

## Promotion and Brand Image as a Marketing Management Modality

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### Abstract:

#### Purpose:

A product is an inanimate object that a potential force must drive, and all force is exerted, including the psychological tension that is raised. The product must be able to appear in the mind or psychology of the consumer as the first step of attribution to the consumer so that the product owns various modalities. This research leads to the elaboration of how to promote and create brand image as a modality in marketing management.

#### Methodology:

Documentation methods in various research results are expected to provide provisional answers or hypotheses related to promotion and Brand Image can affect consumers' desire to consume a product.

#### Findings:

One of the effects of promotion is how to administer the product, the person or person, the price or price, place or place, and the process that will all be toned in one piece, namely promotion.

#### Implication:

The creation of a Brand Image must touch the psychology of consumers in a broader measure of how the product is attached not only as a product to be consumed but as a product that can image oneself or consumers.

## INTRODUCTION

Companies and institutions that want to profit in various fields in the millennial era are required to be able to compete competitively, with creativity and innovation relentlessly as part of the market symptoms in competition between similar or identical companies. Companies or institutions are required to be able to know and master the psychology of their respective markets with the products they produce or distribute. In this situation, the importance of a cognitive construction to develop the path of production to distribution which is the direction of circulation of goods and services, marketing is a theoretical step as well as a practice.

In the business world, of course, entrepreneurs are familiar with the term marketing. Marketing is one of the mandatory components and even something that all companies must do to increase the company's popularity and get the results they want to achieve. According to the American Marketing Association (AMA), marketing is defined as the process of planning and executing a plan for pricing, promotion, and distribution of ideas, goods, and services to create an exchange that satisfies individual and organizational goals. Meanwhile, Philip Kotler defines marketing as a social and managerial process carried out by a person or group to obtain what they need and want through the creation, offering, and exchange of valuable products with others. According to Malcolm HB Mc Donald, basically, the main focus of marketing thinking is the implementation of the company's capabilities with the needs of customers to achieve the company's goals.

Companies must work hard to establish new strategic policies in selling their products and services in relation to facing stiff competition with competitors who can provide greater value to customers. With more competitors, there are more options for customers to be able to choose products that match what they expect. Consumers' perceptions of product design will shape preferences and attitudes that, in turn, will influence the decision to buy or not. This is in line with the opinion of Aaker (2007) in Sodik (2009) that the impression of quality provides value in several forms, including the reason for buying. Many factors affect consumer behavior in purchasing decisions about buying goods or services. Studying and analyzing consumer behavior will provide

meaningful input for marketing strategy planning. Marketing strategy consists of integrated marketing elements that are always evolving in line with the company's movement changes in the marketing environment and changes in consumer behavior. Consumer behavior has far-reaching implications for the formulation of marketing strategies. This is because the marketing strategy involves two main activities, including the selection of markets that will be used as marketing channels, as well as formulating and compiling the right combination of marketing mixes so that consumer needs can be satisfactorily met. Consumer decisions are an important thing to consider because, of course, it will be a consideration of how the next company will carry out a marketing strategy. The company's success in influencing consumers to make purchase decisions by building communication with consumers by building a brand, making various innovations in a product and providing optimal service so that consumers feel satisfied. The intention to make a purchase can be formed from the attitude of consumers towards the marketing mix, including through promotions. Promotional activities for designing clothing brand products can be carried out through advertising, giving gifts, discounts, and personal selling. In addition, design also influences the purchase decision. Generally, consumers want innovative designs from time to time.

