

**The Effect of Advertising Appeals on Brand Health:  
The Brand Asset Valuator Model as a Mediating Factor**

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**Abstract**

Building strong brands is an approach that help companies to develop a distinctive market position. Brands represent valuable and sustainable assets for customers and companies. Companies that want to know how valuable their brands are should investigate their health. A strong and healthy brand as one of the most intangible asset companies can have increases customers' brand awareness, improves customers' brand image, and customers' loyalty. It is determined by customers' interactions and responses. Brand equity has received a significant deal of attention and time. Brand health as a relatively new concept in marketing is trying to receive such attention. The two concepts are closely related. The study explores brand health from three dimensions: brand familiarity, brand popularity, and brand resonance. It aims to investigate the effect of advertising appeals: rational and emotional on brand health using the brand asset valuator (BAV) model as a mediating factor.

**Keywords:** Brand health, Brand vitality, Brand Stature, brand familiarity, brand popularity, brand resonance, rational advertising appeals, emotional advertising appeals, Brand equity.

## **Introduction:**

Brands are important for both customers and companies. Strong brands gain a remarkable position in the marketplace not only because they convey unique benefits to customers, but also they succeeded to shape sound relationships with them (Kotler&Armstrong,2016). Therefore, brands are considered as a source of competitive advantage and increased profits (Aaker, 1992; Keller, 2003). Companies must manage their brands carefully. Major brands frequently spend a significant amount of money on advertising to raise brand awareness and generate preference and loyalty. (Kotler and Armstrong, 2006). A variety of appeals can be employed to create advertising messages. These tactics can be divided into two categories: informational/rational and emotional appeals. These appeals are intended to draw clients' attention and persuade them to make a purchase. (Belch and Belch, 2018).

Brands hold different amount of power and value in the marketplace (Kotler&Armstrong,2016). The Brand Asset Valuator (BAV) as a branding tool is used in this study to determine the brand's market position. It has been applied in this research to investigate the linkage between advertising appeals and brand health. Differentiation is a fundamental and important aspect of branding. A brand's name allows a consumer to distinguish one product from another in a product category – both functionally and emotionally (Farquhar, 1989; Kotler, 2002). The strength of the link between the consumer and the brand is described by relevance.

Because they influence customer behavior, both cognitive and emotional ties are important. Esteem is a measure of people's positive feelings toward firms and brands they are familiar with (Aaker, 1991). It is the degree to which customers like and respect a brand, and it is influenced by quality judgements obtained from consumers' interactions with the brand (Lebar, 2005). Finally, knowledge and understanding refer to the extent consumers know what the brand stands for and its overall identify.

Brand equity and brand health are two very related concept. The magnitude of a brand is referred to as brand equity. A brand with strong brand equity has a large client base, a large market share, and typically makes a lot of money (Rubinson,2015). Brand health is a metric for how effectively a company or brand delivers on certain product or service traits what it promises to customers, particularly in terms of quality and delight (Sinekovich,2021).

Brand health is critical in determining a company's performance in terms of sales and demand from customers. Its level is such an indicator for organizations to gauge brand awareness among customers rather than demonstrating the company's success (Ahmad et al, 2016). Brand awareness is just the first step followed by promoting the right meaning of the brand and formulating customers favorable responses ( Keller & Swaminathan, 2020). There are still few studies that focus on brand health, and it appears that businesses will need to conduct

more study and experimentation to determine how to assess brand health. (Ahmad et al, 2016).

Various appeals can be applied as the foundation for advertising messages. At the most basic level, these appeals are divided into two main groups: informational/rational and emotional appeals (Belch & Belch, 2018). The study will examine how informational/rational and emotional appeals in advertising affect brand health. To do so the study will explore brand value dimensions in accordance to BAV as mediating elements in the relationship between advertising appeals and brand health.

### **Advertising appeals:**

The role of advertising is crucial for customers to get knowledge and awareness about the different products and services to make their buying decisions. One of the most fundamental ways through which customers get information and among the major contributions to brand equity is advertising (Aaker & Biel 1993). Several scholars have defined advertising in various ways. According to Lee and O'Connor (2003), advertising is the act of bringing something to the public's attention, usually through a paid announcement. This definition is stressing on the paid aspect of advertising and the nonpersonal component of it. Advertising is considered as a mechanism that boosts demand or encourages people to spend for a certain product. (Zhang et al, 2010). Advertising, according to Belch & Belch (2018), is a beneficial tool to create company or brand

equity as it is an effective means which informs people and also shapes their views.

The advertisement appeal is an approach for attracting customers' attention and/or influencing their feelings about a product, service, or cause. (Belch and Belch, 2018). It is something that motivates people, relates to their needs and wants, and helps to stimulate their curiosity (Moriarty, 1991). Its goal is to change how people think about themselves and how buying particular things might benefit them. The message is communicated through advertising appeals in an effort to influence consumers' purchase decisions. (Zhang et al, 2011).

Advertising is frequently examined using a paradigm that divides advertising appeals into two main categories: rational and emotional (Solomon, 2004). The rational/emotional framework has been extensively examined in the marketing and advertising literature for advertising message strategy (e.g., Albers-Miller & Stafford, 1999; Li et al., 2009). Traditional information processing models emphasize that a consumer makes logical and rational decisions about products, thus rational advertising emphasizes product benefits such as product quality, value, or performance (Albers-Miller and Stafford, 1999). Belch and Belch (2018) argue that rational-based appeals are informative, and advertisers using them usually to convince consumers that their products or services have particular characteristics or provide specific benefits that satisfy their needs. Their goal is to persuade

the target audience to buy the brand because of its availability or superior performance to meet consumers' needs. The authors further clarified that there are different rational appeals that can be used as basis for advertising appeals like comfort, convenience, economy, health, durability, quality, efficiency, and performance (Belch and Belch, 2018). Rizwan et al. (2013) showed that rational advertising appeals have more influence on the positive consumers' attitude toward the advertisement than emotional appeals have. Albres-Miller and Stafford (1999) concluded that rational appeals advertisements reduce consumers' doubts and uncertainty about the service (Albres and Stafford, 1999). Weilbacher identified several types of rational appeals in advertising that can be classified into one of the following categories: feature appeal, competitive advantage appeal, favorable price appeal, news appeals and product/service popularity appeals (Belch and Belch, 2018).

Emotional appeals are those that seek to elicit either positive or negative emotions in order to elicit a positive emotional response to a product. (Albers Miller and Stafford, 1999). Emotional appeals may generate a likeable or friendly brand in the mind of a consumer. Belch and Belch (2018) relate emotional appeals to the customers' social and psychological needs for buying products and services. The authors further argue that many customers make their buying decisions on emotional base. They added that feelings about a brand can be more important than customers' understanding and

knowledge about the product features and attributes. Studies also show that emotional advertising is better remembered than nonemotional message (Madisson,1990). Belch and Belch (2018) argue that another reason for using emotional appeals is influence consumers' interpretation of their product usage experience. The authors clarify that an approach to implement this is through what is known as transformational advertising (Belch and Belch, 2018). Puto and Wells (1984) defined transformational ad as the one who wishes to connect the experience of using (consuming) the marketed brand with a distinct set of psychological traits that would not be connected with the brand experience to the same degree if the brand had not been advertised (Puto and Wells, 1984).

