

Comparative Impact of Traditional and Modern Promotion on Brand Equity Dimensions

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Articles Info.

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Abstract

This research study aimed at investigating the differential impact of traditional and modern promotion on brand equity dimensions such as brand awareness, perceived quality, brand image, and brand loyalty. The findings provide valuable insights into the effectiveness of these promotional strategies in enhancing brand equity. The findings show that compared to traditional promotional tools, modern promotional tools have a greater impact on brand equity dimensions. These findings have significant implications for marketers and advertisers, highlighting the necessity of modifying promotional tactics to take advantage of modern technology and online platforms.

Keywords: Brand equity, brand awareness, perceived quality, brand image, brand loyalty, traditional promotional tools, modern promotional tools.

Background

Marketing activities have been recognized as essential drivers of brand equity (Villarejo et al., 2005). Aaker (1991) argues that marketing plays a critical role in establishing brand equity. According to Aaker, effective marketing efforts contribute to the development of brand equity by increasing brand awareness, shaping brand associations, and fostering brand loyalty among consumers. Research by Yoo and Donthu (2001) supports the notion that marketing investments positively influence brand equity dimensions, including perceived quality, brand loyalty, brand image, and brand associations.

The marketing mix strategies, commonly known as the “4 P’s of marketing, namely product, price, place, and promotion, provide a comprehensive framework for marketers to develop and implement their marketing strategies (Kotler & Keller, 2016). Promotion is one of the critical elements of the marketing mix and plays a vital role in influencing consumers’ perceptions and behaviors.

Promotion encompasses many activities that are aimed at communicating and promoting the value of a brand to its target audience (Kotler & Keller, 2016). Traditional promotional methods such as print advertisements, television commercials, and billboards have long been the foundation of marketing activities and campaigns (Shrimp & Andrews, 2013). According to Lia Z. et al.'s (2013) study, "Vranica (2009) mentions that while traditional advertising still accounts for the largest share of media spending, its relative share has been declining and mass media ad revenues have been sharply declining. As a result, marketing executives and advertisers have started to reconsider traditional, mass-media-based models of consumer persuasion."

However, the advent of digital platforms, social media, and online advertising has ushered in a new era of marketing strategies and tools known as modern promotion. The modern promotion mix includes digital marketing, social media marketing, influencer marketing, and content marketing, leveraging the power of technology and online platforms in order to reach and engage with consumers (Kotler & Keller, 2016). Modern promotion techniques have proven to be more effective at enhancing brand image in customers' minds compared to traditional promotion techniques (Godey et al., 2016).

According to Yoo and Donthu (2001), "researchers have found that a product's brand equity positively influences future profits and long-term cash flow (Srivastava and Shocker, 1991) and a consumer's willingness to pay premium prices (Keller, 1993)". Building and maintaining strong brand equity is essential for creating a competitive advantage, establishing customer loyalty, and driving long-term profitability. Hence, understanding the differential impact of traditional promotion as a part of the promotion mix and modern promotion on brand equity is crucial for marketers to devise effective strategies that align with consumer preferences and behaviors.

Within this context, the purpose of this article is twofold. Firstly, it focuses to shed more light on the difference in the impact of traditional and modern promotion on the brand equity dimensions. In particular, the study focuses on the differences in the different brand equity dimensions such as brand awareness, perceived quality, brand image, and brand loyalty as a result of exposure to traditional and modern promotion of the same brands. Secondly, it explores the relationships among brand equity dimensions, focusing on which dimensions add more impact to brand loyalty.

Problem Statement

The impact of promotional strategies on brand equity has been extensively studied in the literature. According to Aaker (1991), promotional marketing efforts such as advertising and promotion play an important role in shaping brand equity. Furthermore, Keller (2016) emphasizes the influence of promotion on brand awareness and brand associations, which are key components of brand equity.

However, limited research has directly compared the impact of traditional and modern promotion on brand equity dimensions. Therefore, it is crucial to conduct an in-depth investigation to understand the differences in the effects of these two promotional approaches on brand equity dimensions such as brand awareness, perceived quality, brand image, and brand loyalty.

By examining the differential impact of traditional and modern promotion on the brand equity dimension, this research aims to provide valuable insights for marketers and businesses. These insights will help marketers make informed decisions regarding their promotional strategies, resource allocation, and selection of appropriate marketing channels. Additionally, understanding the comparative effectiveness of traditional and modern promotion in building brand equity will enable marketers to optimize their marketing efforts and enhance the overall value of their brands in the competitive marketplace.

