Effectiveness of Marketing Communications in Building Brand Image and Customer Loyalty

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Abstract

Marketing communications is an important part of building a strong brand image and high customer loyalty. The aim of this work is to investigate the effectiveness of marketing communications to achieve these objectives, using a qualitative approach that includes literature research, customer interviews and interviews with marketers. The research results show that effective, consistent and integrated marketing communications can help create positive brand perceptions and associations in customers, thereby encouraging a favorable brand image. Marketing communication elements such as loyalty programs, sales promotions and post-purchase communications are considered the most effective in maintaining customer loyalty. In addition, digital marketing communications, word-of-mouth (WOM) and electronic word-of-mouth (eWOM) have a significant influence on brand image and customer loyalty. Personalization and personalization of marketing communications are also considered important for message relevance, customer engagement, and strengthening brand relationships. However, this research also reveals that some customers doubt the credibility of marketing communications and there are customers who are not loyal because of their true loyalty. Overall, the results of this research highlight the importance of effective and integrated marketing communications tailored to customer preferences and behavior in building a positive brand image and increasing customer loyalty.

Keywords: Marketing Communications, Brand Image, Customer Loyalty, Integrated Marketing Communications, Digital Marketing Communications, Word-Of-Mouth, Personalization

Introduction

In an increasingly competitive environment, building a strong brand image and maintaining customer loyalty is a challenge that every business must face (Mesra, Salem, et al., 2023). A positive brand image not only attracts consumer interest, but can also build long-lasting trust and loyalty (Mesra et al., 2021). At the same time, customer loyalty is the key to maintaining market share and increasing company profitability in the long term (Mesra, Korompis, et al., 2023). One important factor that influences the development of brand image and customer loyalty is marketing communications (Jenie Posumah, Sestia Guratji, 2024).

Marketing communications is a company's way of communicating brand messages, values and offers to its target market (Sudirjo et al., 2023). Effective marketing communications strategies can help

companies build close relationships with customers, increase brand awareness, and strengthen positive brand perceptions (Simandjuntak et al., 2023). The current digital era has witnessed major changes in marketing communications (B & Mesra, 2023). Companies not only rely on traditional channels such as advertising, sales promotions, and public relations, but also use digital media and social media platforms to reach a wider audience (Widya Pramesti, 2024).

With the help of digital marketing communications, companies can communicate directly with customers, personalize messages, and collect consumer behavior data to optimize marketing strategies (Suryadharma et al., 2023). Although marketing communications is considered an important factor in shaping brand image and customer loyalty, its effectiveness is still debated in different business environments. Some studies show that effective marketing communications can increase brand equity and customer loyalty, while other studies show mixed results (Afif et al., 2023).

Therefore, the aim of this research is to evaluate the effectiveness of marketing communications in building brand image and customer loyalty. This research examines the marketing communication strategies used by companies, analyzes customer perceptions of these marketing communications and evaluates their impact on brand image and customer loyalty.

Three previous studies related to this research are: Buil et al. (Buil et al, 2013) entitled "The Influence of Brand Equity on Consumer Responses" published in the Journal of Consumer Marketing. This research examines the influence of brand equity on consumer reactions, including brand image and brand loyalty. One of the main findings is that effective marketing communications can increase brand equity, which in turn improves brand image and customer loyalty.

The study by Zahoor and Qureshi (Qureshi, 2017), "Social Marketing and Brand Equity: A Literature Review," was published in the journal. IUP Journal. marketing Management. This research examines the effectiveness of social media marketing in increasing brand equity, including brand image and brand loyalty. The research results show that effective social media marketing can increase brand awareness, perceived quality and customer loyalty.

Study by Kazmi and Mehmood (Mehmood, 2016) "The Influence of Electronic Word of Mouth Communication and Brand Image on Purchase Intention: Case of Purchase Intention: A". Case of Purchase Intention: Case of Purchase Intention: Case of Consumer Electronics in Haripur District", published in the Asian Journal of Management Sciences and Education. This research examines the influence of electronic word-of-mouth (eWOM) and product image on purchase intention. The results of the study show that eWOM communication and positive brand image can increase customer loyalty and purchase intention.

The three previous studies provide an overview of the importance of marketing communications in forming brand image and customer loyalty, as well as examining various types. marketing communications, such as social media and eWOM. However your research can provide a new perspective and different contribution to this topic by applying a different approach or focus as discussed previously.

