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**TITLE (Romanian): CONSTRUCTION OF THE PERSONAL BRAND AND ANALYSIS
OF PERSUASIVE VALENCES IN THE LEGAL FIELD**

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VALENCES ANALYSIS IN THE LEGAL FIELD**

SUMMARY

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KEYWORDS: advocate, brand, person brand, persuasive valences.

INTRODUCTION

In this work, entitled "The construction of the personal brand and the analysis of persuasive valences in the legal field", it is proposed to approach from the marketing perspective the complex issue of the personal brand in the legal field – the profession of lawyer –, respectively the means by which the lawyer relationship is formed – client, of the essential elements for the formation and maintenance of this relationship in order to build a personal brand. Also, in the work, the issue of persuasive valences in the management of judicial communication was also addressed, respectively the elements used in this sense by the lawyer in order to form the brand.

The concept of personal branding is relatively newly introduced, being an effective means that serves to identify services and differentiate them from competitors. The brand is a guarantee of performance and quality of service, increasing the value perceived by consumers and reducing the complexity involved in the decision of choosing a lawyer. Some jobs can no longer exist without personal branding. Moreover, some existing professional categories must now adapt by adopting personal branding strategies, even if there was no need for this in the past. This article focuses on one such professional category – lawyers.

Lawyers, unlike the other liberal professions, do not have complete freedom to publicize their personal brand, being obliged to comply with a series of legislative constraints aimed at not encouraging an increase in the number of lawsuits. In the past, law was seen as an eccentric business, considering that it did not need branding for its development, developing by itself, without the need for actions to make itself known in the market. Through Romania's accession to the European Union, Romanian lawyers had to align themselves with certain standards, and by creating a branding they can attract clients from European Union countries

The motivation for the choice of theme finds its origin in the fact that the new economic context regarding the profession of lawyer is not limited to the exercise of the profession, as it is necessary for everyone to create advantages in order to attract clients, an economic context that determined the increase in competitiveness in proportion to increasing the number of lawyers by further liberalizing the legal profession. In order to obtain a sustainable competitive advantage, a way that is not known to lawyers and that recently appeared in the specialized literature, is the creation of a personal brand, the role of which is to make it known and recognized in a press release by people with the same profession (lawyers). The analysis of persuasive powers was determined by the specifics of the lawyer profession, the art of persuasion being an element through which they can make themselves known, an element that also helps to create a personal brand. On the other hand, the motivation for choosing the theme derives from the bibliographic gaps specific to the researched population, being extremely few researches in this field at the national and international level.

The purpose of the scientific research consisted in studying the lawyer-client relationship, the way in which it arises and is maintained in good conditions, the characterization of the lawyer's brand, both from the perspective of the lawyer and the consumer. At the same time, the persuasive values were analyzed in the context of the formation of the lawyer's personal brand, the optimization of the

essential elements in order to develop it in the online environment. The scientific contribution I bring to the research is a valuable one that could represent a perspective for future research in the field of marketing in the legal profession and beyond.

In order to achieve the purpose of the paper, two marketing researches and two studies were carried out, respectively:

I. qualitative marketing research in order to identify and establish the main aspects that determine the construction of the person brand from the point of view of the lawyer with the following objectives:

1. Identifying the main promotional methods used by lawyers in order to initiate the relationship between them and their clients
2. Identifying and analyzing lawyers' knowledge of PERSONAL BRAND.
3. Identifying and analyzing the relevant aspects in order to build a PERSONAL BRAND in the view of lawyers

II. quantitative research with the aim of identifying those elements of the lawyer's personal brand that lead consumers to choose and maintain the lawyer-client relationship, as well as the measurement of these elements, the following objectives being established:

1. Identifying the methods used by clients in order to choose a lawyer and the information necessary for the choice
2. Identifying the extent to which certain specific elements influence the creation and maintenance of the lawyer-client relationship
3. Characterization of the lawyer's brand
4. Analysis of the link between the elements that define the lawyer's brand and the degree of satisfaction of clients of legal services

III. Study aimed at identifying and analyzing the persuasive values in the process of judicial communication and, implicitly, the importance of this relationship in building the lawyer's personal brand, with the following themes of analysis:

Topic 1. Identifying and analyzing persuasive values in the management of judicial communication;

Topic 2. The use of the component elements of the personal branding concept as a distinctive element in the management of judicial communication.

IV. Study aimed at identifying the opportunities that lawyers have, opportunities generated by the ever wider use of online means with the following analysis themes:

- a) Identification of the degree of use of digital marketing tools by lawyers.
- b) Identification of relevant aspects in order to increase their visibility.

c) Analyzing the content from the point of view of its relevance in order to increase visibility.