Objective

The objective of this research is to investigate and compare the differential impact of traditional and modern promotion on brand equity dimensions. It also focuses on assessing the influence of traditional promotional tools, such as television advertisements, print media, and billboards, on brand equity dimensions including brand awareness, brand associations, and perceived brand quality, as well as examining the impact of modern promotional tools, such as digital advertising, social media campaigns, and online engagement, on brand equity dimensions, specifically focusing on brand awareness, brand associations, and perceived brand quality. It also focused on measuring which dimension, i.e., brand awareness, perceived quality, and brand image, adds more significance to brand loyalty.

Literature Review

The term and concept brand equity has received a lot of attention in marketing research, which highlights the importance of marketing activities in establishing and enhancing brand value. In order to provide readers with a comprehensive understanding of how traditional and modern promotion effect brand equity, this section presents a thorough review of the literature. Additionally, it points out any research gaps and notes how recent the proposed research study is. Aaker (1991) focuses on the significance of traditional promotional tools and how they contribute to the development of strong brand equity by raising consumer awareness of the brand and forging positive brand associations. Marketers can effectively reach a wide audience and build brand awareness using modern promotional tools.

With the advent of digital technology and the growth of online platforms, modern promotional strategies have gained prominence in recent years. According to Godey et al. (2016), modern promotional tools leverage the power of technology and interactive platforms to engage with consumers, resulting in enhanced brand awareness and positive brand associations. Social

media marketing is considered a key aspect of modern promotion tools and has been identified as an influential factor in enhancing brand equity. Alawan et al. (2019) emphasize that social media platforms provide opportunities for direct customer engagement, customer interaction, brand engagement, and brand advocacy, leading to increased brand awareness, positive brand association, and improved brand equity. Modern promotion strategies provide the ability to target specific consumer segments and personalize brand experiences.

While traditional promotional methods and strategies have their advantages in terms of reaching mass audiences and creating brand awareness, modern promotional strategies offer different and unique advantages in terms of targeted communication, personalization of experiences, and an interactive brand-customer relationship.

It is important to note that while previous research has recognized the individual impacts of traditional and modern promotion tools on brand equity, limited studies have directly compared the two approaches. This gap highlights the need for an investigation into the differential effects of traditional and modern promotion on brand equity dimensions. This study compares the effects of these promotional strategies on brand awareness, brand image, perceived brand quality, and brand loyalty in order to gain useful insights into their advantages and disadvantages.

Theoretical Framework

It has long been understood that *traditional promotion*, which includes traditional advertising mediums like television, print media, and billboards, is an essential part of promotional campaigns. Traditional marketing strategies like advertising and promotion, according to Aaker (1991), are crucial for building brand equity because they increase consumer awareness of the brand and promote positive brand associations. These activities help build strong brand equity, which results in favorable customer perceptions and attitudes toward the brand.

However, as a result of the advancement of digital technology and the rising popularity of online platforms, modern promotional tools and tactics have gained popularity. Yoo and Donthu (2001) examine how marketing initiatives such as advertising and brand communication affect aspects of brand equity like brand loyalty, perceived quality, and brand associations. According to their research, modern marketing promotion, which is characterized by digital advertising, social media campaigns, and online engagement, has a significant impact on brand equity because it fosters positive brand perceptions and consumer relationships.

Moreover, Alawan et al. (2019) emphasize the role of social media marketing, a key aspect of *modern promotional tools*, in enhancing brand equity. They highlighted that social media platforms provide opportunities for brand engagement, customer interaction, and brand advocacy, leading to increased brand awareness, positive brand associations, and ultimately, improved brand equity.

While traditional promotional tools have their merits in terms of reaching mass audiences and creating brand familiarity, modern marketing strategies offer unique advantages in terms of targeted communication, personalized experiences, and interactive brand-consumer relationships. Traditional promotion methods have indeed utilized both Above the Line (ATL) and Below the Line (BTL) marketing tactics. ATL marketing encompasses traditional advertising channels, including television, radio, print media, and billboards, that aim to reach a wide audience and create brand awareness. On the other hand, BTL marketing encompasses more targeted and personalized promotional strategies, including direct marketing, sales promotion, public relations, and event marketing, that aim to engage with specific consumer segments (Kotler & Keller, 2016).

