

Universidad del Rosario
Rennes School of Business



To what extent do art expressions, expressed through poetry, employed in advertising campaigns influence consumers' perceptions of a brand?

Trabajo de Grado

Laura Sofía Guzman Nuñez

Bogotá, Colombia

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GLOSSARY

Art: Human expression that is born from a creative skill, which generates an emotional/beautiful impacting value, and that understands elements such as painting, sculpture, architecture, music/poetry, and performing art. (Ana Vukadin et al, 2018)

Art infusion: General influence of the presence of art on consumer perceptions and evaluations of products with which it is associated. (Hagtvedt and Patrick, 2008).

Brand: A name, term, design, symbol, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors. (American Marketing Association, 1960).

Brand Image: Focuses on how a specific group perceives a product, brand, policy, business, or event nation (Bivainienė & Šliburytė, 2008).

Brand Perspective: A simple psychological factor that influences consumer behavior by playing a role in the purchase decision process. Consumers, not brands, control how people perceive brands. (Guliyev, 2023).

Resume

La globalización y el rápido crecimiento del mercado han expuesto a los consumidores a un sinnúmero de empresas que prometen dar soluciones a cada una de sus necesidades. En consecuencia, las marcas buscan posicionarse en el mercado de tal manera que en la mente del consumidor, siempre serán la primera opción. Esto se logra a través de la percepción de marca que se establece a través de las diferentes activaciones creadas para que el consumidor conozca la marca, sus valores y logre sentir una conexión con ella.

Por lo tanto, este artículo tiene como objetivo investigar cómo la percepción de la marca, analizada a través de su autenticidad, puede ser influenciada por el uso de la poesía en las campañas publicitarias. Por ello, se realizó un estudio en el que a una muestra de 107 personas se les expusieron aleatoriamente dos tipos de estímulos, uno en el que se mostraba una pieza publicitaria habitual, y otro modificado con un fragmento poético. Con estos, se pudo evaluar la percepción de autenticidad de una marca a través de conceptos como originalidad, confiabilidad, continuidad y naturalidad.

El análisis reveló que, si bien la poesía puede influir en aspectos específicos de la forma en que se percibe una marca, no genera un impacto significativo en comparación con los métodos publicitarios tradicionales. Esto sugiere que su efecto es limitado y altamente dependiente del contexto, ya que puede variar fácilmente según la marca y la interpretación de los elementos poéticos. Por lo tanto, se concluye que, aunque la poesía puede verse como original y creativa, debe usarse de una manera que sea coherente con el mensaje central y la identidad de la marca.

Palabras clave: Infusión del arte, autenticidad de marca, percepción, consumidor, poesía, expresiones de arte no verbales.

Abstract

Globalization and the rapid growth of the market have exposed consumers to an endless number of companies that promise to provide solutions to each of their needs. Consequently, brands seek to position themselves in the market in such a way that in the consumer's mind, they will always be the first choice. This is achieved through the brand perception established through the different activations created so that the consumer knows the brand, its values and manages to feel a connection with it.

Thus, this paper aims to investigate how brand perception, analyzed through its authenticity, can be influenced by the use of poetry in advertising campaigns. Therefore, a study was conducted in which a sample of 107 people was randomly exposed two types of stimuli, one in which a usual advertising piece was shown, and another modified with a poetic fragment. With these, it was possible to evaluate the perception of authenticity of a brand through concepts such as originality, reliability, continuity, and naturalness.

The analysis revealed that, although poetry can influence specific aspects of the way a brand is perceived, it does not generate a significant impact compared to traditional advertising methods. This suggests that its effect is limited and highly context-dependent, as it can easily vary depending on the brand and the interpretation of the poetic elements. Thus, it is concluded that although poetry can be seen as original and creative, but it should be used in a way that is consistent with the brand's core message and identity.

Key words: Art infusion, brand Authenticity, perception, consumer, poetry, non-verbal art expression.

1. INTRODUCTION

Over the years, marketing strategies have changed in such a way that they seek to get closer to the consumers, understand them, and thus be able to find the right solution for their needs. In this way, companies not only seek to create a product but also to build a brand, which is considered “*a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable)*” (Kapferer, 2008, pp.10). In this order of ideas, the way in which consumers perceive a brand is an important issue when they have to make a purchasing decision, because the value that they will give to the brand, will determine their preference over the competitors and will follow up a process for future decisions. Therefore, companies are constantly creating new strategies in order to create a sense of closeness, innovativeness, and relation with their customers, so that they can be sure that the process mentioned before would turn people into loyal consumers.

Considering this statement, this study is going to investigate to what extent art expressions, especially poetry, employed in advertising campaigns influence consumers’ perceptions of a brand. Taking into account that art expressions can be seen as an innovative strategy for advertisement, this topic is important to research because of three main reasons. First, it would be useful for understanding consumer behavior as it would evaluate the relation between a stimulus and its effect on consumer perception, therefore, it can be helpful for companies to consider why some elements can be useful to be closer to their consumers, or in the other hand, to keep them away.

Secondly, the saturation of the market due to the constant rise of new platforms and technologies, brands need to create new strategies for making themselves visible. Therefore, this study may be useful for companies who want to explore a new way of engaging consumers through an artistic sensibility, starting from the concept of “art-infusion”, as a method used in an advertisement that focuses on the way in which visual art influences the way a consumer perceives a product. This study is important because it would evaluate if non-visual art, such as poetry, can also create the same effect in consumers’ perception, and can be used as an innovative way of advertisement.

Finally, studying the impact of artistic expressions on consumer behavior is important to ensure that advertising campaigns are culturally relevant and sensitive. In this order of ideas, the way a brand communicates with its audience is dynamic, and its effectiveness depends on different factors. As art, its relevance and how it is perceived, gain significance depending on the audience to which it is going to be exposed, the circumstances, or even the cultural moment.

2. LITERATURE REVIEW

In order to give an answer to the planetary question it is important to understand its components. For this reason, this chapter will explain the concepts with transcendence from macro to micro concepts. In this way, this study will delimit the concepts using a funnel technique, starting from understanding the consumer in their daily environment, through the explanation of the purchasing process, and their brand perception, until the way in which poetry can play an important role in the way consumers make decisions and affect their brand perspective.

In the first place, it is relevant to understand how consumers come to search for a product, which according to Cox et al (1983) it is composed of a "Five Stage Model" (figure 2.1), which as its name indicates is a decision process that requires 5 steps, *“These stages are: recognition of need or problem, information search, comparing the alternatives, purchase and post-purchase evaluation”* (Cox et al, 1983, as cited in Dubovskit,n.d).

In this order of ideas, the first step, according to *“Neal and Quester (2006) further state that the recognition of a problem or need depends on different situations and circumstances such as personal or professional and this recognition results in creation of a purchasing idea”* (Cox et al, 1983, as cited in Dubovskit,n.d). Also, authors *“classifies the human needs into two different categories depending on their nature. The following categories are mentioned: psychological and functional or physical needs”*. (Solomon et al, 2006, as cited in Dubovskit,n.d). In other words, it is possible to determine that the first step takes place due to

dissatisfaction or absence of something which creates a necessity, which leads to the purchase process.

Figure 1 : Five Stage Model



Note: This model was proposed by Cox in 1983 to synthesize the consumer decision making process. Adapted from *1983 Consumer Decision Making Process: a detailed analysis*, by John Dubovskiy, n.d (<https://research-methodology.net/consumer-decision-making-process-a-detailed-analysis/>).

