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# The Role of Advertising in Building Consumer-Brand Relationships

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#### **Abstract**

**Objectives:** To examine the role of advertising in building the consumer-brand relationships. **Methods/Statistical Analysis:** It first analyzes the dimensions of brand relationship quality. Then, it examines the process of building the consumer-brand relationship with advertising and analyzes the brand relationship quality that is expressed in advertising. **Findings:** The summary of the results drawn from the research is as follows: The advertising establishes and changes the relationship between the consumer and the brand over time. In establishing the consumer-brand relationship, the model, music, and the program in advertising played important role. After showing advertisements to the participants of the focus group interview, we found that a variety of qualitative levels of the consumer-brand relationship were reflected in the advertisements, which were different depending on the product types. **Improvements/Applications:** This study can contribute to understand the importance of advertising in the perspective of relationship building.

**Keywords:** Advertising, Brand, Brand Relationship Quality, Consumer, Relationships

### 1. Introduction

The recent change in marketing environment emphasizes the importance of the relationship between the consumer and the brand. Since 1980s, the marketing environment is shifting from 4P centered mass marketing to relationship marketing, experience marketing, and one-to-one marketing, which put stress on the relationship with individual consumer. The change in marketing paradigm is necessarily bringing about the academic and practical interest in the relationship between the consumer and the brand<sup>1-7</sup>.

The consumer-brand relationship perspective requires a new point-of-view that is different from the past. In modern marketing and cultural environment, consumer's activeness is getting bigger. The important thing in the consumer-brand relationship is not only the attitude of a company's marketer toward the consumers but also what kind of actions consumers do with the brand to create meanings in their everyday life. The abstract, goal-oriented, and empirical areas that consumers make with the brand do not necessarily match the area made by

the marketers in charge of the brand management. The consumer-brand relationship perspective requires a different view on the brand. That is, you need to broaden your view to perceive brand as an active entity, not as a passive object.

In establishing and maintaining the relationship, communication between the two parties is essential, connecting them and making their relationship happen<sup>8</sup>. This concept also applies to the consumer-brand relationship. If we understand that the consumer-brand relationship is the result of the interaction between the consumer and the brand, to establish and maintain a positive relationship, smooth and effective communication between them is important<sup>9-13</sup>.

Advertising is the most powerful and indisputable tool with which a brand can communicate with consumers. In this sense, using advertising effectively is necessary in establishing the positive consumer-brand relationship. But there has not been enough research on the utilization of advertising in establishing the consumer-brand relationship. It is a pity that whiles the research on the function and role of advertising and the consumer-brand

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relationship have been actively conducted in many areas recently, the research on the role that advertising plays in establishing the consumer-brand relationship has not been much done in Korea as well as outside of Korea.

Therefore, it bears academic significance to analyze the consumer-brand relationship in terms of the communication between them and to examine the establishment of consumer-brand relationship through advertising as a way of communication. Also, in the condition where the importance of building brand power practically and strengthening the relationship with individual consumer is growing, we can get a great marketing effect if we find and utilize the strategy that can build and strengthen the consumer-brand relationship through advertising. In this context, this study aims to contribute to activating the research in this field and drawing practical suggestions by examining the role of advertising in establishing and strengthening the consumer-brand relationship.

#### 2. Literature Review

#### 2.1 Consumer-Brand Relationship

According to Fourneir, just like people build relationships with other people in different ways, consumers build personal relationships with brands that they purchase in their lives. Here, consumer-brand relationship refers to the bond produced by the interaction of the consumer and the brand while contributing to each other as partner<sup>14</sup>.

The relationship that can be built between people can happen between a person and a brand. It is because the brand has already been granted a personality or character of a person. The consumer-brand relationship is not merely about the consumer being satisfied with the achievements or services of the brand and rebuying it, but about the consumer granting personality to the brand, making the relationship like one between people in their lives. In this sense, the brand relationship is the logical expansion of the brand's personality.

Blackstone, who studied the concept of the consumer-brand relationship at the beginning, said that the consumer-brand relationship happens when they interact with each other and are affected by each other as a result. Like the relationship between people, we need to consider not only the consumer's attitude and behavior toward the brand but also those of brand toward the consumer in the consumer-brand relationship. Also, he argued that the successful development of the consumer-brand relation-

ship depends on how consumers recognize the brand's attitude toward the consumers.