Kumar and Reinartz (2016) assert that effective modern marketing practices for promotion, such as customer relationship management and online advertising, contribute to enduring customer value and, consequently, brand equity. These practices help in building strong customer relationships, enhancing brand loyalty, and ensuring repeat purchases, all of which positively impact brand equity.

Marketing managers have shown interest in *brand equity* as one of the top priorities in marketing research (Abdullah A., 2015). Despite receiving a lot of attention, there is no agreement on the most effective metrics for capturing this intricate and multi-faceted construct (Maio Mackay, 2001; Raggio and Leone, 2007). The different viewpoints used to define and evaluate this concept partly account for this (Christodoulides and de Chernatony, 2010). Brand equity, according to Aaker (1991), is “a set of brand assets and liabilities linked to a brand’s name and symbol that add to or detract from the value provided by a product or service to a firm and/or that firm’s customer.” Brand awareness, perceived quality, brand image, brand loyalty, and other proprietary brand assets are some of the different dimensions that make up the assets and liabilities that make up brand equity.

Isabel B. et al., (2013), mention that “a large number of studies, for example (Cobb-Walgren et al., 1995; Yoo et al., 2000; Yoo and Donthu, 2001; Washburn and Plank, 2002; Ashill and Sinha, 2004; Pappu et al., 2005; 2006; Konecnik and Gartner, 2007; Tong and Hawley, 2009; Lee and Back, 2010), conceptualize and measure brand equity using the dimensions of brand awareness, perceived quality, brand associations, and brand loyalty.”

According to Keller (1993), *brand awareness* measures how well-known a company’s name and its goods or services are among consumers. It includes both brand recognition and brand recall (the capacity to recognize a brand and retrieve it from memory) (Keller, 1993).

According to Keller (1993), *perceived quality* is the subjective evaluation made by customers of the general excellence or superiority of a brand. It reflects the opinions of customers regarding a brand’s ability to fulfill its promises and satisfy their demands.

Brand image is a fundamental concept in marketing that reflects how consumers perceive a brand and the associations they form with it. It encompasses the mental and emotional impressions that consumers hold about a brand, impacting their purchasing decisions and loyalty (Aaker, 1991; Keller, 1993). Aaker (1991) suggested that brand associations serve as the building blocks for the multi-dimensional construct of brand image. Empirical studies have provided concrete evidence supporting the assertion that brand image is indeed a product of brand associations. A cross-sectional study by Smith et al. (2010) found a significant correlation between consumers' perceptions of brand associations and their assessments of the overall brand image. Additionally, Johnson and Brown's (2015) longitudinal study, which tracked consumers' evolving brand perceptions, discovered that shifts in brand associations were reflected by similar shifts in customer perceptions of the brand's image.

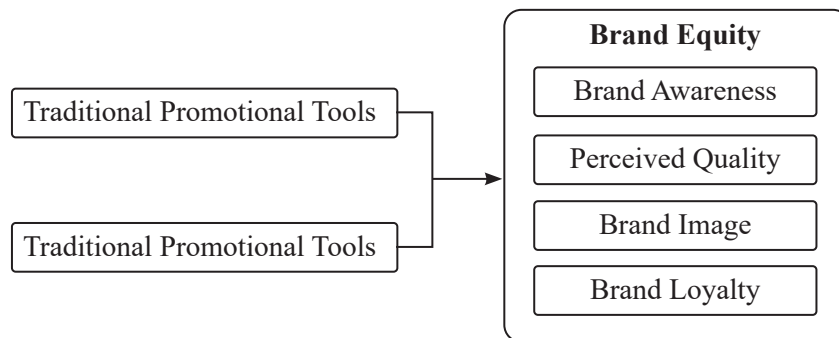
Consumer commitment to and preference for a specific brand over time is referred to as *brand loyalty* (Keller, 1993). It is characterized by repeat purchases, positive attitudes, and resistance to competitive offerings.

Conceptual Framework

This research aims to understand the difference in the impact of traditional and modern promotional tools on the different dimensions of brand equity.

