EXAMINING THE ROLE OF ADVERTISING AND PUBLIC RELATIONS IN BRAND EQUITY CREATION IN FOOD INDUSTRY (CASE STUDY : DAITY)

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ABSTRACT

This study examines the effect of advertising and public relations on the creation of brand equity of the Zarin Ghazal Company (manufacturer of Daity products). Components under investigation of brand equity based on Aaker's model include brand loyalty, brand awareness, brand associations and perceived quality of the brand. The effect of the two variables of advertising and public relations on these components is examined. It also explores the difference between advertising and public relations. The research method of this study is causal-comparative and the required data have been gathered using questionnaires and survey data collection method. In this study, consumers of Daity products ranging in age from 20-60 years were selected as the population and finally 400 samples were identified and using stratified random sampling, required data was collected. In order to determine the reliability in this study, first 30 samples were determined and reliability of the questionnaire was approved with 0/85 Cronbach's alpha. Data analysis was done using EXCEL and SPSS software using descriptive statistics (mean, standard deviation, minimum and maximum scores, frequency and frequency percentage) and inferential statistics (Pearson correlation coefficient, particular index of coefficient of variation). Then, by evaluating the probability of each variable, all hypotheses "the relationship between advertising and brand equity creation", "the relationship between public relations and brand equity creation" and "the relationship between the difference of advertising and public relations with brand equity creation" were approved at a confidence level of 95%.

KEYWORDS: advertising, brand equity, food industry, public relations.

INTRODUCTION

One of the most valuable assets of any company is brand equity. The companies that have a top position in the minds of consumers in terms of brand equity can be easily considered as profitable among other companies in their industry (Hosseini *et al,* 2009). In such competitive conditions, those companies will be successful that are able to differentiate themselves from competitors and create desirable and unique place in the minds of their consumers. In fact, innovation in goods and services and technical excellence will not necessarily lead to long-term and sustainable competitive advantage, because these advantages can be often imitated and copied. In markets where products and services are increasingly adapting with each other, a strong brand is the only characteristic that distinguishes the offered product or service from competitors (Kotler and Pfortsch, 2006).

One way to create a sustainable advantage in the markets that previously have been little studied is the creation of brand equity, i.e. the value added to products and services because of their brand and can be established, maintained and strengthened. Brand equity has many benefits for companies and producers, e.g. if brand equity is high, then the consumer will have a positive attitude toward the brand and as a result is apt to pay a high price for the product, repeat purchase, and do word of mouth advertising for the product (Kim and Hyun, 2011) and companies can benefit from this advantage to develop their products. By developing brand to new products, the new product's advertising costs will decrease (Buil *et al,* 2013). Statistics show that in the United States of America in nearly 150 countries of the world, they are seriously practicing public relations to achieve their goals in the global economy (Lee and Yoon, 2010). This suggests that it is no longer possible to introduce a new brand in the market by relying only on advertising, because advertising is a one way call for companies that only think to sell more. Role and power of public relations in support of the activities of the organization is a critical part that steps toward achieving more market share through attracting incentives of audiences. Today, the public relations are considered as a critical part of the marketing mix (Hanusch, 2011).

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Hence, the purpose of this study is "investigating the relationship between advertising and public relations with brand equity" and also "investigating the relationship between the difference of advertising and public relations with brand equity" which is performed in the Zarin Ghazal Company, which is a pioneer and owner of the dairy industry in the country, with the famous brand of Diet.

THEORETICAL FRAMEWORK
Brand equity
Brand equity is a set of assets and skills that are related to the brand. Thus, by creating value through a product or service providing, a company's or its customers' value is added or reduced. Assets and skills that brand equity is based on them vary from location to another (Aaker, 2007).

Brand loyalty
Brand loyalty can be defined as the degree that the customer has a positive attitude towards a brand, his commitment to the brand and intention to continue buying the same brand in the future. In fact, brand loyalty creates an obligation to repurchase. In Taliss's idea, the effect of brand loyalty is higher than other variables (Gil *et al*, 2007). Loyalty refers to a strong commitment to repurchase a superior service or product in the future; so that the brand or product is purchased unlike competitors' potential marketing efforts (Folkman and Norman Kennedy, 2002).

