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Master of Business (Research)

**“Measurement and evaluation of the effect of
advertising on brand perceptions”**

Using formal prior knowledge to provide context and meaning to the
interpretation of brand image data.

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Abstract

Purpose of the Research

The objective of my thesis is to examine a way to provide context and meaning to the interpretation of changes in brand positioning. My research focused on the measurement of brand perceptions via brand tracking studies, and the effect of advertising on shifts in brand positioning, through observed increases in responses on brand/attribute associations. Specifically, I explored three aspects:

- How to isolate changes in brand positioning when analysing brand image data;
- The way in which advertised messages for a brand affect consumers' perceptions of that brand, and the brand's positioning relative to competitors;
- The group of consumers (users or non-users of the brand) that contributes most to a brand's perceptual shifts.

Brand image constitutes the ideas, feelings, attitudes and associations that someone has with the brand, and is important in ultimately influencing their purchase behaviour (Gardner and Levy 1955). For this reason, image studies are an important guide for marketing managers in terms of monitoring the overall 'health' of a brand and the impact of marketing activities on consumers' perceptions of it. Correct interpretation of brand image data is therefore critical, because in order for companies to make the most of their research dollars and make informed decisions about their brand, marketers need to be able to obtain relevant and meaningful information.