Armstrong (2010) and Lantos (2015) argue that emotional appeals are more relevant for hedonic products, while rational appeals are more relevant for utilitarian products. Many advertisers for many products and services view rational, information-based appeals as boring. They believe that because rational differentiation of brands is difficult, emotional appeals work better at selling brands that do not differ much from competitors (Pringle and Field, 2009). Padhy (2011) summarizes by arguing that emotional appeals in an advertising message can create positive or negative emotions in consumer's mind, the author further pointed out that positive emotional appeals encourage customers to buy the advertised product to make use of the benefits and advantages of using it, but negative

emotional appeals emphasize negative consequences that can occur if the consumers do not buy the advertised product. Albers-Miller and Stafford (1999) summarized and classified the different types of advertising appeals found in literature. It can be noticed that there are much more emotional appeals found in the literature than rational appeals.

**Table no. 1 – Classification of advertising appeals**

<b>Rational appeals</b>	<b>Emotional appeals</b>	
Effectiveness	Exclusivity	Popularity
Convenience	True to tradition	Magic
Cheapness	Pleasure	Relaxation
Naturalness	Youth	Maturity
Sophistication	Modesty	Morality
Productivity	Openness	Humility
Obedience	Adventure	Fragility
Independence	Freedom	Indomitable
Health	Abjection	Carelessness
Longevity	Status	Sexuality
Modernity	Upholding	Protection
Use of technologies	Family	Membership
Safety	Beauty	Assistance
Cleanliness	Intimacy	Sociality

*Source: Albers-Miller and Stafford (1999)*

### **The importance of branding:**

Branding is an important concept in the current debate among marketing researchers and practitioners. Building strong brand is an approach to develop and sustain a competitive advantage over the competitors and to create a distinctive market position for the company. The success of a product in the market is heavily

influenced by its brand (Kotler & Armstrong, 2015). The concept of branding has been used for centuries to distinguish the goods of one producer from those of competitors (Keller & Swaminathan, 2018). A brand is much more than just a well-known logo that identifies a business, product, or service. It includes the consumer's complete experience that develops from consuming the company's product and all the product associations related to the brand. Keller (1993) stated that brands are intangible entities that represent consumer associations with a specific object. Learning theory, according to French and Smith, supports this view, particularly the associative network memory model of consumer memory (French and Smith, 2010). Brands are subjective assessments of worth based on a person's interactions with a product or company, which eventually impact that person's sentiment and purchasing decisions. A brand represents a tool to influence people's decisions. (Kaplan, K, 2016). A successful brand is a company's most valuable asset a company has (Cateora et al, 2009). A strong brand provides some protection against tough price competition and serves as the foundation for developing strong and profitable consumer loyalty (Kotler and Armstrong, 2006). Branding should be the core of any marketing strategy because of its high value (Moisescu and Gica, 2007). A powerful brand has high brand equity (Kotler and Armstrong, 2006). The brand's fundamental values are the most important aspect of its equity; they allow customers to easily recognize and recall the brand's personality point of interest, and even drive them to fall

in love with it. (Weng, X.D,2002). Emotional and rational values are divided into two parts in the brand core values, with emotional values including historical heritage, personality characteristics, social characteristics, personal contact degree, and perceived value, and rational values including perceived quality and functional benefits. (Zhang, X.Y. ,2011).

A vital marketing asset is brand equity (Ambler 2003; Davis 2000). It is defined as "a combination of brand assets and liabilities associated to a brand, its name, and symbol that add to or remove from the value supplied by a product or service to a firm and/or that firm's clients" (Aaker, 1991). Kotler and Armstrong (2016) clarified that brand equity is an intangible asset of added value or goodwill that emerges from a positive image, differentiation impressions, and/or the strength of consumer attachment to a corporate name, brand name, or trademark. Understanding brand equity entails recognizing the network of strong, favorable, and distinctive brand associations in consumer memory, as well as the impact of brand knowledge on customer response to the brand's marketing position (Keller 1993).

Recently, brand equity has grown in importance as a key to understanding the goals, procedures, and net impact of marketing as a whole (Reynolds and Phillips 2005). It is highly important for consumers and companies and enhances consumers interpretation and processing of information, increases confidence in the purchase decision and produces greater satisfaction in use (Aaker, 1991,

1996). Companies gain a lot of values in term of: increased efficiency and effectiveness of marketing programmes, greater customer loyalty, more resistance to competitive promotional activity, greater barriers to competitive entry and higher perceived product quality (Farquhar, 1989; Erdem, 1998; Chaudhuri and Holbrook, 2001). In this setting, it's not strange that brand equity measurements have made their way into a set of marketing performance indicators (Ambler 2003). Keller (2003) point out that organizations need a thorough understanding of consumer brand knowledge in order to plan marketing actions that will boost brand equity. The author further clarified that brand awareness and brand image are two components of brand knowledge. (Keller,2003).

Brand equity and brand loyalty have a favorable link. Brand equity, more precisely, enhances the likelihood of brand selection, resulting in customer loyalty to a given brand (Pitta and Katsanis, 1995).

One of the major contributors to brand equity is advertising (Aaker and Biel, 1993). Lindsay (1990) pointed out that consumer perception of a product or brand is considered as the most important source for adding value that can be achieved by building strong brand image from advertising. Brand equity is affected by advertising in different ways for both service and product category research. Cobb-Walgren et al (1995) argued that the brand with the higher advertising budget had significantly higher awareness levels. In other words, advertising creates awareness and increases the probability of the brand

being included in the consumer's choice set. According to Rice and Bennett (1998), effective advertising raises brand recognition and improves consumer perceptions of the brand.

### **Brand Asset Valuator (BAV) Model**

The Brand Asset Valuator Power Grid of the leading American communication agency Young & Rubicam consists of four quadrants, describing brands and their development. The Brand Asset Valuator measures brand value and the ability of a brand to keep its customers happy by staying relevant in the market. (Mulder, & Janse, 2021). The model includes two main dimensions: brand vitality and brand stature. Brand vitality refer to the brand strength which is the growth potential of the brand and consists of two variables: differentiation and relevance. Differentiation indicates to what extent is the brand unique compared to others. Relevance illustrates if the brand responds to the consumer personal need. Brand Stature refers to the brand's overall prestige; it reflects the current brand strength (stature) and consist of two variables: esteem and knowledge and understanding. Esteem assures that consumer's needs and wishes are satisfied by using the brand. Knowledge and understanding indicates to what extent consumers know the brand and understand its overall identity. In other words, the power brand is determined by combining differentiation and relevance which drives the pillars indicating the value of brand's future. Concurrently, esteem and knowledge build the brand reputation

which reflects previous performance (Dagustani et al, 2014). Applying this tool was to point out that, when it comes to brand names, there should be a distinction made between the 'Esteem Index' and the 'Share-of-mind Index,' where 'esteem' relates to a consumer's appreciation for a particular brand and 'share-of-mind' refers to the level of brand recognition (Mulder, & Janse, 2021). To conclude, BAV model assesses a company's brand worth and its capacity to keep customers satisfied by remaining relevant in the marketplace. Based on the above we hypothesize the following:

H1: Rational advertising appeals have positive effects on brand value

H1a: Rational advertising appeals have positive effects on brand vitality

H1b: Rational advertising appeals have positive effects on brand stature

H2: Emotional advertising appeals have positive effects on brand value

H2a: Emotional advertising appeals have positive effects on brand vitality

H2b: Emotional advertising appeals have positive effects on brand stature

### **Brand health:**

A healthy brand is one of the most important intangible assets companies can have. It is crucial to differentiate your brand from the competitors' brand especially in saturated markets with different

brands. Brand health is defined as a company's ability to maintain steady revenue growth over time. (Mirzaei et al, 2005). It is considered as a great way to ensure that the brand image is doing well and help understand the brand's strengths and weaknesses. According to Rob Rush, a Deloitte Risk and Financial Advisory managing director, a healthy brand provides customers with consistent, memorable, and differentiated experiences (Sinekovich, 2021). A healthy brand can help achieve the company's business goals such as profit and increased market share. The study suggests that a strong and healthy brand has high levels of brand familiarity, brand popularity, and finally brand resonance. It suggests that brand familiarity could be achieved by high level of brand awareness and brand positioning. Brand popularity could be achieved by high level of brand image and brand penetration. Finally, achieving brand resonance and loyalty by enhancing customer satisfaction and experience.