Brand awareness
Brand awareness can be defined as the ability of consumer in identifying or remembering a brand in a specific class of product (Aaker, 1991).

Brand association
Brand association is defined as the specific meaning of brand for customer and also it is the assets that are implicitly connected to the brand. This variable is measured by factors such as brand character, honesty and trust, organizational association (Brand Social Responsibility) and etc (Aaker, 1991).

Perceived quality of the brand
Perceived quality is the customer's perception of the overall quality or superiority of a product or service rather than the customer's will to its replacements (Simon et al, 1993).
Perceived quality is customer's perception of the quality of goods or services as compared to competitors that do not include technical dimension (Zeitamel, 1998).

Advertising
Advertising is any form of non-personal presentation and promotion of ideas, goods and services by a specific sponsor (Keller, 2012). Advertising is a way of disseminating information for the purposes of sale, in which an institution or a person buys a part of the place and time of a media and sends its message to its intended audience (Mir Saeed Ghazi, 2013).

Public Relations
A definition of public relation approved in the World Assembly of Public Relations in Mexico City in 1978 that is also approved and supported by 34 national organizations of public relations is: public relations are the art and social science of analyzing trends, predicting the consequences of trends, advising the organization leaders and implementing planned programs of action which are beneficial for organization and are also in line with the public interest (Willcox, 2007).
In the definition of public relations, Kotler (2006) writes: public relations are establishing good relations with different communities that are dealing with the company. Then, he explains that previously marketing through public relations was called reputation building, which means doing activities aimed at making company's brand or products and services famous through inserting news record in the collective media (Kotler, 1999).

The difference of advertising and public relations
Public relations are efficient tool that is often confused with marketing and advertising. PR has 5 differentiation points with advertising: being free, the lack of control, lack of reproducibility, higher credibility, more attractiveness; these

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differences not only do not make advertising more important than PR but also can cause public relations to be superior to advertisement (Yaverbaum and Bly, 2006). We can say that public relations is more based on the audience and his views and it is the audience who plays a key role in planning public relations and determining the forms of contacting him. But some say: "in advertisement, it is tried to attract people's intention, thinking, attitude and worldview toward the advertisement factors, i.e. the advertiser thinks instead of his audience and imposes his beliefs on them (Alavi, 1996). Paula Marantz Cohen believes that commercial propaganda and advertisements are one-way forms of communication, while the ideal PR is a reciprocal relationship. A press agent tries to mention the customer's name in the media through advertising, while public relations simply advertise in order to include its intention in its extensive program that considers the goals of the public thinking and organization. In commercial advertising, messages are controlled by the advertising institution. While most of the public relations' messages are uncontrollable, i.e. since messages are given to the media, they are subject to interpretation and change (Marantz Cohen, 1997).

Edward Berniz believes that advertising and such activities may constitute components of public relations, but their sum is not equal to PR. So there is a difference between advertising and public relations. Other items should be added to these comments. One of the fundamental differences between public relations and advertising is that there are professional standards and ethics in public relations that are actually the guarantee of PR activities safety and promotes it to an honest, candid, clear, activity that serves the audience. In advertising, natural instincts are considered, while in the public relations rational communication is the objective. PR seeks to achieve the consensus and a common idea through argumentative debate and benefiting from audiences' idea in addition to holding a dialogue with the audience. The difference of public relations and advertising should also be considered in terms of the ultimate goal. The goal of public relations campaigns is to inform the audience and the audience acts selectively. Being influenced by public relations is voluntary and there is a mutual and reciprocal interaction between public relations and audience; while the ads are just trying to impose the desired belief of the advertiser. So if the audience is influenced without the knowledge and awareness of the purpose of public relations, he has been influenced by advertisements. The purpose of advertising is to win the competition, while public relations are trying to be able to interact with the audience. Another key difference between advertising and PR is that PR follows a democratic interaction with the audience and speaks as the language of the audience, while advertisement is trying to take advantage of the audience for advertiser's purposes and threatens the freedom of the audience (Sefidi, 1997).