If we put the concepts discussed so far together, the consumer-brand relationship happens when consumers build relationships with the brand through the whole process in which they recognize, purchase, and use the brand, It is defined as an interaction between the consumer's attitude toward the brand and the brand's attitude toward the consumer, with the equal two parties involved.

### 2.2 Qualitative Level of the Consumer-Brand Relationship

In the consumer-brand relationship, there can be a negative relationship as well as a positive one. Consumers build relationships with brands in various ways and it is practically important to build strong and long-term relationships with the brand. The qualitative level of the consumer-brand relationship is a positively differentiated relationship in quality and intensity among the consumer-brand relationship, making the quality and the continuity of the relationship possible. The qualitative level of the consumer-brand relationship includes many elements that can promote positive relationships between the consumer and the brand, with its great potential to systematically develop the research on the consumer-brand relationship.

Fournier researched the consumer-brand relationship and abstracted the 35 strong consumer-brand relationships that can be differentiated in making the long-term stableness and continuity of the relationship. This was made into the form of cards by the respondents of the survey, abstracting the 6 qualitative levels of the consumer-brand relationship such as "love/passion", "self-association", "interdependence", "immersion", "intimacy", and "the quality of brand partner" 14.

# 2.3 The Product Area Model Considering Social and Psychological Elements of the Consumers

In developed a new product area model considering social and psychological elements, as he thought that the FCB Grid model that has been used to classify the product types in many researches was lacking the explanation power on the social elements in consumers' purchase process. His model classified the product types focusing on the psychological process of the consumers, which happens when the consumers purchase products<sup>15</sup>. According

to this model, products are divided into two views, the transmission view-the areas of reason, urgent needs, and habits - and the ritual view - areas of ego, society and sense. As the motivation for information seeking gets bigger, the product moves to the areas of reason, urgent needs, and habits while as the emotional importance gets bigger, it moves to the areas of ego, society and sense.

Let me give you more specific explanations on each product type. In the product area of reason, the process of purchasing is decided by the reasonable and prudent economical motivation. When the consumers purchase products in this area, they choose the products that can give them the maximum utility or cost-effectiveness, with a big desire for the product information. This area includes computers, automobiles, and home appliances.

When consumers purchase products in the area of urgent needs, they have a big desire for the product information but they have limited time in assessing and searching for the information. In purchasing the products in this area, the consumers tend to choose a band that they can access at the time with their limited time and information. The area includes headache medicine, battery for automobiles, and detergents.

The area of habits is related to the Pavlovian learning model, where the actions and behaviors are automatically produced without a medium of psychological process when a stimulation is given. When consumers choose to buy a product of this area, they make a decision out of reasonable purchase motivation but they don't invest much time into searching information or making decisions and instead make purchase out of habits. The area includes daily miscellaneous goods.

In the area of ego, the emotional desire of the consumer is satisfied by the products related to self and the purchase decision related to the products is emotionally important to the consumers. This area includes luxurious clothing or jewelry.

In the area of society, the competitive element in which consumers are conscious of other people and want to good recognition from them plays a big role in the purchase process. Purchasing the products of this area particularly comes from the desire for showing themselves and as a result it is affected by the social stratum or the reference group. The area includes shoes, clothing, and houses.

In the area of sense, the products provide sensuous satisfaction for the consumers. That is, consumers get sensuous satisfaction through the products, which play an important role in their product purchasing behavior. The area includes blue jeans and perfumes.

## 3. Research Problems and Design

This study aims to understand the role of advertisement in building the consumer-brand relationship. In order to do this, we will first examine the qualitative level of the consumer-brand relationship that the consumers in Korea recognize. Also, we will analyze the process of building the consumer-brand relationship in depth, and lastly, the qualitative level of the consumer-brand relationship that is expressed in advertisements. Specific research topics are as following.

Research problem 1: How is the qualitative level of the consumer-brand relationship that the consumers in Korea recognize formed?

In the marketing environment where establishing and maintaining positive and long-term relationship with the consumers is essential for a company, utilizing the qualitative level of the consumer-brand relationship that fits the national condition has big significance. This research aims to examine the qualitative level of the consumer-brand relationship with the systematic survey tool targeting at the consumers in the nation, focusing on the marketing value of the qualitative level of the consumer-brand relationship, which is differentiated in terms of quality, depth, and intensity from consumer-brand relation types.

Research problem 2: What is the role of advertising in building the consumer-brand relationship?

