Semiotics about the brand as well as its

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SemioticsSemiotics involves many different techniques, whereconsumers can identify a brand due to the sign, symbol, colour etc. It is clearenough that much of marketing communications consists of signs which we(consumers) interpret from advertising, packaging, or even the setup of thestore or its location. " Semiotic is concerned with exploring the links betweensigns and symbols".

Consumer' seem use shortcuts to trigger a certainexperience, culture, social preferences etc. Shortcuts are simplified as theytrigger a sign which brings a consumer's interpretation. Consumers ownexperience could possibly relate to a certain colour, job, sign etc., which istriggered when seen.

When we think about a specific season, for example winter, it is automatically linked to the colour brown due to leaves and the colouritself being very simple (Persuasive Signs 2017). Within the project research, semiotics links to certainbases of advertising effects impacted on the consumer. When consumers purchasea project, majority of consumers seem to become attracted to the productbecause of its advertising as well as reviews. Within my collected research 10out of 18 participants stated that social media does influence their purchasingdecisions, which helps to answer one part of the project question " Doesadvertising effect consumer's purchasing decisions"? Prior to the topicquestion, consumer purchasing decisions are based on their own opinions of thebrand and how they perceive it towards competitors, which expands on to loyaltytowards certain brands. Semiotic will allow consumers to remember certainbrands, or even certain things they like about the brand as well as itslocation, which is consumer's personal perception to how that brand hasspecialised itself to

the consumer for remembrance as well as word of mouth. Theinteractive communication model The interactive communication model which is also knownas the convergence model deals with the exchange of ideas and message whichtake place both ways from the sender to the receiver, vice versa.

Thecommunication model is understood to take place between two human beings, aswell as machines (Rodgers, S. and Thorson, E. The Interactive Advertising Model 2013). Themodel itself includes components transferring such as: Encoder-Source-Decoder: The person who themessage has originally come from is the source, which is known as the encoder. Thesecond source is known as the encoder as well as the decoder. The source willact as encoder whilst sending the message and as a decoder whilst receiving amessage back. Source two is then known as the decoder, as they receive themessage as well as originate another message. Message: Throughout the communication withthe encoder and the decoder, the information throughout is the message used forinteraction.

Once the message is received to the decoder, another message is sent back which is known as feedback from the originalmessage. Field of experience: The field of experienceis the experience as well as the knowledge possessed, which will affect themessage formation and interpretation. This will usually effect the decoder, asthey are receiving the message. The interactive communication model affects consumerspurchasing behaviour deeply through the messages they received, viaadvertisement as well as social

media. When we look at messages, this couldpossibly be linked to hidden messages within advertisement (The Models ofCommunication 2017).

PublicRelations Public relations are a theory which is used to predictthe effects of processes. The importance of public relations theory is to give anunderstanding to public relation practitioners of how public relations works. For example, consumers, will need knowledge of different jeans available, aswell as the best suitable pair for them before making their purchase decisions. Public relations are the bet theory to guide consumers of a communication plan, tactic, strategies, or programs (Public Relations Theories 2017). There are four public relations models' by Grunig's andHunt are: Pressagent or publicity model- This is a form of one way communication.

The pressagent model uses persuasion and manipulation to influence audiences to behaveas the organisation desires.   PublicInformation model- The public information model uses press releases as well asother one way communication techniques to distribute the organisationalinformation. Two-wayasymmetrical model- The two-way asymmetrical model refers to two-way communicationuses persuasion as well as manipulation for the audience to be influenced. Thisis for the audience to behave as the organisation desires. Two-waycommunication however will not use any type of research to understand howstakeholders feel about the company.

Two-waysymmetrical model- This model uses communication to negotiate with theconsumer, resolve conflict and promote mutual understanding as well asrespecting the organisation and its stakeholders. There are of course similarities as well as differencesbetween the four models by Grunig's and

Hunt. All four models use differentmethods to intrigue their customer and communicate with them. This will eitherbe one way communication (Press agent or publicity model and Public informationmodel), or two-way communication (Two way asymmetrical and two-way symmetricalmodel). Forms of communication are dynamic for organisations tomaintain a relationship with its consumers as well as keeping a level of interactionwhere organisations can easily contact the specified company.

