

**Enhancing brand loyalty based on ceramic promotional giveaways
produced by small ceramic Enterprises**

Dr. Marwa Zakaria Mohamed Ali

Lecturer – Ceramic Department, Faculty of Applied Arts -Helwan University, marwa_zakaria@arts.helwan.edu.eg

Dr. Mohamed Mahmood Kamal Eldin

Lecturer – Advertising Department, Faculty of Applied Arts -Helwan University, m_kamal@arts.helwan.edu.eg

Abstract:

This paper deals with the study of enhancing brand loyalty based on ceramic promotional giveaways, where companies need to find preferences, and strategic procedures to create a field for defining the identity, adding value to it, and turning it into something unique in the mind of the customer, which can be achieved by choosing the customer to buy a product repeatedly from the same brand instead of using a product offered by a competitor, promotional are among the means that contribute to repeat purchases and enhance brand loyalty.

This paper aims to use ceramic products as promotional giveaways, due to the extent to which the ceramic material is close to the consumer and its association with his culture. And with the availability of raw materials and successive technological revolutions in the field of ceramics, not only to create products of distinct value but also to achieve sustainability and development for small and micro projects, which play a pivotal role in social and economic progress in general and industrial development.

There is still much room for discussion on how to use ceramic products as promotional giveaways for local brands and their role in enhancing brand loyalty. And how to emphasize the importance of using ceramic products as a promotional tool to enhance brand loyalty. And to study the extent to which consumers accept ceramic products as promotional giveaways. And to find marketing solutions for the products of small ceramic projects. Through a research sample of 124 people, it was verified the importance of ceramic promotional giveaways in repeat purchases, achieving value, and enhancing brand loyalty.

The paper included an analytical study of a number of ceramic giveaways that were presented in the Egyptian market for a number of international products, including Nescafe, Indomie, and Pizza Hut. The analytical study that dealt with the visual identity elements used in these giveaways, in addition to the usefulness and aesthetics of the giveaways, showed the production methods related to each product.

The study found that these giveaways depend on industrial quantitative production methods because most of them are international brands that offer their promotions on a large scale, and this makes it difficult for companies with smaller local brands to use such methods in their promotional giveaways. which constitutes an obstacle in resorting to these methods despite their high marketing effectiveness Despite the quality of the manufactured ceramic product, its success with international brands depends on marketing the brand identity and does not carry the marketing characteristics appropriate to the culture of the local markets.

Through an applied experiment to propose a number of promotional giveaways to Abu Auf Company (a company specialized in marketing seeds, oils, spices, and coffee), a shape for a coffee pot, a soup bowl, and a set of nuts dishes were proposed. Those giveaways were supported by the visual identity elements of the brand logo, colors, and typography, to verify the validity of the hypotheses.

The results of the study came to confirm the importance of using offers and making good planning of promotional giveaways, supporting them with the elements of the visual identity of the brand, which contributes to prompting the recipient to repeat purchases and helps to imprint the identity of local brands in the user's mind, finally enhances loyalty to those brands. The study also confirmed that the utilitarian ceramic products produced by small and micro enterprises and the aesthetic values they carry in achieving the identity of local brands, and their competitiveness with high quality and competitive price.

Keywords :

Brand Loyalty -Promotional Giveaways - SMEs.

References :

1. Adeen, Sohi Mohamed (2012AD), "The Relationship between Corporate Identity and Saudi Consumer Behavior in Advertising as a Marketing Communication Activity," Master's Thesis, Faculty of Applied Arts, Helwan University, Egypt.
2. Hassan, Siham Hassan Mahmoud (2017 AD), "Designing a Modern Visual Identity for Institutions by Inspired by Islamic Units," Architecture and Arts Magazine, Egypt, Issue Eight, Volume Two.
3. Ali, Nermin El-Sayed (2015 AD), "Planning to build a distinctive brand for Egyptian satellite channels to qualify them for international competition," PhD thesis, Faculty of Applied Arts, Helwan University, Egypt.
4. Meshaal, Maha Ibrahim Al-Sayed (2017 AD), "An advertising strategy to promote the brand through social media," PhD thesis, Faculty of Applied Arts, Helwan University, Egypt.