**Brand familiarity: brand awareness and brand positioning:**

Brand awareness describes to what extent customers are familiar with the brand. It represents the level of consumer recognition and recall of a product by its name. Aaker (1991) defined brand awareness as the ability of a potential consumer to recognize and recall a brand's membership in a specific product category (Aaker, 1991). Brand awareness is an important requirement for purchasing a product. Keller and Swaminathan (2020) divided brand awareness into the two elements: brand recognition as the

ability of a customer to confirm prior exposure to a brand when provided a trigger. Brand recall as the consumer's ability to retrieve the brand when the product category is given, the needs fulfilled by the category, or some other type of probe as a cue (Keller&Swaminathan,2020). Brand recognition and brand recall are good indicators of brand familiarity and brand health.

Reaching a high level of brand awareness creates brand salience that reflects to what extent customers can easily be triggered by the brand and how often under different situations which explains the two elements of brand awareness (Keller& Swaminathan, 2020). Branded products and services with high degree of brand awareness help to generate more profits for companies and may represent an obstacle for gaining additional market share by competitors. Consumer can make their buying decisions more easily when buying a brand name product than an unfamiliar one. However, It is not sufficient to reach a high level of brand awareness for brand success. It is just the first step in the hierarchical models. To help brand success, product brand should have special features and attributes. A product position is how customers define a product on substantial features and how customers understand the branded product relatively to the other competing branded products. "Products are made in factories, but brands happen in the minds of consumers" (Kotler& Armstrong, 2016).

Marketers must place their brands clearly in the minds of their target audiences. They can place brands at three different levels:

attributes, benefits, and beliefs and values (Kotler and Armstrong, 2016). The authors stated that marketers can position their brands based on product features and attributes. A brand positioning can be improved at a higher level by linking its name with desirable benefits. Strongest brands exceed their positionings at the highest level when they let their customers to participate on a deep and emotional level (Kotler and Armstrong, 2016). Aaker and Shansby (1982) pointed out that when expanding a promotional program there are six different positioning strategies could be used by marketers: Positioning by product attributes, price/quality, use or application, product class, product user, and competitors (Belch & Belch, 2018).

Advertising plays a critical role to create brand awareness and brand positioning. To achieve high levels of awareness, marketers have traditionally, relied on intensive advertising campaigns. Many customers believe that choosing a brand because it is familiar, is a sign of security and safe decision making (Bukhari, 2015). If a company has a strong brand awareness, it signifies that its products and services have a positive reputation in the marketplace and are simply acceptable (Gustafson & Chabot, 2007). Brand awareness also helps people to remember a brand (Stokes, 1985). Based on the above we hypothesize the following:

H3: Brand value has positive effects on brand health

H3a: Brand value has positive effects on brand familiarity

**Brand popularity: brand image and brand penetration:**

The degree to which a brand is extensively purchased by the general population is referred to as brand popularity (Kim & Chung, 1997). It is frequently operationally defined as a product's market share (Hellofs & Jacobson, 1999). The brand image, that a product has, is a powerful tool for gaining market share. A positive brand image can influence consumers' buying behavior and is considered vital for business success. If consumer awareness is vital for consumer buying decision, companies still have a lot to do to translate this awareness into loyalty. A positive brand image contributes to brand popularity.

Different studies have defined brand image in various ways. When it comes to brand image measurement and subsequent assessments of brand equity and positioning, the various definitions can be confusing (Lee et al, 2014). Dobni & Zinkhan (1990) suggested that brand image refers to the meaning that the consumers associate with the product based on {experiences, impressions, perceptions} of {functional, emotional, symbol} benefits of the brand. So brand image reflects consumer perceptions of any preferences for a brand, measured by the various types of brand associations held in consumer memory (Keller, 2008., Arai et al 2013., Anselmsson et al 2014., Biel, 1992). The foundation for better strategic marketing decisions concerning targeting certain market segments and positioning a product is the brand image. Brand image adds value in a variety of ways, including supporting consumers with information

processing, defining the brand, offering reasons to buy, eliciting good emotions, and establishing a foundation for extensions (Aaker ,1991). Brand image is about how consumers view the product. it is the unique bundle of associations within consumers' mind. It is all about the consumer's perception about the product. The consumer is not only buying the product/ or service, he is also buying the image associated with that product/or service. Cateora et al (2009) stated that brand image is at the very core of business identity and strategy (Cateora et al, 2009). Aaker (1996) used the term brand identity to refer to a company's corporate image, which is generally seen as part of the brand image (Aaker,1996). Brand identity is how the company shape the personality of the product and how it wants the consumer to perceive the product. It is an inside-out perspective. Brand image is how the consumer actually perceives the product. It is an outside-in perspective. Keller (2001) conceptualized brand image with terms such as brand associations, brand performance, brand imagery, consumer judgments, and consumer feelings (Keller, 2001). Characteristics of the brand image are different in the scientific literature. from one perspective the image is seen as part of the process, from another perspective the image is associated with emotions; finally, the image is seen as the information disseminated by the organization. Brands compete with each other, so companies must understand that a good brand image is the company's success (Margarita, 2018). Brand image plays a critical role when comparing between products and making consumer buying decisions that goes

beyond the tangible features of product quality, design, and price ...etc. Reynolds & Gutman (1984) defined brand image as the set of meanings and associations that serve to differentiate a product or service from its competition. Companies use variety of ways to build their strong brand image. Product quality, product appearance, product usefulness, and value added services like warranty and after sale services represent different ways to build strong brand image.

Companies work on strengthening their brand image through brand communications like advertising, publicity, word of mouth, and different promotional tools. Companies with strong brand image are more profitable and profit generating. In fact, products with positive brand image can lead to increases in sales because of the positive consumers' perception of the brand. Companies are more aware nowadays of the increasing importance of building positive brand identity and gaining positive brand image among their customers because of the fierce competition among brands.

Nike's decision to stop doing business with Sears when Sears merged with Kmart in 2005 is a fantastic example of brand image. Nike couldn't have its brand image associated with Kmart's bad quality and low costs, as well as a sinking ship image. By putting a swoosh brand on Sears shelves, Nike was able to keep its premium and high-quality image while avoiding creating contradicting images by associating with Kmart. It was more likely to be a decision about brand management than a

business issue (Ives, 2005 in Lee and al 2014). The example clarifies the significant role brand image plays

Advertising as an important promotion tool, professional sales persons, free trials, and word of mouth as an unpaid form of promotion in which satisfied customers tell other people how much they like a product brand image, all are considered very crucial for building strong brand image. The store location, store design, and wide distribution system influence building strong brand image. Using popular celebrities and company sponsorships help building strong brand image.