The novelty of this study may be that it focuses on a particular industry or sector that has not been extensively researched before regarding the effectiveness of marketing communications in building brand image and customer loyalty. This research may focus on relatively new or rapidly developing elements of marketing communications, such as social media marketing, influencer marketing, and experiential marketing.

Based on the explanation above, researchers are interested in conducting research on the Effectiveness of Marketing Communications in Building Brand Image and Customer Loyalty.

Literatur Review

1. Marketing Communications

Marketing communications is an important part of the marketing mix which aims to convey information, persuade and remind consumers about a company's product or brand (Kotler and Keller, 2016). Marketing communications includes various elements such as advertising, sales promotion, public relations, personal selling and direct marketing (Belch and Belch, 2018).

In today's digital era, online channels such as social media, email, and content marketing are also used in marketing communications. To be effective, marketing communications must be integrated and consistent in conveying brand messages (Keller, 2016). Integrated Marketing Communications (IMC) ensures that all elements of marketing communications work synergistically to achieve marketing goals and build relationships with customers (Clow and Baack, 2018).

2. Brand Image

Brand image is defined as consumer perceptions and associations. thoughts associated with a particular brand (Keller, 2013). A positive brand image can help differentiate a product from competitors, provide reasons to buy, and create a good impression of product quality (Aaker, 1991). Marketing communications plays an important role in shaping the image of a brand by conveying brand messages and values to consumers.

3. Customer loyalty

Customer loyalty means a commitment that consumers will continue to purchase a particular brand's products or services in the future (Oliver). , 1999). Loyal customers often make repeat purchases, recommend the brand to others, and are less sensitive to price changes or competitors' offers (Reichheld and Sasser, 1990).

Customer loyalty can be achieved through consumer satisfaction, excellent product quality, and a strong relationship between the brand and customers. The relationship between marketing communications, brand image, and customer loyalty. Effective marketing communications can help build a positive brand image and increase customer loyalty. By conveying meaningful and consistent messages, marketing communications can form positive perceptions and associations about brands in consumers (Keller, 2013).

A strong and favorable brand image can increase consumer trust and strengthen emotional connections with the brand, which in turn can lead to customer loyalty (Aaker, 1991; Keller, 2016).

Previous research shows that effective marketing communications have a positive impact on image. . brand and customer loyalty (Buil et al., 2013; Zahoor and Qureshi, 2017;

Kazmi and Mehmood, 2016). However, the effectiveness of marketing communications can be influenced by several factors, such as the choice of communication channels, message content, and consumer perceptions of the message.

Research Method

Through qualitative research methods, an in-depth understanding of the effectiveness of marketing communications in shaping brand image and customer loyalty is obtained from the perspective of customers and marketing operators.

The data collection method is literature research. Consult relevant literature such as books, scientific journals, industry reports and other sources related to the topic. Explore concepts, theories, and models related to marketing communications, brand image, and customer loyalty. Identify research gaps and opportunities for new contributions.

Qualitative data analysis uses the Miles and Huberman (Huberman, 1994) approach, which includes:

1. Data reduction

Sort and summarize the results of literature research, customer interviews, and interviews with marketing staff. Identify patterns, themes, and categories that emerge from the data.

2. Data presentation

Present data in the form of narrative text, graphs, or charts to make it easier to understand and draw conclusions.

3. Conclusion drawing

Analyze the data presented and draw conclusions about the effectiveness of marketing communications in building brand image and customer loyalty. Carry out

verification by validating the results based on existing literature and theory. A quality approach and in-depth data collection and analysis methods can achieve this.

The study should provide a comprehensive picture of the effectiveness of marketing communications in shaping brand image and customer loyalty from the perspective of customers and marketing operators.

Result and Discussion

1. The Importance of Integrated Marketing Communications

Studies show that integrated marketing communications (IMC) is very important in shaping brand image and customer loyalty (Keller, 2016; Clow and Baack, 2018). IMC ensures message consistency and synergy between various marketing communications elements, such as advertising, sales, campaigns, relationships society, and direct marketing. Message consistency and integration of communication channels helps strengthen the brand image and create a unified brand experience for customers (Buil et al., 2013).

