

Perception of Designers Brand Image Forwards Symbol Iconic.

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ABSTRACT: Research on the perception of brand designer images through iconic symbols is quantitative research that aims to study the perception of brand identity of consumers through iconic symbols. The study was conducted from a group of consumers who had experience in deciding to buy fashion clothes online during the COVID-19 era in the metropolitan area, totaling 200 people, which is the size of the population group for local research (Regional studies). Purposive sampling was used only for those who bought and used perfume in the past 3 years. Data was collected using a questionnaire divided into 3 parts: general information of the respondents, information on the perception of perfume brand images, and information on the level of relationship between customers and perfume brands. Data were analyzed and processed using ready-made programs for social science research. Percentage statistics, standard deviations, Pearson Correlation analysis, and descriptive descriptions were used to explain the results of the study.

KEYWORDS: Brand Image, Symbol Iconic, Brand Perception

I. INTRODUCTION

The changing marketing environment, the variety of products, the emergence of many brands, resulting in consumers having more choices in choosing to consume each type of brand. The important factor in consumers' product selection is the combination of reasons and emotions that cause the decision to purchase one brand over another (Schmidt and Ludlow, 2002). Branding is therefore increasingly important in the global marketing industry because a good and strong brand can create added value (Value Added) for the store or service and that business enormously. A brand is not just a symbol (Logo) or a product name (Brand Name), but a brand is a feeling or overall impression created in the minds of consumers (Witwat Chaipanee, 2005: 39). A successful brand must be a brand that can reflect the identity or uniqueness (Brand Identity) of that brand to create a specific meaning for that product, letting consumers know that the product stands for and how it is different from competitors' products. Creating a difference for the brand is creating value for the brand. Brand value refers to the value that consumers receive when they buy products or use services of that brand (Srikanya Mongkolsiri, 2004: 255). This value may be intangible, but consumers have special feelings about the brand, such as a sense of credibility, familiarity because it has been around for a long time, etc. Brand value has become an important business driving strategy because consumers will always think of reasons before deciding to buy. They will consider whether the product is worth the money they have to pay for it (Ten Marketing Trends in 2010: Brand Building Guidelines in the Era of Reason, 2009: Online). Brand value will occur only when consumers have knowledge about the brand, especially in terms of brand image, which is the perception consumers have about a brand. It is the image of the brand in the minds of consumers.

The competition in the business world today is getting more and more intense, especially when technology is more advanced. The intensity of competition is also increasing. The diverse consumer behaviors cause businesses to face higher competition today. Creating a brand personality is an important marketing strategy for managing the brand of a product. This can be seen from the evolution of the brand that has changed from the past. A brand is not just a name or symbol. A brand is also a medium for creating memories and awareness in the minds of consumers (Aker cited in Natalia Maehle, 2008: 915-916).

In addition, the brand must be unique and reflect the brand identity clearly and distinctly. The brand will be valuable. Therefore, marketing communication to convey the brand identity and create a brand image in the minds of consumers is an important factor in creating brand value. However, traditional advertising and public relations cannot communicate the brand identity as well as in the past when there was not much competition. Therefore, marketers need to find new ways to communicate the brand identity through new tools. Iconic brands have become another option for marketers to communicate the brand identity to consumers. It is considered a part of marketing communication tools and advertising strategies, similar to brand ambassadors, acting as a substitute for general advertising media. Marketers call this type of advertising "Iconic Advertising". When consumers see the brand's iconic symbol, it is considered a good advertisement for the product and business, leading to familiarity among new consumer groups. That can be seen and may lead to persuasive communication towards that product (Phatrin Limprungpatanakit, 2008: online). In

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addition to shopping bags showing the product or service image and brand image of products and businesses, iconic brand symbols also play a role in creating brand value by reflecting the personality and social status of the holder (Hage-Ali et al., 2008). For the above reasons, the researcher wanted to study the perception of brand value of consumers through iconic brand symbols in the consumer group in Bangkok because it is a large province, the capital and economic center, trade, investment and tourism of Thailand. It has a continuous economic growth rate.

II. OBJECTIVES OF THE STUDY

1. To study the perception of brand identity by consumers through iconic symbols.

III. RESEARCH CONCEPTUAL FRAMEWORK

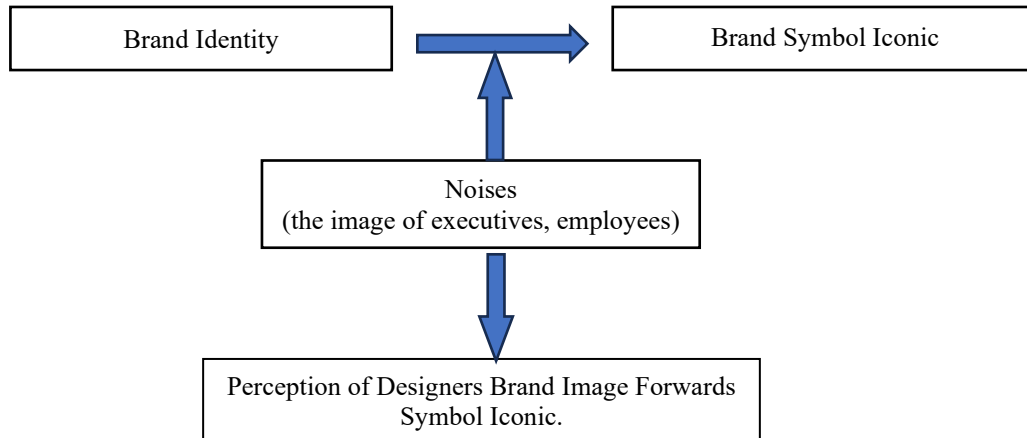


Figure 1: Research conceptual framework

IV. CONCEPTS AND THEORIES

In the study of the perception of the image of brand designers through iconic symbols, the researcher reviewed the concepts and theories used in the research to be used as a guideline in determining the research conceptual framework as follows:

1. Concepts of perception
2. Concepts of iconic symbols
3. Concepts of identity and representation

V. RESEARCH METHODOLOGY

A. Study Area and Sample

The study area was a group of consumers who have experience in deciding to buy fashion clothes online during the COVID-19 era in the metropolitan area.

B. Population and sample

The sample population used in this study is 200 people who bought or knew the specified brand, which is the size of the population group for local research (Regional studies) (Kuntalee Rueanrom, 2006: 167) by using purposive sampling only for those who bought and used perfume in the past 3 years. The total sample population used in the study is 200 people.

C. Data collection tools / methods

In collecting data, the researcher used a questionnaire as a tool to collect data. The questionnaire was divided into 3 parts as follows:

Part 1 General information of the respondents, including gender, age, education level, main occupation, monthly income, consumption behavior, and brand awareness.

Part 2 Information on the perception of perfume brand image

Part 3 Information on the level of relationship between customers and perfume brands.

D. Data Collection

Data collection is divided into 2 types: primary data and secondary data.

Primary data

Data collection using questionnaires with a sample population of 200 people according to the specified qualifications in order to compare the obtained data to the perception of the image of the personality of perfume brands.

1. It was a questionnaire about demographic or personal data, which is a closed-ended question in answering questions by calculating statistics such as frequency and percentage.

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2. It was a questionnaire about general information about the behavior of perceiving marketing communications, which is a closed-ended question in answering questions by calculating statistics such as frequency and percentage.
3. It was a questionnaire about the perception of advertising media of each type of condominium of people in Bangkok, which is a questionnaire to evaluate the value of Likert scale by calculating statistics such as analyzing the mean and standard deviation.
4. It was a questionnaire to measure the level of awareness of condominium products and awareness of the components appearing in the advertising media, which is a questionnaire to evaluate the value of Likert scale by calculating statistics such as analysing the mean and standard deviation.

Secondary data

Data obtained from research studies from books, journals, publications, including articles and reports on the image of the personality of perfume brands.

E. Data analysis

This research is a quantitative research, using a questionnaire as a tool for collecting data. The data analysis from the instruments is divided into 3 parts, using the following data analysis in each part:

1. Data analysis of the questionnaire, Part 1 uses descriptive statistics, consisting of frequency and percentage.
2. Data analysis of the questionnaire, Part 2 is divided into 2 parts:
 - 1) Brand personality group analysis, in which the questionnaire has a selection box, which is a rating scale measurement, which is a collection of data from the population and/or sample group studied and analysed and interpreted using statistics, giving a score on a 5-level opinion level as follows:

Opinion level	Rating level
Totally agree	5
Agree	4
Indifferent	3
Disagree	2

The determination of the average range for analysis of results is divided into 5 levels, referred to in Somphon Thungwa (2003: 227) from the following average ranges.

Average score level	Rating level
Average 4.50 – 5.00	Totally agree
Average 3.50 – 4.49	Agree
Average 2.50 – 3.49	Indifferent
Average 1.50 – 2.49	Disagree
Average 1.00 – 1.49	Strongly disagree.

In interpreting the level of opinion into brand personality perception, the interpretation is as follows: Strongly agree means that there is the highest awareness of brand personality in each matter or each aspect; Strongly disagree means that there is no awareness of brand personality in each matter or each aspect.

2) Analysis of the relationship between brand personality image perception and the relationship between customers and brands using inferential statistics, such as Pearson Correlation analysis. That is, finding the Pearson correlation value is taking the covariance between the two random variables and dividing it by the standard deviation of the two variables. The Pearson correlation value can only be defined in cases where the standard deviation of any variable was zero.

VI. EXPECTED RESEARCH RESULTS

To know the consumer perception of the brand's iconic symbol (Brand Symbol Iconic)

CONCLUSION

From the study, the researcher found that in the study of consumer perception of the brand, measured through 3 components: Functional Values, Emotional Values, and Self-Expressive Values, it was found that the respondents had a high level of awareness of the brand value in terms of functional value, while the respondents had a moderate level of awareness of the brand value in terms of emotional value and self-expression. This is a result of consumers not having much knowledge about the brand, which leads to less familiarity with the brand, resulting in indifference towards the brand. These brands may not be able to provide a good experience to consumers while owning or using the product. They also cannot communicate marketing to convey the brand image and reflect the brand identity in a distinctive and clear way, resulting in not being different enough to make consumers feel positive about the brand. Therefore, to increase the level of consumer awareness of the brand value, especially the emotional and self-

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expressive brand values, it can be done by focusing on marketing communication through iconic symbols, emphasizing the brand identity image in terms of benefits in terms of product usage experience more.

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