The popularity of a brand or a category is measured by brand penetration. It's calculated by dividing the number of persons who buy a particular brand or category of goods at least once in a given period by the size of the relevant market population. (Reibstein et al, 2006). Penetration (the percentage of customers who have purchased at least once) and average purchase frequency are two common brand performance indicators. Additional loyalty measurements such as share of category criteria and proportion of only loyal purchasers are based on average purchase frequency (Ehrenberg, 2000).

There are different strategies to penetrate markets. Lowering products' prices is one of the most common market penetration method used by companies in order to make more sales volume by increasing the number of products purchased for consumers comparing to the alternative goods. Using more distribution

channels is another strategy to increase market penetration (Kotler, 2016). Offering increased promotions to customers is another penetration strategy used to raise awareness of the brand and generate profit to maximize market share (McGrath, 2001). Improving product's quality and changing the design of the packaging or material/ingredients, developing new markets in order to maximize the potential market are also penetration strategies. Based on the above we hypothesize the following:

H3: Brand value has positive effects on brand health

H3b: Brand value has positive effects on brand popularity

### **Brand resonance: Brand loyalty**

The relationship that a consumer has with a brand and the extent to which he is tied to it is referred to brand resonance. It depicts the customer's psychological attachment to the brand and his loyalty to it as seen by his recurrent purchases (Keller & Swaminathan, 2020). Customers and businesses both benefit from brand loyalty. According to Aaker (1996) one of the most important aspects of brand equity is loyalty. A devoted client base, according to the author, serves as a barrier to entrance, a foundation for a price premium, time to competitor innovations, and a bulwark against harmful price competition (Aaker, 1996). According to Keller's brand resonance model, resonance can be established as a pyramid diagram known as the resonance pyramid model which is establishing strong customer relationships by making them loyal to the brand. The brand resonance model depicts the creation of strong

and active loyalty by customers that starts with identifying the brand to ensure that the consumer is aware of it, and then establishing it to give the product a full meaning in the minds of the customers, soliciting consumer answers about how they feel about the brand is the next step to achieve the ultimate level of developing strong relationships between consumers and brands. The authors further illustrate that consumers value their ties with their branded ownerships, as well as marketing agencies and institutions that hold and control the brand. In this light, brand resonance focuses on points of uniqueness and parity that provide the firm and business enterprise with a long-term competitive edge (Keller & Swaminathan, 2020). A powerful brand benefits from consumer loyalty, the ability to charge premium prices, and enormous brand power to delay new product and service launches (Latif et al, 2014). Because brand loyalty is made up of two key components: attitudinal and behavioral, researchers have been encouraged to define and measure it (Dick and Basu, 1994). Both elements depict the development of brand loyalty. The attitudinal component, for example, relates to a good relationship and commitment between the customer and the brand, and this attitude, in turn, arises from the alignment of brand qualities and features with the consumer's tastes and preferences. Second, this attitude is translated into the behavioral component of loyalty that represent the customer prior and frequent purchases of the

brand and creating a certain purchasing habit (Dick and Basu,1994). Based on the above we hypothesize the following:

H3: Brand value has positive effects on brand health

H3c: Brand value has positive effects on brand resonance

H4: Advertising appeals have positive effects on brand health

H4a: Rational advertising appeals have positive effects on brand health

H4b: Emotional advertising appeals have positive effects on brand health

**Research problem:**

Many efforts have been made to explore from one side the effects of advertising appeals on intention to buy (Jovanovic et al,2016), towards brand choice (Samidi,2018), on advertising effectiveness ( Grigaliunaite and Pileliene,2016), in building strong brands (Aaker and Biel ,1993). From another side, researchers have tried to investigate the effects of brand equity on brand extention (Aaker and Keller, 1990), on sustainable competitive advantage (Bharadwaj et al,1993; Hoffman,2000), with marketing mix elements (Rajh,2005). As advertising represents one of the most important channels for customers to obtain information and one of the most important contributors that affect brand equity (Aaker and Biel,2003), little research has linked advertising appeals to brand health as relatively new concept. This study attempts to make a step forward closing this gap by investigating the effects of advertising appeals on brand value and brand health. The two

dimensions of Brand Asset Valuator Model- Vitality and Stature- play as mediating factors in the relationship between advertising appeals and brand health. The study aims to detail the theoretical rationale for linking advertising appeals with brand health.

The study aims to answer the following questions: Do advertising appeals: rational and emotional affect brand value? Do advertising appeals: rational and emotional affect brand health?

Does brand value affect brand health?

The objectives of this study are: first, to investigate the role of advertising appeals play in building brand value, second, to explore the role of brand value plays in shaping brand health, and finally, to determine the role of advertising appeals play in shaping brand health

The following figure (figure 1) shows the conceptual framework of the study

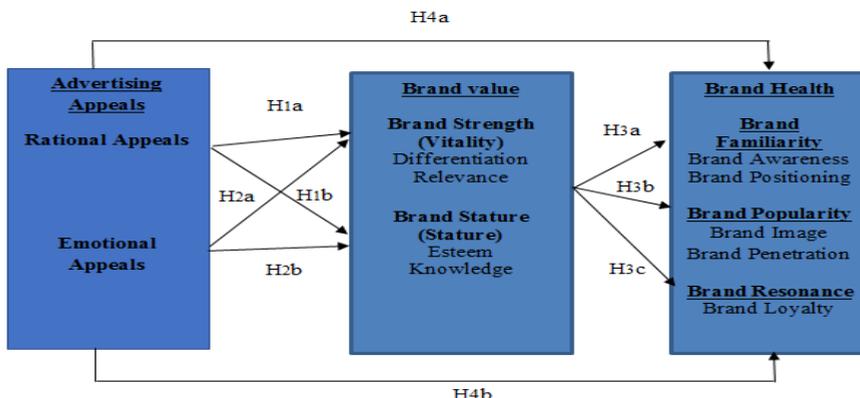


Figure (1) The Study Conceptual Framework

### **Research method and design**

In order to satisfy the objectives of this study, quantitative methods were held to clarify the effect of the advertising appeals on brand value and brand health. Based on the nature of the variables presented in the literature, a descriptive conclusive research was used to understand more about the topic and to clarify the relationship between the variables. The research population was identified as any Egyptian who is affected by rational and/or emotional advertising appeals. The data was gathered using questionnaires that was distributed among a targeted sample with the application of different brand name cars in Egypt such as (Mercedes, BMW, Toyota, Honda, Kia, Nissan ...etc). Snowball sampling is a sample method used to generate a pool of participants through referrals made by individuals who share interest with the research topic. A Structured questionnaire was developed and uploaded on Google forms using the following link : <https://bit.ly/27e53BL> to ask respondents to rate their opinions along a Likert scale to represent the statements from strongly agree to strongly disagree. Participants responded to the survey online. The researcher adopted these methods as they fit the purpose and nature of the study and provided the results in numerical data that helped to provide proper explanations in form of statistics. Besides, the study tends to reach large sample that helped in generalizing the results of the study.