Secondly, “the information search” step, is defined as the process in which consumer starts investigating for the products that may satisfy what they are missing, in this process, they can get the information from different sources, and it is divided into two parts, the internal and external search. *“In internal search, the consumers compare the alternatives from their own experiences and memories depending on their own past experiences and knowledge. On the other hand, the external search ends for bigger purchases such as home appliances or gadgets.”* (Sokolowski, 2011, cited in Dubovskiy, n.d).

In the same way, by internal information, consumers are putting themselves in two situations, the first one is when they are actively acquired by past searches and by personal experience to make a decision, or they can have information that is passively acquired, where they have low involvement learning, which means that there is a low level of concern or interest, by being exposed to circumstances that may help them to learn and get what is valuable for them.

On the other hand, the author mentions external information, which in addition to the definition exposed, can also be explained by the process by which people actively acquire information through independent sources, personal contacts, or marketer information.

Thirdly, the step of “comparing alternatives”, as its name says, is the moment in the process where consumers gather all the information recollected and compare it to understand which is the one that better fits their necessity. Depending on the priorities of each person, this process must consider elements such as price, quality, benefits, previous experience, etc. (Dubovskiy, n.d). It is important to understand that *“the process of evaluation of alternatives can sometimes be difficult, time-consuming, and full of pressure for a consumer. This is because it is quite hard to find an ideal product or service that satisfies the needs of the customer”*. (Ha et al, 2010 cited in Dubovski, n.d).

The fourth step is called “Purchase”, where the consumer decision finally takes place based on the previous steps. According to Martin Evans et al. (2009), it is a critical moment in the process because *“the outcome of evaluation of alternatives may change even in last minutes before the purchase due to the impact of the attitude of other people or a set of other factors.”* (Evans et al, 2009, cited in Dubovski, n.d). Also considering that there are different types of purchases (Kance, 2002 cited in Dubovski, n.d), additional factors can play an important role in the decision and can have a stronger significance than the steps before. Finally, the last step considers the “post-purchase” evaluation, which has long-term importance as it might help in future processes. In this part, the consumer would evaluate his/her decision and their level of satisfaction or dissatisfaction *“is vital in reducing the uncertainty when the decision to purchase the same product or service is considered the next time”* (Ofir, 2005, cited in Dubovski, n.d).

Having this defined, it is possible to say that this process is critical for companies because understanding how they can facilitate it for consumers can be seen as an opportunity to transform leads into clients. Therefore, the role of the brand, its perception, and its image play an important role as it helps to create connections between the consumer and the company. First, according to the American Marketing Association (1960), a brand is *“A name, term, design, symbol, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors”*, which according to the authors Kumar and Mishra (2012), this concept is present in almost every part of people’s life, starting from the religious believes to their economic choices. Therefore, they establish that brands are omnipresent and to have an effect on the consumer should work together with branding, which *“consists in transforming the product category; it requires a corporate long-term involvement, a high level of resources and skills”* (Kapferer, 2004 cited in Kumar & Mishra, 2012).

Regarding this concept, the brand perspective is *“a simple psychological factor that influences consumer behavior by playing a role in the purchase decision process. Consumers, not brands, control how people perceive brands”* (Guliyev, 2023). On the other hand, brand image *“focuses on how a specific group perceives a product, brand, policy, business, or event nation* (Bivainienė & Šliburytė, 2008) which helps to give value to the company, and the products they are offering. Also, this can be influenced by the associations that the consumers create between the brand and their memories, as it can help them to describe a product or service in a certain way, making it more or less valuable (Rio et al., 2001, cited by Guliyev, 2023). In this sense, *“when a brand image is particularly pertinent to your customer, it is strongest”* (Guliyev, 2023).

Considering these definitions, it is possible to say that both concepts consider the influence of external factors as relevant for consumers in their purchasing decision, and as was previously mentioned, the associations are key in this process. Taking this into account, using strategies such as the art-infusion can be seen as a feasible option to let consumers generate a positive image and message over a brand.

First of all, it is important to understand what art represents. According to Ana Vukadin et al, (2018), this concept is defined as a human expression that is born from a creative skill, which generates an emotional/beautiful impacting value, and that understands elements such as painting, sculpture, architecture, music/poetry, and performing art. Therefore, *“objects/creations identified as art are generally associated with the heritage of culture, a quest for excellence, and connotations of luxury and exclusivity.”* (Vukadin et al, 2018).

Considering this, Art infusion is defined as the *“general influence of the presence of art on consumer perceptions and evaluations of products with which it is associated”* (Hagtvedt and Patrick, 2008), as is possibly seen in Exhibit 1. Considering this, the authors suggest that this influence is usually used by companies and *“becomes an integrated designed part of a product”* (Hagtvedt and Patrick, 2008) because, through advertisement, this has the power to create an association between their products and art, by the generation of ideas such as uniqueness, exclusivity, and the ideas that the pieces of art represent in society, specifically *“the concept of art exemplified by such works should evoke general connotations of sophistication, culture, luxury, and prestige”* (Margolin et al, 1996, cited in Hagtvedt & Patrick,2008).

In this order of ideas, it is also proposed that the influence that this effect generates depends on two main aspects, the first one is regarding the content or the artwork (Hagtvedt & Patrick, 2008), therefore, it is suggested that the content of it will have a positive correlation with the result it generates over the evaluation that consumers may determine, which means that a positive content will generate a positive evaluation of the product, while a negative content will generate a negative evaluation. The second one considers “*connotations of art and what it represents*” (Hagtvedt and Patrick, 2008), which according to the authors is related to the reason why companies use this influence in their advertisements. As it was mentioned, art can be related immediately to sophistication, exclusivity, and a conception of luxury, therefore, this generates a specific evaluation from the consumer of the product, and can be even more relevant than the product itself, as mentioned by Fiske and Neuber (1990) “*category-based processes have priority over attribute-based processes.*” (Hagtvedt and Patrick, 2008, pp.2).

Additionally, it is also important to consider that the correlation that consumers make over art and its representation is determined by “the effects of attitude functions on consumers”, which “*according to the theory of functional attitudes (e.g., Katz, 1960, Shavitt, 1989), consumers form attitudes because of the psychological and social utilities they derive from acquiring and consuming the products*” (Quach et al., 2022). According to the authors, there are two specific types that are relevant for the art-infusion effect, the value-expressive and the social-adjustive attitude. The first one mentioned is determined by the way in which people “*enables one to express self-identity and core values*” (Quach et al., 2022), while the second one is related to the relation with others and it “*facilitates one to impress others to obtain social acceptance*” (Katz,1960 cited by Quach et al. 2022).

However, it was suggested that the first one mentioned is the most influential; this could be explained because of what art represents for each person and the way in which it varies depending on the individual context of each. In this sense, the authors express that:

Because high art is imbued with emotion, expression, and individuality (Hagtvedt and Patrick, 2008), we propose that the presence of artworks, akin to a goal priming effect (Chartrand and Bargh, 1996), could facilitate self-expression and initiate a quest for individualism, rendering the brand more attractive in the eye of a consumer with a value-expressive attitude. (Quach et al., 2022).

Understanding this concept, it is important to clarify how poetry can fit into this influence, regarding that it is a non-visual art, it might be difficult to perceive its value in comparison with visual art because it depends on the way in which senses relate and create an interpretation over certain artistic stimulus, such as poetry, literature or music (*Visual and Non-Visual Art*, 2023). According to Samuel Hayakawa “*poetry and ads are similar in a sense that both have extensive use of rhyme and rhythm, and that the word choice in both is used for their affective and connotative values rather than in their denotative contents*” (Hayakana, 1993 cited in Voskanyan, 2019). However, the author expresses that the perception of poetry and its symbolic meaning is variable depending on the time periods in which it is being heard or read.