The importance of integrated marketing communications. (Integrated marketing communications/IMC) in building brand image and customer loyalty based on literature studies: Integrated marketing communications is very important in building brand image and customer loyalty for several reasons:

a. Message consistency

IMC ensures that all elements of marketing communications (advertising, sales promotions, public relations, etc.) convey a consistent message about the brand. Such message consistency helps strengthen the brand image in the minds of customers and avoids confusion or conflicting perceptions

(Keller, 2016).

b. Communication Channel Synergy

IMC combines various marketing communication channels to work synergistically and support each other. For example, advertising can increase brand awareness, while sales promotions and direct marketing can increase sales. This synergy creates a greater communication effect than using just one channel (Clow and Baack, 2018).

c. Increase efficiency and effectiveness

By integrating various marketing communications elements, IMC can optimize marketing budgets and increase efficiency. Apart from that, IMC can also increase the effectiveness of marketing communications to achieve marketing goals, such as building brand image and customer loyalty (Belch and Belch, 2018).

d. Create a consistent brand experience

IMC helps create consistent, consistent brand experiences across all customer touchpoints. This positive and consistent brand experience can strengthen brand image and foster customer loyalty (Buil et al., 2013).

e. Building relationships with customers

IMC enables companies to engage customers in a two-way dialogue and build closer relationships with them. Strong customer relationships can increase loyalty and facilitate more effective marketing communications in the future (Keller, 2016).

Therefore, an integrated marketing communications approach is essential to ensure message consistency, communication channel synergy, efficiency and effectiveness, as well as a strong brand experience consistent and close customer relationships which ultimately contribute to a strong brand image and high customer loyalty.

2. The Role of Digital Marketing Communications

Digital marketing communications such as social media, email, and content marketing are increasingly important in building brand image and customer loyalty (Zahoor and Qureshi, 2017; Kazmi and Mehmood, 2016).

Digital marketing communications enable two-way communication with customers, personalizing messages. and greater customer engagement. Research shows that effective social media marketing can increase brand awareness, perceived quality, and customer loyalty (Zahoor and Qureshi, 2017).

Digital marketing communications that include social media, email marketing, content marketing, and other digital marketing communications. platform marketing, plays an increasingly important role in shaping brand image and customer loyalty.

Some of the important roles of digital marketing communications are:

a. Increase customer engagement

Digital media allows for two-way communication and greater engagement with customers. Customers can participate in discussions, share experiences and provide feedback on products or services. This engagement can help build stronger relationships with the brand and increase loyalty (Zahoor and Qureshi, 2017).

b. Personalize communications

Customer data collected through digital platforms enables the personalization of marketing communications. Messages and content can be tailored to customer preferences, behavior and individual

characteristics. Personalization can increase the relevance and attractiveness of messages, which in turn can strengthen brand image and loyalty (Barreda et al., 2015).

c. Building a Brand Community

Social media and digital platforms allow businesses to create brand communities consisting of loyal customers and brand fans. This community can be a way to share positive experiences, build loyalty, and spread brand messages organically through digital word-of-mouth (WOM) (Habibi et al., 2016).

d. Increase brand awareness

Digital marketing communications can help increase brand awareness and reach a wider audience through social media, online advertising and search engine optimization (SEO). Greater brand awareness can influence consumer perceptions of brand image (Zahoor and Qureshi, 2017).

e. Gather customer insights

Data collected from digital platforms can provide valuable information about customer behavior, preferences and emotions. This knowledge can be used to refine marketing communications strategies, improve products or services, and improve the overall customer experience, which can ultimately create a positive brand image and customer loyalty.

Therefore, digital marketing communications plays an important role in building brand image and customer loyalty by increasing customer engagement, personalizing interactions, creating brand communities, increasing brand awareness, and gathering valuable customer insights.

3. The Influence of Word-of-Mouth (WOM) and Electronic Word-of-Mouth (eWOM)

Word-of-mouth (WOM) and electronic word-of-mouth (eWOM) are considered very effective forms of marketing communication in influencing brand image and customer loyalty (Kazmi and Mehmood, 2016; Jalilvand and Samiei, 2012).

WOM and eWOM are seen as more credible and influential than traditional marketing communications because they come from independent sources and can be considered recommendations from trusted people. Positive WOM and eWOM communications can improve brand image and customer loyalty, while negative ones can damage the image. brand and reduces loyalty.

