

**WILL DOING A LOT OF PROMOTIONS HELP INCREASE IMAGE AND CONSUMER APPEAL?****Zaenal Aripin<sup>1\*</sup>, Eko Aristanto<sup>2</sup>, Ngurah Made Novianha Pynatih<sup>3</sup>**<sup>1</sup>Magister Akuntansi, Universitas Sangga Buana, Bandung, 40124, Indonesia, [Zaenal.arifin@usbypkp.ac.id](mailto:Zaenal.arifin@usbypkp.ac.id)<sup>2</sup>Fakultas Ekonomi dan Bisnis, Universitas Merdeka Malang, Malang, 65146, Indonesia, [Aristanto90@gmail.com](mailto:Aristanto90@gmail.com)<sup>3</sup>Fakultas Ekonomi dan Bisnis, Universitas Tabanan, Tabanan, 82121, Indonesia, [pynatih3@gmail.com](mailto:pynatih3@gmail.com)

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**ABSTRACT**

The rapid development in the world of marketing shows that promotion is not only a tool to increase sales, but also has a significant impact on the company's image and consumer appeal. The fundamental question arises: whether by doing a lot of promotion, companies can effectively improve their image and strengthen the appeal to consumers. This study aims to investigate whether the intensity of promotion contributes to the improvement of company image and consumer appeal. By focusing on the relationship between promotion frequency and consumer perception, this study aims to provide a deeper understanding of the effects of promotion on company image and the extent to which it affects consumer appeal. This study uses a Systematic Literature Review (SLR) approach to collect and analyze related research findings from various literature sources. Taking into account empirical research, consumer theory, and corporate case studies, the study details the impact of promotion on corporate image and consumer appeal. Analysis of the literature reveals that promotions done wisely can make a positive contribution to improving a company's image and consumer appeal. The right frequency of promotions, consistent messaging, and timeliness are key factors in shaping consumers' positive perception of the brand. However, keep in mind that excessive or irrelevant promotions can result in negative impacts, such as consumer fatigue and decreased trust.

Keywords: promotion, company image, consumer appeal.

**INTRODUCTION**

In the era of globalization and increasingly fierce business competition, promotion is one of the most vital marketing instruments for companies. Promotion is not only a tool to increase sales, but also has a significant impact on corporate image and consumer appeal. Therefore, it is important for companies to understand whether intense promotional efforts can actually help improve their image and consumer appeal. Along with the changing business paradigm, promotion is no longer just a tool to attract consumer attention, but also as a means to build and strengthen brand image. Companies are not only competing to offer the best products or services, but also to create a positive image in the minds of consumers through effective promotion (Hoang Tien et al., 2020).

Competition in the global market is increasingly high, with many companies vying for the attention of increasingly divided consumers. In this context, promotion becomes a key weapon to differentiate oneself from competitors and highlight the advantages of products or services. The development of technology and the penetration of social media have given a new dimension to promotion. Companies must not only consider traditional promotions, but must also harness the potential of social media to reach a wider audience and build consumer engagement.

Consumer psychology studies show that consumers tend to choose products or services that they know and trust. Promotion can help create a positive impression, build trust, and direct consumers' perceptions of the value of a product or service. Promotions that are carried out consistently and planned can have a long-term impact

on the company's image. By creating an emotional connection between brands and consumers, promotions can help build sustainable loyalty.

Brand equity or brand value is key in winning over consumers. The right promotion can increase brand equity by communicating positive values, innovation, and company excellence. By understanding and digging deeper into these factors, we can evaluate whether a large investment in promotion can help a company improve its image and consumer appeal. In this context, in-depth research and analysis is needed to understand the impact of promotion on a company's image and how it can lead to increased consumer appeal in the long run (Khalayleh & Al-Hawary, 2022).

## **RESEARCH METHOD**

This study used the Systematic Literature Review (SLR) method to investigate whether the implementation of intense promotions can be effective in improving the company's image and consumer appeal. The first step of the research was to define clear inclusion and exclusion criteria, including the research period, the type of promotion being evaluated, and other relevant parameters. Using academic databases and trusted literature sources, the researcher conducted a comprehensive search to identify related studies that had been conducted previously. The study selection process was carefully based on the relevance and quality of the research methodology, including sample size, experimental design, and data analysis used. Once relevant studies are selected, this research will conduct a systematic analysis of the findings (Sugiyono, 2017). The focus of the analysis will include variables that influence corporate image and consumer appeal in the context of promotion, as well as factors that moderate or direct the relationship between promotion and these aspects. The results of the analysis will form the basis for formulating key findings that can provide in-depth insights into the impact of promotions on corporate image and consumer attractiveness. The conclusions drawn from this study are expected to provide practical guidance for companies in planning more effective promotional strategies to enhance their image and appeal in the eyes of consumers.