As an example of this effect, it is possible to analyze Exhibit 2, which is a film created by the BBC, where they used the poem “Don’t Quit” read by Idris Elba to express to their viewers, as they said, that “*even though we are physically further apart than ever before, the BBC is helping us create shared experiences and emotions that will bring us closer as a society when we*

need it most.” (BBC, 2020), and “*demonstrate its role as a public service broadcaster in a time of national*” (BBC, 2020). In this film, it is possible to see the importance of value-expressive dimension in the way in which a message could be perceived; it is important to take into account that this was done during COVID-19 pandemic, a period of time where the uncertainty was elevated and the emotional factor played an important role in consumer’s daily life, therefore, the message that the public service broadcaster sent through this poem, combined with the global context, could be perceived as something personalized, and that highlights the individuality of the viewer, which according to Hagtvedt and Patrick (2008) make the brand more attractive.

In the same way, Gillian Pritchett cited Klepper and Piller (2004) in order to expose that “*socially, advertising has long taken over the community-building function of the bard, gluing together individuals with the semiotics of shared symbols and narratives*”, which implies that poetry and advertisement are elements that synchronized well together because both seeks, through words, to connect with people, as can be seen in slogans, where through these, they are seeking to connect with people’s emotions, reactions, and impulse the remainder of the product and brand.

Moreover, the author states that “*the poetry aspect has reached into the customer's decision-making process to assess nonlogical but highly decisive responses that affect the purchasing patterns of whole sectors of society*” (Pritchett, 2014), and she explains that this is generated by the ability of the artist to articulate usefully the consumer condition. In support of her arguments, the author in her article reveals several examples of companies that have used poetry as a strategy to approach their consumers, such as American Airlines, by using poetry anthology along with the peanut, Volkswagen, putting poetry books in the glove boxes of their

new cars, and Lancôme by using “5,000 copies of an anthology called *“Great Love Poems”* given out on *Valentine's Day*”(Meredith, 2000 cited in Pritchett, 2014).

An example could be seen in the advertisement “Just passing by” (Moore, 2012) (Exhibit 3), where through the use of poems the author describes different types of people that go to this fast food restaurant, evoking not just the feeling of individualism, to let the viewer identify themselves in the video, but also the dimension of social-adjustive attitude as it is possible to identify that the message of the video says that “everyone goes to McDonalds”, in this sense, if you do not go to this place, you are no one. Creating as a consequence a necessity and an increase in the preference for this brand, over other places in order to fulfill the necessity to be identified and accepted.

Also, it represents the way words play an important role in the decision - making of people thanks to their facility to be understood according to each person’s environment and interpretation, in this sense it has the ability to connect with consumer’s feelings and at the same time to create the sensation that this is done in depth. Considering Exhibit 3, the message exposed multiple possibilities for viewers to feel identify and generate different feelings that might contribute to the perception of brand authenticity and reputation.

As this study aims to answer the question “To what extent do art expressions, expressed through poetry, employed in advertising campaigns influence consumers’ perceptions of a brand?”, it is important to understand that this will be investigated by evaluating the perception through the concept of ‘brand authenticity’. According to Napoli, et al. (2014) “*authenticity is central to brand status, equity and corporate reputation (Beverland, 2005, Gilmore and Pine,*

2007), with some even suggesting it as one of the “cornerstones of contemporary marketing”, (Brown, Kozinets, & Sherry, 2003, pp. 21).”. Through this research, the authors express that there is not unique definition because authenticity can be attributed to an object, experiences, rituals, and more things depending on what the consumers consider valuable.

However, they cited Eggers et al. (2012) to specify that “*brand authenticity has a significant impact on brand trust and can help fuel firm growth within the marketplace. However, it is important for the organization as a whole to embrace a culture that encourages, fosters and enhances authentic values*” (Napoli et al., 2014). This is relevant for this study as it proves that for companies it is important to find a strategy that better exposes their authentic values in order to influence the perception that consumers could generate of them.

In the same way, in a study made by the University of Basel in Switzerland called “Brand Authenticity: Towards a Deeper Understanding of Its Conceptualization and Measurement”, researchers Manfred Bruhn, Verena Schoenmüller, Daniela Schäfer, and Daniel Heinrich (2012) exposed that brand authenticity could be defined by the following statements:

(1) Authenticity in the context of brands deals with the authenticity of market offerings (objects and services) in contrast to the authenticity of human beings; (2) Brand authenticity is based on the evaluations of individuals rather than being solely related to the inherent attributes of the brand (for references on this topic cf. Beverland and Farrelly 2010); (3) Brand authenticity corresponds to a variety of attributes since there is no unique definition of the authenticity concept, particularly in the branding context. (Bruhn et al., 2012, pp.567)

In this sense, they exposed that this is the result of the multiple variables that create a perception and an ideology that is planted in the consumer's mindset, which plays an important role depending on the level of attribution it gives to a brand. That is why, through their investigation, they found that consumers have similar ideas of what this concept means, so these were all grouped into main categories, such as “(1) *to be stable and/ or continuous over time; (2) to be creative, original and/ or innovative; (3) to keep promises and/ or be reliable; (4) to be genuine and/ or natural*”(Bruhn et al., 2012, pp.569). In other words, according to this study, this concept can be defined by 4 denominations: Continuity, Originality, Reliability and Naturalness. (Bruhn et al., 2012).

Moreover, the “The Brand Authenticity Scale: Development and Validation” article cited different authors who define the concept of Brand authenticity as a relation between branding and consumer behavior, that directly affects the value that a brand can have in the market and the value judgment that would be created over the product or services offered (Tran & Keng, 2018). Additionally, it is mentioned that “*when consumers have different goals, they seek authenticity in different kinds of experiences. Three broad goals are identified (control, connection, and virtue) that drive the systematic selection and evaluation of different consumption experiences as being (in) authentic*” (Beverland, 2009 cited by Tran & Keng, 2018, pp.280).

Finally, it is possible to say that overall “Brand authenticity” is related to the way in which consumers perceive a brand, not only in terms of what it offers but also in its core essence. In this way, to measure it is necessary to consider various elements that may lead to a subjective assessment. However, there are four elements (continuity, originality, reliability, and

naturalness) that were constantly mentioned in the articles and are going to be used as a reference to evaluate this concept in the present study.

3. METHODOLOGY

In order to find an answer to the studied question, the following hypothesis was raised with the aim of evaluating the relationship between brand perception and the implementation of poetry as an advertisement strategy. In this sense and considering the four dimensions that were established by Bruhn et al. 2012, it was important to determine if the relation exists and if it does, identify in which dimension of brand authenticity this could affect the most.

The Alternative hypothesis evaluates the connection that exists between poetry and consumers, and also the effectiveness of poetry as a strategy for improving brand perception. Ha: The use of poetry in advertisements generates a significant difference in comparison with regular advertisements because of the emotional connection it generates.

The null hypothesis tests the other possible result where poetry does not affect the way consumers perceive a brand.

H0: The use of poetry does not generate any significant difference in comparison with regular advertisement.

To validate these, this study used a quantitative survey to understand the way in which the variables are related and the way in which they impact the perception that consumer has of a brand that uses poetry in their advertisement. In this sense, the topic studied was investigated through quantitative research, exploratory research, and cross-sectional design study, and analyzed through SPSS in order to understand the way in which variables are related.

This was done by the creation of two questionnaires, created through Google Forms, where it was possible to test the perception that a brand can generate depending on the type of advertisement that they are using. This is why, in the first one it was tested how a brand is perceived if they use regular advertisement slogans and original designs, as it is possible to observe in the following stimulus Image 1, Image 2, and Image 3.