The problems that occur at Designone cannot be separated from the purchase decisions of consumers or potential consumers for the products available at Designone. To win the competition, one must introduce attractive designs with good product quality. In addition, promotion also greatly influences consumers' decisions to buy an item. The problem of the design of a product is one of the factors that need serious attention, especially from the new product development team, because design or design is the totality of specialties that affect customer needs (Kotler, 2009). The design or design carried out by Designone aims to ensure that the products sold at the Designone store have an attractive product design and are not outdated. In addition to good product design, marketing also cannot be ignored in the promotional aspect. Effective in-store communication and promotional programs will influence the choice of brands that consumers buy and encourage decisions to shop more. Sales promotion is one of the elements of the very important marketing mix, according to Purnomo. E (2014), the advertising and sales promotion budget of 70:30 has now turned 30:70. In other words, sales promotion has an impact on sales. This is due to consumer behavior trends.

However, of course, it is not enough to rely on good and attractive product design without informing it and marketing it to consumers; the second thing that companies must also consider is a promotion strategy, which is one of the techniques used in marketing activities to market and sell products in accordance with the applied sales targets. It should be noted that how good a product is if consumers have never heard of it and are not sure about the product, then potential consumers will not make a purchase. In making purchasing decisions, consumers also pay attention to the image of a brand (brand image). Brand image is the association or perception of consumers based on their memories of a product. Brand image is not contained in the features, technology or type of product itself; the image arises from advertising, promotion, or its users. Through brand image, consumers can recognize products, evaluate quality, reduce purchase risk, gain certain experiences and get a certain satisfaction from a product (Keller, 2016).

Following the flow of the digital world and diagnosing the psychology of the people, the majority of whom are productive groups who have a high level of consumption, the role of marketing with various methods and vehicles, as well as the formation of an inherent and unfamiliar brand image for consumers. Both are modalities that enable consumers to recognize and provide stimuli for consumer psychology automatically. This paper will focus on marketing focus with various vehicles and methods that also include techniques and brand image management as part of consumer engagement in choosing products that are inherent and generative.

## METHODS

Sales promotion is a plan to help or complement the coordination of advertising and personal sales. Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate the purchase of products immediately or increase the number of goods that consumers will buy. With the above

objectives, a methodical study is needed to realize an increase in the number of products that consumers will consume.

Marketing is a strategy and method for assembling a marketing map that will be carried out. The marketing mix of the financial institution industry is carried out with a concept that answers the needs of the community. In reality, it is the concept of marketing mix in the form of goods and services. Kotler mentioned the concept of the seven P's marketing mix, including a) Product, b) Price, c) Promotion, d) Place, e) People, f) Processes, and g) Physical Evidence. Following the above strategies or methods is expected to have benefits such as promotional influence to increase the passion of the procession to enjoy the product, and the product will have attached attributes for producers who want to consume repeatedly.

## RESULTS AND DISCUSSION

**Promotion: Factors, Strategies and Influences.** The strategy of stimulating consumers has long been known, even in ancient times when the market began to develop in the region of the Fertile Crescent. Influencing decisions is knowledge that can be learned, as well as the art of trading. Purchase decisions are an important variable in the stages of the purchase decision process before post-purchase behavior. In entering this stage, consumers are already faced with several choices, so at this stage, consumers will take action to decide whether to buy the product or not. According to (Kotler and Armstrong 2016) states that;

Purchasing decisions is a science that studies how individuals, groups and organizations choose, buy, use and determine products, services, opinions or experiences to satisfy their needs and wants.

Furthermore, Kotler and Amstrong (2016) stated that purchasing decisions have dimensions, including first, product choice; that is, consumers can make decisions to buy a product or exercise their right to choose other alternatives. In this case, companies must think about how consumers can be interested in buying a product and the alternatives they will consider. Second, the choice of brands. Consumers have to make decisions about the brands they will buy because each brand has its differences. In this case, the company must ensure that consumers are interested in the brand they will buy. Third, the choice of consumer distributors must decide on which distributor they will choose; the distributor chosen can be seen from several factors, such as the location close, the price offered is cheaper, the complete inventory of goods, and the convenience of buying the desired product.