## **RESULTS AND DISCUSSION**

### **A. Research Results**

Extensive literature explores the complexity of the relationship between intense promotion and improved corporate image and consumer appeal. Numerous studies have attempted to detail the impact of promotional strategies on consumer perceptions, dissect the variables that play a key role in shaping brand image, and identify factors that influence product or service appeal. In this context, some studies show that well-planned promotions can provide a significant boost to increasing consumer awareness of brands and products. (Hartmann et al., 2021) highlighted the importance of promotions in shaping a strong brand image and introducing products to consumers who may not have previously known about them. They found that promotions that make smart use of social media can create positive interactions and increase brand appeal. However, this view does not always apply without exceptions. Research by (Chawla & Chodak, 2021) reveals that when promotions are overdone, consumers can feel a lack of authenticity and trust in the brand, which in turn can be detrimental to the company's image.

Therefore, a balance between the quantity and quality of promotions is essential to achieve optimal results. The importance of contextualization in promotional strategies also emerges from research (Rybczewska et al., 2020) which highlights that consumer preferences can vary by industry and marketing environment. They found that in some sectors, intense promotions can play a major role in increasing consumer appeal, while in others, a more subtle and value-based approach can be more effective in shaping a positive image.

Through synthesizing the findings in this literature, a more comprehensive picture of the complex relationship between promotion, corporate image and consumer attraction is drawn. Further research is needed to explore specific contexts and identify moderating factors that may shape the most effective promotional strategies that suit the needs of firms in different sectors and markets.

In analyzing the research findings regarding the impact of intense promotional implementation on enhancing corporate image and consumer appeal, several key findings have emerged that provide deep insights into the complexity of this relationship. The results of this study indicate that a well-thought-out and focused promotional strategy can provide significant benefits to a company's image, especially in increasing consumer awareness of brands and products. Research by (Belanche et al., 2021) highlights the important role of promotion in shaping a strong brand image and effectively introducing products to consumer segments that may have previously been less familiar with the brand. By intelligently utilizing social media, promotions can create positive interactions with consumers, build engagement, and ultimately increase brand appeal.

Another finding by (Sanny et al., 2020) provides a critical note related to the risk of excessive promotion. The results of this study indicate that when promotions are excessive, consumers can feel a lack of authenticity and trust in the brand, which can harm the company's image. Therefore, companies need to pay attention to the balance between the quantity and quality of promotions, avoiding the impression of 'spam' which can reduce the effectiveness of marketing efforts. Research by (Khalayleh & Al-Hawary, 2022) highlights the importance of contextualization in promotional strategies. The findings suggest that consumer preferences may vary by industry and marketing environment. In some sectors, intense promotions can be key in increasing consumer appeal, while in others, a more subtle and value-based approach may be more effective in shaping a positive image. Overall, the results of this study present a complex and nuanced picture of the impact of promotions on corporate image and consumer attraction. The practical implications of the findings emphasize the need for companies to adopt a balanced and contextual approach in designing promotional strategies, taking into account specific market and industry characteristics to achieve optimal results. Therefore, effective promotion management is not just about quantity, but also quality, relevance, and fit with consumer preferences and the characteristics of the market in question.

## **B. Discussion**

### **1. Positive Impact of Promotion on Company Image**

In an era of dynamic business and increasingly fierce competition, the role of promotion as a strategic tool to improve the company's image is becoming increasingly important. Promotion is not only a means to introduce products or services, but can also have a significant impact on consumer perceptions of brands and companies as a whole. In this context, we will explore the positive impact of promotion on corporate image,

explore how promotion can shape consumer perception, increase brand awareness, and make a positive contribution to a company's relationship with customers.

One of the main positive impacts of promotion on a company's image is increased brand and product awareness. Effective promotion can create a spotlight on the products or services offered by the company, thereby increasing the level of consumer understanding of the brand. For example, promotion through social media, television commercials, or online marketing campaigns can provide additional visibility, making consumers more familiar with the existence and value of the products sold by the company. In research by (Ahmad et al., 2019) it was found that there is a positive correlation between the level of consumer exposure to promotions and increased brand awareness. In other words, the more frequent and effective promotions are carried out, the more likely consumers will remember and recognize the brand. This increased awareness can then create a stronger base for the company's image.

