2010)</b>	Online advertising effectiveness: a cross-cultural comparison	different channels have different impacts on orders, and these impacts are strongly moderated by the cultural dimensions of Hofstede

The background research and studies in this area, including brand loyalty are factors that can help companies to retain their loyal customers focusing on improving performance in order to maintain current customers and attract potential customers, increase their profitability. Other studies also suggest that the advertising cost affects on the brand loyalty with intermediate variables store image, perceived quality and customer satisfaction. The perceived quality, perceived value, customer satisfaction has a positive impact on customer loyalty and attitudinal loyalty ultimately is seeking behavior. Also brand loyalty affects on the business performance positively.

#### 4- Research method:

The present research is an explanatory one based upon correlation method by the use of sample election. It is applicable from the viewpoint of goal and measurement from information gathering one.

From performance method point of view, this research is scientific comparative one. This is because the real goal is regular description and real properties of a subject. It means that without any interfere of personal ideas and preferences researcher intends to study Design model advertising spending impact on business performance (B2C).

Then it has submitted different proposals based upon evaluations and conclusions of this research.

#### 5 - Effects of advertising cost on business performance

Today, With the proliferation of advertising choices and the splintering of audiences across multiple new media options generated by the internet in addition to traditional media, firms are hard-pressed to determine the most effective and efficient allocation of advertising monies. An understanding of the role of store image, perceived quality and satisfaction in the indirect effects of advertising on brand loyalty will help managers grasp the true impact of advertising in development of brand loyalty and attempt to provide a more complete view of the role of advertising spending in building loyalty by simultaneously including the combined role of customer perceptions of the firm's advertising with store image quality and customer satisfaction with the firm and its offerings. Appearance and impact on our understanding and perception of quality and customer satisfaction on brand management helps understanding of the cost of advertising on brand name and have the ability to evaluate the effect of bring lead to improved organizational performance ultimately.

#### 1-5 brand loyalty

Oliver (1999) brand loyalty is defined as “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts are having the potential to cause switching behavior”. However, the effects of marketing position and offer the potential to impact on changes in customer behavior [30]. While Olsen (2002) there may be a distinction in loyalty measures between attitudinal loyalty and behavioral loyalty, points out that loyalty is commonly assessed by behavioral measures rather than attitudinal measures [31].

Ndubisi(2004) states these companies and institutions that should be invest on building a relationship with loyal buyers or not, is an issue that was debated hotly. This also led to will be updated the creation of such a relationship and intimacy at the level of loyalty [28]. Novo(2004) has Brand loyalty of customers tend to choose a product or a business of other products for a specific need [29].

According Jayawardhen and colleagues (1997) approaches in customer loyalty concentrated repeat purchase or potential purchase of this product. It may be repeated upon the purchase price when lack alternatives for customers. In response to such criticism; researchers have suggested that measuring loyalty may be dimensions of attitudinal addition to behavioral aspects. In the service

business reasons such as less number of customers, more sustainable use of their services, the importance of preserving and strengthening the long-term relationships with customers and deepen relationships with clients and professional customer is being Effective factors on customer loyalty is important to this organization [20].Fullerton (2003) knows customer loyalty business consists of two parts:

#### **1-1-5 attitudinal loyalty**

Psychological dependence level and customer attitude toward supplier's service. Characteristics of this type of loyalty are: positive word of mouth advertising, encouraging others to use the product or service.

#### **2-1-5 behavioral loyalty**

Business customers want to buy this product and service provider of the service, and to maintain relations with their suppliers.

#### **2-5 Factors affecting brand loyalty**

The company is committed to customer satisfaction beyond their expectations, otherwise customers may be inclined to offer a different and possibly the quality of products and services, which have been of competitors, be able to change the other customers. After all, going beyond the customer expectations is not all aspects of the loyalty Youl Ha and colleagues (2011) some factors affecting brand loyalty are listed as follows:

- Advertising spending
- Store image
- Perceived quality
- Customer satisfaction

#### **1-2-5 advertising spending and brand loyalty**

From the perspective of Hubbs (2002), Advertising is to deliver the product or service to current or potential customers [17]. Moorthy and Zhao (2002) state advertising spending is not only a signaling device but also an informational device [26]. Advertising has an important effect in reinforcing perceived performance and usage experience of a particular brand [27].

#### **2-2-5 Store image and brand loyalty**

Scholars have studied the store image construct for over three decades. Store image develops from subjective perceptions formed over time and, generally seems to involve the perceptions and beliefs about a particular store. Bloemer and Ruyter (1998) achieved to be a significant relationship between store image, satisfaction and brand loyalty [4].