Image 1:

Stimulus of Coca Cola brand



Note: It was asked to the participants to answer the questionnaire based by seeing a bottle of Coca Cola. (Coca Cola company, N.D) Adapted from *Produits*, by Coca Cola Company, N.D (<https://www.coca-cola.com/fr/fr/brands/coca-cola>)

Image 2:*Stimulus of Adidas brand*

Note: It was asked to the participants to answer the questionnaire based by this Adidas advertisement. Adapted from 2022 Adidas – Impossible is Nothing, by Smigelski, 2022 (https://www.youtube.com/watch?app=desktop&v=XYr_r9KxAeM)

Image 3:*Stimulus of Apple brand*

Note: It was asked to the participants to answer the questionnaire based by this Apple advertisement. Adapted from 2022 Apple has never been against advertising – It's against invasive data collection, by Peterson, 2022 (<https://appleinsider.com/articles/22/08/27/apple-has-never-been-against-advertising---its-against-invasive-data-collection>)

On the other hand, the second questionnaire tested the way in which consumers perceived a brand when they used poetry in their campaign slogans and in their original design. Therefore, for the creation of this stimulus (Image 4, Image 5 and Image 6) it was necessary to use Artificial Intelligence in order to find the poetry message that could match the original messages and the essence of the brand. However, it is important to highlight that the stimulus that represents Coca-Cola, it was used a previous campaign that the brand implemented in 2021 called “Summer Tastes Better” (Coca Cola company, 2021) , where they created Limited Edition “*Coca-Cola bottles and Coca-Cola Zero Sugar bottles feature short poems that aim to honor cherished summer pastimes*” (Coca Cola company, 2021).

Image 4

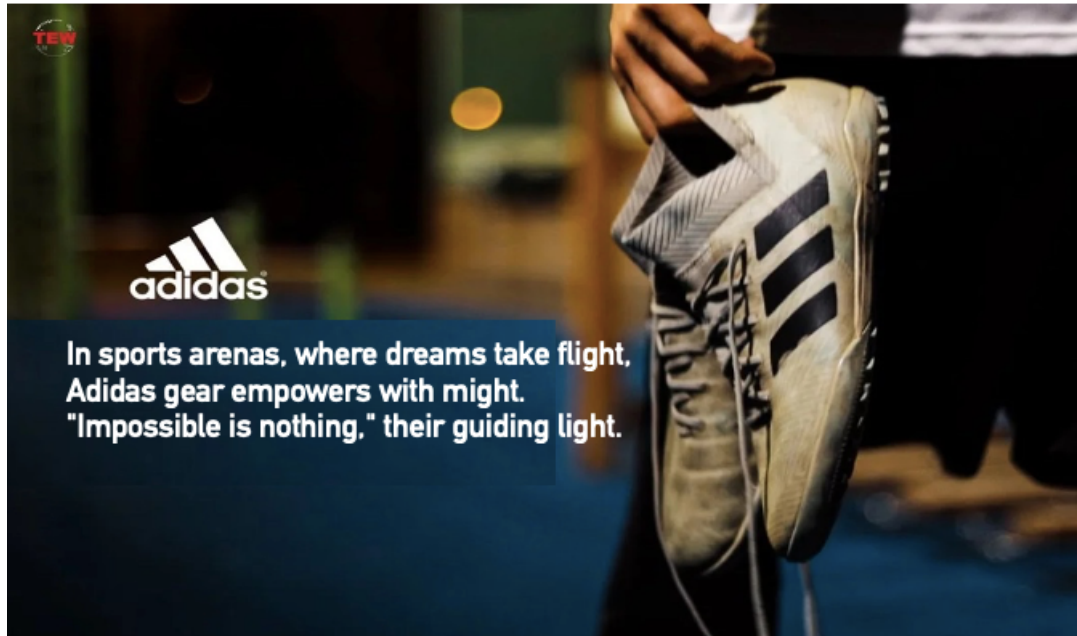
Stimulus of Coca Cola brand using poetry



Note: It was asked to the participants to answer the questionnaire based by this Coca Cola advertisement strategy. Adapted from 2021 *Limited-Edition Coca-Cola Packaging Features Summertime-Inspired Poems*, 2021 (<https://www.coca-colacompany.com/media-center/coca-cola-promotes-summer-moments-on-packaging>)

Image 5:

Stimulus of Adidas brand using poetry



Note: It was asked to the participants to answer the questionnaire based by this Adidas advertisement modify to use poetry. Adapted from 2024 with the use of OpenAI (<https://chatgpt.com/share/18ffa07b-2ad6-4b4c-bd97-e57e6018752b>)

Image 6:

Stimulus of Apple brand using poetry



Note: It was asked to the participants to answer the questionnaire based by this Apple advertisement modified to use poetry. Adapted from 2024 with the use of OpenAI (<https://chatgpt.com/share/18ffa07b-2ad6-4b4c-bd97-e57e6018752b>)

Each survey had 13 questions, where it was important the use of nominal scale to classify the sample, through the development of categorical questions such as:

- What is your gender?
- How old are you?
- Where are you from?
- What is your occupation?
- Do you think that using poetry in advertisement generates a difference in the perception of the consumer over the brand?

Moreover, the use of the interval scale was useful to understand the perception of the people who were interviewed and to create a comparison between the brands in relation to the concepts that were used to define their authenticity. That is why on a scale from 1 to 7, people were asked to indicate their level of agreement with different statements such as:

- The brand maintains its core values and identity
- The brand perceived a consistent image over time
- The brand has always been true to itself
- The brand is unique
- The brand stands out from others
- The brand sets trends rather than follows them
- I trust the brand
- The brand is transparent with its consumers

- The brand delivers what they promise
- The brand is natural
- The brand is genuine
- The brand forces its relationship with the consumers

It is important to highlight that the first three statements are meant to evaluate how consumers perceive the continuity of the brand, the second group of three were designed to evaluate originality, the third group evaluated reliability, and the last three, naturalness.

To have a global perspective and statements without bias, the sample studied was diverse and was delimited by people between 20 to 50 years old, and the size of the sample of 100 people. Also, it was done in Spanish and English in order to ensure diversity in the responses and it was diffused through social media, such as Instagram, LinkedIn, and WhatsApp, and in-person interactions, to reach randomly respondents who would be demographically categorized through nominal scale classified by gender, age, nationality, and occupation.