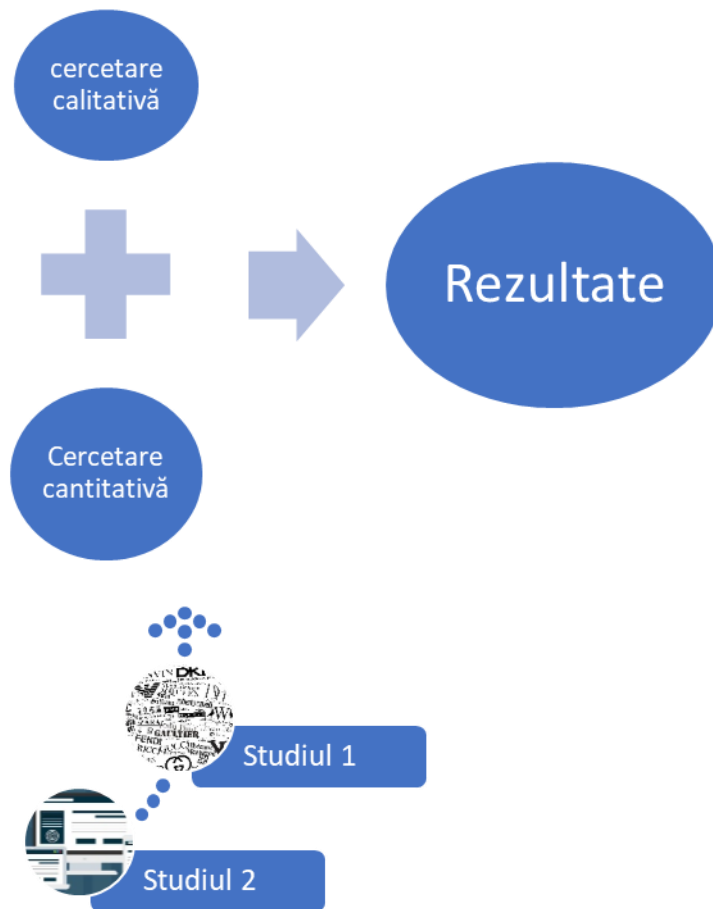


Fig. No. 1 Summary of the research carried out

Source: Own contribution

The importance of this work results from the need to adapt the lawyer profession to the new trends in marketing, regarding the way in which lawyers make themselves known, having identified loopholes that they can use in the context where the legal provisions contain a series of limitations regarding the way of promotion.

The whole work is organized in a logical, clear manner, having a special structure, which makes it easy to read and to study. In the initial part, two theoretical chapters are presented, followed by three research chapters, and at the end, the final conclusions of the research are presented.

The thesis was structured in two large parts and includes four distinct chapters: the first part consisting of chapter I and chapter II, aims at the elements of a conceptual-theoretical nature, making up the study part of the specialized literature, the second part follows the applicability of the theory presented by presenting an empirical research. These are followed by conclusions, in which the final results and personal contributions regarding the present research were presented.

PART I – THE STUDY OF THE SPECIALTY LITERATURE

In Chapter 1, entitled Conceptual and operational aspects regarding the person brand, topics such as the etymology and definition of the brand concept, loyalty to the brand (Brand equity), the definition of the concept and the construction of brand equity and the functions and functions of the brand were dealt with. At the same time, this chapter analyzed the personal brand, approaches regarding the meaning and construction of the brand, the PCDL model, communication and the personal brand, and in the last chapter a transition of the literature on the personal brand, from creation to innovation, was made.

The term was first used as an element indicating ownership (for animals in particular) and later to show the provenance of products (dava of guaranteed quality and experience), with symbols representing the first visual form of brands (Khan and Mufti, 2007). In 2700 BC the ancient Egyptians used the mark of the beasts in 1300 B.C. marks have been found on Chinese porcelain, ceramic jars from ancient Greece and Rome. In 1519 there were the first trademarks represented by Hernán Cortéz's Three Latin Crosses, in 1800 US tobacco growers were packing tobacco under labels such as Smith's Plug and Brown and Black's Twists and by 1850 they had made several names creatives like Cantaloupe, Rock Candy Wedding Cake and Lone Jack.

In the specialist literature there is a diversity of opinions regarding a possible definition of the brand: approaching the concept in a broader sense (Keller, 2003) it was argued that the brand represents a set of visual, auditory or other associations, the brand being, rather, the differential result of consumers' reaction to the product, in the opinion of another author (Ries, 2004), the brand has its own identity, different from the identity of the company with which it is associated, its power representing the word that is kept in the minds of consumers, and the meaning the notion of branding, stating that it means improving something so that it acquires value and meaning for consumers.

