

The Contrast of brand Images in Advertisements and Consumer Cognition – Toyota Camry as example

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ABSTRACT

Through the establishment of brand image and communication of commercial demand, consumers generate sensation and experience from the brand to help them choose or recognize products. What kind of cognitive attitude or confidence can Automobile Corporation trigger off by brand image and commercial demand and thus influence their purchasing inclination? What image displayed to consumers does CAMRY create in the advertisement? Further, how can Automobile Corporation utilize commercial demand and brand image building to enhance deeper brand cognition and elicit purchasing inclination? Is the brand image built from advertisement consistent to consumers' brand recognition? We wonder whether consumers' purchasing behavior and brand cognition is affected by advertisement, if not, what is the source of consumers' brand recognition? These are what we want to know in this research. In this study, we hope to analyze how does CAMRY utilize the power of advertisement semiology to establish brand image of commodities by a series of CAMRY television advertisement and to find out the brand image of CAMRY. Through the practical interview, we investigate consumer's brand recognition, the source of it and the influence of advertisement on consumer's purchasing decision. Is it conforms to the concept of the advertisement? In marketing, clarify advertisement's impact on consumer's brand recognition.

Keywords : brand image ; brand recognition ; automobile advertisement ; semiotics

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