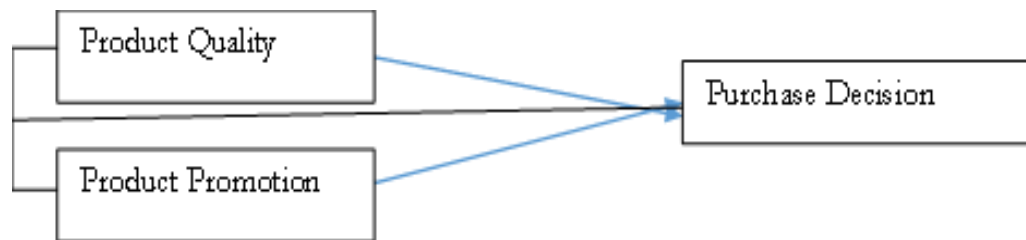
Fourth, Purchase Time, which is the consumer's decision in choosing the purchase time, can be different; for example, some buy in the morning, at noon, buy every day, once a week or even once a month and so on. Fifth, the Purchase Amount is that consumers have the freedom to make decisions about how much product to buy. In this case, the company must prepare a large number of products according to different desires. Finally, Payment Method is that the more payment method offers on a product, the more consumers feel that it is made easier by the company. Various payment methods today can be influenced by some of the technologies that already exist.

The above description is an intrinsic element in influencing consumers as a product faculty or stimulant to consumers. The influence in the Purchase Decision Process of a product, both goods and services, arises due to emotional impulses and external impulses. The purchase decision process is a basic psychological process that plays a role for consumers in understanding how consumers actually make their purchasing decisions. According to Taylor (2021), there are five stages of the purchase decision-making process, as follows;

- 1) Problem Recognition: The first process is when the consumer realizes that there is a problem in him that is triggered by a need and then driven by internal and external stimuli
- 2) Information Search: At this stage, consumers are looking for the main source of the problem they have identified; in this case, the consumer will look for information through several sources, which are divided into four major groups: a) Personal. Family, friends, neighbors, colleagues. b) Commercial. Advertisements, websites, salespeople, distributors, packaging, displays. c) Public. Mass media, organizations. d) Experimental. Handling, inspection, and use of the product.

The modality owned by the product will be a consideration or a capacity for selection to determine consumer choice. Psychological strategies are the ways that are considered effective in attracting consumers, and how it happens or what influence the consumer can receive as a consideration in determining the product consumed is described as,

- Alternative Evaluation.** Some of the basic concepts in fulfilling this evaluation are. First, consumers try to satisfy a need; second, consumers seek benefits from certain products; and third, consumers see each product as a driver of the benefits needed to meet their needs.
- Purchase Decision.** In this stage the consumer forms their preferences so that they decide to buy the product. Among them are brands, distributors, quantity, time, and payment methods.
- Post-Purchase Behavior.** After making a purchase, consumers tend to show the impact of their purchases. Such as not buying the product anymore or referring the product to others because they think the product suits their taste.



**Figure 1.** Cognitive Map of Promotional Strategies

**Imade Brand: Functions and Attributable Cultural Modalities.** Labels that have been attached to consumers do not require further effort in introducing their products because they have been known by consumers historically and are easy to access. The creation of labeling or brands is very interesting to observe considering the psychological influence it has on consumers. Functions and Benefits of Brand Image Boush and Jones (in Kahle & Kim, 2006: 6-8) stated that brand image has several functions, including: 1. Market Entry Related to the function of market entry, brand image plays an important role in terms of pioneering advantage, brand extension, and brand alliance. Pioneer products in a category that have a strong brand image will benefit because usually follower products are less prestigious than pioneer products, such as Aqua. For followers, of course, it will take a high cost to shift a pioneering product that has such a strong brand image. This is where the advantages of pioneer products (first-mover/pioneering advantages) that have a strong brand image compared to pioneer products that have a weak image or unbranded products. 2. Source of Added Product Value The next function of brand image is as a source of added product value. Marketers recognize that brand image not only encapsulates a consumer's experience with the brand's products but can actually transform that experience. For example, consumers have been shown to feel that food or beverages from their favorite brands taste better than competitors when tested unblinded compared to when tested blinded (Allison & Uhl, 1964). Thus, brand image has a much stronger role in adding product value by changing the product experience (Aaker & Stayman, 1992; Puto & Wells, 1984). 3. Corporate Store of Value. Brand names are a conveyance of value from the results of investment, advertising costs, and the associated quality of the accumulated products. Companies can use these stores of value to convert strategic marketing ideas into long-term competitive advantages. For example, the Hallmark brand benefited from the decision made during the 1950s to sponsor several high-quality television programs specifically each year. 4. Strength in product distribution (Channel Power) Meanwhile, a brand name with a strong image functions both as an indicator and a strength in the distribution channel (channel power). This means that brands not only play an important role in dealing with their competitors