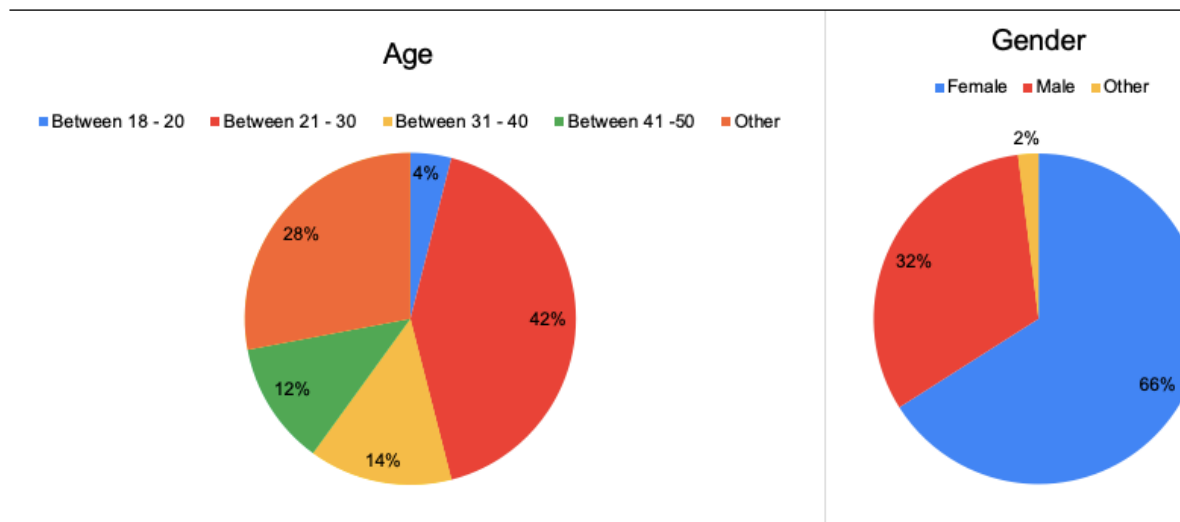
4. DATA ANALYSIS

4.1 Demographic information

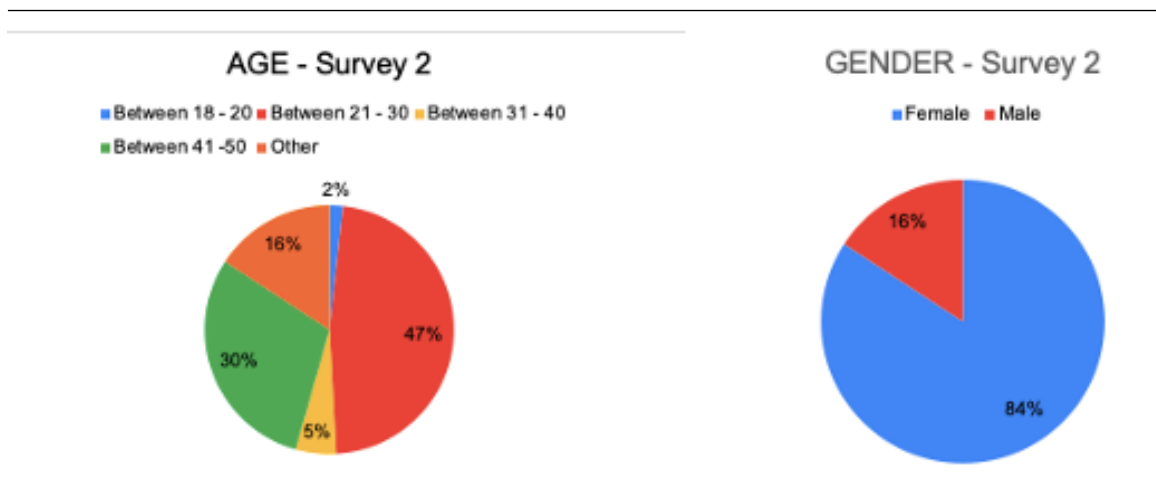
A total of 50 people participated in Survey 1, and as it is possible to observe in Table 1, 66% of the sample were female, and 32% male. Also, in terms of age, the most representative sample was placed between 21 – 30 with 42% of the group studied, continued with 28% were more than 50 years old. On the other hand, in the second Survey there were 57 participants, where, as it is possible to observe in Table 2, 84% were female and 16% male. Additionally, it is important to consider that most of this sample are between 21-30 years old, with a percentage of 47%, followed by 30% that are placed between 41-50 years old.

Table 1:

Age Range and Gender of sample studied in survey 1



Note: Own elaboration created by SPSS

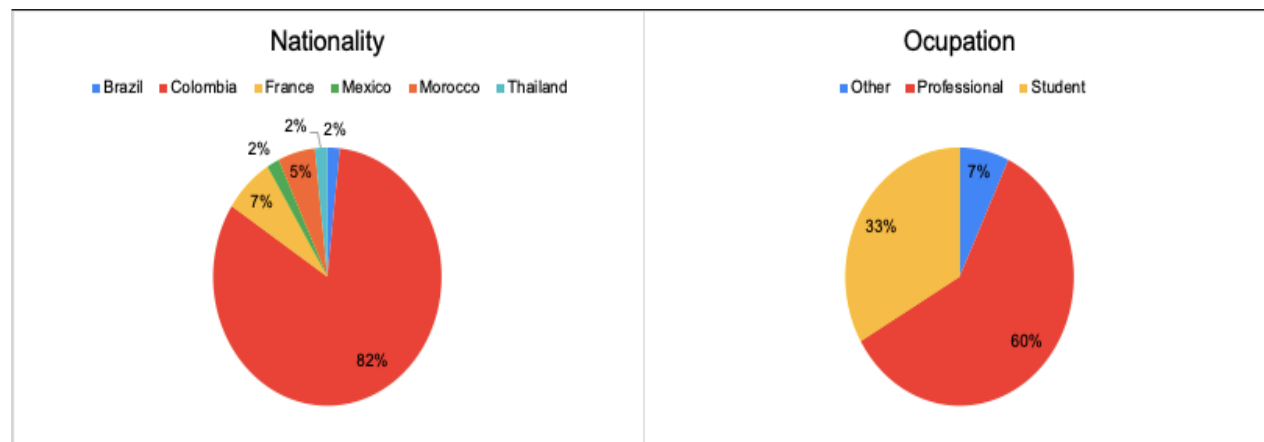
Table 2:*Age Range and Gender of the sample studied in survey 2*

Note: Own elaboration created by SPSS

Other demographic information that is relevant to understanding the sample is their occupation and nationality (Table 3 and Table 4), therefore, the data showed that in both surveys the most representative group is Colombian with 46% of participants in survey 1, and 82% participants in the second survey; however, it is important to highlight that in survey 1 the second most representative is French participants with 18% of the sample. Moreover, regarding their occupation, in both surveys, most of the participants are professionals, with a percentage of 62% and 60%. Based on this information, it is possible to say that the most representative sample is characterized by females who are part of Generation Z and Generation X, who are professionals and are from Colombia.

Table 3:

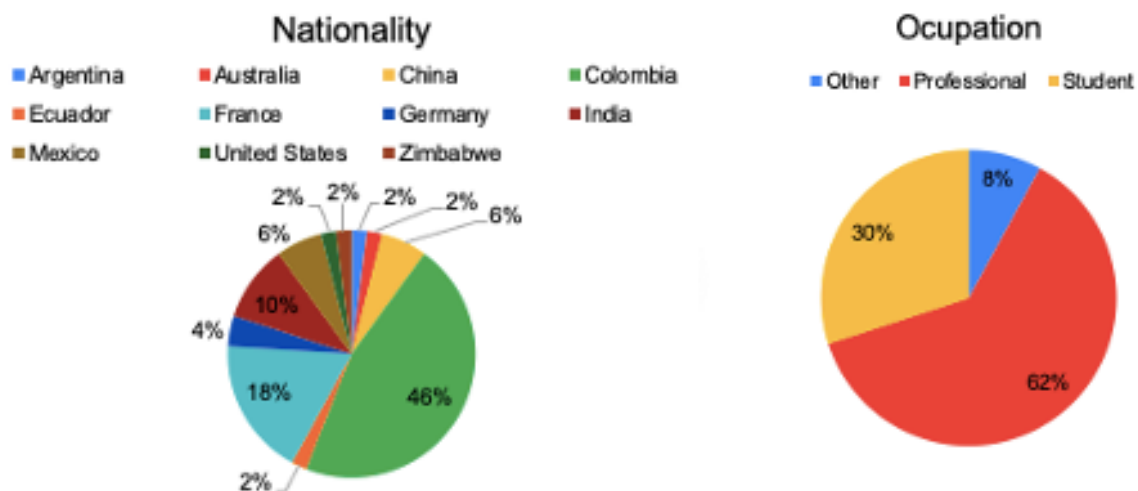
Nationality and Occupation Range of the sample studied in survey 2.