Aaker's model
Given that several methods have been proposed by researchers for measuring brand equity from the consumer's perspective and some of them are based on characteristics and some are based on the components constituting brand equity, for the measurement of brand equity from the perspective of the consumer, Aaker's model is one of the best theories that has been accepted (Kim and Hyun, 2011). Aaker's model is a psychological model that evaluates brand equity from the perspective of the consumer and consists of five dimensions: brand awareness, brand associations, perceived quality, brand loyalty, and other assets of brand. Practically, the first 4 dimensions are considered in the analysis of brand equity based on consumers' perspective, even Aaker has used these four factors in his other ideas and has proposed the fifth factor as a communication channel between the company and other factors, rather than as a direct relationship with the consumer (Low and Mohr, 2000) (Yoo and Donthu, 2000).

Conceptual model of the research
Based on Aakers' model the following conceptual model has been designed (Figure 1).

Figure 1: the conceptual model of the research

Research hypotheses

Several researchers suggest that advertising is an important element in creating brand equity and its effect is quite urgent (Wang *et al,* 2009). Lindy considers advertisements as the greatest cause for product and brand that its increase improves the perceived quality of the brand. The research also effectively influences brand remembering, association and awareness (Kim and Hyun, 2011). Cash discounts, prizes and sweepstakes will also have a positive impact on brand awareness and association (Huang and Sarigollu, 2012).

H1: There is a significant relationship between advertisement and brand equity in diary industry.
H2: There is a significant positive relationship between advertisement and brand awareness in diary industry.
H3: There is a significant positive relationship between advertisement and brand association in diary industry.
H4: There is a significant relationship between advertisement and perceived quality of brand in diary industry.
H5: There is a significant relationship between advertisement and brand loyalty in diary industry.
PR perspective is more effective on customer loyalty and when the brand image is desirable, the effect will be more significant. If the brand image is undesirable, public relations perspective's impact on customer loyalty is negligible (Hsieh and Li, 2008).
H6: There is a significant relationship between public relations and brand equity in diary industry.
H7: There is a significant positive relationship between public relations and brand awareness in diary industry.
H8: There is a significant relationship between public relations and brand association in diary industry.
H9: There is a significant relationship between public relations and perceived quality of brand in diary industry.
H10: There is a significant positive relationship between public relations and brand loyalty in diary industry.
H11: There is a significant difference between advertisement and public relations in creating brand equity in the dairy industry.

Research background
Research background in Iran

Abdul Hamid Ibrahimi (2009) in his study titled "Assessment of factors affecting the consumer-based brand equity" found that brand loyalty, brand awareness, brand associations and perceived quality has a direct impact on brand equity and also brand awareness and brand associations and perceived quality also has a direct relationship with loyalty, sales promotions has a relationship with perceived quality, but its intensity is weak. This study has highlighted the role of the family on brand awareness and brand associations and perceived quality. Mohammad Hosein Imani and Hamid Ayoubi (2010) in their study entitled "Factors affecting brand equity for tourism destination of Yazd" have investigated a sample consisted of 384 individuals who are at least 18 years of age and have travelled to Yazd at the interval of April 15 until May 15 of 2010. The results of this study showed that all the four factors of brand equity affect the tourism destination of Yazd but they are prioritized as follows: brand loyalty, perceived quality, brand association, brand awareness. Mahmoud Mahmoodian *et al*. (2012) in their study entitled "prioritizing factors affecting brand equity of internet companies" have investigated a sample of 334 people. The research aims to identify and prioritize the factors affecting brand equity of internet companies in Iran. The results of this study indicate that all four factors of brand equity affect internet companies in Iran. But the extent they affect is prioritized as follows: perceived quality of brand, brand loyalty, brand awareness, brand associations. Azad *et al.,* (2012) in his study entitled "investigating the effect of marketing mix on brand equity" investigated the variables of loyalty, perceived quality, brand awareness, word of mouth advertising, unique characteristics, advertising, price, guarantee and distribution of brand equity. A sample of 428 people in Tehran was studied.