Figure 1

Conceptual Framework 1



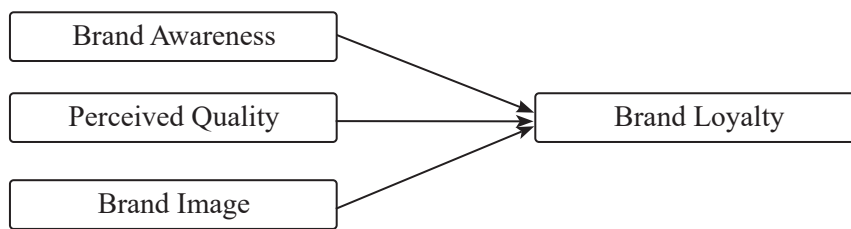
Hypotheses

- H_{1a}: : The mean difference in brand awareness between traditional and modern promotion strategies is different.
- H_{1b}: : The mean difference in perceived quality between traditional and modern promotion strategies is different.
- H_{1c}: : The mean difference in brand image between traditional and modern promotion strategies is different.
- H_{1d}: : The mean difference in brand loyalty between traditional and modern promotion strategies is different.

Brand equity dimensions inter-relate. Isabel B. et al. (2013) mentioned that “while some studies (Yoo et al., 2000; Pappu et al., 2005; 2006; Tong and Hawley, 2009) propose associative relationships among brand equity dimensions, few research studies (Ashill and Sinha, 2004; Bravo et al., 2007) posit causal relations among them.” According to Keller (1993), brand loyalty, as a behavioral manifestation of consumer-brand relationships, is a key driver of brand equity. Thus, research also explores which of the three dimensions contributes more to brand loyalty and eventually brand equity.

Figure 2

Conceptual Framework 2



H1: There is a significant effect of brand awareness on brand loyalty. H2: There is a significant effect of perceived quality on brand loyalty. H3: There is a significant effect of brand image on brand loyalty.

Method

This study adopted a comparative research design to examine the difference in the impact of traditional and modern promotion on brand equity. The research was descriptive since the objective of the research was to investigate what type of promotional method and its characteristics have a comparatively greater impact on brand equity.

The study focused on several variables related to brand equity. These variables include brand awareness, perceived brand quality, brand image, and brand loyalty. These variables were measured to assess the impact of traditional and modern promotional tools and strategies on brand equity.

The study aims to understand how traditional and modern promotional tools and strategies influence the brand equity perceptions and behaviors of individual consumers. Hence, the unit of analysis for this study was individual consumers.

The target population for this study consisted of consumers who had been exposed to both traditional and modern promotional tools. A representative sample of 100 was selected from the target population to ensure the generalizability of the findings. The sample included consumers from different demographic segments to capture a diverse range of perspectives.

In this research, non-probability sampling was used. Under non-probability sampling convenience sampling was used. Convenience sampling is a non-probability sampling method that involves selecting participants for a study based on their availability or accessibility. (Saunders M. et al. 2012). The study was conducted in a natural, non-contrived setting. Respondents who were readily available or were willing to answer our set of questionnaires were asked to fill out a survey.

Data was collected at two points in time from different individuals. First, respondents were asked to rate brand equity on the basis of their exposure to traditional promotional tools, and then, for the second time, rate modern promotional tools. Hence, a longitudinal design was used.

Data was collected via a survey that contained items that measured the dimensions of the consumer's brand equity based on their exposure to traditional and modern promotional tools. Modern and traditional promotional tools were selected and shown to the participants of the survey during the survey. The brands selected were familiar in terms of industries, such as cosmetics and electronics. However, brands that are not popular in Nepal were chosen to avoid biasing the respondents towards the brands and their promotional tools.

Two brands, *Sugar Cosmetics* and *BOAT*, were selected for the survey. At the initial point of data collection, traditional promotional tools were shown to the respondents. After showing the traditional promotional tools, their survey was taken, where the dimensions of brand equity on the basis of their exposure to traditional promotional tools were measured. The data for brand equity were collected using scales for the different variables of brand equity, such as brand awareness, brand image, perceived quality, and brand loyalty.

The brand that the individuals saw the tools of was noted, and the same brand's modern promotional tools were used at the second point of data collection. The variables taken into consideration under brand equity, which are brand awareness, perceived quality, brand association, and brand loyalty, were measured using a 5-point Likert (1= Strongly disagree 5= Strongly agree).

The survey was distributed online through a questionnaire (Google Form) on various platforms and social media channels individually to reach the desired audience. The questionnaire will be developed using previous articles relevant to this research topic. The data was analyzed using

IBM SPSS Statistics. The data collected through the survey was first screened to see if there was any missing information. Then, to process the data and obtain the results, IBM SPSS Statistics 21 for Windows statistical software, Microsoft Excel were used.