Note: Own elaboration created by SPSS

Table 4:

Nationality and Occupation Range of the sample studied in survey 1



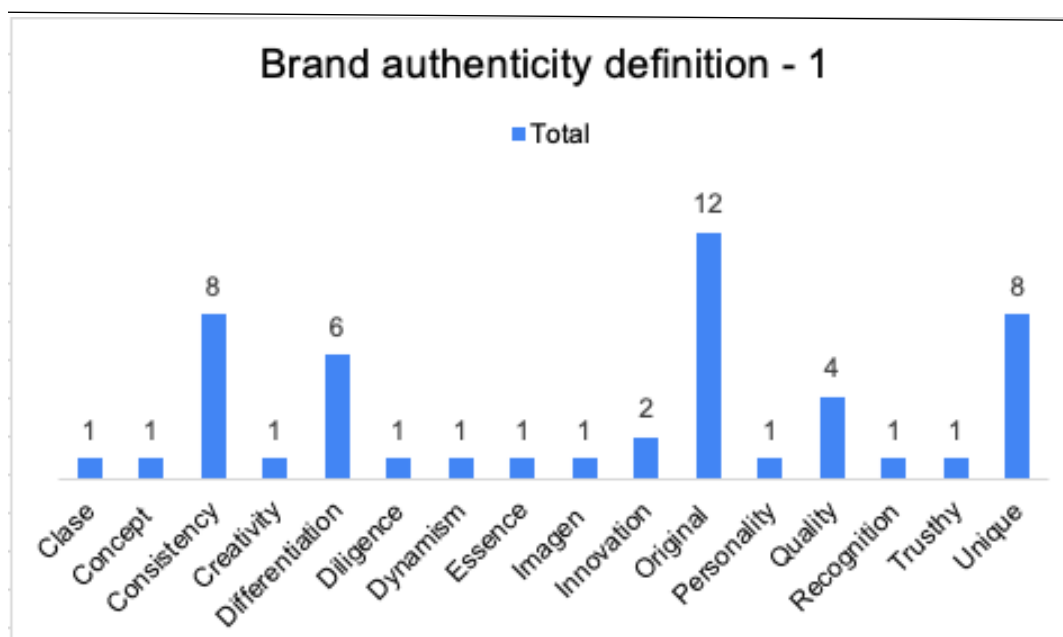
Note: Own elaboration created by SPSS

4.2 Brand authenticity for consumers

To evaluate how consumers perceived brand authenticity it was important to understand how they defined this concept through the question “5. Please in one word describe what is brand authenticity for you:”. As it is possible to observe in Table 5 and Table 6, in both surveys, this concept is related mainly to words such as “*Original*”, “*Unique*” and “*Consistency*”. Other words that were also mentioned, but not in the same frequency as the previously mentioned, are “*Differentiation*”, “*Quality*”, “*Innovation*”, and “*Recognition*”.

Table 5

Brand authenticity definition range of the sample studied in survey 1



Note: Own elaboration created by SPSS

Table 6:

Brand authenticity definition range of the sample studied in survey 2.



Note: Own elaboration created by SPSS

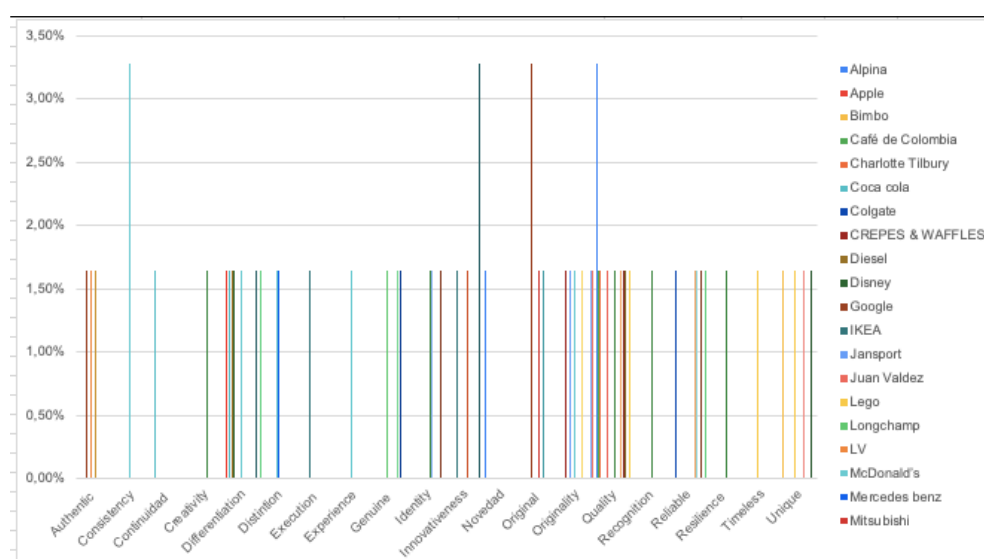
Overall, these results worked as a validation of the concepts that were used to design the survey and analyze the way in which consumers perceived the brand authenticity in the advertisement because words such as “Original”, “Unique” and “Differentiation” are synonyms of originality; “Consistency” can be used to express the “continuity” of a brand, and “*Quality*” and “*Recognition*” are words that are part of the category of “reliability”. Finally, “naturalness” is a concept that is also in the consumers’ mind when they think about the authenticity of a brand; this could be demonstrated by words such as “*Personality*”, “*Identity*” and “*Essence*” mentioned in this question. However, considering the low frequency of its results, it is possible to say that it is not a relevant factor for consumers.

In the same way, to understand precisely the way in which consumers relate brands with this concept, it was asked during the survey to identify the one that represents brand authenticity

for them and explain the reason. As a result, it was possible to observe that there were four brands that stood over the others (Table 7); Mc Donald's because of its consistency, Tesla for its innovativeness, Google for its originality, and Alpina for its quality.

Table 7

Brands that represent the concept of "Brand authenticity" for the studied sample in both questionnaires



Note: Own elaboration created by SPSS

Considering these statements, it is possible to analyze that for the studied sample, there are three main characteristics that are considered to identify a brand that is authentic: originality, reliability, and continuity. In this sense, these play an important role in understanding the influence of poetry over a brand and the way in which it can be perceived by the spectators.

4.3 Poetry vs. traditional advertisement

In order to validate the hypotheses, it is relevant to evaluate if the use of poetry generates a difference in the way the sample studied perceived the brands that were used as a Stimulus, which were Coca-Cola, Adidas, and Apple, that is why it was necessary the use of SPSS software to analyze the relevance of the responses and be able to find an answer to the proposed question.

For this purpose, it was necessary to take questions 6, 7, and 8, and compute the data, in order to observe the average number of responses that were related to the authenticity of each of the brands. It is important to highlight that the answers were previously coded for analysis, in this way and understanding that a Likert scale was being used, the number 1 was taken as a reference for Strongly Agree and coded until the number 7 represents Strongly Disagree.

Subsequently, a T-test was performed, where the two conditions (control and poetry) were assumed as categorical variables, and the authenticity of each brand as a continuous variable. After performing the test, it is possible to observe that the average authenticity of each brand is lower when poetry is used. This can be seen in Table 8, where the average of responses indicates that the use of this lyrical composition makes people tend to "Somehow agree" with the authenticity that this generates in the brands.