For a company, advertising is an important communication tool for establishing and developing the consumer-brand relationship. In this context, the research aims to understand the role of advertising in building the consumer-brand relationship by analyzing the consumer's opinions through the surface group interview method. Specifically, it will examine the building process of the consumer-brand relationship and which specific elements in the advertising play a role in the establishment of the consumer-brand relationship.

Research problem 3: What is the qualitative level of the consumer-brand relationship that is shown in the advertisements of different product type brands examined in the research?

The qualitative level of the consumer-brand relationship bears a big significance in terms of positive, powerful, and long-lasting relationship when utilized in the advertisement. To effectively build the consumerbrand relationship, the direction of the relationship that the brand wants to be conveyed to the consumer needs to be steeped into the advertisement. Therefore, examining how the qualitative level of the consumer-brand relationship is expressed in the advertisements can be a good basic source for establishing the consumer-brand relationship through advertisement. Especially, the important qualitative level of the consumer-brand relationship can be different depending on the product type, and the qualitative level of the consumer-brand relationship expressed in the advertisements for different product types can be different. The research will examine if the advertisements express the qualitative level that consumers can sympathize with and also if there is difference in individual quality levels in different advertisements for different product types.

The research used both qualitative and quantitative approaches. Research 1 examined the qualitative level of the consumer-brand relationship through a survey targeting at the consumers in Korea. Research 2 analyzed the role of advertisements in establishing the consumer-brand relationship in depth through focus group interview and examined the qualitative level of the consumer-brand relationship expressed in advertisements. There are two reasons for using both approaches. What is important in establishing the consumer-brand relationship through advertisement is building strong, positive, and long-term relationship between consumers and brands. Therefore, utilizing the qualitative level of the consumer-brand relationship in advertisements is meaningful. In this context, the research examined the qualitative level of the consumer-brand relationship through a survey first and then saw how the qualitative level examined in the survey was expressed in the advertisements. This is the reason why we conducted a survey first and then focus group interview later.

### 4. Research Method and Result

# 4.1 Research 1 : Examining the Qualitative Level of the Consumer-Brand Relationship

#### 4.1.1 Method

We conducted a survey to examine the qualitative level of the consumer-brand relationship differentiated in terms of quality, depth, and intensity among the types of the consumer-brand relationship. The target of the survey was men and women in their 20s and early 30s in Seoul, Gyeonggi area, who react sensitively to brands and have comparatively high understanding of the phrases about the consumer-brand relationship. Since it is desirable to target at the consumers who have used or purchased the brand to measure the consumer-brand relationship, we examined the 100 people respectively (the effective sample standard) who have used or purchased the 6 types of products, with 600 people in total.

Based on Korea Brand Power Index (2,067 brands in 193 industries were evaluated) conducted by Korea Management Association, we selected the brands with the strongest brand power among the 6 product types of Taylor model. More specifically, we chose Samsung Magic Station (computer), Geborin (headache pill), Kleenex (tissue), Bean Pole (high-end casual apparel), Nike (shoes), Levis (blue jeans), respectively for the area of reason, urgent needs, habits, ego, society, and sense.

For the qualitative level of the consumer-brand relationship, we made 30 item questions in total from the 6 types based on the researches conducted by Fournier in 1994 and 1998, after revising them to suit the domestic conditions. In course of creating items, the contents of each item have been revised and adjusted through pre-examination.

To examine the qualitative level of the consumer-brand relationship, we used the self-administered questionnaire for the measurement method, and used Likert 7 point scale to raise discrimination capacity. In order to obtain the high-quality and trustworthy data on the consumer-brand relationship, we made the people who have used or purchased the brand before answer the questions about the brand. We used the questionnaires of 100 people for each type with reliable answers, 600 questionnaires in total.

#### 4.1.2 Result

The research adopted the inter-item consistency to examine the reliability of the questionnaire, which is the most representative method for evaluating the reliability between the items in the questionnaire designed plurally to measure the specific variable. It is known that if the Crobach Alpha value is higher than 0.8, the reliability has no problem. The examination of the reliability revealed that the values on the qualitative level of the consumerbrand relationship were all higher than 0.8, which showed very high reliability. To examine the qualitative level of the