The results indicate that there is a significant relationship between marketing mix and brand equity. In other words, the wider advertising would lead to provide a better market, which means that customers will have more information about the properties of the market. Guarantee has the highest impact on brand equity from among the marketing mix, which means that customers pay more attention to goods services more than other factors. Among the different characteristics of brand equity, the unique characteristics of the goods, has the highest impact from the perspective of the customers. In a study by Nafise Sedaghat *et al.* (2012) entitles "the impact of marketing mix elements on brand equity", promotions, advertising and personal selling, public relations and marketing directly affect loyalty, brand awareness and perceived quality. In a study by Ansari and Nasabi (2013) entitled "creating brand equity through advertising mix", they have investigated the effect of advertising mix on brand equity through knowledge, loyalty and relationship with the brand of the products of a manufacturer of detergents and hygiene products popular in Tehran. The results showed

that advertising through brand knowledge affects the relationship of brand and brand loyalty and relationship with brand affects brand equity. In a study by Ranjbarian *et al.* (2013) entitled "the relationship between advertisement effectiveness and brand equity", they studied 157 people resident in Isfahan in order to analyze the relationship between advertisement effectiveness and brand equity. The results indicated an effective relationship between advertisement and brand equity and also there is a significant relationship between advertisement and brand associations and perceived quality.

Research background outside of Iran
Grover and Sirinivasan (1992) in their study entitled "evaluating the multiple effects of promotions on brand equity" concluded that among the different variables of brand equity, investment on advertising and focusing more on brand awareness and brand attitude will be followed by more positive results. Simon and Sullivan (1993) in a study entitled "Measuring and determining brand equity," have reported the relationship between advertising spending and perceived quality of the brand. A study by Hsieh and Li (2008) addresses "investigating the effect of brand image on public relations and customer loyalty perspectives". The aim of this study was to identify the relationship between customer's public relations perspective and customer loyalty in order to investigate the effect of brand image on this relation. The results show that customers' perspective of the performance of the public relations of the agency has precedence over loyalty. PR perspective has more effect on customer loyalty and when the brand image is desirable, the effect will be more significant. If brand image is unfavorable, the effect of public relations perspective on the customer loyalty is negligible. Tong and Hawley (2009) in their study entitled "Measuring customer-based brand equity" measured the usefulness of customer-based brand equity model in a sporting goods store in China. This study suggests that the association of the brand and brand loyalty are considered as two powerful dimensions of this model and the two dimensions of perceived quality and brand awareness have less clout and influence. Park and Lennon (2009) have conducted a study entitled "brand promotion in the concepts of online shopping". The aim of this study was to evaluate the effect of the name and brand promotion on customer perceived value, store image, and willingness to buy. This study shows that brand name has a positive effect on the perceived image of the store in the customer's mind and promotion also has a positive effect on perceived value, store image and behavioral intentions. In order to create a positive image in the minds of customers, retailers should increase familiarity with their brand. Effective sales promotions can be used as a gift for loyal customers and can also attract new customers. Buil *et al,* (2013) in their study entitled "Impact of advertisement and sale on brand equity" studied the relationship between two elements of the marketing mix - advertising and sales - and creating brand equity. This study focuses on the quality and quantity of advertising. The model also examines the impact of the financial and non-financial promotional models. The study has a sample consisted of 411 people in the UK.