but also vertically in acquiring distribution channels and having control and bargaining power over the terms made by distributors (Aaker, 1991; Porter, 1974).

Advertising in product or brand recognition has been carried out through images displayed outside the product being sold; this is part of a petrological game or a psychologistic strategy; the rest are administrative issues. For example, Coca-Cola's brand strategy of existence can accomplish three functions at once. The extension of market entry permits at a lower cost, inhibits competition by controlling shelf space, and can also provide bargaining power in terms of trade negotiations, as Coca-Cola is considered to have the power to increase sales. The benefits of the brand for producers According to Keller in Tjiptono (2005:20-21), it is said that the brand plays a role as: 1. A means of identification to facilitate the process of handling or tracking products for companies, especially in organizing inventory and accounting records. 2. Forms of legal protection with unique features. Brands can get intellectual property protection. However, trademarks can be protected through registered trademarks; the manufacturing process can be protected through copyright and design. These intellectual property rights provide a guarantee that companies can safely invest in the brands they develop and reap the benefits of those valuable assets. 3. Signal quality level for satisfied customers, so they can easily choose and buy it again next time. Brand loyalty like this creates predictability and security demand for companies and creates barriers to entry that make it difficult for other companies to enter the market. 4. Means of creating unique associations and meanings that distinguish the product from the competitors. 5. A source of competitive advantage, especially through legal protection, customer loyalty, and a unique image formed in the minds of consumers. 6. Source of financial returns, especially regarding future income.

According to Shiffman and Kanuk (2006:135), the factors that form the brand image are as follows: 1. Quality or quality, related to the quality of products offered by producers with certain brands. 2. Trustworthy or reliable, related to the opinions and agreements formed by the community about a product consumed. 3. Usefulness or benefit, which is related to the function of a product that consumers can use. 4. Service, which is related to the manufacturer's duty to serve its consumers. 5. Risks related to profit and loss experienced by consumers. 6. Price, in this case, related to the high or low amount of money that consumers spend to influence a product, can also affect the long-term image. 7. The image of the brand itself, namely in the form of customers, opportunities and information related to a brand of a certain product.

## CONCLUSION

Manufacturers use many factors in stimulating consumers in their distribution work, one of which is promotion. Pay attention to a) Product, b) Price, c) Promotion, d) Place, e) People, f) Process, and g) Physical Evidence. Following the above strategies or methods is expected to have benefits such as promotional influence to increase the passion of the procession to enjoy the product, and the product will have attached attributes for producers who want to consume repeatedly.

In creating or giving rise to branding or brands, psychological strategies must also be considered in attributing consumers to their product labels. Advertising in product or brand recognition has been carried out through images displayed outside the product being sold; this is part of a petrological game or a psychologistic strategy; the rest are administrative issues. For example, Coca-Cola's brand strategy of existence can accomplish three functions at once. The extension of market entry permits at a lower cost, inhibits competition by controlling shelf space, and can also provide bargaining power in terms of trade negotiations, as Coca-Cola is considered to have the power to increase sales. Brand benefits for manufacturers

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