Table 1. Factor analysis: Qualitative level of the consumer-brand relationship

<b>Qquestion Item</b>	Factor				
	ego- connection	interdependence	brand- partner quality	love/ passion	intimacy
similar to my image	.823	.125	.140	.229	.221
remind myself	.817	.245	.120	.151	.188
resemble myself	.787	.227	.183	.212	.169
model to want to be	.718	.236	.241	.232	.131
use this brand habitually	.087	.756	.125	.222	.207
lonesome if not use this brand	.351	.694	.288	.100	.097
feel empty in everyday life without this brand	.405	.691	.201	.008	.139
likely to be confused with other brand	.259	.680	.261	.241	.068
buy this brand frequently	.075	.667	.099	.274	.277
rely on this brand	.080	.106	.783	.232	.212
receive special treatment from this brand	.338	.223	.687	.008	.149
feel that this brand is outstanding	.002	.123	.658	.448	.232
feel that this brand care me consistently	.426	.316	.626	.065	.166
give what I want always	.197	.356	.626	.233	.151
feel emotion that can't feel from other brand	.140	.056	.130	.790	.130
be strongly fascinated by this brand	.272	.235	.217	.737	.120
will be angry if not find this brand	.318	.307	.104	.615	.171
will be no substitute	.153	.409	.262	.547	047
know well about this brand	.160	.137	.242	.142	.860
understand well about this brand	.199	.166	.331	.173	.796
know about this brand which other people don't know	.308	.269	.090	.058	.694
Eigenvalue	9.460	1.567	1.456	1.250	1.109
Explanation variance(%)	45.050	7.463	6.933	5.952	5.282
Accumulated variance(%)	45.050	52.512	59.445	65.397	70.679

consumer-brand relationship that the domestic consumers recognize, we analyzed the factors through Varimax Rotation using SPSS statistical package. The minimum Eigen-value, a standard for choosing factors when analyzing them, was set 1.

The result of the factor analysis in Table 1 was divided into factors: "ego-connection" "interdependence" "the brand-partner quality", "love/passion", and "intimacy".

The qualitative level of the consumer-brand relationship of these 5 factors accounted for 71% of the whole variance. Each qualitative level that has been analyzed is as flowing. "Ego-connection" level, the most dominant one, refers to the relationship where consumers try to confirm their ego by using or purchasing the brand connected to their ego. In other words, by using the brand, consumers confirm their identity and sometimes express it outside through the brand. This kind of strong ego-connection helps maintain the relationship between consumers and brands. When the characteristics of the brand and the personality of the consumer match, the level of "ego-connection" is established by using and purchasing the brand.

The level of "interdependence" refers to the condition where the frequent use of the brand by the consumers results in their high dependence on the brand in their everyday lives. The emotional bond with the brand doesn't need to be strong in this level, but if the consumer uses the brand habitually or in various conditions, the level of "interdependence" is formed. This kind of qualitative level has a great impact on the behavioral level of the consumers, making a habitual behavioral response to the specific brand.

The level of "brand-partner quality" refers to the relationship based on the superiority and reliability of the role of the brand as a relationship partner. The relationship is maintained basically by the effects and benefits that the brand provide or product performance rather than the emotional bond with the brand. Also, the attitude of the brand that the consumer feels as their partners plays an important role in establishing and maintaining the level of "brand-partner quality".

The level of "love/passion" refers to the relationship where the consumers have biased and deep emotions like love and passion, which exist in human relationship. The consumers can have feelings of love exceeding the level that they just like or trust the specific brand. When the level of "love/passion" is formed, the consumers become anxious if the brand is not around in their everyday lives and are afraid of breaking up. Also, it makes it difficult

for the consumers to make an objective evaluation on the competitive brand, showing their obsession with the specific brand.

The level of "intimacy" refers to the relationship where the consumers have emotional intimacy toward the brand based on the sophisticated knowledge and high understanding of the brand. The consumers can purchase and use the brand with the emotional intimacy by watching and making contact with the brand for a long time, even though they do not have passionate emotional bond with the brand. The consumers tend to choose the brand without objective evaluation of an alternative if their family or people around them have used the brand since they were young.

# 4.2 Research 2: The Role of the Advertising in Establishing the Consumer-Brand Relationship

#### 4.2.1 Method

Through focus group interview, the research aimed to examine the following. First, it tried to analyze the role of the advertising in establishing the consumer-brand relationship in depth. We chose college students, graduate school students, and workers in their twenties and early thirties. They sensitively react to the brand and the advertising and also they are a group that purchases and uses a variety of brands. More specifically, the target of the focus group interview consists of two groups of college and graduate school students who are living in Seoul and a group of workers, making the total number of 25 people (Male 13, Female 12). Their age ranged from 20 to 33 and most of them have purchased or used the brands that were included in the survey before.