The results of this study indicate that advertising plays a major role on the dimensions of brand equity. Advertising has the highest impact on the brand awareness and has the least effect on brand associations. Calvoporral *et al.* (2013) in their paper entitled "What factors cause brand equity to be saved?" analyzed variables affecting saving consumer-based brand equity. The study has been done among 362 consumers of Spanish retailer brands by online questionnaire. The results show that the perceived image of the store has the highest impact on the perceived quality and brand awareness and brand awareness has the greatest impact on brand equity in relation to cache resources of brand equity. Seric *et al.* (2014) in their study entitled "How Integrated Marketing Communications and Advanced Technology affect creating brand equity?" analyzed the impact of integrated marketing communications on brand equity of hotel as a multi-dimensional structure composed of perceived quality, brand image and brand loyalty. This study also examined the moderating effect of advanced technology on communication. The results show that the three components of brand equity under study in this field are directly related to the quality of the hotel. Kelado and Kehagias (2014) in their study entitled "assessing target brand equity" analyzed the fifth factor of Aaker's model that includes a component called cultural assets of brand equity. The proposed research model was tested in terms of international tourists' perspective by focusing on cultural destination of Rome. Finally, the structural relationships among assets, awareness, perceived quality and brand associations are examined that how they are related to the loyalty of customers to visit Rome again and research results show that 5 dimensions of brand equity have a positive impact on destination brand equity.

MATERIALS AND METHODS
This study is applied in terms of its objective and it is descriptive survey in terms of data collection. The population consists of all consumers of Daity products in the age group of 20-60 years in Shiraz. To collect data, a stratified

random sampling method is used. Due to the number of population, according to Morgan table, 384 samples were identified and in order to increase the reliability of results, 400 samples were selected.

$$n = \frac{1.96^2 \times 0/5\,(1 - 0/5)}{0/05^2} = 384$$

Data collection method and tool
Research background and theoretical framework was completed using the library documents including books, journals, internal and external papers and searching scientific websites. Questionnaire was also used as a tool to collect data and consumer's feedback. Questions of the questionnaire were adopted from standard foreign questionnaires' items (Table 1).

Table 1: Questionnaire divided to variables and its sources

	Variables	Components	Authors	Questions
1		Brand awareness	Yoo *et al.* (2000), Netemeyer et al (2004)	1-2-3-4-5
2	Brand equity	Brand association	Lassar *et al.* (1995), Aaker (1996), Netemeyer et al. (2004), Pappu et al (2005,2006)	6-7-8-9-10-11-12-13-14
3		Perceived quality	Pappu *et al.* (2005,2006)	15-16-17-18
4		Brand loyalty	Yoo *et al.* (2000)	19-20-21
5	Ads	-	Yoo *et al.* (2000)	22-23-24
6	PR	-	Childers Hon and E-Grunig (1999)	25-26-27-28-29-30

Questionnaire's validity and reliability
Content validity was approved by several professors and business experts. The reliability was evaluated using Cronbach's alpha measure and here, with a sample of 30, questionnaire's Cronbach's alpha was 0/85 an since it is greater than 0/7, the test has acceptable reliability.

Table2: Reliability of the questionnaire

Variable index	Ads	PR	Brand equity	awareness	Association	Loyalty	Quality
Cronbach's alpha	0/89	0/7	0/92	0/8	0/82	0/71	0/77

Data analysis
Descriptive statistics

Table 3: Descriptive statistics for study variables

Variable index	Ads	PR	Brand equity	awareness	Association	Loyalty	Quality
Mean	8/27	18/1	56	13/88	23/42	7/08	12/08
SD	3/4	4/01	14/54	3/84	6/34	2/15	3/87
Variance	11/6	16/12	211/44	14/8	40/21	4/62	15
Minimum score	3	10	41	7	15	4	7
Maximum score	15	25	97	24	38	13	20

RESULTS AND DISCUSSION

About 45% of the respondents were men and 55% of the respondents were women.
In terms of age, most respondents aged 20-30 years who constituted 5/37% of total participants. After that, 25/36% was in the age range of 30-40 years, 25/16% aged 40-50 years and the remaining 10% were aged 50-60 years.
In terms of gender, females and In terms of age, younger people were more willing to participate in the study.
Descriptive statistics for the study variables are presented in Table 3.