Analyzing the concept of brand equity (Daryl Travis 2000) showed that the final objective and the meaning of the concept is a first process by which brand loyalty is created, Aaker (1991) believes that brand loyalty shows the probability that a consumer will prefers another brand, especially when the brand makes a change (regarding price, product features, communication or distribution of this product). David A. Aaker (1991) groups customers in a loyalty pyramid, describing five levels of buyers:

1. EMPLOYEE – versus the brand
2. LOVER – towards the brand
3. SATISFIED – towards the brand
4. ORDINARY – versus brand
5. CHANGER – against the brand

Brands represent an effective and complete means to differentiate offers from those of competitors, being the only element that makes a difference in a complex environment, reducing the risk of being copied/imitated, these elements thus determining the most important functions, respectively Barrow et al. 2005):

- Increased information efficiency.
- Risk reduction.
- Creating value and image benefit.

By highlighting how the brand is built, the conceptual model for brand building in competitive markets known as the PCDL model was proposed. (Bhimrao, 2008), the four elements of this model being: brand positioning, brand message communication, brand performance and brand equity capitalization, respectively:

A brand name conveys important information to interested parties, being the expression that conveys all the values and promises of a company. To build a brand, it is essential that the name is constantly present.

The logo is the "graphic representation" of the name of a brand or a company, and it must succeed in communicating and expressing what the company stands for.

The tagline or slogan of the brand, its purpose being to support the image of the brand, already projected by the brand name and the logotype. These three elements together form the core of the brand.

The story of the brand represents a kind of legend about the beginnings and motivation, being extremely powerful due to the fact that it is part of the brand itself. A brand not only provides inspiration and optimism, but preserves and amplifies tradition, thus motivating customers, employees and all those who have a connection with the brand.

The way in which the brand communicates with consumers was analyzed in the next sub-chapter, the marketing communication program being made up of the following main ways of communication: personal sales, direct marketing, public relations, fairs and exhibitions, advertising, promotional sales. These elements being potential tools for building brand capital and contributing to its consolidation in various ways: by creating brand notoriety; desired associations with the brand image; positive brand appreciations or emotions and/or facilitating a stronger customer-brand relationship.

In the sub-chapter on the personal brand from inoculation to creation, the concept of innovation, the innovation process, the factors that influence it, the functions of the inoculation process and its benefits were analyzed. In the last part of the subchapter, the mechanism of the innovation process and the stages of the innovation process were analyzed.

In Chapter II, entitled The communication process and its importance in the exercise of persuasive valences in services, emphasis was placed on defining the notion of service marketing and service characteristics, essential elements regarding communication management in the legal field and identifying and analyzing the concept of persuasive valences.

Thus, some authors (Fruja, 1999; Jivan, 1999; Philip Kotler 1997), define services as economic activities and others (Gershuny and Miles, 1983) attribute four conceptual approaches regarding the notion of service: services industry (industries or branches service providers), services products, services occupations and services functions. A more modern approach regarding the term services is offered by Zaiț (2002), the four characteristics of services being identified (Zaiț, 2004; Payne, 2004), respectively: intangible, heterogeneous, perishable and inseparable.

In the subsection on communication management in the legal field, conceptual and operational aspects of communication in the legal field were analyzed, describing several communication models (Lasswell 1902-1978; Shannon and Weaver, 1940; Shannon, 1964; Kotler, 2011) which were adapted to the specifics of the lawyer profession. In this section, communication in the judicial field was also analyzed, the levels of communication being described (Fiske and John, 2003), respectively: the technical level, the semantic level and the efficiency level. From this scheme, it can be deduced that the end of the communication process is not a physical product (the written request), but a psychological result – understanding, an aspect confirmed by other works in the field (Turk and Christopher, 2013).

At the end of this chapter, the concept of "persuasive valence" was analyzed, identifying a series of existing theories of persuasive speech interpretation, the criteria used for such an evaluation being often "external", they embody an ideal of reasonableness that deviates from the way in which people evaluate persuasive messages in concrete cognitive settings. Examples of such normative ideals are the notion of a "universal audience" (Perelman and Olbrechts-Tyteca, 1958), the "geometric" concept of argument validity (Toulmin, 1976), and the "ideal speech situation" (Habermas, 1981). In this paper, I propose a theory of persuasive discourse interpretation that does not presuppose such an Archimedean point, but is based on insights about the production of such discourse from the "philosophy of argument," a field of inquiry that stems from the logic of the three classical disciplines: dialectics and rhetoric – for a recent overview, see Wagemans (2021). These perspectives are "pragmatic" in the sense that they concern the use of language for persuasive purposes.