First, we made them talk about the relationship with the brand and their personal experiences about the role of the advertising in establishing the consumer-brand relationship. Specifically, the questions were about whether or not the consumer-brand relationship has been built, the process of the relationship establishment, and the role of the advertising in establishing the consumer-brand relationship.

After the first discussion, we showed them the 2 clips, respectively, of the recent TV commercials (For Bean Pole which do not have many TV commercials, only 1 clip was shown.) of the brands that were dealt with in the survey on the qualitative level of the consumer-brand relation-

ship, and had them talk about the qualitative level of the consumer-brand relationship mainly expressed in the advertisement. The questions that we asked for the participants after showing the TV commercials are following. First, after explaining the 5 types of the qualitative level of the consumer-brand relationship, we asked if the qualitative level of the consumer-brand relationship is reflected in the advertisements and which qualitative level among the 5 types was expressed in each advertisement. Second, we asked why they thought a specific qualitative level was expressed in a certain advertisement. Third, we asked what kind of role the advertisement plays in establishing the consumer-brand relationship.

#### 4.2.2 Result

# 4.2.2.1 The role of the Advertising in Establishing the Consumer-Brand Relationship

Just like the other participants who said they couldn't think of the brand without its advertising, the participants believed that aside from the creativity of the advertising, advertising itself is a meaningful act in the consumerbrand relationship, and that it affects the relationship. Also, they mentioned that the brand which has advertised the brand with consistent image for a long time, is thought of as an old friend aside from the contents of the advertising, building a positive relationship with them. On the other hand, if the brand which has advertised continuously stops doing it, the participants wondered if there was any problem with the brand. This is in line with the argument that the interaction between the two parties should be repetitive and continuous in order to make the relationship between them happen.

As Baxter and Blackstone pointed out, we could confirm through FGI that the advertising grants the brand, which is a non-living thing, the image of a vivid partner in the relationship, playing an important role in the communication of the brand's attitude<sup>17</sup>. For the brand newly launched, we can find that the relationship starts with the advertising. That is, the image about the brand through the advertising is important when launching a new brand.

Also, advertising plays a role in changing the consumerbrand relationship that has been already established. This means that when the relationship between the brand and individual consumers is not very good, the advertising can improve it, which is meaningful for the brand managers who seek revitalization of the brand. Some mentioned that the advertising can damage the relationship. This is caused mainly by the outside factors other than creativity of the advertising, so people who produce and administer advertising need to be cautious. In this kind of case, it undermines the trust in the brand as a partner, damaging the level of "brand-partner quality".

We examined, on consumer's part, what kind of factors in the advertising affect the establishment of the consumer-brand relationship. We could find the importance of the advertising models as they were mentioned most frequently in building, strengthening and damaging the consumer-brand relationship through advertising. Some said that the brand and the model are inseparable. Others mentioned that the role of models in advertising is very important when the lifeless brand wants to communicate with the consumers as a lively partner. In many cases, the consumers identify themselves as the advertising models, which is in line with the research result that the identification with the advertising models is an important process where individual customers can change their attitude through advertising. That is, by identifying themselves as the advertising models, the consumers identify themselves as the brand.

The background music in advertising plays a role of a powerful retrieval cue for the integration of the whole ideas. The result of FGI showed that the music used in the advertising plays an important role in establishing the relationship with the brand. That is, the music used in the advertising grant liveliness to the brand as a partner, emotionally affecting the relationship with the brand. Therefore, music used in the advertising play an important role in making consumers identify themselves as the brand. The effect of establishing the relationship doubles especially when the music fits well with the models or the atmosphere of the advertising.

The point of view that the program that the advertising is featured can affect the advertising has been discussed in the research on the program context effect. The FGI analysis result also shows that the program where the advertising is featured plays an important role in building the consumer-brand relationship. In other words, the consumer tends to see the advertising and the programs where the advertising is featured as a related one. They especially tend to relate the main characters in the program with the brand of which the advertising is featured before and after the program. Therefore, it would be great if a celebrity who can play a positive role in building relationship with the target consumers shows up in the

program or an advertisement considering the contents of the program is featured, if possible.

# 4.2.2.2 The Consumer-Brand Relationship in Advertisement

After discussing the qualitative level expressed in the advertisement, the participants mentioned that overall, various types of qualitative levels of the consumer-brand relationship are reflected in the advertisement, which generally plays a role in establishing the qualitative levels. People had different ideas on some advertisements, but in judging the qualitative levels expressed in the advertisements, they showed general agreement.