Table 4: The results of hypotheses testing

Hypothesis	Pearson correlation (r)	Probability (p)	Result
H1	0/79	0/00	Confirmed
H2	0/88	0/00	Confirmed
H3	0/86	0/00	Confirmed
H4	0/8	0/00	Confirmed
H5	0/8	0/00	Confirmed
H6	0/63	0/00	Confirmed
H7	0/84	0/00	Confirmed
H8	0/77	0/00	Confirmed
H9	0/8	0/00	Confirmed
H10	0/82	0/00	Confirmed

Table 5: The result of testing hypothesis 11

Index Variables	Mean	SD	Coefficient of variation
Advertisement	4/27	1/77	0/41
Public relations	3/55	1/85	0/52

With regard to Table 4 for Pearson correlations between variables, probability value obtained is (0.00), which is smaller than the significance level 0/05, so the null hypothesis is rejected and the research hypotheses are accepted with error level of 0/05. So, we state with 95 percent probability that all the research hypotheses from 1-10 are accepted. With regard to table 5, we investigate two characteristics in a community; the proper index for this comparison is the coefficient of variation of the two characteristics that is obtained by dividing standard deviation (SD) over mean. We investigate the difference of the coefficient of variation between advertising and public relations in creating brand equity in the dairy industry.

It can be expressed that there is a significant difference between the coefficient of variation of advertisements (0/41) and PR (0/52) in creating brand equity in the dairy industry. Thus, the null hypothesis is rejected and hypothesis 11 is accepted. The less the coefficient of variation is, it is more effective because it has less scatter than the average. Thus, according to consumers' idea, in Zarin Ghazal Company, advertisement has had more effect on consumers' perspective to buy Dayti products than PR.

Suggestions and limitations
Suggestions for future researchers
- Future researches can investigate the factors affecting customer-based brand equity more accurately.
- It is suggested that factors affecting brand equity be investigated in retail stores.
- Future research can be done in other cultures and cities.
- Future research can examine the broader public relations effect on brand equity.
- Future research can focus on investigating the relationship between the difference of advertising and public relations with brand equity.

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Suggestions for managers

- Advertising is an important factor in marketing. The more managers attempt to implement targeted advertising in various media; organizations can increase their chances of success.
- Directors should develop their organization's public relations' standard with a systemic approach and expertise and benefit from the interests of this major component for brand equity.
- According to international research, the effect of PR on creating brand equity is more than advertising; however, the study concluded that from the perspective of customers, advertising is more important than public relations in the company under investigation. Managers are recommended to increase focus on public relations rather than advertising in order to achieve a greater strength of their brand.
- Managers are recommended to focus more on the factors forming brand equity and consider the brand awareness that according to the present study was more important than other factors in both public relations and advertising.
- Using the research model in other industries and organizations can be effective in identifying the factors affecting brand equity in various industries.
- The research suggests that advertising may not always lead to customer loyalty towards the brand, so managers need to pay attention to other factors affecting brand equity, such as public relations, sales promotions, etc.

Limitations

- Data has been collected from the customers of the stores of a particular industry, and it is possible that the results could not be extended to other industries.
- The majority of older people were not willing to fill out the questionnaire and meanwhile men were not willing to fill out questionnaires because they said that they usually do not go to the shops to buy milk products much.
- Researcher's preference was that in order to investigate the research hypotheses more accurately, more research questions were tested but because most people were not willing to spend the time to fill out the questionnaire, a total of thirty questions were enough.
- Since little research equity has been done in the field of public relations in the creation of brand equity, in order to find the questionnaire to base the survey questionnaire on it, a lot of time has been spend and many of the found questions were not compatible with the local culture of Iran.
- Another limitation that the researcher was confronted is the lack of access to external sources that the problem had arisen because of political constraints and the researcher gained access to his resources indirectly.
- Another limitation of the study is the generalizability of the findings or the proposed model. To what extent is this finding generalizable to the target population? Although, the reliability of the measurement tools has been evaluated, but it cannot be said that if this characteristic is again measured with the same tool, the response will be the same again.

CONCLUSION

Advertisement had the highest to lowest relevance to brand awareness in diary industry, brand associations in the dairy industry, brand loyalty in the dairy industry, perceived quality of the brand in the industry, respectively. PR had the highest to lowest relevance to the awareness of the brand in the dairy industry, brand loyalty in the dairy industry, perceived quality of the brand in the industry, brand associations in the dairy industry, respectively.

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