For Instance, in the case of Coca-Cola, as can be seen in Table 8 (A) it has an average value of 3.22 ($M=3.22$, $SD=1.28$), while in control conditions its value is 2.69 ($M=2.69$, $SD=1.36$). Similarly, it can be observed that in the case of Apple (B), there is a visible preference

for normal advertising with results of $M=2.64$, $SD=1.37$, while under a stimulus that makes use of poems, its result is $M=3.09$, $SD=1.54$. Finally, in the case of Adidas, it can be seen that the average values are similar, however, as in the previous cases, there is evidence (C) of a preference for standard conditions, with results of $M= 2.50$, $SD= 1.24$.

Table 8:

T-test : Group statistics of brand's authenticity according to the questionnaires 1 and 2

	Condition	N	Mean	Std. Deviation	Std. Error Mean
Authenticity_Coca	Control	50	2.6967	1.26793	.17931
	Poetry	57	3.2237	1.36251	.18047
Authenticity Iphone	Control	50	2.6483	1.36654	.19326
	Poetry	57	3.0950	1.53776	.20368
Authenticity_Adidas	Control	50	2.5017	1.24375	.17589
	Poetry	57	2.9474	1.44515	.19141

Note: Own elaboration created by SPSS

However, to determine whether these results are significantly different and relevant, it is important to analyze the p-value. It is relevant to mention that it will be related to the one-sided p-value since, based on the previous answers, it is possible to have a predicted hypothesis.

Likewise, to determine the equality of variances, the Levene's Test for Equal of Variances was used, which can be evidenced in the three cases that with values greater than 0.05 (table 9), so the values considered correspond to the Equal variances assumed line.

Table 9:

Independent samples Test of brand's authenticity for questionnaires 1 and 2

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Authenticity_Coca	Equal variances assumed	1.403	.239	-2.062	105	.021	.042	-.52702	.25561	-1.03385	-.02018
	Equal variances not assumed			-2.072	104.619	.020	.041	-.52702	.25441	-1.03148	-.02256
Authenticity Iphone	Equal variances assumed	.811	.370	-1.579	105	.059	.117	-.44670	.28296	-1.00776	.11437
	Equal variances not assumed			-1.591	104.979	.057	.115	-.44670	.28077	-1.00342	.11003
Authenticity Adidas	Equal variances assumed	1.580	.211	-1.698	105	.046	.093	-.44570	.26253	-.96624	.07484
	Equal variances not assumed			-1.715	104.967	.045	.089	-.44570	.25996	-.96115	.06975

Note: Own elaboration created by SPSS

Thus, Table 10 shows that for the Coca-Cola brand, with results equal to $t(105) = -2.062$ $p = 0.021$, there is a significant difference between the averages of both conditions, given that the p-value is less than 0.05. This could imply that consumers find greater authenticity in the traditional advertising done by the brand.

Table 10:

Independent sample Test of Coca Cola's authenticity for questionnaires 1 and 2

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Authenticity_Coca	Equal variances assumed	1.403	.239	-2.062	105	.021	.042	-.52702	.25561	-1.03385	-.02018
	Equal variances not assumed			-2.072	104.619	.020	.041	-.52702	.25441	-1.03148	-.02256

Note: Own elaboration created by SPSS

As for the Apple brand, Table 11 shows that with values equal to $t(105) = -1.58$ $p = 0.059$, there is a marginal difference between the averages, which means that it is close to being significant but not significant enough according to the 0.05 criterion. Thus, it can be said that

although the difference in perceived authenticity for the brand is not statistically significant, considering the results shown above, it shows a trend suggesting that consumers might perceive the control stimulus as more authentic.

Table 11:

Independent samples Test of Apple's authenticity for questionnaires 1 and 2

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Authenticity Iphone	Equal variances assumed	.811	.370	-1.579	105	.059	.117	-.44670	.28296	-1.00776	.11437
	Equal variances not assumed			-1.591	104.979	.057	.115	-.44670	.28077	-1.00342	.11003

Note: Own elaboration created by SPSS

Finally, regarding the study of the Adidas brand, it can be inferred that with results of $t(105) = 1.69$ $p = 0.046$, there is a significant difference between the averages of both conditions since $P < 0.05$. Thus, as for the Coca-Cola brand, it could be said that for the sample studied, there is a greater value of authenticity in the traditional advertising handled by the brand.

Table 12:

Independent samples Test of Adidas' authenticity for questionnaires 1 and 2

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Authenticity Adidas	Equal variances assumed	1.580	.211	-1.698	105	.046	.093	-.44570	.26253	-.96624	.07484
	Equal variances not assumed			-1.715	104.967	.045	.089	-.44570	.25996	-.96115	.06975

Note: Own elaboration created by SPSS

It is important to analyze the third t-test table, independent samples effect size because although the results previously showed that there was a significant difference between the two conditions studied, this section shows the magnitude of this difference. In this sense, it is relevant to identify Cohen's d-value, as can be seen in Table 13, which indicates that for the three brands studied, with points estimate of $d < 0.5$, there is a small to moderate difference between the study conditions. However, its negative direction suggests that the control stimulus performs better than the poetry stimulus.

Table 13:

Independent Samples Effect Size of brands authenticity

Independent Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Authenticity_Coca	Cohen's d	1.31922	-0.399	-0.782	-0.015
	Hedges' correction	1.32873	-0.397	-0.777	-0.015
	Glass's delta	1.36251	-0.387	-0.772	.001
Authenticity Iphone	Cohen's d	1.46035	-0.306	-0.687	.077
	Hedges' correction	1.47089	-0.304	-0.682	.076
	Glass's delta	1.53776	-0.290	-0.673	.094
Authenticity Adidas	Cohen's d	1.35489	-0.329	-0.711	.054
	Hedges' correction	1.36467	-0.327	-0.705	.054
	Glass's delta	1.44515	-0.308	-0.691	.077

Note: Own elaboration created by SPSS

Nevertheless, it was previously possible to show that for the sample studied, a greater authenticity is perceived in conventional advertising. However, in order to understand the reason for this conclusion, it is significant to review the way in which the sample perceives each of the components that allow determining the brand as "authentic".

In the first place, it is important to highlight that for survey number 2 there are 7 additional people to the control condition, in this sense, in order to analyze the answers, the percentage that this represents in the total of their respective condition will be considered.

From the perception of continuity, as can be seen in Tables 14 and 15, under both conditions the brands most perceived as continuous are Apple and Coca-Cola. However, it is important to highlight that when consumers are exposed to the second stimulus, a notable preference for the Coca-Cola brand can be seen, with a percentage of 50.9% and a percentage decrease for Apple to 38.6%.

The previous statement could suggest that this result is due to the tone and storytelling that the brand generally handles. This could be exemplified in Exhibit 4 since Coca-Cola over the years has been shown as a brand that evokes feelings such as nostalgia in its advertising messages, so making use of poetry as a strategy to evoke memories can be linked to the continuity of the brand.

Table 14:
Perception of continuity in control condition

		Continuously^a			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	22	44.0	44.0	44.0
	Adidas	6	12.0	12.0	56.0
	Apple	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

Note: Own elaboration created by SPSS

Table 15:
Perception of continuity in poetry condition

		Continuously^a			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	29	50.9	50.9	50.9
	Adidas	6	10.5	10.5	61.4
	Apple	22	38.6	38.6	100.0
	Total	57	100.0	100.0	

Note: Own elaboration created by SPSS

Apple brand is the one that most represents this concept for consumers, with percentages of 52% in control conditions and 43% in the second scenario. It is also interesting to note that the Adidas brand shows a 12% increase in preference when poetry is used as an advertising message, while in the same scenario, a decrease can be observed for the other two brands.