The assessment of the participants shows that the qualitative level expressed in the advertisements differed depending on the product types. The qualitative levels of the consumer-brand relationship expressed in the advertisements according to the product types are as following. First, for the products in reason category, "brand-partner quality" was mentioned the most. Superiority and reliability as a partner were expressed focusing on the professional and various functions of the computer.

For the category of urgent needs, "intimacy" was mostly mentioned. It is because the participants understood the advertisement as an intention to grow intimacy with the brand by repeating the brand name. For the products in the category of habits, "interdependence" was mentioned the most. The participants thought that the advertisement showed the frequent use of the product and various conditions where the product can be used. For the product in the category of ego, "ego-connection" was mostly mentioned. Ego-connection was expressed when the brand grants itself an identity by using a bicycle that stands for the brand, and when the advertisement alternated to show the face of the male model and the bicycle logo that stands for the brand with the phrase "Her bicycle came into my heart".

For the products in the category of society, the qualitative levels that have strong emotional aspects such as "ego-connection" and "intimacy" were mostly expressed. The participants found "ego-connection" in the fact that the consumers try to identify themselves as the famous sports stars who appear in the advertisements, as well as the expression of the consumers' life style and the brand spirit of overcoming the obstacles. Also, the level of "intimacy" was much mentioned as the advertisement tries to build intimacy with the brand by showing interesting scenes using some characters. For the products in

the category of sense, the levels of "love/passion", "ego-connection", and "brand-partner quality" were mixed. Among these, "love/passion" level was most mentioned because the advertisement expressed the biased love and passion toward the brand.

# 5. Summary and Conclusion

The summary of the results drawn from the research is as follows: First, analysis of the qualitative level of the consumer-relationship that domestic consumers recognize showed five factors such as "ego-connection", "interdependence", "brand-partner quality", "love/passion", and "intimacy". Second, we could examine the specific role, the building process, and the building factors of the advertisement in the establishment of the consumer-brand relationship. The advertising establishes and changes the relationship between the consumer and the brand over time. In establishing the consumer-brand relationship, the models, music, and the programs where the advertising is featured played a very important role in the advertising. Third, after showing advertisements to the participants of the focus group interview, we found that a variety of qualitative levels of the consumer-brand relationship were reflected in the advertisements, which were different depending on the product types.

As we examined the role of the advertising in establishing the consumer-brand relationship and found that the specific qualitative levels were expressed in different products, the research will help establish effective advertising strategies utilizing the qualitative levels of the consumer-brand relationship. First, the process of purchasing for the category of reason, such as automobiles, is decided out of the reasonable and prudent economical motivation. Therefore, for the products in this category, strengthening the level of "brand-partner quality" is desirable, featuring the advertisement that focuses on the differentiated and professional functions, the ability to meet the specific needs of the consumers, and the attitude of the brand toward the consumers that they always respect and care about the consumers.

When consumers purchase products in the category of urgent needs such as headache pill, automobile battery, and detergents, most of the times they don't have enough time to get information and evaluate the products, which leads them to choose the brand that they know very well and trust. Therefore, in advertising the products of urgent needs, it is important to raise the brand intimacy for the

consumers to come up with the brand when they need the products urgently.

When purchasing the products in the category of habits, such as soaps, tissue, and tooth pastes, consumers purchase them habitually and use them in everyday lives, without bothering to get much information. Therefore, in advertising the daily necessity products of this category, it is desirable and effective to put stress on "interdependence", which expresses the frequent use of the brand or various conditions where the products are used, and to emphasize the convenient features of the products.

Consumers express the important parts of their ego related to the identity when they purchase and use the products in the category of ego. Therefore, in advertising the products of this category, such as high-end clothing, it is desirable to put emphasis on the level of "ego-connection". For doing this, it is effective to set up a strategy that expresses the life styles or values of the stars who are popular to the target consumers and connects it to the identity of the brand and the consumer.

When purchasing and using the products in the category of society, such as watches and shoes, consumers tend to be conscious about the group and the culture they belong to, and their purchase behavior is greatly affected by these social groups. Therefore, in advertising the products of this category, we need a strategy that uses the models whom the target consumers are familiar with, or makes use of the events and conditions that they are interested in for the advertisement to raise the brand intimacy. For the products in the category of sense, consumer value sensual satisfaction through the products, which build passionate and emotional bonds with the brand. Therefore, in advertising the products of this category, such as blue jeans, perfumes and inner wears, it is desirable to build the level of "love/passion".

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