Rahmani (2023) in a study designed a model of persuasion knowledge, which is composed of three interdependent processes, respectively: the process of acquiring persuasion (the means by which consumers accumulate persuasive knowledge), the process of activating persuasion (the process by that the information reaches the consumers' minds) and the reaction process of persuasion (the consumer adopted the target behavior so that the process achieved the objectives).

PART II – RESEARCH METHODOLOGY

Chapter III makes up the second part of the present work, representing a first research entitled: Qualitative marketing research on the construction of the person brand in the legal field – lawyers, in which a qualitative marketing research is presented, which aimed to identify and analyze opinions lawyers regarding their personal brand and, respectively, the means by which they retain their existing clients or make their services known in order to attract new clients. The premises of this research are determined by the ways in which lawyers become known and build their own brand, so to achieve this, we started from analyzing the concept of personal brand and establishing marketing strategies with the role of positioning on the market.

Thus, the purpose of this research was to identify and establish the main aspects that determine the construction of the personal brand in the view of lawyers. In order to obtain relevant results in this regard, the following objectives were formulated:

1. Identifying the main methods used by lawyers to initiate the relationship between them and clients
2. Identifying and analyzing lawyers' personal brand knowledge.
3. Identifying and analyzing relevant aspects in order to build a personal brand in the eyes of lawyers.

Research topics:

1. Most lawyers do not take any actions to attract new clients.
2. Most lawyers understand the meaning of personal branding.
3. Most lawyers do not value creating a personal brand in this profession.
4. The name is not an important element for creating a personal brand in the lawyer's view.

In order to identify the opinions and attitudes of lawyers regarding the personal brand, a qualitative marketing research was carried out in which lawyers from the Braşov Bar took part. The research method used was the group interview (focus group), aiming at a broad discussion on the chosen topic. The research was conducted between June 2021 and July 2021. The sample consisted of thirteen interview subjects, four men and nine women who are part of the Braşov Bar, aged between 25 and 65, each with an individual law practice.

Analysis and interpretation of results:

The horizontal analysis was carried out in relation to the objectives already established, the answers being provided in relation to them.

In relation to the first objective regarding the identification of the main methods used by lawyers in order to initiate the relationship between them and clients, the research showed that the RECOMMENDATION from former clients represents an important element in order to form the relationship. In this regard, respondent no. 3 stated that "one satisfied customer brings you three other customers" and respondent no. 8 stated the following: "Clients come from referrals, the results of my work and my results are what bring me clients recommended by other clients".

With regard to the second objective regarding the identification and analysis of lawyers' knowledge regarding personal brand, the research showed that lawyers are aware of the meaning of the notion of personal brand but do not take any steps to form it. Thus, two of the lawyers (Respondent 1 and 3) indicated that they have a website and a Facebook page and the rest do not take any steps in this regard. Six of the lawyers communicated that they have business cards and one reported how important the business card is in his opinion because it usually reaches other future clients.

Analyzing the third objective regarding the Identification and analysis of relevant aspects in order to build a personal brand, it was found that the lawyers appreciated that they did not want to create a personal brand, identifying it with "reputation", appreciating that it would bring after himself more work and thus should neglect personal and family life. Most of the respondents specified the fact that they do not carry out any marketing efforts in order to create a personal brand, being more concerned with improving themselves from a professional point of view and becoming known through the way of exercising the profession.

The vertical analysis was carried out in relation to the four study themes already established, respectively:

Regarding the first theme (the majority of lawyers do not take any actions to attract new clients), most of the lawyers stated that old clients bring other clients and thus they appreciate that it is not necessary to take any actions to make themselves known and to affirm: "My clientele was formed from friends, family, family acquaintances and from the office" (Subject no. 5) or "professing you can reach clients because that way the client knows you, including the curator helps you to have customers".

Regarding the second theme (most of the lawyers understand the meaning of the notion of personal brand), some of the lawyers described the notion of personal brand by individual characteristics of the person, namely seriousness or professionalism, they appreciate that they represent elements that through that become known, and another part of the lawyers defined the concept as representing a person's reputation, his personal imprint, without them referring to the constituent elements of the notion. Thus, one lawyer appreciated the fact that the personal brand represents "reputation, your personal imprint" (Subject no. 3) and another specified that it represents "reputation accompanied by a name, a logo, to promote yourself much more easily (Subject no. 5)".

Regarding the importance of creating a personal brand (theme 3 – A large part of lawyers do not value the creation of a personal brand in this profession as important), the opinions of lawyers were divided, some believed that it is important to reach such a level and in this sense they proposed to carry out actions regarding the way to achieve the profession (aiming at the preparation of files, seriousness, etc.) and another part of the lawyers appreciated that it is not important to create a personal brand, because it brings you more work and you neglect your family or they have appreciated that they are not at the level where they can create a brand ("at this level it is impossible to build a brand for myself, it is built over many years and is passed on to the heirs, you have to work harder as to have a brand" – Topic no. 12).