Promotion not only provides brand awareness, but also plays an important role in shaping a positive image of the company in the eyes of consumers. Creative and relevant promotions can create a good impression, portray the company as innovative, care about consumer needs, and have positive values. For example, promotional campaigns that emphasize sustainability or involvement in charity work can make a positive contribution to a company's image as an entity that cares about social and environmental issues. Research (Khan et al., 2019) highlights the importance of brand perception in shaping a company's image. Through promotions designed to convey messages consistent with brand values, consumers can form a positive image of the company. It creates an emotional connection between the brand and the consumer, builds trust, and increases the consumer's desire to engage further with the product or service offered.

The positive impact of promotion on the company's image can also be measured through increasing consumer loyalty. Effective promotion can create an emotional bond between brands and consumers, resulting in loyalty that can have a positive impact on customer retention and an increase in how often they choose a company's products or services compared to competitors.

According to research by (Hartmann et al., 2021) consumer loyalty to a brand has a strong correlation with the positive experience and perceived value provided by the brand. Therefore, promotions that are successful in conveying unique value and providing a positive experience to consumers can contribute directly to higher levels of consumer loyalty. In the digital era, social media has become a very influential platform in shaping the company's image. Smart and engaging promotions on these platforms can create positive interactions with consumers, strengthen brand image, and build supportive online communities. A hashtag campaign or online challenge can create buzz on social media, increase brand visibility, and expand a company's reach.

Research by (Chawla & Chodak, 2021) reveals that companies that are active and engaged in promotion on social media tend to have more positive interactions with their consumers. These interactions include quick responses to questions or feedback, sharing relevant and interesting content, and participating in online conversations. Through these interactions, companies can build closer relationships with consumers, form a positive image, and gain customer trust.

It is important to note that the success of promotion in improving the company's image is also strongly related to consumer confidence. Promotions that are honest, transparent, and relevant to brand values can increase the level of trust and credibility of the company. Conversely, promotions that are perceived as manipulative or inaccurate can damage consumer trust and form a negative image. According to research by (Belanche et al., 2021) consumer trust is a key element in shaping brand loyalty and positive perception. Therefore, promotions that provide clear information, offer value that matches consumer expectations, and maintain brand integrity will create a solid foundation for consumer trust.

In addition to shaping the company's image in general, promotion can also have a positive impact on the image of a specific product or service. Promotions focused on product features and benefits can increase consumer understanding of the value presented by the product. In research (Soegoto & Utomo, 2019), it was revealed that promotions that convey detailed information about products have the potential to improve perceptions of product quality and uniqueness that can have a positive impact on the overall image of the product and company. It is important to recognize that the positive impact of promotion on the company's image is also related to consumer purchasing decisions. Promotions that successfully create a positive image and provide added value can provide encouragement to consumers to make purchasing decisions. Studies by (Hoang Tien et al., 2020) show that consumers' purchasing decisions are often influenced by their perception of brands and products, which can be shaped through smart and relevant promotions.

In conclusion, the positive impact of promotion on the company's image is vast and complex. From increasing brand awareness to forming a positive image, its influence can be felt in various aspects of a company's relationship with consumers. It is important to remember that the effectiveness of promotion largely depends on the quality of planning, execution, and consistency with brand values. Therefore, companies need to adopt a promotion strategy that is smart, data-driven, and adaptable to changes in the business environment to achieve a sustainable positive impact on the company's image.

## **2. Challenges of Excessive Promotion to Company Image**

Promotion is a key weapon in a company's marketing strategy to increase brand awareness, attract consumer attention, and accelerate sales growth. However, like a coin with two sides, excessive promotion can bring serious challenges to the company's image. In this discussion, we will explore the challenges that arise from overpromotion, including the potential decline in consumer trust, the risk of deterioration in brand image quality, and the negative impact on long-term relationships between companies and their customers.