### **Measurement and results**

The following table shows the results of the reliability and validity of the research variable

**Table (2) The Reliability and Validity of the Research Variables**

Variables	Sub-variables	Number of questions	Reliability	Validity
Advertising Appeals	Rational Appeals	10	0.850	0.922
	Emotional Appeals	10	0.911	0.954
	Total	20	0.926	0.962
Brand Value	Brand Strength (Vitality)	12	0.921	0.960
	Brand Stature (Stature)	9	0.911	0.954
	Total	21	0.947	0.973
Brand Health	Brand Familiarity	7	0.866	0.931
	Brand Popularity	19	0.916	0.957
	Brand Resonance	6	0.832	0.912
	Total	32	0.949	0.974

To ensure the credibility of the research, coefficient of reliability and validity were done to express this credibility. The table above shows that the coefficient of reliability (Cronbach's alpha  $\alpha$ ) was used to measure the internal consistency of the items used in the questionnaire. Sekaren (2003) illustrates that a variation from (0-1), and reliability will be acceptable if  $\alpha$  is more than 0.60. The table shows the results of reliability that range from 0.832 to 0.949. By reviewing the values of reliability coefficients of internal consistency; it shows that all the values are statistically acceptable and reflect consistency in a good degree which

reflects the stability of the study. Results of validity that range from 0.912 and 0.974 show that the statistical instrument which is the questionnaire measure what it is intended to measure, i.e. accuracy of measurement (Saunders et al., 2009). Thus, the study can rely on the data gathered from the questionnaire to apply the required statistical tests and analyses. A pilot test to the questionnaire was done to strengthen its credibility.

The following table shows the descriptive statistics of the research variables. The table shows the means and standard deviations of the research variables.

**Table (3): Descriptive statistics of the research variables**

Variables	Sub-variables	Descriptive Analysis		t- test	
		Mean	Std. Deviation	t value	P value
Advertising Appeals	Rational Appeals	3.47	0.619	10.980	0.000
	Emotional Appeals	3.34	0.764	0.6422	00.00
	Total	3.40	0.637	9.189	0.000
Brand Value	Brand Strength (Vitality)	3.84	0.604	20.168	0.000
	Brand Stature (Stature)	3.75	0.689	15.822	0.000
	Total	3.79	0.606	19.059	0.000
Brand Health	Brand Familiarity	3.94	0.599	22.981	0.000
	Brand Popularity	3.84	0.546	22.319	0.000
	Brand Resonance	3.77	0.656	17.026	0.000
	Total	3.85	0.548	22.591	0.000

The above table shows the research variables and sub-variables. Each of them has been measured on a five-point Likert-type scale

with the following scores: 5= (strongly agree), 4=(agree), 3=(neutral), 2=(disagree), and 1= (strongly disagree). It can be concluded from the table that: 1) Generally noticed is the low variances or differences among the respondents' answers on the different variables because of their low standard deviation which is reflected by the high values of the means (greater than 3). 2) Respondents' evaluation on advertising appeals on average was quite high. Their answers reflect high mean values :3.47 and 3.34 for rational and emotional advertising appeals respectively, and total of 3.40. T-test result confirms the abovementioned result where the probability value is less than the value of the level of significance ( $p\text{-value}=0.000 < \alpha=0,005$ ). 3) Respondents' evaluation on brand value was quite high. The answers reflect high mean values: 3.84 and 3.75 for the brand vitality and brand stature respectively, and total of 3.79. T-test result confirms the abovementioned result where the probability value is less than the value of the level of significance ( $p\text{-value}=0.000 < \alpha=0,005$ ). 4) Respondents' evaluation on brand health was quite high. The answers reflect high mean values: 3.94, 3.84, and 3.77 for the brand familiarity, brand popularity and brand resonance respectively and total of 3.85. T-test result confirms the abovementioned result where the probability value is less than the value of the level of significance ( $p\text{-value}=0.000 < \alpha=0,005$ ).

### **Testing Hypotheses**

Person correlation was used to test the correlation between advertising rational and emotional appeals (independent variable) and brand value with its two components: brand strength(vitality) and brand stature(stature) (dependent variable). It was also used to test the correlation between brand value and components of brand health: brand familiarity, brand popularity, brand loyalty respectively. It was also used to test the correlation between advertising appeals and brand health. Consequently, linear regression analysis and t-test were applied to test the effect of the mentioned independent variables on the dependent variables. Coefficient of correlation( $r$ ), coefficient of determination ( $r^2$ ), standard error of the estimate (S.E), and f- test and ANOVA analysis were applied to examine the significance of the effects. The following two tables, table (3) and table (4) summarize the regression coefficient and t-test to test the significance of the advertising rational and emotional appeals consequently on brand strength and brand stature.

**Table (4) Regression Analysis between advertising Rational Appeals and Brand Value.**

Dependent Variables	Independent Variables	Regression Coefficient		t-test		R	R Square	ANOVA	
		Value	Std. Error	t-test	P value			F-test	P value
Brand Strength (Vitality)	Constant	<b>1.607</b>	<b>0.178</b>	<b>9.007</b>	<b>0.000</b>	<b>0.659</b>	<b>0.434</b>	<b>161.181</b>	<b>0.000</b>
	Rational Appeals	<b>0.643</b>	<b>0.051</b>	<b>12.696</b>	<b>0.000</b>				
Brand Stature (Stature)	Constant	<b>1.259</b>	<b>0.206</b>	<b>6.100</b>	<b>0.000</b>	<b>0.646</b>	<b>0.417</b>	<b>150.059</b>	<b>0.000</b>
	Rational Appeals	<b>0.718</b>	<b>0.059</b>	<b>12.250</b>	<b>0.000</b>				

From the table above, it could be concluded that there is a significant effect of rational advertising appeals on brand strength (vitality) at level  $p = 0.05$ . t-test  $p$ -value =  $0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at  $0.05$  ( $F=161.181$ ,  $P$ -value =  $0.000 < \alpha < 0.05$ ). The value of coefficient of correlation  $R$  between rational advertising appeals and brand strength is  $0.659$ , indicating moderate correlation.  $R$  square =  $0.434$  indicating that rational advertising appeals count for  $43.4\%$  of brand strength (vitality). The other ( $56.6\%$ ) could have an effect but not included in the study or related to the random error. Accordingly, the first sub-hypothesis of the first main hypothesis is accepted.

From the same table, it could be concluded that there is a significant effect of rational advertising appeals on brand stature (stature) at level  $p = 0.05$ . t-test  $p$ -value =  $0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at  $0.05$  ( $F=150.059$ ,  $P$ -value =  $0.000 < \alpha < 0.05$ ). The value of coefficient of correlation  $R$  between rational advertising appeals and brand strength is  $0.646$ , indicating moderate correlation.

R square=0.417 indicating that rational advertising appeals counts for 41.7% of brand strength (vitality). The other (°8.3%) could have an effect but not included in the study or related to the random error. Accordingly, the second sub-hypothesis of the first main hypothesis is accepted. Thus, the first hypothesis is accepted.