The last topic analyzed concerned the fact that the Name is not an important element for creating a personal brand in the lawyer's view, and most of the respondents appreciated that the term personal brand is equivalent to the name, reputation or reputation (Subject no. 2 specified the following : "when you say the name of a lawyer to say something serious, professional", Subject No. 9 mentioned the fact that personal brand represents "the name, actions of a person" and Subject No. 3 described conceived as representing "the name, reputation of a person". At the same time, the lawyers appreciated that the name represents a brand, using the figurative meaning of the term name and not as a component element of the process of building a personal brand. The name that the lawyers use is the one from the identity card, so it cannot change according to preferences in order to build a brand that appeals by name.

In the chapter Chapter IV entitled Quantitative marketing research regarding the criteria used and the risks perceived by clients in choosing a lawyer, the second marketing research was carried out,

being determined by the fact that the number of lawyers has increased significantly, an aspect that pushes them to look for solutions in order to co-opt new customers as well as maintain the existing ones.

In this sense, he carried out a quantitative research that aims to identify those elements of the lawyer's personal brand that lead consumers to choose him in order to represent their interests and measure the consequences of these choices. The research aims to analyze the consumers' view regarding the choice of lawyer and identify the relevant characteristic elements for the client in the formation and maintenance of the relationship with the lawyer, the established objectives being the following:

- a) Identification of the methods used by clients in order to choose the lawyer and the information necessary for the choice
- b) Identifying the extent to which certain specific elements influence the creation and maintenance of the lawyer-client relationship
- c) Characterization of the lawyer's brand
- d) Analysis of the link between the elements that define the lawyer's brand and the degree of satisfaction of clients of legal services

The research methodology involves the formulation of hypotheses to be tested and validated or invalidated through the processing and analysis of the information obtained from the marketing research to be carried out, respectively:

- a) Respondents who turn to a lawyer by using commercial sources are represented by a percentage greater than 30%.
- b) Respondents agree that notoriety is important to call a lawyer to represent them 50% of the subjects.
- c) The respondents who agree that the name is an important element to constitute the BRAND of a lawyer are represented by a percentage greater than 50% of the subjects.
- d) There is a link between the lawyer's professional experience and the degree of consumer satisfaction with the services offered.

In order to achieve the purpose of the research and achieve the established objectives, quantitative research was used and the questionnaire was used as a research tool. The questionnaire was designed from 20 questions of which, the first question, was designed with a view to separating the respondents who did or did not use a lawyer and then they would be guided to answer the corresponding questions. The last five questions were designed in order to identify the profile of the respondents, namely the level of education, occupation, income. The remaining 14 questions were organized around the proposed objectives.

The research was carried out during September 2022 and the questionnaire was active for one month, during which the interested persons could provide answers. The link to access the questionnaire was promoted using the main social networks: Facebook and Whatsapp. Statistical data processing was done in IBM SPSS Statistics software. 2.2. For reasons related to the response rate, the sample was reduced and as a result of the reduction, 353 responses resulted.

Analysis and interpretation of results

Based on question no. 1 of the questionnaire was aimed at dividing the respondents into those who used the services of a lawyer and those who had no contact with a lawyer until the date of answering the questionnaire. Depending on the answer provided, the respondents were redirected to specific questions aiming to find out both how the relationship with the lawyer went for those who already had a legal aid contract and how they expect such a relationship to look like for those who did not. -they still ran into legal problems. Thus, out of the total number of respondents, 241 stated that they had used the services of a lawyer and 112 respondents stated that they had not called until this date, but they answered questions related to the way of forming and developing such a relationship.

O.1. Identifying the methods used by clients in order to choose a lawyer and the information necessary for the choice

Respondents who used a lawyer

Regarding the sources used, 70.1% of those who already had contact with a lawyer used personal sources (family, friends, neighbors, acquaintances), 18.7% experiential sources (meetings and personal discussions with other clients of lawyers), the rest of the percentages being the shares of the other sources (0.8% commercial sources, 2.1% public sources and 8.3% other sources).

Next, the gender distribution of the respondents was analyzed in relation to the preferences of the environment through which the lawyer was chosen to provide them with legal services. Thus, it can be established that 119 male respondents, respectively 68.4% of the total male respondents who declared that they turned to a lawyer using personal sources (family, friends, neighbors, acquaintances) and 36 of respondents (20.7% of all male respondents who declared that they used a lawyer) used experiential sources (meetings and personal discussions with other clients of the lawyers).