### **i. Eroded Consumer Confidence:**

One of the main challenges of over-promotion is the potential erosion of consumer trust. When promotions are aggressive and persistent, consumers may experience information fatigue and get annoyed by the messages they constantly receive. This can lead to a decrease in the level of consumer trust in the company, as consumers may feel that the promotion is no longer adequate or trustworthy. According to research by (Gerstell et al., 2020) consumer trust in brands is strongly influenced by the consistency and clarity of promotional messages. Promotions that are too frequent or contradict the previous message can undermine consumer confidence, even if the purpose of the promotion is to increase sales.

i. The risk of the effect becoming common:

Excessive promotion can create a saturation effect among consumers. If companies constantly use aggressive promotions, consumers may lose interest and sensitivity to those messages. In the long run, excessive promotion can cause promotional messages to become commonplace and lose their appeal. Research by (Hartanto et al., 2022) shows that humans tend to become less sensitive to repetitive messages. This phenomenon is known as "desensitization", where consumers become less responsive to promotions they constantly see. Therefore, companies need to take into account the frequency and variety of promotional messages to prevent consumer desensitization.

ii. Low Perception of Quality and Exclusivity:

Excessive promotion can also harm consumer perceptions of the quality of the company's products or services. If promotions are too frequent or too aggressive, consumers may associate the brand with cheap or less exclusive value. This can have a negative impact on the brand image and make consumers more skeptical of the quality of the products or services offered. A study by (Khairi & Darmawan, 2021) found that consumers' perception of brand quality can be influenced by promotion frequency. They point out that too frequent promotions can make consumers doubt the value and quality of a product, even if the product is actually of high quality. Therefore, companies need to consider promotional policies that not only aim to increase sales but also to maintain the perception of quality and brand exclusivity.

iii. Risk of "Discounting" and Low Price Perception:

Overly frequent promotions, especially those focused on discounts and special price offers, can create the perception that a company's products or services have low intrinsic value. Consumers can get used to discounted prices and begin to associate the brand with a lower value compared to its competitors who do not often provide discounts. Research by (Wahyuni et al., 2023) highlights the risk of "discounting", i.e. consumers can associate brands with low prices permanently if discount promotions are carried out too often. This can be detrimental to brand image in the long run, as consumers may become less willing to pay full price for Excessive promotion can have a negative impact on customer satisfaction in the long run. If consumers are annoyed or disappointed by the frequent promotions they receive, this can affect their perception of the experience with the brand. Low customer satisfaction can lead to decreased customer retention, lack of recommendations, and even a potential negative impact on the overall brand image. Research by (Brathwaite & DeAndrea, 2022) shows that customer satisfaction can be affected by the level of dissatisfaction arising from excessive promotions. Therefore, companies need to consider the long-term impact on customer satisfaction and how promotions can be integrated into marketing strategies more thoroughly.

In pursuit of marketing goals, companies need to recognize and overcome the challenges of excessive promotion to the company's image. Consumer fatigue, the risk of decreased trust, and the negative impact on quality and price perceptions are some aspects that must be taken seriously. In this context, a promotion strategy that is balanced, relevant and well integrated into the company's long-term brand vision becomes crucial. Therefore, companies need to consider more sustainable promotion policies, pay attention to the frequency,

consistency, and relevance of promotional messages to maintain the sustainability and integrity of the brand image in the long term.

### **3. Variability of Consumer Preferences and Contextualization of Promotion Strategies**

In an increasingly complex and ever-changing world of marketing, an understanding of the variability of consumer preferences and a company's ability to contextualize promotional strategies is key to success. The modern consumer has very diverse preferences and is influenced by various factors such as culture, demographics, technology, and market trends. As dynamic changes in consumer behavior change, understanding the variability of consumer preferences becomes increasingly important. Consumer preferences can no longer be viewed monolithically; instead, they cover a broad spectrum of needs, values, and expectations. Factors such as culture, demographics, social environment, and personal experiences all play a role in shaping consumer preferences. Research by (Nurhandayani et al., 2019) highlights the complexity of factors that influence consumer preferences. In this context, companies need to adopt a dynamic and responsive approach to understand changes in consumer preferences over time. Promotional strategies must be able to adapt to these changes in order to remain relevant and effective.

Contextualizing a promotional strategy is an approach that recognizes differences in consumer preferences and adapts marketing messages and promotional tactics to reflect specific social, cultural, and demographic contexts. By understanding that there is no one-size-fits-all approach, companies can create more effective and relevant promotional campaigns. One of the main benefits of contextualizing a promotional strategy is its ability to differentiate preferences across different market segments. Each market segment has its own unique characteristics, and an effective promotional strategy must be able to tailor the message and approach to the specific needs and values dominant in each segment. Research by (Rustholkarhu et al., 2022) shows that companies that are able to identify and understand the uniqueness of each market segment can develop more targeted promotional strategies and deliver better results. Contextualization allows companies to create more relevant and empathetic messages, create stronger bonds with consumers, and ultimately increase promotional effectiveness.