#### **3-2-5 Perceived quality and brand loyalty**

Perceived quality of products and services is both subjective and objective. Olsen (2002) Oliver stated that the quality of services or products to meet consumer expectations and perceptions of emotional and cognitive responses to stress and a general satisfaction that he is the front [31].

#### **4-2-5 Customer satisfaction and brand loyalty**

Giese and Cote (2000) stated customer satisfaction A summary affective response of varying intensity with a time-specific each customer receives the service or purchase of a commodity, is happy or unhappy. Satisfaction, there is a positive feeling created that the consumer or recipient ultimately. In principle, this feeling due to meet customer expectations and supplier performance occurs [14].

Liljanderand Mattsson (2002)Tell the difference is that the concept of customer satisfaction with service quality in the former while the latter is an evaluation of the emotional to the cognitive judgments about customer buying behavior during the service provider returns. Perceptions of service quality as a determining factor in customer satisfaction, consider business Many agree that the evidence of performance-related judgments serve an important role business plays in the formation of customer satisfaction [24]. Chumpitaz and Paparoidamis (2004) perceptions of service quality consider as a determining factor in customer satisfaction. Much evidence agrees that performance judgments related serve an important role plays in the formation of customer satisfaction [7].

#### **3-5 business performance**

Olbrich and windbergs in 2006 stated that the purpose of attracting customers in an organization that its customers has a positive effect on the organization profitability. Companies' performance can be estimated whit indicators such as, Shopping customers, the information obtained through the study of

customer purchases and sales levels. Other items that can be used to evaluate company performance, increase the number of log output and cash out transactions [32].

## 6- Proposed model

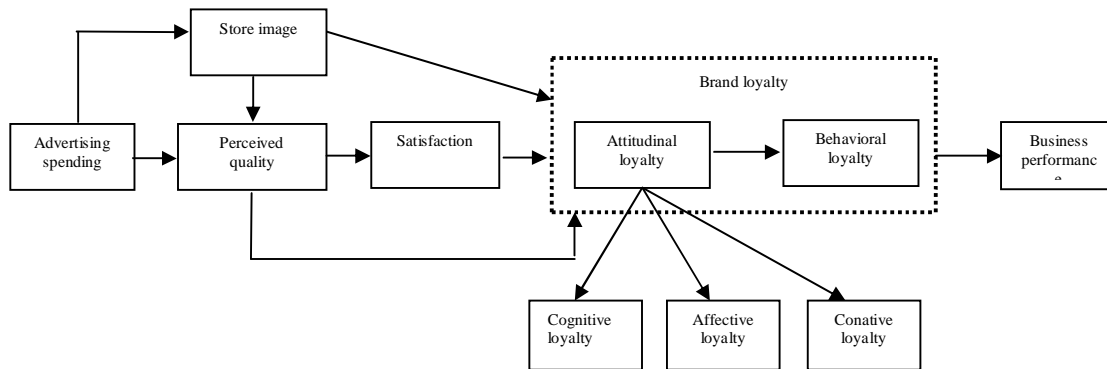
According to studies on the models described, we have achieved a functional model, which examines the effect of advertising expenditure on firm business performance. The following table show summarizes the variables in the tree models with the proposed model.

**Table 2-**variables of research models

Proposed model	Olbrich and windbergs(2006)	Suhartanto (2011)	Youl Ha and colleagues (2011)
Advertising spending	-	-	Advertising spending
Store image	-	-	Store image
Perceived quality	-	Perceived quality	Perceived quality
-	-	Services quality	-
Satisfaction	-	Satisfaction	Satisfaction
Brand loyalty	Brand loyalty	Brand loyalty	Brand loyalty
Attitudinal loyalty	-	Attitudinal loyalty	-
Cognitive loyalty	-	Cognitive loyalty	-
Affective loyalty	-	Affective loyalty	-
Conative loyalty	-	Conative loyalty	-
Behavioral loyalty	-	Behavioral loyalty	-
-	-	Brand image	-
-	Store loyalty	-	-
Business performance	Business performance		

As shown in the table presented of variables used in the proposed model, variables used in the study. Variables advertising spending and store image from the Youl Ha and colleagues' model (2011) and variables attitudinal loyalty, cognitive loyalty, affective loyalty, conative Loyalty and behavioral loyalty referred Suhartanto model (2011). As is also shown that the satisfaction variables is common in the Suhartanto model (2011) and Youl Ha and colleagues model (2011), and has been used the proposed model. Finally, brand loyalty is common in three study models and the proposed model.

