WHAT MAKES THE PROPHET TO BE A BRAND?

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ABSTRACT

The present research study aims to determine the factors that create difference between all the brands through their work quality. Following the similar composition, the researcher will be using primary method in the form of taking survey. The survey will based on the statements related to the variables and factors of working. The sample size is based on 280 responses of different people of Pakistan that has been analyzed using regression effect on different independent variable on dependent variables. While dominance shown a positive effects on all the variables through significant factors. Industries requires to follow general principles that if a product is to be pleasure to use. They need to ensure that their focus could be on product quality and realities should be according to customer's reviews. By doing so than can maximize reliability and performance. All these features improve product pleasure levels which may help a brand to be PROPHET.

Keywords: Brand Equity, Brand Loyalty, Brand Awareness, Brand Performance, Customer Delight.

INTRODUCTION

The focus of building a brand has typically been on identifying by the silent customer prospects and developing their externally focused strategies; a personnel as brand builders has received little attention. Furthermore, a lot of businesses view corporate branding as a strategy to capitalize on any goodwill associated with advantageous business relationships in order to increase customer trust. However, a flaw in these focused orientations is how staff members are disregarded when developing a brand. As the traditional method to branding demonstrates, a brand's values can be largely developed through communication, but employees—or more specifically, the organization's culture also contributors to a brand's functional and emotional values. Staff members can deliver the brand's functional claims thanks to their specialized knowledge and abilities, and when their values line up with the brands they become emotionally invested in upholding the reputation of the company. They are physically devoted to delivering the product, and their values coincide with those of the company. Organizations are realizing the value of their employees as brand builders. As technology improvements make it simpler to comprehend and imitate a brand's functional advantage, competing brands are becoming more similar to one another. The motivating brand differentiators are shifting toward an emotional foundation, and the emotional relationships are being formed through distinctive organizational cultures. 3 One frequently hears exhortations stating that brand marketing is a strategic endeavor and that the CEO serves as the ultimate brand manager. Reality frequently contradicts this, though. 4 In order to offer value, brand marketing should be a strategic process that incorporates cross-functional operations. Unfortunately, brand marketing does not receive the senior management attention it requires because of the short-term goals it is focused on, the desire to boost profits rather than increase shareholder value, and company structures that do not encourage cross-functional cooperation are just a handful of the factors that prevent brand

marketing from receiving the support it need from senior management. The brand vision is an effective one. The brand's vision outlines its long-term, ambitious goals, which must inspire employees, boost their loyalty, and help them understand how they can contribute to success. According to Aaker (2009), there are three approaches to management. The first strategy is to manage by dictatorial command, but this fosters a culture of fear and prevents people from suggesting improvements. The second strategy is micromanagement, which lays out in detail for workers how they should function. This calls for a large investment in supervisory personnel. The third strategy is visionary management, which increases employee commitment by inspiring everyone to think creatively about challenges to solve and inspiring everyone to believe in the future the company wishes to create. This strategy is focused on visionary leadership. Why make the extra effort when any improvement to a branded offering that adds genuine value will distinguish the good or service whether it is shown.

Problem Statement

A problem statement describes the problem that a company is having and offers potential solutions. Typically, companies are established with the goal of resolving customer complaints. You may think of a problem statement as the place to start when developing a product vision. To study the concept of who is the leading brand among branding industries.

LITERATURE REVIEW

Brands have nearly completely permeated all spheres of existence, including the economy, culture, social, and religious realms. It is a specific kind of product that is produced by a certain firm or may work for a specific company and has an identifying mark on the stock or is marked. as a branding iron. A brand is a name, logo, or other distinguishing feature that sets a seller's products and services apart from those of other nearby vendors. Businesses, marketers, and advertisers utilize brands to showcase the advantages of desired products. In the literature on marketing, brands play a crucial function as a point of association between businesses and consumers. A brand should ideally offer the consumer a variety of sensory cues to increase their affinity for a company's goods. As an illustration, a brand's packaging, shape, logo, and tagline can all be used as visual cues to identify it. It may also be audibly recognizable, such as when you hear the product name mentioned in a conversation or hear radio advertising. The emblem, logo, or trademark that is used to identify a product's features for the consumer. As a result, the firm's decision to create its well-known brand was justified by the consumer's ability to quickly identify the goods. Prophet Brand Strategy is a company that focuses on digital transformation through advertising and marketing. For this goal, businesses used internet or digital marketing (Joachimsthaler & Aaker, 1997). Prophet brand strategy serves clients globally. The Journal of Marketing (JM) creates and disseminates knowledge about actual global marketing and advertising issues that are pertinent to students, teachers, managers, customers, decision-makers, and other society stakeholders. It is the best venue for significant studies in marketing and advertising (Booms & Bitner, 1981). With the aim of learning more about the motivations or fulfillments driving social media use, attitudes toward social media marketing messages, and the efficacy of messaging linked to online purchase costs, Chung and Austria completed an idea-scare research project. To study consumer pleasure in social media usage, the Uses and Satisfaction theory was used as the foundation. Online purchase costs were closely examined in relation to social media marketing messaging. Entertainment, knowledge, and interaction have been considered exogenous elements for social media gratifications. The endogenous variables