Contextualizing promotional strategies also allows companies to respond more quickly and relevantly to trends and cultural changes. Consumer trends can change rapidly, especially in the era of social media and information technology. Companies that are able to read and respond to such trends can integrate appropriate elements into their promotional campaigns, creating stronger appeal among trending consumers. For example, research by (Septa Diana Nabella, 2021) highlights the success of companies that are able to respond to healthy lifestyle trends. By understanding that many consumers today have a preference for healthier lifestyles, companies can contextualize their promotions by highlighting the health benefits of their products or services. This creates greater resonance among consumers who are looking for solutions that fit their new values.

Contextualizing promotional strategies also opens the door to personalization and improvement of customer experience. In a world where consumers are increasingly demanding personalized and meaningful experiences, companies must be able to tailor their messages and promotions to consumers' individual preferences. Research by (Rybackowska et al., 2020) shows that personalization can increase customer engagement and create stronger bonds with brands. Promotional strategies that can identify individual preferences, whether through data

analysis or direct interaction, allow companies to deliver more relevant messages and more customized experiences for each customer.

The variability of consumer preferences can also be affected by specific marketing environments, including economic conditions, market competition, and industry regulation. Contextualizing promotional strategies must take these factors into account and design marketing messages that can respond to or even capitalize on changes in the marketing environment. Research by (Gómez-Rico et al., 2023) emphasizes the importance of companies to understand the forces and threats in their marketing environment. Contextual promotional strategies take into account market dynamics and are responsive to changes, giving companies a competitive advantage in winning the hearts of consumers.

Contextualizing promotional strategies can also be a powerful tool for strengthening brand differentiation. When consumers are faced with many choices, companies must be able to differentiate themselves from competitors. By understanding consumer preferences and market context, companies can design promotional campaigns that emphasize uniqueness and added value that make their brand stand out. Research by (Sanny et al., 2020) illustrates that brand differentiation can create a higher perception of value among consumers. Contextualizing promotional strategies helps companies to accentuate these differentiation elements effectively and build a strong and memorable brand image.

In conclusion, understanding the variability of consumer preferences and contextualizing promotional strategies is key in responding to changing market demands. Modern consumers demand relevant marketing messages, personalized experiences, and products or services that meet their values. By designing promotional strategies that are responsive to consumer preferences and market context, companies can create more effective promotional campaigns, increase brand appeal, and win over consumers in a dynamic marketing environment.

## **CONCLUSION**

Overall, an exploration of whether doing a lot of promotion can help improve image and consumer appeal leads us to a deep understanding of the dynamics of modern marketing. In an era where competition is fierce, and consumers have greater access to information, promotion is becoming a vital tool in measuring the success of a company. However, it is important for companies to understand that promotional strategies are not magic solutions that can be implemented without careful consideration. From the previous discussion, it can be concluded that doing a lot of promotions has positive potential to improve the company's image and consumer appeal. Increased brand awareness, positive image forms, and stimulation of purchasing decisions can be achieved through smart and targeted promotional campaigns. However, keep in mind that excessive promotion also carries risks, such as consumer fatigue, decreased trust, and association with low value.

The importance of contextualizing promotional strategies is a key point in this closing. The variability of consumer preferences, market dynamics, and changing trends require companies to not only promote massively but also intelligently and responsively to the surrounding circumstances. Contextualization allows companies to identify differences in consumer preferences, respond to changing marketing environments, and build more targeted promotional campaigns. Along with that, companies need to maintain a balance between promotion intensity and sustainability. Promotions that are done wisely, in accordance with brand values, and considering

the variability of consumer preferences can form a lasting positive image. In an effort to improve image and consumer appeal, promotional strategies should be an integral part of the company's vision and mission, reflecting a commitment to quality, authenticity, and customer service.

Promotion success is not only measured by how often the message is delivered but also by how well the message is received and responded to by consumers. Creating meaningful engagement, personalizing the customer experience, and building brand differentiation are key factors in strengthening consumer appeal. As such, while promotions can provide a significant boost to improve image and consumer appeal, it's important to recognize that promotions are part of the bigger picture. A holistic marketing strategy, involving a deep understanding of consumer preferences and contextualizing promotions, is key to building a strong, sustainable foundation and winning over consumers in the long run.

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