The data collected from the survey was analyzed using statistical techniques. A paired sample t-test was used to assess whether the differences in brand equity scores were statistically significant. It helped determine if there's a significant difference in brand equity perceptions between the two promotion strategies. Descriptive statistics were used to summarize the data. The analysis provided quantitative evidence of the impact of traditional and modern promotion on brand equity and identified any significant differences between the two approaches. A regression analysis was used to find out which dimensions—awareness, perceived quality, and brand image—add more to brand loyalty from both traditional and modern promotional tools.

Moreover, content analysis was performed to analyze the qualitative side of the research, which included open ended question, which tool, according to the respondent is better and what factor make them choose the respective tool. The reliability of the data for the research was checked through Cronbach's alpha test.

Results

Demographic Profile Analysis

Respondents to this survey consisted of 47% males and 53% females. The age trend of the participants is as follows: Between the ages of 15-26 the group with the highest number of respondents (86%) is followed by the age groups of 35-30 years old (11%), 31-40 (2%), and 41–50 years old, which had the lowest participation (1%) amongst all the age groups that participated in this survey. The majority of the respondents were students (58%), followed by part time workers (21%) and full time workers (19%). Housewives were the lowest group, with 2% of respondents.

Table 1

Demographic Profile Analysis

Sample Characteristics	Frequency	Percent
Gender	53	53
Male	47	47
Female		
Age		
15-24	86	86
25-30	11	11

31-40	2	2
41-50	1	1
Employment Status		
Full time	19	19
Part time	21	21
Student	58	58
Housewife	2	2

Reliability Test

A reliability test was used in order to measure the consistency and stability of the instruments that are used in the survey when repeated measurements are made (Cavana et al., 2001). A well known approach to measuring reliability is to use the Cronbach alpha. A value of range greater than 0.70 of the Cronbach's alpha is considered acceptable and good (Cavana et al., 2001). Results from Table 1 shows that the Cronbach's alpha for the constructs was well above 0.70. The finding shows that Cronbach's alpha for the construct ranged from the lowest of 0.723 (brand image-modern) to 0.848 (brand awareness-modern). Therefore, we can conclude that the measurement scales of the constructs were stable and consistent in measuring the constructs.

Table 2

Reliability Analysis

Constructs	Cronbach Alpha
Brand Awareness-Traditional	0.796
Perceived Quality-Traditional	0.813
Brand Image-Traditional	0.806
Brand Loyalty-Traditional	0.799
Brand Awareness-Modern	0.848
Perceived Quality-Modern	0.782
Brand Image-Modern	0.723
Brand Loyalty-Modern	0.794

Paired Sample t-Test

A paired sample t-test is appropriate when comparing related measurements from the same subjects (Field, 2018). A paired sample t-test is employed in this research to compare the means of brand equity dimensions under both traditional and modern promotional tools. This statistical test was chosen in particular because it is appropriate for paired data comparison and

can successfully answer the research questions.

Table 3

Paired Sample T-Test

Traditional Tools		Modern Tools			t value	P value
Construct	\bar{X}	Sd	\bar{X}	Sd		
Brand Awareness	3.89	1.116	4.67	0.748	-6.76	0.000
Perceived Quality	3.34	1.080	3.91	0.961	-4.35	0.000
Brand Image	3.7	1.064	4.18	0.836	-3.559	0.001
Brand Loyalty	2.85	1.109	3.43	1.033	-4.225	0.000

The results of the paired sample t-test show that there is a statistically significant difference between traditional and modern promotional tools for the different brand equity dimensions (all p values < 0.05). For brand awareness, the mean difference between traditional and modern tools is -6.76, suggesting that modern promotional tools have a comparatively greater impact on consumers' brand awareness than traditional promotional tools. The mean difference in perceived quality is -4.35. This implies that, in comparison to more traditional promotional methods, modern promotional tools have a greater influence on perceived quality of brands by consumers. The average difference for brand image is -3.559. This indicates that compared to more traditional promotional tools, modern promotional tools have a greater effect on consumers' perceptions of brands.

Since the mean difference for brand loyalty is -4.225, modern promotional tools have a comparatively greater impact on the brand loyalty of consumers than traditional promotional tools.

According to the paired sample t-test, modern promotional tools have a comparatively greater impact on all dimensions of brand equity than traditional promotional tools. This implies that modern promotional tools are more effective in creating brand awareness, shaping brand associations, and fostering brand loyalty than traditional promotional tools.