The ratio between the age distribution of the respondents and the sources that led them to choose a lawyer is as follows: the respondents who used personal sources are 53 among people aged between 51 and 60, 49 among people aged between 41 – 50 years, 36 among people aged between 31 – 40 years, 27 among people over 60 years old. Compared to the total number of respondents in each category, it can be seen that 70.7% of people aged between 51 - 60 years, 89.1% of people aged between 41 - 50 years, 52.9% of people between 31 and 40 years old and 73% of people over 60 years of age used personal sources to choose a lawyer. Regarding the total number of respondents who used personal sources, namely 169, they represent a percentage of 70.1% of the total of 241 respondents.

Respondents who did not use a lawyer

Of the respondents who did not call on the services of a lawyer, 83% stated that in the situation where they need such a professional, they want to call on personal sources, and no respondent said that they would like to call on commercial sources. Regarding experiential sources, 15.2% would use this method and 1.8% intend to use public sources.

Analyzing further the answers received from the respondents who have not yet turned to a lawyer, 53 men state that they would turn to personal sources (family, friends, neighbors, acquaintances) if needed and only 10 male respondents state that they - would use experiential sources (meetings and personal discussions with other lawyers' clients). Regarding the female respondents, we note that 40 people would turn to personal sources, 7 people to experiential sources and only two people to public sources (magazines, online articles, TV or radio commercials). We note that no person declared that they would use commercial sources (advertising, advertisements).

Related to the age distribution of the respondents and the sources that led them to choose a lawyer, we can see that the respondents who turned to personal sources are 23 of the people aged between 21-30 years, 33 of the people with aged between 31 – 40 years, 18 among people aged between 41 – 50 years, 7 among people aged between 51 – 60 years, 7 among people aged over 60 years. If we analyze in relation to the total number of respondents in each category, we can see that 92% of people aged between 21-30 years, 94.3% of people aged between 31-40 years, 66.7% among people aged 41-50, 70% of people aged 51-60 and 100% of people over 60 used personal sources to choose a lawyer. Regarding the total number of respondents who used personal sources, namely 93, they represent 83% of the total of 112 respondents.

O.2. Identifying the extent to which certain specific elements influence the creation and maintenance of the lawyer-client relationship

Respondents who have recourse to a lawyer

We note that the highest level of importance was on the personal experience characteristic, 120 responses, followed by the impression after the first meeting 104 responses out of a total of 241 respondents stated that they had used the services of a lawyer.

Analyzing the relevant aspects in order to call a lawyer in relation to the gender of the respondents, we can find that for male persons personal experience is very important, 106 male respondents affirming this, representing 60.9% of the total respondents of this gender and 48 female respondents, respectively 71.6% of the total respondents of this gender.

Regarding the recommendation, we can see that 80 male respondents (respectively 46% of the total male respondents) and 35 female respondents (respectively 52.2% of the total female respondents) rated the recommendation as very important .

Regarding notoriety, 62 male respondents (respectively 35.6 % and 15 female respondents (respectively 22.4 %) rated it as important. At the same time, 55 men (respectively 31.6 % of the total respondents) and 34 women (respectively 50.7% of all female respondents) rated notoriety as very important. Only 5.7% of men and 3% of women rated notoriety as totally unimportant.

Regarding the impression after the first meeting, 101 men (respectively 58% of all male respondents) and 31 women (respectively 46.3% of all female respondents) rated it as very important, 3.4% of all men and no women said it was totally unimportant.

Regarding the fee, 100 men (respectively 57.5% of all female respondents) and 24 women (35.8% of all female respondents) rated it as important. It should be noted that 3.4% of men and 6% of women rated the fee as unimportant, 4% of men and 3% of women rated it as totally unimportant.

Respondents who have no recourse to a lawyer

Regarding the people who have not yet turned to a lawyer, we can note that a very important element is notoriety with a number of 22 responses to equality with a fee, respectively 42.30% for men. In second place are personal experience and impression after the first meeting with 20 answers each, respectively 38.45. In third place, in terms of male respondents, is the recommendation with 18 answers, respectively 34.61% of the total answers in this category.

The characteristic "personal experience" was considered a very important element by 33 men (respectively 52.4% of all respondents in this category) and by 24 women (respectively 49% of these respondents).

The recommendation was rated as a very important element by 37 male respondents (respectively 58.7% of this category of respondents) and by 27 female respondents (respectively 55.1% of the answers received from this category).

With regard to the fee, 27 male persons (42.9% of the total responses in this category) considered it to be a very important element and as regards the female persons in a proportion of 49% (respectively 24 answers) appreciated in this regard.

The characteristic of "professionalism" was appreciated as a very important element by 20 men (respectively 31.7% of all respondents of this gender) and regarding the female gender 24 respondents (respectively 49%) appreciated in this sense.