have been people's attitudes regarding marketing and advertising messages on social media and their online purchasing habits. Numerous studies found that online customers viewed products more favorably and gave digital logo networks a higher priority than interactive virtual marketing and advertising. Response to Facebook marketing and advertising was less effective than that which was demonstrated to the digital logo network in the context of online social networking. The kids thought that the digital logo network was more dependable, educational, and fun. Facebook marketing and advertising become more upsetting to them. In the instance of the digital logo network, the motivation for participating in social media marketing was seen as more extreme and profound than it was for marketing and advertising.

Brand Loyalty

Popular brands are better equipped to foster positive attitudes and perceptions, which increases sales. Higher perceived quality encourages the consumer to buy the product (Armstrong et. al., 2014). Brand faithfulness is just viewed as the customer's impression of a brand. It is the capacity of purchasers to pursue choices to purchase a specific sort of item more than once as opposed to picking a contender. Over the long haul, as the buyer gets to know the brand, their way of behaving will undoubtedly be impacted as a result of their affection for the brand. Shoppers experience various stages while purchasing from specific brands.

Why brand loyalty is important:

A company can overcome its competitors and gain the advantage it needs to   dominate the market by developing a loyal customer base. Spreading the word about rivals, increasing the likelihood that those customers will continue doing business with the company. Companies that have successfully established a steadfast following might benefit from a growing clientele in addition to having larger sales than those lacking brand reliability labeled or not? There are various factors, the majority of which stem from a brand's fundamental value in any situation. First, assertions made on behalf of a brand can gain more credibility because of its presence. Consumers are being told that the company thought the new advantage was worthwhile of the branding commitment (Aaker & Joachimsthaler, 2012). They'll know right away that the effort was made for a reason. A good example is the presence of four-wheel drive in cars. Many automakers provide this feature, but Audi AG's trademarked version, Quattro, offers it a technological edge. Generic versions are lacking in credibility. In a research of branded qualities, the capacity of a brand to increase credibility was fairly drastically demonstrated. Quite dramatically, the power of a brand to boost credibility was shown.

Brand Equity

A brand's concept is referred to by the marketing term "*brand equity*." The way customers view and connect with a brand impacts its value. A brand has good brand equity if consumers are appreciative of it. Brand equity is the benefit of having a recognized and well-recognized brand as well as the level of control a brand name has over consumers' minds. Firms build brand equity by providing consumers satisfying experiences that encourage them to choose them over competitors that offer comparable products (Aaker, 2012). Brand equity ultimately equals customer brand awareness. As you increase customer awareness in your market, you also increase the value of your brand (Aaker 1997). Keep in mind that brand equity refers to the brand's value in the marketplace. The value that your brand adds to your business is known as product equity. There are several methods to quantify it, including the price premium you may demand over a no-name product or enduring consumer loyalty.

Customer Delight

According to Aaker & Keller (1990), "*companies have started to realise that merely meeting customer expectations may not be enough. Instead, businesses ought to aim for "customer joy," which material is when clients are wholly content.*" Until recently, client satisfaction n and its opposite, disgust or indignation, has received a lot of attention in the literature. But take note: Some people believe that indignation or disgust and ecstasy are two extremes of satisfaction. Others see delight and its antthesis as two distinct concepts, especially at the extreme negative end from happiness. The following review examines both revulsion and delight while avoiding that happiness. Little is known about the causes, consequence s, and antecedents of joy in research. Exceeding a customer's expectations to produce a good experience with your product or brand is called "*customer delight*." While there are different levels of satisfaction, delight is the best level. While pleasure includes exceeding expectations and lifting the entire experience to a higher emotional level, satisfaction is about satisfying client expectations (Hoyer, & MacInnis, 2001). As contrast to a satisfied customer, a happy customer is less likely to go to a competition. The process of exceeding customers' expectations in order to give them a positive, long-lasting experience with your company, brand, product, or service.

RESEARCH METHODOLOGY

Methodology is the systematization and analysis of data. The methodology outlines the entire framework, including the sample size, sampling methodologies, method of data collecting, and data analysis procedures.

Source of Information

This research is based on the study to analyze the customer perceptions towards leading brands. Further that gathers the information from the customer from different cities of Pakistan. With the help questioner, social media reviews, branding companies and their working methodology.

Sample Techniques and Procedure

When we talk about the previous research to analyze the best leading branding companies which prefer simple random sampling. Collect data from customer reviews through questioner.

Sample Size

This study was according to the 180 sizes of sample responses collect from the 280 responses of different customers through questioner.

Method of Data Collection and Procedure

The analysis data is obtained through supplementary sources which usually produce all of the necessary along with helpful attribute has been studied within the research. Collection of material was done by different branding companies and their working methodology. And get feedback using the offline medium.