**Table (5) Regression Analysis between Emotional Appeals and Brand Value**

Dependent Variables	Independent Variables	P Value				R	R Square	ANOVA	
		t-test	Std. Error	t-test	P value			f-test	P value
Brand Strength (Vitality)	Constant	<b>2.145</b>	<b>0.144</b>	<b>14.942</b>	<b>0.000</b>	<b>0.641</b>	<b>0.410</b>	<b>146.197</b>	<b>0.000</b>
	Emotional Appeals	<b>0.507</b>	<b>0.042</b>	<b>12.091</b>	<b>0.000</b>				
Brand Stature (Stature)	Constant	<b>1.592</b>	<b>0.149</b>	<b>10.714</b>	<b>0.000</b>	<b>0.716</b>	<b>0.513</b>	<b>221.380</b>	<b>0.000</b>
	Emotional Appeals	<b>0.646</b>	<b>0.043</b>	<b>14.879</b>	<b>0.000</b>				

From the table above, it could be concluded that:

1) There is a significant effect of emotional advertising appeals on brand strength (vitality) at level  $p < 0.05$ . t-test  $p$ -value =  $0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at  $0.05$  ( $F=146.197$ ,  $P$ -value =  $0.000 < \alpha = < 0.05$ ). The value of coefficient of correlation  $R$  between emotional advertising appeals and brand strength (vitality) is  $0.641$ , indicating moderate correlation. R square =  $0.410$  indicating that emotional advertising appeals count for 41% of brand strength (vitality). The other (°9%) could have an effect but not included in the study or related to the random error. Accordingly, the second sub-hypothesis of the second main hypothesis is accepted.

2) There is a significant effect of emotional advertising appeals on brand stature (stature) at level  $p = 0.05$ . t-test  $p$ -value  $= 0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at  $0.05$  ( $F = 221.380$ ,  $P$ -value  $= 0.000 < \alpha < 0.05$ ). The value of coefficient of correlation  $R$  between emotional advertising appeals and brand stature (stature) is  $0.716$ , indicating moderate correlation.  $R$  square  $= 0.513$  indicating that emotional advertising appeals counts for  $51.3\%$  of brand stature (stature). The other ( $48.7\%$ ) could have an effect but not included in the study or related to the random error. Accordingly, the second sub-hypothesis of the second main hypothesis is accepted. Thus, the second hypothesis is accepted.

The following table shows the regression analysis between brand value and brand health

**Table (6) Regression Analysis Between Brand Value and Brand Health**

Dependent Variables	Independent Variables			P Value		R	R Square	ANOVA	
		t-test	Std. Error	t-test	P value			f-test	P value
Brand Familiarity	Constant	0.874	0.150	5.821	0.000	0.819	0.671	428.269	0.000
	Brand Value	0.809	0.039	20.695	0.000				
Brand Popularity	Constant	1.243	0.156	7.992	0.000	0.759	0.576	285.154	0.000
	Brand Value	0.684	0.040	16.887	0.000				
Brand Resonance	Constant	0.747	0.195	3.837	0.000	0.735	0.540	246.829	0.000
	Brand Value	0.796	0.051	15.711	0.000				
Brand Health	Constant	0.955	0.128	7.436	0.000	0.844	0.713	521.148	0.000
	Brand Value	0.763	0.033	22.829	0.000				

From the above table, it could be concluded that:

1) There is a significant effect of brand value on brand familiarity at level  $p < 0.05$ . t-test  $p\text{-value} = 0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at 0.05 ( $F=428.269$ ,  $P\text{-value} = 0.000 < \alpha = 0.05$ ). The value of coefficient of correlation  $R$  between brand value and brand familiarity is 0.819, indicating strong correlation.  $R\text{ square} = 0.671$  indicating that brand value count for 67.1% of brand familiarity. The other (32.9%) could have an effect but not included in the study or related to the random error. Accordingly, the first sub-hypothesis of the third main hypothesis is accepted.

2) There is a significant effect of brand value on brand popularity at level  $p < 0.05$ . t-test  $p\text{-value} = 0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at 0.05 ( $F=285.154$ ,  $P\text{-value} = 0.000 < \alpha = 0.05$ ). The value of coefficient of correlation  $R$  between brand value and brand popularity is 0.759, indicating moderate correlation.  $R\text{ square} = 0.576$  indicating that brand value count for 57.6% of brand popularity. The other (42.4%) could have an effect but not included in the study or related to the random error. Accordingly, the second sub-hypothesis of the third main hypothesis is accepted.

3) There is a significant effect of brand value on brand resonance (loyalty) at level  $p < 0.05$ . t-test  $p\text{-value} = 0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at 0.05 ( $F=246.829$ ,  $P\text{-value} = 0.000 < \alpha = 0.05$ ). The value of coefficient of correlation  $R$

between brand value and brand loyalty is 0.735, indicating moderate correlation. R square=0.540 indicating that brand value count for 54% of brand loyalty. The other (46%) could have an effect but not included in the study or related to the random error. Accordingly, the third sub-hypothesis of the third main hypothesis is accepted.

4) There is a significant effect of brand value on brand health as a total with its familiarity, popularity, and resonance at level p 0.05. t-test p-value =0.000 <  $\alpha$  =0.05. The analysis of regression model shows significance at 0.05 (F=521.148, P-value=0.000 <  $\alpha$  < 0.05). The value of coefficient of correlation R between brand value and brand health is 0.844, indicating strong correlation. R square=0.713 indicating that brand value count for 71.3% of brand health. The other (28.7%) could have an effect but not included in the study or related to the random error. Thus, the third hypothesis is accepted

**Table (7) Regression Analysis between Advertising Appeals and Brand Health**

Dependent Variables	Independent Variables	P Value				R	R Square	ANOVA	
		t-test	Std. Error	t-test	P value			F-test	P value
Brand Health	Constant	1.903	0.166	11.462	0.000	0.635	0.403	141.973	0.000
	Rational Appeals	0.562	0.047	11.915	0.000				
Brand Health	Constant	2.293	0.129	17.827	0.000	0.650	0.423	154.032	0.000
	Emotional Appeals	0.466	0.038	12.411	0.000				

From the above table, it could be concluded that:

1) There is a significant effect of rational advertising appeals on brand health at level  $p < 0.05$ . t-test  $p\text{-value} = 0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at  $0.05$  ( $F=141.973$ ,  $P\text{-value}=0.000 < \alpha < 0.05$ ). The value of coefficient of correlation  $R$  between brand equity and brand loyalty is  $0.635$ , indicating moderate correlation.  $R\text{ square}=0.403$  indicating that brand equity count for  $40.3\%$  of brand loyalty. The other ( $59.7\%$ ) could have an effect but not included in the study or related to the random error. Accordingly, the first sub-hypothesis of the fourth main hypothesis is accepted.

2) There is a significant effect of emotional advertising appeals on brand health at level  $p < 0.05$ . t-test  $p\text{-value} = 0.000 < \alpha = 0.05$ . The analysis of regression model shows significance at  $0.05$  ( $F=154.032$ ,  $P\text{-value}=0.000 < \alpha < 0.05$ ). The value of coefficient of correlation  $R$  between brand equity and brand loyalty is  $0.650$ , indicating moderate correlation.  $R\text{ square}=0.423$  indicating that brand equity count for  $42.3\%$  of brand loyalty. The other ( $57.7\%$ ) could have an effect but not included in the study or related to the random error. Accordingly, the second sub-hypothesis of the fourth main hypothesis is accepted. The following figure summarizes the results of the study.