The results of the three models studied in this research we have reached a proposed model finally. The conceptual model is presented below.



**Table 1-**Proposed model

The proposed model includes independent variable: the advertising spending, intermediate variables: store image, perceived quality and satisfaction and brand loyalty, and dependent variable: firm business performance.

This model simultaneously looked at the advertising spending with will be paid the intermediate variables, store image, perceived quality and satisfaction on brand loyalty. When customers have a positive perception of a company's products and services have increased customer satisfaction and increased satisfaction, will lead to customer loyalty [36].

In this model, the results of the study, Ajzen (2005) show brand loyalty, including both attitudinal loyalty and behavioral loyalty, and attitudinal loyalty consists of three infrastructures and is a hierarchical construct consists of cognitive loyalty, affective loyalty, and conative loyalty [2].

Attitudinal aspect of brand loyalty represents customer's commitment and positive impact has been on the behavioral aspect of brand loyalty.

Attitudinal approach study attitudes, beliefs and buyer insist that the brand measured with the help of a repeat purchase, customer preferences and satisfaction. Studies conducted since 1960 emphasized to two aspects of loyalty (attitudinal and behavioral loyalty). In fact, the attitudinal loyalty and motivation of customers connected to purchase goods and services are. Brand loyalty impact store loyalty and store loyalty impact on the business performance ultimately. Customer satisfaction impact on Customer loyalty and increase customer loyalty, which affected the profitability of the company [32].

In this mode According Cronin and colleagues (2000) Perceived quality, perceived value, customer satisfaction has a positive impact on customer loyalty and attitudinal loyalty seeking behavior ultimately[8]. Also according Hutchinson and colleagues studies (2009) measured impact perceived quality, customer satisfaction and perceived value on attitudinal loyalty directly also study the indirect effects of these variables on attitudinal loyalty by customer satisfaction [18]. Chitty (2007) States that any action in order to increase value for customers and a strong customer orientation, has a positive effect on customers and employees to gain competitive advantage for organizations. With regard to the importance of perceived value in consumer behavior and its effect on customer satisfaction and customer loyalty, has paid special attention to this factor in service jobs [6].

Thereby increasing customer loyalty, encouraging them to purchase goods and products and use of the brand services, increased company sales will follow greater profitability and improve the performance of the companies [32].

## **7 - Conclusion**

In today's competitive environment, keeping customers loyal and attract customers as competition among companies is the most important strategies. In such circumstances, companies advertising are one of the powerful tools to be competitive. Companies provided multiple options for advertising their products to customers target markets. Producers through media, newspapers, magazines, networks, ... to introduce your products, goods and services. Companies with the help of advertising and promotional costs in goods and products and services offered, attractive store image, places where provided goods and services, they can have a positive impact on customers perceived quality and results customer satisfaction.

Generally satisfied and pleased consumers are likely to be loyal customers. Keeping customers happy in their target markets to create loyalty and this loyalty, increase referrals and repeat customers to store their purchases. It should be noted that customer loyalty should be considered from two aspects, attitudinal loyalty and behavioral loyalty aspects. Changes in consumers attitude towards brand starts to brand recognition. The resulting brand recognition lead to motivate customers and customers are trying to adapted brand to their needs and use of it all these steps, there is a change in customers attitude.

Attitudinal loyalty stage, customers still have not purchased products and services offered by the company. Purchase products and services cover behavioral aspects of loyalty to the brand. The customers increased their purchases of the brand can prove their loyalty. Thus increase buying customers, increased sales and greater liquidity to the company and the transaction log, transactions and income. Corporate performance by increase brand loyalty and lead to improved competitive advantage relative to competitors.

As was said to promote customer satisfaction, improved profitability and increased share of the companies in the market. It was not enough and companies need to ensure that are loyal their customers satisfaction.

In this regard, companies should pay attention to the fundamental value provided to customers. Companies that make an experience based on brand loyalty of consumers who will win competition likely

However, some companies that do not do very well, living relationships make by providing good products and services by Send loyalty program for destruction of artificial and questionable risk auditees foot shot to buy their own lives.

Despite the fact that companies want to provide excellent services to all customers, but to reach the conclusion that meet all customer expectations will not be a viable and profitable If a company does try to take care of all customers. They will lose their highly profitable customers.

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