Instrument of Data collection:

In this study, I am using the questionnaire because it helps me to collect the information from the respondent. Basic purpose of study to analyze top notch leading brand. I distributing the survey questionnaire to customers. Each variable consists of 4 questions in the survey

questionnaire. In this study the information will gather from the reliable source.

Statistical to be used

In this study, I am using the statistical software name is SPSS. With help of SPSS software easily generates the chart graphs and multiple analyses.

Possible Research Finding

Cronbach's alpha was used in this research to analyze the reliability of the data. Every finding comes from the SPSS which is based on responses. Regression, correlation, F test and T test will conduct in research.

Econometrical Model

The econometrical model that we deployed the one-sample T-test is used to examine all existing hypotheses.

One Sample T-Test

One-sample The T-test is a statistical method for comparing a sample's mean to a postulated value, such as the mean of the population. The t-test is used to determine whether or not the difference between the sample mean and the hypothesized value, such as the population mean, has statistical significance. When the population standard deviation is unknown and the sample size is small, the T-test is employed to test the hypothesis of the one-sample mean. T-distribution with a few degrees of freedom is the distribution that is employed. A tiny sample is one that contains fewer than 30 observations.

$$T = \left(\overline{X} - \mu \right) / S / \sqrt{n}$$

Where, $\overline{X}$ is the sample mean, μ is the hypothesized population mean, S is the standard deviation of the sample and n is the number of sample observations.

Table 1 HYPOTHESES ASSESSMENT SUMMARY						
S.no	**Hypotheses**	**MeanValues**	**test-values**	**DifferencebtwMV&TV**	**T-Stats**	**Empiricalresults**
H1	H1: Customer behavior has a positive impact Towards brandcreations.	3.81	3	+0.81	13.272	Accepted
H2	H2: Customer behavior has a positive impact ononline shopping..	3.86	3	+0.86	15.521	Accepted
H3	H3: Brand loyaltyhas a positive impact on loyalcustomer towards tangible goods.	4.31	3	+1.31	32.308	Accepted
H4	H4: Customer loyalty has a positive impact oncompany strong future of growth.	4.39	3	+1.39	32.288	Accepted
H5	H5: Brandawareness has apositive impact onbrand performance.	4.24	3	+1.24	25.930	Accepted
H6	H6: Brandknowledge has a positive impact onbrand creations.	3.74	3	+0.74	11.220	Accepted
H7	H7: Customer reviews has a positive impact on Brand performance.	4.38	3	+1.38	29.979	Accepted

H8	H8: Onlinemarketing has a positive impact onbrand creations.	**4.25**	**3**	**+1.25**	**23.975**	**Accepted**
H9	H9: Brand image has a positive impact on performance.	**3.73**	**3**	**+0.73**	**11.997**	**Accepted**
H10	H10: Brand image has a positive impact on customer behavior.	**3.97**	**3**	**+0.97**	**16.029**	**Accepted**
H11	H11: Brand imagehas a positive impact on brand awareness.	**3.99**	**3**	**+0.99**	**17.254**	**Accepted**
H12	H12: Customer review has a positive impact onbrand creations satisfaction.	**4.23**	**3**	**+1.23**	**26.924**	**Accepted**
H13	H13: Productsquality has a positive impact oncustomer satisfaction.	**4.29**	**3**	**+1.29**	**22.660**	**Accepted**
H14	H14: Brandperformance has a attraction towardsbrand awareness	**4.14**	**3**	**+1.14**	**27.265**	**Accepted**
H15	H15: Brand equityhas a positive relationship withbrand performance.	**3.88**	**3**	**+0.88**	**16.015**	**Accepted**
H16	H16: Customer attraction has a positive impact on brand performance.	4.13	3	+1.13	22.641	Accepted

Interpretation

The hypothesis those are strongly accepted are intimating the specification of the variables those can be considered as the possible proxies that can make a brand a PROPHET Table 1. Thus all independent variables which are (brand loyalty, brand image, customer delight, brand equity, brand awareness) have a positive significant impact on dependent variable.

CONCLUSION

This study has concluded in a way that the basic objective was to investigatethe impact of working on a brand to make it a Prophet, through dependent and independent variables. The research was done by keeping Pakistan industry in view. Quantitative approach was done to identify. Sampling techniques used for the study was conveniences sampling. The sample sized used in the study is a total 280 respondent's. The population of the study were the people of Pakistan those are using different brands. The hypothesis those are strongly accepted are intimating the specification of the variables those can be considered as the possible proxies that can make a brand a PROPHET.

FUTURE RESEARCH

The current study adds all the body knowledge about the impact of brand performance aspects on brand equity, brand image, brand awareness and customer delight in the settling of any brand, therefore makes some key recommendation for future practitioners. The study could be replicated in various product scenarios in the future to see if the characteristics of brand performance, can predict the brand equity, image and awareness in the categories to be chosen. Future research could be undertaken in other regionsof the world to provide a general perspective on the desire subject. It is advisable for all the future researches to investigate the reasons behind it fromall the higher levels.

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