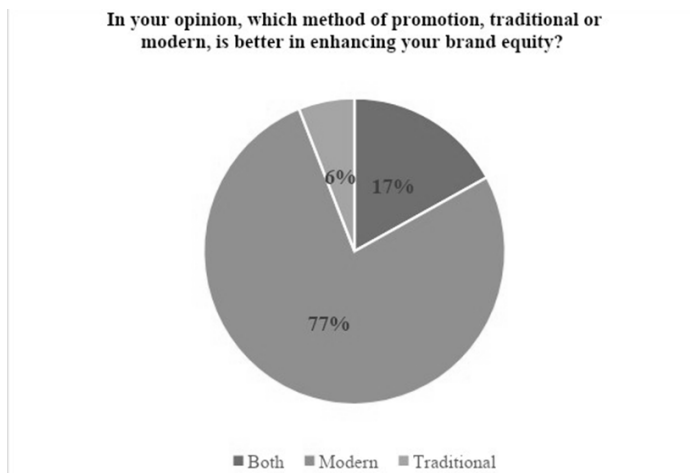
Qualitative Analysis

Open ended questions were asked in the survey to measure what according to the respondents is best form of promotional tool to enhance their brand equity dimension and how effective they are. A content analysis is performed to measure the responses and analyze it.

Question 1

Figure 8

Distribution of Respondents' Opinions on the Tool's Effectiveness in Enhancing Brand Equity



The survey's findings, which asked participants to identify the type of promotional tool that has the greatest influence on their perceptions of brand equity, are shown in the above-mentioned graph. The findings show that modern promotional tools had the greatest influence on perceptions of brand equity, with 77% of respondents agreeing that this was the case. Secondly, 17% of the respondents indicated that a mix of both tools is better for enhancing their perception on brand equity dimensions. 6% of the total sample indicated that traditional promotional tools have an impact on enhancing their perception on brand equity dimension.

Question 2

Figure 9:

Word Cloud of the Factors Affecting Effectiveness in Enhancing Brand Equity



The above figure displays the results of the content analysis of the responses given by respondents when asked: “In your opinion, how do traditional and modern promotional tools differ in terms of effectiveness in creating brand awareness, shaping brand associations, and fostering brand loyalty?”

According to the findings, brand awareness, brand associations, and brand loyalty are all increased when using modern promotional tools as opposed to traditional promotional tools. The words “personalized targeting” “repetitive targeting” “innovative”, “engaging”, “exposure”, and “interactive” suggest that modern promotional tools are perceived to be more creative, dynamic, personally targeting and engaging than traditional promotional tools. This is likely because modern tools are better able to reach and engage target audiences more effectively by using innovative and targeted strategies. Furthermore, the use of modern tools such as social media platforms and digital marketing strategies also allows for interactive experiences with customers, allowing for more meaningful engagement.

The findings indicate that traditional marketing strategies are seen as outdated and ineffective by the respondents. Traditional advertising methods like radio and television commercials can reach a larger audience, but because of their increased visibility online, which slows down production, fewer people are exposed to them.

According to the responses, brand awareness, brand association, and brand loyalty can all be achieved with both traditional and modern promotional tools. However, there are other considerations like the target market, industry, and brand nature.

Regression Analysis

Table 3 and Table 4 are regression tables, that provide a detailed analysis of the relationship between brand awareness, perceived quality, brand image, and brand loyalty for both traditional and modern promotional tools. From table 3, it can be seen that the effect of perceived quality and brand image on brand loyalty is significant, However, from table 4, only perceived quality is found to have a significant relationship with brand loyalty.

Table 4

Regression Analysis: Brand Equity Dimension by Traditional Promotional Tools

Model	Unstandardized Coefficient		Standardized Coefficients	t	p	
	Beta	Std. Error	Beta			
(Constant)	0.383	0.347		1.102	0.273	
T Brand_Awareness	-0.122	0.089	-0.122	-1.364	0.176	F = 28.004
T Perceived_Quality	0.518	0.098	0.504	5.312	0.000	s = 0 . 0 0 0
T Brand_Image	0.328	0.106	0.315	3.088	0.003	r ² =0.467

a. *Dependent Variable: TBrand_Loyalty*

The regression table shows that the perceived quality and brand image, consumers get from exposure to traditional promotional tools have a significant ($p=0.000<0.05$ and ($p=0.003<0.05$ respectively) positive impact on brand loyalty. Perceived quality adds more than other dimension to brand loyalty. The model is significant ($F = 28.004$, $s/p = 0.000<0.05$). The $r^2=0.467$ shows that independent variables, brand awareness, perceived quality and brand image, are able to explain 46.7% of the variation in the dependent variable, i.e., brand loyalty.