5. Al-Mutaie, Maysara Atef (2018 AD), "Visual Identity Criteria for Designing a Directory of Publications of Establishments or Organizations with Different Activities," published research, *Architecture and Arts Magazine*, Egypt, Issue Ten, Volume Three. Chernev, Alexander (2007), *Strategic Brand Management*, Kellogg School of Management Northwestern University, Illinois.
6. Upamannyu, Nischay K. & Gulati, Chanda, & Mathur, Garima (2014), Effect of Brand Trust, Brand Image on Customer Brand Loyalty In Fmcg Sector At Gwalior Region, *Scholars World-Irmjcr*, Volume 2.
7. Frolova, Svetlana (2014), the role of advertising in promoting a product, *Centria University of Applied Sciences*, Kokkola, Finland.
8. Gilwan, Giorgio, *Visual Communication Branding*, Santa Catarina Federal University – Brazil,
9. Kall, Jacek (2022), *Brand Metrics Measuring Brand Efficacy along the Customer Journey*, Routledge, New York, USA.
10. Maseria, Diego (1999). "Sustainable product development: a key factor for small enterprise development – the case of furniture production in the Purépecha region, Mexico." *Journal of Sustainable Product Design*(8)
11. Meier, Beat (2019), *Brand Choice and Loyalty - Evidence from Swiss Car Registration Microdata*, Springer Gabler, Zürich.
12. Melewar, T. C. & Elif Karaosmano Glu (2008), *Contemporary Thoughts on Corporate Branding and Corporate Identity Management*, Palgrave Macmillan, UK.
13. Moilanen, Teemu & Rainisto, Seppo (2009), *How to Brand Nations, Cities and Destinations*, Macmillan Publishers Limited, England.
14. Morel, Mary (2003), *Promote Your Business*, Allen & Unwin, Australia.
15. Raposo, Daniel (2022), *Design, Visual Communication and Branding*, Cambridge Scholars Publishing, UK.
16. Ruvini, W.M. & Weerasinghe, M. (2015), *Anuradha Peramunugamage, Online shopping behavior of young adults in higher education sector: How brand matters*, Faculty of Information Technology, University of Moratuwa, Katubedda, Moratuwa, Sri Lanka.
17. Ellis, Matt (2018), *Branding colors: everything you need to choose your brand's color palette*. Retrieved June 18, 2022, from <https://99designs.com/blog/tips/branding-colors/>
18. Holland, Ashley & Curley, Shannon (2021), *Visual Identity Essentials: What's Behind the Perfect Brand Look and Feel*. Retrieved September 26, 2022, from <https://www.skyword.com/contentstandard/visual-identity-essentials-whats-behind-the-perfect-brand-look-and-feel/>
19. Kopp, Carol M. (2022), *Brand Loyalty: What It Is, and How to Build It*. Retrieved August 14, 2022, from <https://www.investopedia.com/terms/b/brand-loyalty.asp>
20. Schmidt, Casey (2020), *The Aaker Model: A comprehensive guide to building brand identity*. Retrieved September 26, 2022, from <https://www.canto.com/blog/aaker-model/>
21. Shikhrakar, Shirish (2019), *Alignment Principle in Design: Importance & Examples [Infographics]*. Retrieved September 26, 2022, from <https://ux360.design/alignment-principle-design/>
22. Tatum, Malcolm (2022), *What are Promotional Giveaways?* Retrieved September 26, 2022 from <https://www.wise-geek.com/what-are-promotional-giveaways.htm>
23. Thorne, Heidi (2022), *What Is a Promotional Giveaway?* Retrieved December 23, 2022, from <https://toughnickel.com/industries/What-is-a-Promotional-Giveaway>
24. *5 Ways to Increase Customer Loyalty*. Retrieved September 26, 2022, from <https://blog.fivestars.com/5-ways-to-increase-customer-loyalty/>
25. *Association History*. Retrieved September 26, 2022, from <https://ppai.org/association/about/>
26. *Brand Loyalty - Meaning, Importance, Types & Factors (2020)*, Retrieved September 26, 2022, from <https://www.mbaskool.com/business-concepts/marketing-and-strategy/terms/17643-brand-loyalty.html>
27. *Brand Typography: Why It Matters and How To Find The Right Fonts For Your Brand*, Retrieved August 14, 2022, from <https://www.designrush.com/agency/branding/trends/brand-typography>
28. *Branding*. Retrieved September 31, 2022, <https://www.ama.org/topics/branding/page/41/>
29. *Create a Giveaway online in seconds*. Retrieved June 18, 2022, from <https://promosimple.com/blog/category/uncategorized>
30. *How to Grow Your Business by Building Brand Loyalty*. Retrieved September 07, 2022, from <https://www.tailorbrands.com/blog/brand-loyalty>
31. <http://www.ifc.org/ifcext/sme.nsf/Content/Resources> [Retrieved June 18, 2022].
32. *Interesting Stats and Facts About Customer Loyalty & Retention*. Retrieved September 07, 2022, from <https://www.zinrelo.com/loyalty-statistics>
33. *Visual Identity: What It Is and Why It Matters for Your Brand*. Retrieved August 14, 2022, from <https://www.wix.com/blog/2021/08/visual-identity/>
34. *What Is a Micro-Enterprise and Why Are They Important?* Retrieved December 23, 2022, from <https://www.indeed.com/career-advice/career-development/what-is-micro-enterprise>

Paper History:

Paper received 27th December 2022, Accepted 12th February 2022, Published 1st of March 2023

Citation: Marwa Ali & Mohamed Galal El- Din (2023), Enhancing Brand Loyalty Based on Ceramic Promotional Giveaways Produced by Small Ceramic Enterprises, International Design Journal, Vol. 13 No. 1, (March 2023) pp 179-191