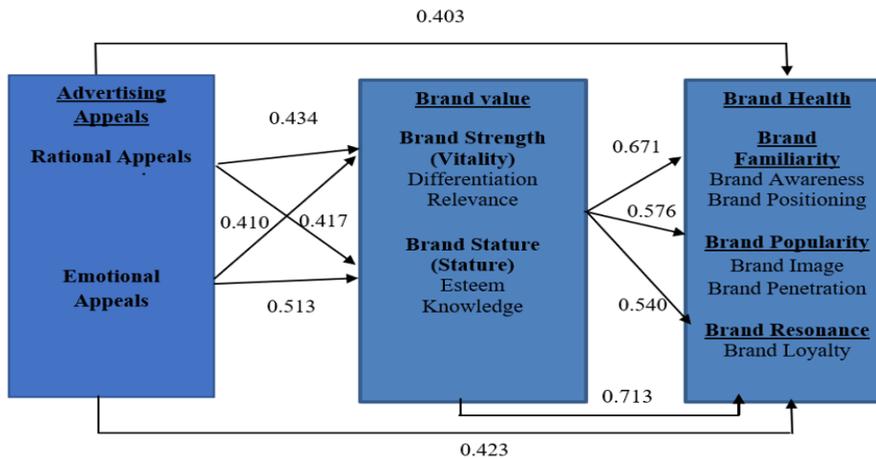


Figure (2): Structural Model

### Discussion and managerial implications:

Managing brand health and brand equity are two issues that have emerged as crucial for brand success (Mirzaei et al., 2005; Aaker, 1996; Keller & Swaminathan 2020). Accordingly, it is extremely important to understand how companies and customers understand this importance.

For brand equity, it is recognized for its long-term financial and marketing benefits, as it makes the marketing endeavor more efficient (Moisescu and Gica, 2007) and effective (Carcia et al., 2018; Moisescu, 2005). As brand equity is the differential effect that knowing the brand name has on consumer responses (Keller & Swaminathan, 2020) it represents the added value that a brand name has on a product. It is the perceived value of a recognizable brand name from the consumer perspective which implies greater success because of its reputation.

Advertising is playing an important role to reach the target audiences and communicate effectively with them. As advertising and promotion are an integral part of our social and economic system, it is of paramount importance to understand that advertising has evolved into a vital communications system for both consumers and businesses (Belch & Belch, 2018). Belch & Belch (2018) stated that one of the advertiser's most important creative decisions is to choose the suitable advertising appeal for their messages. Some of message are designed to appeal to the rational, logical aspect of the consumer's decision making process; others are designed to evoke emotional reaction and focus on the feelings for purchasing a product or a brand. The authors further pointed out that economists argue that advertising is employed to accomplish (1) differentiation, whereby products and services of big advertisers are perceived as unique and better than their competitors, (2) brand loyalty, which make advertisers gain control of the market.

The study supported the idea of believing that advertising equals market power as a way to change consumers' tastes, lower their sensitivity to price and build brand loyalty among buyers of advertised brands (Belch & Belch, 2018). Rational appeals address the consumer's practical, functional or utilitarian need for the brand because of its informative nature. The study shows that rational appeals affects the brand vitality and stature because they help to clarify how superior and practical is the brand. They emphasize the quality and providing customers with accurate information about the

brand price, its availability and how comfortable, suitable and durable it is. They further illustrate the benefits associated with the brand by highlighting the product attributes and features. They give a clear idea about the brand design. Rational appeals affect the differentiation part of the brand vitality by showing how the brand is different, useful, unique, practical, performing well, and the best in a category than the other brands. They also affect the relevance part of brand vitality by pointing out how the brand is friendly user, its shape suits the customer, the services associated with it suit the customer needs, and how the price the customer pays suits the quality received. Rational appeals affect the esteem part of the brand stature by demonstrating to what extent the brand keeps its commitments, and to what extent the customer understand what the brand stands for to him. They affect the knowledge part of the brand stature by illustrating how the customer is confident with the brand performance when knowing all the details, associations and benefits related to the brand. The study shows that the effects of rational appeals on brand vitality (R square= 43.4%) was greater than their effects on brand stature (R square= 41.7%).

Emotional appeals stress on the feelings of happiness, excitements, fun, love, enjoyment, fear etc (Ramaswamy and Namakumari, 2002). They focus on triggering and directing consumers behaviors. They affect the differentiation part of brand vitality by making the consumer feel superior, unique and independent when buying the brand. They affect the relevance

part of the brand vitality by expressing the consumer experience he gained from watching the ad and exploring how relevant the brand is to his requirements and personality. Emotional appeals affect the esteem part of the brand stature by making the customer feel accepted by others and feeling superior or achieving his goals when buying the brand. They also help him to feel like he can impress others by buying the brand. Emotional appeals affect the knowledge part of the brand stature by making him feel like he understands how beautiful is the brand and how he gains its benefits and experiences its associations. They focus on creating the desire to buy the brand. The study shows that the effects of emotional appeals on brand stature (R square=51.3%) was greater than their effects on brand vitality (R square= 41%). The study shows that brand value by its vitality and stature affects brand health. It has great effect on the brand familiarity (R square= 67.1%). When customers have the ability to recognize and identify the brand and have the ability to recall and retrieve it from memory, this indicates that they are aware and familiar with it. Recognizing and recalling the brand represent the first step in the branding ladder which is achieving the right brand identity that helps to create brand salience with customers. Brand salience help to gauge different aspects of brand awareness and how easily and often the brand is aroused under different situations and circumstances (Keller & Swaminathan, 2020). Brand positioning represents how marketers position their brands in consumer minds (Kotler and Armstrong, 2016). The authors further

added that there are three levels for positioning. The study shows that the brand has the characteristics and attributes the customer is looking for and align with the desired benefits he is looking for.

The study shows that brand value by its vitality and stature has a great effect on brand popularity (R square= 57.6%). It affects the brand penetration when customers buy the brand very often and by telling others to buy the same brand. When customers increase their purchasing because of sales promotion the company make (contests, premiums, couponing, sweepstakes, and various point-of-purchase materials) the brand penetration increases. These promotional methods encourage consumers to make their immediate buying decisions and therefore can motivate short-term sales (Belch & Belch, 2018). The study also shows that bundling products together help customers to be more willing to buy the brand very often and increasing brand recall encourage them to buy the brand regularly. Keller (1998) stated that brand image has long been recognized as an important concept in marketing. According to Aaker (1991) perceived quality provides a brand with value in different ways: high quality encourages consumers to make their decisions to buy the brand, helps the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension. The study shows that the quality of the brand helps building a strong brand image that indicates that this brand possesses a good health. Beside the quality which is considered

as one of the main factors of awarding a brand a good health, there are many other factors that help granting the brand a good health. Some of these factors are: good brand warranty, excellent after sale services, attractive advertisements and displays for the brand, prestigious locations and comfortable designs for the stores dealing with the brand, free trials for the brand, a positive word of mouth, using famous celebrities, the availability of the brand, using professional sales representatives, wide distribution for the brand, company's sponsorship for important events.

The study shows that brand value by its vitality and stature has a great effect on brand resonance (R square= 54%). The study demonstrated the main components of brand loyalty: attitudinal and behavioral. On the one hand the attitudinal loyalty arises from the alignment of the brand quality, its price, its features and attributes, the services associated with. On the other hand, it reflects the importance of buying the branded product. The behavioral loyalty emerges from the purchases and the repeated purchases of the brand and under different consumption situations and the persistence of buying the brand even though the price increases. The greatest effect of brand value on brand health was about brand familiarity (67.1%).