Notoriety was considered a very important characteristic by 34 male respondents (respectively 54.0% of them) and by 80.6% of female respondents.

03. Characterization of the lawyer's brand

In order to characterize the lawyer's brand, the respondents were asked to assign scores (from 0-100 points) to the following elements: name, slogan, image and professional experience and reputation.

The analysis showed that 33.4% of respondents assigned 10 points to the lawyer's name, 30.6% assigned 20 points and 7.4% assigned 30 points. By adding up the percentages, we can see that 71.4% of all respondents gave less than 30 points to the name held by the lawyer.

The lawyer's image is also an element that is not important for choosing a lawyer in the client's view. Thus, 34.8% of respondents gave 10 points, 46.2% gave 20 points and 12.2% gave 30 points to this element.

Although it is an important element in describing the brand, the slogan is not seen by consumers as relevant in this area. Thus, 100% of all respondents gave less than 25 points to the

lawyer's slogan, of which 65.2% gave 10 points, being the highest percentage of respondents who gave the fewest points.

The lawyer's experience and reputation is the only brand element that scored the most high points, above 50 points, respectively: 18.4% awarded 50 points, 5.7% awarded 60 points and 21% awarded 70 of points

0.4. Analysis of the link between the elements that define the lawyer brand and the degree of satisfaction of legal service clients

The relationship between the lawyer and the client was evaluated by asking them to communicate to what extent they would further recommend the lawyer who represented them in a previous case, and a large percentage of respondents, i.e. over 60.5% stated that they would recommend the lawyer, and 41.9% of them with a high recommendation score

The study attempted to identify consumer perceptions of the importance of certain characteristics in influencing the decision to choose a particular lawyer, taking into account. communication, seriousness, fee, professional experience and professionalism in handling the file.

We note that the highest level of importance was given to seriousness with a number of 101 positive responses, followed by professionalism with 97 positive responses and communication with 93 positive responses. It can be noted that the fee is not seen as a very important element in the relationship between the lawyer and the client, only 57 respondents appreciated that it represents an important element.

In the questionnaire, a series of statements were formulated with the aim of highlighting the important elements in the consumer's perception in order to choose a lawyer to represent his interests in a case, asking them to specify their agreement or disagreement. The highest level of approval resulted in the statement: seeking the services of a lawyer when I read an article about a lawyer who has a reputation for winning a case in an area in which I have litigation. (84 responses) followed by the statement: "I would consider contacting a lawyer in order to set up a meeting in the situation where I would identify a post by him on social media in which he would provide information of a legal nature" (76 responses).

Hypothesis testing

The first hypothesis: Respondents who turn to a lawyer by using commercial sources are represented by a percentage greater than 30%.

By applying the t-Student test in the case of univariate analysis, for a confidence level of 95%, and $t_{\alpha/2} = 1.96$, with a significance level of $\alpha=0.05$, a value of $t_{calc}=21.087$ was obtained, which does not belong to the interval $[-1.96; +1.96]$, which led to the rejection of the null hypothesis and the acceptance of the alternative hypothesis, H_1 . Thus, with a probability of 95%, the null hypothesis H_0 was rejected, which is why the alternative hypothesis H_1 was validated, which is why it can be stated that the respondents who turn to a lawyer by using commercial sources are represented by a percentage less than 30% between subjects.

The second hypothesis: Respondents agree that notoriety is important to call a lawyer are represented by a higher percentage 50% of the subjects.

By applying the t-Student test in the case of univariate analysis (Table 4.32), for a confidence level of 95%, and $t_{\alpha/2} = 1.96$, with a significance level of $\alpha=0.05$, a value of $t_{calc} = 28.800$ was obtained, which does not belong to the interval $[-1.96; +1.96]$, which led to invalidation of the null hypothesis and acceptance of the alternative hypothesis, H1. Thus, with a probability of 95% it can be stated that the respondents agree that notoriety is important to call a lawyer are represented by a percentage less than 50% of the subjects.

The third hypothesis: Respondents who agree that the name is an important element to constitute a lawyer's BRAND are represented by a percentage greater than 50% of the subjects.

By applying the t-Student test in the case of univariate analysis (Table 4.36), for a confidence level of 95%, and $t_{\alpha/2} = 1.96$, with a significance level of $\alpha=0.05$, a value of $t_{calc} = 25.608$ was obtained, which does not belong to the interval $[-1.96; +1.96]$, which led to the rejection of the null hypothesis and the acceptance of the alternative hypothesis, H1. Therefore, with a probability of 95% the null hypothesis H0 was invalidated and the alternative hypothesis H1 was validated by which it can be stated that the respondents agree that the name is important to call a lawyer are represented by a percentage less than 50% between subjects.