Table 5

Regression Analysis: Brand Equity Dimension by Modern Promotional Tools

Model	Unstandardized Coefficient		Standardized Coefficients	t	p	
	Beta	Std. Error				
(Constant)	1.013	0.605		1.674	0.097	
MBrand_Awareness	-0.057	0.130	-0.041	-0.442	0.660	F = 14.821
MPerceived_Quality	0.547	0.118	0.509	4.635	0.000	s = 0.000 $r^2 = 0.317$
MBrand_Image	0.130	0.134	0.105	0.986	0.335	

a. *Dependent Variable: MBrand_Loyalty*

Similarly, the above regression table shows that only perceived quality that consumers obtain from exposure to modern promotional tools have a significant ($p=0.000<0.05$) positive impact on brand loyalty. From exposure to modern tools as well, perceived quality adds more than other dimension to brand loyalty. The model is significant ($F = 14.821$, $s/p = 0.000<0.05$). The $r^2=0.317$ shows that independent variables, brand awareness, perceived quality and brand image, are able to explain 31.7% of the variation in the dependent variable, i.e., brand loyalty.

The findings of the regression analysis suggest that modern promotional tools are more effective in creating a positive impact on brand loyalty. This is likely due to the innovative and targeted strategies used by modern promotional tools, which can reach and engage target audiences more effectively. Furthermore, modern tools such as social media platforms and digital marketing strategies allow for interactive experiences with customers, allowing for more meaningful engagement.

Discussion

This study aimed to measure the effects of traditional and modern promotional tools on various dimensions of brand equity like brand awareness, perceived quality, brand image, and brand loyalty. The results that were found from this study added context to promotional strategies

and brand equity by offering insightful information about how well these promotional strategies enhance brand equity. The results of this study are in line with earlier studies that highlighted the value of brand awareness, perceived quality, brand image, and brand loyalty in fostering brand equity (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001). The results are also consistent with the idea put forth by Yoo and Donthu (2001) that marketing investments have a positive impact on various aspects of brand equity. This supports the findings of earlier studies that showed a positive relationship between marketing initiatives and brand equity (Vranica, 2009; Kotler & Keller, 2016).

The results showed that modern promotional tools have a comparatively greater impact on brand awareness, perceived quality, brand image, and brand loyalty than traditional promotional tools do on the dimensions of brand equity. This finding lines up with the research by Godey et al. (2016), which suggests that modern promotion techniques are more effective at enhancing brand image in customers' minds compared to traditional promotion techniques.

Moreover, this study contributes to the existing literature by directly comparing the effects of traditional and modern promotion on brand equity dimensions. This addresses a research gap found in earlier studies that concentrated on the effects of these promotional strategies on particular individuals (Aaker, 1991; Keller, 2016). This study also shows results and findings that modern promotional methods have a stronger impact on brand equity dimensions compared to classic promotional tools by studying the differential effects.

The results show that, compared to traditional promotional tools, modern promotional tools have a greater impact on brand equity dimensions. These results are seen as consistent with earlier studies that highlighted the effectiveness of technology and online platforms in reaching and interacting with consumers. Additionally, it was found that brand equity's perceived quality dimension has a greater impact on brand loyalty than brand awareness and brand image, indicating that consumers' perceptions of brand quality have a greater impact on their perceptions of brand equity.

Implications

The findings of this study have important implications for marketers and advertisers. Using modern promotional tools can improve the awareness, quality, image, and loyalty of a brand. Marketers need to adapt their promotional tactics to utilize technology and online platforms effectively for connecting and engaging with consumers (Kotler & Keller, 2016). Marketers need to adjust their promotion strategies to utilize technology and online platforms effectively for engaging consumers and building connections (Kotler & Keller, 2016).

Future research might examine the mediating mechanisms by which traditional and modern promotion strategies affect various facets of brand equity. Studies might, for instance, look into how consumer perceptions, attitudes, and intentions to buy act as intermediaries in the link between promotional tactics and brand equity. This would provide a deeper understanding of the underlying processes that drive the observed effects.

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