Table 16:*Perception of originality in control condition*

		Originality^a			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	16	32.0	32.0	32.0
	Adidas	8	16.0	16.0	48.0
	Apple	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

Note: Own elaboration created by SPSS**Table 17:***Perception of originality in poetry condition*

		Originality^a			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	16	28.1	28.1	28.1
	Adidas	16	28.1	28.1	56.1
	Apple	25	43.9	43.9	100.0
	Total	57	100.0	100.0	

Note: Own elaboration created by SPSS

Tables 18 and 19 show the effect that poetry has on consumers' reliability in relation to brands. Although Apple continues to be the brand most associated with reliability in both scenarios, the use of a poetic stimulus changes the perception of these objects of study. Specifically, the inclusion of poetry increases the percentage of consumers who choose Adidas

as the most trusted brand, with 38.6%, which represents an increase of 10.6% more than in the control condition.

Table 18:

Perception of reliability in control condition

Reliability^a					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	8	16.0	16.0	16.0
	Adidas	14	28.0	28.0	44.0
	Apple	28	56.0	56.0	100.0
	Total	50	100.0	100.0	

Note: Own elaboration created by SPSS

Table 19:

Perception of reliability in poetry condition

Reliability^a					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	9	15.8	15.8	15.8
	Adidas	22	38.6	38.6	54.4
	Apple	26	45.6	45.6	100.0
	Total	57	100.0	100.0	

Note: Own elaboration created by SPSS

Finally, observing the way in which naturalness is perceived in both scenarios, it is possible to evidence that Adidas projects a greater perspective of naturalness compared to the other brands. This could suggest that the poetic strategy in this case can generate a greater connection with the viewer, as it could be more aligned with the message that the brand evokes in its regularity.

On the other hand, Coca-Cola and Apple experience a decrease in the perception of naturalness after making use of poetry, as can be seen in Table 21, with values of 8.9% and 1.2% respectively. It is likely that this indicates that the use of poetry, instead of reinforcing the brand image, exposes the consumer to elements that may be perceived as incongruent with the identity.

Table 20:

Perception of naturalness in control condition

		Naturalness ^a			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	15	30.0	30.0	30.0
	Adidas	23	46.0	46.0	76.0
	Apple	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

Note: Own elaboration created by SPSS

Table 21:

Perception of naturalness in poetry condition

		Naturalness ^a			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coca cola	12	21.1	21.1	21.1
	Adidas	32	56.1	56.1	77.2
	Apple	13	22.8	22.8	100.0
	Total	57	100.0	100.0	

Note: Own elaboration created by SPSS

After analyzing these results, it is relevant to make a relationship between the data found in the fields of naturalness and continuity because, as it was possible to observe, for the Coca-Cola brand there was a favoring in the perception of the continuity of the brand after the

exposure to the poetic stimulus but, it did not have the same result when an evaluation of the naturalness was made. This tendency could suggest that while the poetry may have generated a relationship between this stimulus and memories of the advertising generally used by the brand, the emotional elements used may not have been adequate for it to be perceived as natural.

5. CONCLUSIONS AND PRACTICAL RECOMMENDATIONS

5.1 Conclusions

Through this paper, it is possible to highlight the way in which the perception of authenticity of a brand works, studying it from factors such as originality, continuity, reliability, and naturalness. As was observed in the previous section, perception is an element that is directly related to the environment in which the consumer lives. As explained at the beginning when describing the stages of purchase, the judgment established depends on a series of steps in which both the internal and external environment are evaluated. In this sense, it is essential to understand the concept of “Brand authenticity” not as a unified whole, but from the components that make it up, and the way in which they are related.

However, focusing on how poetry influences the way in which an advertising image is perceived, it is possible to highlight two important aspects. Firstly, it was evident a tendency that suggests that poetry does not add a significant relevant value that boosts the authenticity of the brand. In other words, the use of this lyrical resource is not perceived as relevant to generate greater authenticity, since consumers tend to perceive greater authenticity in traditional or “normal” advertising images. Thus, it is possible to say that the alternative hypothesis is rejected.

Based on this result, it is important to understand the motive behind this trend. Both, authenticity and poetry, are elements that depend on the imaginary and the value that the words represent for each person. This could explain the fluctuation in the way each concept is perceived for each brand, where sometimes it can benefit the perception of the brand, but at other times it can harm it.

As it was possible to observe in the case of Coca-Cola, although poetry improved the perception of continuity, it negatively affected other aspects of its image. A possible explanation for this tendency could be the ambiguity inherent to poetry and the fact that the content of the stimulus may not fully represent the essence of the brand, which results in a perception of continuity but not necessarily of naturalness or authenticity.

Now, returning to the question “To what extent do art expressions, expressed through poetry, employed in advertising campaigns influence consumers' perceptions of a brand?”, the results of this study suggest that poetry has a limited influence on the perception of a brand. While it is an element that may highlight certain aspects in some cases, it does not seem to increase the perception of authenticity compared to conventional advertising images, which implies that poetry in advertising, and for the sample studied, does not add significant value in reinforcing this concept.

Consequently, it is possible to conclude that although poetry can be a creative tool, its effectiveness in positively influencing brand perception is variable and should be used with caution and in contexts where it really contributes to the brand message.

5.2 Practical recommendations

If a brand would like to make use of poetry as part of its advertising strategies, it is recommended, first of all, to make strategic and selective use of the words in its campaigns, so that they make sense to the consumer and the objective that want to be achieved. Thus, it should be taken into account that the poetic content should fit the tone of the brand, enrich its image, and relate to the elements that most represent value for its consumers.

It is also important to consider that this can be a valuable tool if its use is adapted to the specific context of the brand. In this sense, it is possible to affirm that it is fundamental to understand the nature and identity of the brand to be able to use poetry effectively in its advertising strategies, since it may not produce the expected result in all contexts.

Therefore, making use of this tool for a technology company like Apple may not have the same impact on its audience as it may have for a company like Disney, where the emotional connection is fundamental for the brand.

6. LIMITATIONS AND FUTURE DIRECTIONS

Despite the findings obtained during the research, it is important to keep in mind some limitations that could influence the results. In the first place, although a sample of 100 people was sufficient for the analysis performed, it might not be representative enough to be able to generalize findings that would allow us to explain consumer behavior.

It used poetry that rhymes as the stimulus presented to the sample. This may affect the responses obtained since it may not be the right type to be able to generate a real connection between consumers and the brands analyzed. In the same sense, the brands chosen may also represent a limitation, as their essence may interfere with the generation of this.

Likewise, there may be a bias in the population when making use of brands that are already known in the market, since the value judgment and the image they already have of these brands may influence the results and the way in which the stimulus is perceived.

For future studies, several key aspects are recommended. First, it would be beneficial to analyze a larger and more segmented sample, in order to understand if there is any specific segment in which this strategy could be effective. In addition, it is essential to make a rigorous selection of the brands to be studied, or else consider using a fictitious company. This would help

to minimize the impact of the participants' prior knowledge of the brand, ensuring that their perceptions are more objective and less influenced by their prior knowledge of the brand.

Moreover, it is suggested that future studies explore a more deliberate approach to creating poetry that clearly aligns with the values and essence of the brand, which would allow its use to have a clearer purpose for the sample. Finally, in order to understand in a broader way, the extent to which poetry influences consumer perception, it is suggested to conduct different tests where the study group is exposed to different types of poetry, in order to clarify under what circumstances the use of this tool can function as a positive or negative factor in advertising campaigns, providing valuable information on its application in different situations.

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