The study shows that rational and emotional advertising appeals affect brand health. Rational appeals with their durability, practicality, convenience, performance, quality, comfortability and accuracy of information provide customers with needed

information that make the branded product different than the other competitive branded products and more relevant to them. Moreover, they influence the brand esteem and knowledge. This in turn, affects the branded product familiarity by clarifying to what extent customers are aware of the product and what position the branded product occupy in consumers' minds. The study shows that emotional appeals with their happiness, excitement, fun, uniqueness, affects the branded product popularity by illustrating how the branded product tries to meet the psychological and social needs. This refers to the way customers think about the branded product abstractly rather than how they think of it actually (Keller & Swaminathan, 2020). This in turn, influence how the brand could penetrate in consumers' life. Finally, all rational and emotional advertising appeals affect consumers' resonance or loyalty that reflects the ultimate goal of all advertisements. Keller and Swaminathan (2020) stated that "resonance is characterized in terms of *intensity*, or the depth of the psychological bond that customers have with the brand, as well as the level of *activity* engendered by this loyalty ( repeat purchase rate and the extent to which customers seek out brand information, events, and other loyal customers)." The study shows that emotional appeals (R square = 42.3%) has greater effect on brand health than rational appeals (R square = 40.3%). As customers and brands are companies most important intangible assets (Gupta and Lehmann, 2003), the results of this

study shed the light on the brand-customer asset relationship. The study can help managers to observe how advertising appeals can contribute to brand health. Investigating the effect of advertising appeals on brand health is just a part of the marketing actions to affect brand health. Different marketing actions could be applied such as: enhancing brand quality, offering more services, using discounts and deals....etc. The study provides a more holistic perspective about the interaction of marketing actions and marketing intangible assets like brands and customers by focusing on the effect of advertising appeals. Generally speaking, advertising as a marketing action represents just the first step in the equation by attracting customer attention, but customer experience that comes from buying and consuming a healthy brand is the ultimate goal. Brand health is an indicator of the brand's future performance and future competitiveness. Moreover, the study can help managers to observe how advertising appeals can help the assessment of brand vitality and how relevant the brand is for customers and how it fit their requirements, wants, and demands. It helps manager also to understand the assessment of brand stature. Finally, the study helps managers to monitor to what extent advertising appeals plays a crucial role to convey effective information to customers that help them to make their decisions to buy the brand and to be attracted and engaged with it. Moreover, healthy brands impact customers to make their decisions faster and easily. Good and

strong advertising appeals help to create brand value that affects finally customer health. Furthermore, having healthy brands may not only increase sales and market share but also build strong brands that help finally to increase customers' lifetime value (CLV) and customer equity (CE) which is critical issue especially in markets where the competition is intensified.

### **Limitations and directions for future research.**

The study was applied on branded product of Egyptian home appliances which left the other different product categories for further researches. The data was gathered from Cairo governorate only which make the possibility available to apply in different governorates. The study focused on the effects of the rational and emotional appeals on brand health leaving the opportunity for examining the other types of advertising appeals like for example the moral or ethical appeals, transformational appeals, or musical appeals for future researches. The use of qualitative methods may provide additional clues on how advertising appeals may influence brand health. Future researches could examine other variables as mediating or moderating variables like customer engagement, cultural dimensions, and the role of psychographic segments in the relationship between advertising appeals and brand health.

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## APPENDIX

## Research Questionnaire: Please answer the following statements

	Variables	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
	Advertising Appeals					
	Informational /Rational appeals					
1	The advertising (ad) helps me to understand how superior is the product brand					
2	The ad helps me to understand how practical is the product brand					
3	The ad helps me to understand how convenient is the product brand					
4	The ad emphasizes the quality of the product brand					
5	The ad gives me an accurate information about the price of the product brand					
6	The ad informs me how available is the product brand					
7	The ad shows me how comfortable is the product brand					
8	The ad shows me how durable is the product brand					
9	The ad demonstrates the specific benefits of the product brand					
10	The ad gives me an idea about the design of the product brand					
	Emotional appeals					
11	I feel happy when watching the ad of the product brand					
12	I feel excited because of the experience I gained from the ad of the product brand					
13	The ad makes me feel free and independent when buying the product brand					

14	The ad makes me feel unique when buying the product brand					
15	The ad makes me feel beautiful when buying the product brand					
16	The ad makes me feel accepted by others when buying the product brand					
17	The ad makes me feel like I achieved my goal when buying the product brand					
18	The ad makes me feel superior when buying the product brand					
19	The ad makes me feel confident when buying the product brand					
20	The ad helps me to impress others when buying the product brand					
	Brand Value	5	4	3	2	1
	Brand Vitality					
21	The product brand you use is different than the other product brands					
22	The product brand you use has unique characteristics					
23	The product brand you use is the best in category					
24	The product brand you use attract my attention more than the other brands					
25	The product brand you use is practical					
26	The product brand you use has the ability to perform well					
27	The product brand you use is useful					
28	The product brand you use is friendly-user					
29	The product brand shape suits you					
30	The services associated with the product brand you use suit your needs					
31	The price you pay for the product brand suits the quality you receive					

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32	The product brand is appropriate to you					
	Brand Stature					
33	The product brand keeps its commitments					
34	You are confident with the product brand performance					
35	You always have the desire to purchase the product brand you buy					
36	When you buy the product brand you feel like you belong to people you wish to					
37	You feel proud of buying the product brand					
38	It is very prestigious to have the product brand					
39	You know about the product brand					
40	You understand what the product brand stands for					
41	The product brand can really grab your attention					
	Brand Health	5	4	3	2	1
	Brand Familiarity					
42	You can identify the product brand (logo, name, sign.....etc)					
43	You can remember the product brand					
44	I can remark the good attributes of the brand					
45	I understand the benefits the brand gives me					
46	I can visualize the values gained from buying the brand					
	Brand Popularity					
47	You buy the product brand very often					
48	Many people you know (friends, relative, acquaintances, etc...) buy the product brand very often					

49	Lowering prices encourage you to buy the product brand more often					
50	Increasing promotion more ads, buy one get one free, presents, etc....) encourages you to buy the product brand more often					
51	Increasing brand recall encourages you to buy the product brand more often					
52	Bundling products together makes you willing to buy the product brand more often					
53	The product brand quality helps build a strong brand image					
54	Good product brand warranty helps build a strong brand image					
55	Excellent after sale services for the product brand help build a strong brand image					
56	Advertising the product brand helps build a strong brand image					
57	The store locations of the product brand help build a strong brand image					
58	Product brand free trials help build a strong brand image					
59	The design of the store dealing with the product brand helps build a strong brand image					
60	A good word of mouth for the product brand helps build a strong brand image					
61	Using popular celebrities for the product brand helps build strong brand image					
62	Finding the product brand always available in stores helps build a strong brand image					

63	Using professionals sales persons for the product brand helps build a strong brand image					
64	Bigger and wider distribution for the product brand helps build a strong brand image					
65	Company's sponsorships helps build a strong brand image					
66	Attractive package of the product brand helps build strong brand image					
	Brand Loyalty					
67	I always trust the product brand I buy					
68	The product brand you buy align with the satisfaction you are looking for (high quality product, low price, good services.....etc)					
69	It is extremely important to me to buy the product brand					
70	I will stay buying the same product brand if its price gets increased					
71	I will repeat purchasing the same product brand in different consumption situation					