Organisationssuch as Forever 21, Levi's, New look etc, will maintain a relationship withconsumers through emails and text messages. As well as this they will providediscount codes/ vouchers to new or existing consumers, which will maintain thebond between the company and the consumer (Public Relations or Advertising 2017). Theexcellence theory The excellence theory has been explained as the value ofpublic relations to companies based purely on social responsibly of managerialdecisions as well as its quality of stakeholder relationships. Relation to thetheory, organisations will only become effective by solving problems as well assatisfying the goals of its stakeholders. For organisations to behave within acertain manner which is acceptable to society, they must identify the publicwho are affected by potential organisational decisions, as well as makingdecisions which are suitable for their needs. Organisations will thencommunicate symmetrically with the public, taking in to account both interestof the public and the organisation. Good relationships between the public andits stakeholder's is seen to be of value as this reduced the cost oflitigation, regulation, legislation and negative publicity.

The research question links the excellence theory to both the industry as well as its consumers. It is vital for a brand to remain a relationship with its consumer. The stronger the bond, the stronger chances of them remaining loyal to the brand.

If consumers feel they are treated as a unique customer, they are most likely to recommend the certain brand to potential customers (family/friends). The excellence theory helps organisations to take consumer thoughts in to account whilst making certain decisions, to be able to solve consumer quarrels. The different types of social media Relationship Networks- Social media is best known for all its social network sites used by many different consumers around the globe. Relationship networks are not the oldest types of social media; however, they are the most defining. The network sites were firstly used as public mini-sites, which was then used as profiles asking for all consumer information(8 Types of Social Media and How Each Can Benefit Your Business 2017). Relationship networks enable consumers to keep all communication within one place, which can easily be accessed further on.

This can be varied from professional relationships on a site such as LinkedIn, which helps to find a new career or connect with professionals in a specific field. Sites such as Facebook however, could be used to find singles users within a person's own area. As well as consumers, brands can use network sites to connect with consumers on a personal level, most organisations now have a Facebook page, Twitter account and Instagram account to reach out to their audience. Consumers also have a place to contact the organisation with queries. Brands such as Levi's and New look do have a Facebook,

Twitter page as well asInstagram where they promote new products as well as reach put to their desiredcustomers. Media sharing Networks- Media sharing networks isdescribed as the primary type of media.

The main purpose of Facebook andTwitter is its sharing images and videos; however, the rest contains mainlycontents of texts. Sites such as Instagram and Flickr, focus purely on imagery. Users will go through the processing of unloading, editing as well as choosinga caution before uploading. Online Reviews- Reviews are vital when finding a place tovisit, or somewhere to dine. As well as this when purchasing a product consumersalways seem to check reviews. Most consumers consult the internet along withfriends for a review on any product. Discussion Forums- Although discussion forums is one ofthe oldest types of social media, they are still used to discuss as well ascollect research. Users can take part within a discussion form on socialnetwork platforms such as Facebook and Twitter.

This can be done using theirreal name or through an anonymous post. However, it Is preferred a brand shouldnot do that, as the brands public image as well as its reputation is at stake. If a brand wishes to join a discussion, it should be aware to users (consumers)of what brand has joined, as well as that the brand which has joined couldpossibly promote the business if relatable to the discussion content. Social publishing platforms- Social media platforms allowlong and short term written content which is shared with other users who areregistered to the site. When blogging, majority of bloggers share their contenton Tumblr as well as Facebook and Twitter.

Users on these platform sites arehighly influenced by a popular blogger's thoughts. When we think of fashionbloggers, consumers are influenced within their purchasing decisions throughwhat a blogger has recommended. However, this can sometimes be a promotiontechnique for the brand. Bookmarkingsites- Bookmarking sites are used to store links which user's may want to shareor access later.

Social media sites such as StumbUpon, Pinterest, and Flipboardare where users collect content from the internet and save it upon thoseplatforms. They can be private or public, as well as shared with other users. Bookmarking sites will show suggestable content relating to cont