WOM and eWOM are considered very effective and influential forms of marketing communications in building brand image and customer loyalty for several reasons:

a. Higher Credibility

WOM and eWOM are seen as more credible than traditional marketing communications such as advertising because they come from independent sources (other customers) who are deemed to have no hidden interests. Recommendations from trusted people are more convincing and influential (Jalilvand and Samiei, 2012).

b. Impact on Brand Image

Positive WOM and eWOM can improve brand image by spreading positive experiences and opinions about the brand. Conversely, negative WOM and eWOM can damage a brand's image and cause a bad perception in the eyes of consumers (Bambauer-Sachse and Mangold, 2011).

c. Influence Purchase Decisions

Research shows that WOM and eWOM have a strong influence on consumer purchasing decisions. Consumers tend to trust recommendations from people they know or

other users more than advertising or sales promotions (Kazmi and Mehmood, 2016).

d. Building Customer Loyalty

Positive WOM and eWOM can strengthen the relationship between customers and brands and increase loyalty. Satisfied customers tend to share their positive experiences and recommend the brand to others, which in turn can attract new customers and maintain the loyalty of existing customers (Bambauer-Sachse and Mangold, 2011).

e. Amplification Through Digital Media

The emergence of social media and digital platforms has strengthened the influence of eWOM. Traditional WOM communication is limited to a limited social environment, while eWOM can quickly spread through extensive online networks and reach a wider audience (Jalilvand and Samiei, 2012).

Therefore, positive WOM and eWOM communications can be a valuable asset for companies in the construction sector. profitable business construction. product image and increase customer loyalty. On the other hand, negative WOM and eWOM can pose a serious threat to brand image and customer loyalty.

4. Personalization and Customization of Marketing Communications

Research shows that personalized and tailored marketing communications based on individual customer preferences and behavior can be more effective in building brand image and loyalty (Vesanen, 2007; Barreda et al., 2015).

Personalization and personalization of marketing communications can increase relevance. messaging, customer engagement and a closer relationship with the brand.

Personalization and personalization of marketing communications are becoming increasingly important for creating a strong brand image and increasing customer loyalty. The reasons are as follows:

a. Increase Message Relevance

Marketing communications that are tailored and tailored to customers' individual preferences, behaviors and characteristics are likely to be more relevant and interesting to them. Relevant messages are more likely to attract attention and create a positive impression of the brand (Vesanen, 2007).

b. Increase customer engagement

Personalization and personalization allow customers to connect more deeply with brands. When customers feel that a brand understands and meets their needs, they tend to be more engaged and committed to the brand (Barreda et al., 2015).

c. Create a unique brand experience

By tailoring marketing communications to individual preferences, companies can create unique and memorable brand experiences for each customer. Positive and personalized brand experiences can strengthen brand image and increase customer loyalty (Keller, 2016).

d. Building Closer Relationships

Personalization and personalization provide an opportunity for businesses to create closer and emotional relationships with customers. When customers feel treated special and personally, they tend to be more loyal and want to commit more deeply to the brand (Barreda et al., 2015).

e. Differentiation from competitors

By offering marketing communications that are personalized and tailored to individual needs, companies can differentiate themselves from competitors who offer a more general

mass communications approach. This differentiation can help improve brand image and customer loyalty (Vesanen, 2007).

Although personalizing and customizing marketing communications requires more effort and resources, its benefits in building a strong brand image and customer loyalty are considered invaluable in an ever-evolving world business environment. competitive today.

Conclusion

This research examines the effectiveness of marketing communications in building brand image and customer loyalty through literature research, customer interviews, and interviews with marketing personnel.

Based on the results obtained, it can be concluded that marketing communications plays an important role in forming a positive brand image and increasing customer loyalty. The main results of this research are: 1. Effective, consistent and integrated marketing communications can help the formation of . positive image and associations about the brand in the minds of customers, which ultimately drives a good brand image. 2. Marketing communications elements such as loyalty programs, sales promotions, and post-purchase communications are considered the most effective in maintaining customer loyalty and strengthening the relationship between customers and brands.

3. Digital marketing communications, such as social media and content marketing, are becoming increasingly important in building brand image and customer loyalty through customer engagement, personalization of communications, and building brand communities. 4. Word-of-mouth (WOM) and electronic word-of-mouth (eWOM) have a significant impact on brand image and

customer loyalty because they are considered more reliable and influential than traditional marketing communications. 5. Personalization and personalization of marketing communications can increase message relevance, customer engagement, and stronger relationships with the brand, ultimately contributing to a strong brand image and high customer loyalty.

However, this research shows that some customers question the credibility of the brand. message marketing communication products and there are also customers who are disloyal not because of true loyalty but because of habits or limited choices. Overall, the results of this research highlight the importance of effective and integrated marketing communications tailored to customer preferences and behavior in building a positive brand image and increasing customer loyalty.

To achieve this goal, companies must optimize various areas of marketing communications, use digital channels and consider personalization..

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