The fourth hypothesis: There is a relationship between the lawyer's professional experience and the consumer's satisfaction with the services offered.

By applying the Chi-Square test in the case of the analysis of the link between the variables, it results that the calculated value of X^2 is 35,649, and the calculated significance level is 0.059. Since the calculated level is higher than the theoretical one, the null hypothesis H0 must be accepted, according to which there is no relationship between the consumer experience and the degree of consumer satisfaction with the services offered.

Chapter 5 entitled Identifying persuasive valences in the context of forming the lawyer's personal brand and optimizing the essential elements for its development in the online environment is divided into two parts. The first part aims to identify and analyze the persuasive valences in the personal brand formation process and the second to identify and analyze the essential elements in order to develop the personal brand in the online environment.

In the first sub-chapter, a study was conducted based on secondary data with the aim of analyzing the legal language by identifying specific persuasive elements, the research method being the instrumental case study. In order to carry out the research, 80 subpoena requests selected from a total number of 279 requests belonging to a number of fifty lawyers from several Bar Associations were studied.

The purpose of the research was to identify and analyze the persuasive valences in the judicial communication process and, implicitly, the importance of this relationship in building the lawyer's personal brand, based on a predetermined theme, the content of which was as follows:

Topic 1. Identifying and analyzing persuasive values in the management of judicial communication;

Topic 2. The use of the component elements of the personal branding concept as a distinctive element in the management of judicial communication.

To analyze the first theme, the persuasive valences were identified in relation to each stage of the persuasive process, respectively:

Attention - lawyers are addressed using the second person plural, they identify with the client;

Comprehension - the summons request is structured in several parts: the first includes the personal data of the party and the data of the lawyer, followed by the description of the factual situation, the reasons for the request by indicating the legal provisions, the legal basis, the evidence and the annexes.

Acceptance - in order for the magistrate to agree with the lawyer's request, he refers to previous solutions handed down by national or international courts

Fixing in memory – is achieved by frequently using certain words and phrases within the same request

The action – the lawyer makes a correspondence between the factual situation and the applicable provisions

Regarding the second topic analyzed, the research showed that the name is a mandatory element of the summons request and the lawyer does not mention it with the intention of making himself known. Most of the lawyers do not use a slogan and their image, from the point of view of writing the application, is remarkable, the text is properly placed on the page, without grammatical mistakes. The experience and professional reputation of the lawyer can be noted by referring to similar cases in which he obtained a favorable solution.

The second study carried out within this chapter aimed to identify the opportunities that lawyers have, opportunities generated by the ever wider use of online means, the following themes being established:

- a) Identification of the degree of use of digital marketing tools by lawyers.
- b) Identification of relevant aspects in order to increase their visibility.
- c) Analyzing the content from the point of view of its relevance in order to increase visibility.

Thus, the results of this study showed that in Romania there are a total of 22,823 lawyers of which only 1.26% have a professional website. The sites are divided into several categories including the general presentation of the site, the services provided or contact details. The services provided by the lawyers are presented using the fields in which they practice and their description. Regarding the number of visitors to these sites, we can see that the average number of visitors per month is below 50 visitors, and as for the words that urge consumers to go to the site, these are common words, topics of interest in a certain period and for a certain category of consumers (salary rights, vouchers, holidays, criminal complaints). At the same time, from the research it is noted that the lawyer's name does not come up among the searches, so that they do not go to the site for this reason.

Final conclusions

In general terms, the brand is an effective element to identify the products or services of a manufacturer and to distinguish them from other similar products and services, being represented by a symbol, sign or distinctive name. The brand is a useful element both for the consumer because it indicates the ownership of a product or service and for the producer because, while products and services can be easily imitated, brands cannot be copied.

While attracting new customers is a long and expensive process, retaining existing ones, especially when customers are satisfied with the brand, is a much cheaper and shorter process. Thus, the importance of building a brand is necessary both to build loyalty, to keep existing consumers and to attract new consumers.

Personal branding is the process by which people and their careers are transformed into Brands, it includes, but is not limited to, physical appearance and personal knowledge, these lead to a distinct and unique characterization, giving rise to a memorable impression of that person. It should be noted that the trademark in the sense of direct speech is different from the registered trademark which is a legal process by which a person proves his ownership of it and can claim compensation if a third person infringes on it.

We find from the research that lawyers do not attach great importance to communication management oriented towards e-reputation, not being aware of the importance of other tools in online communication management, namely: the blog, email marketing, social networks and professional websites (e.g. avocatura.ro or juridice.ro).

In the current context of communication management, reputation is increasingly in the online environment and can be appreciated by everyone. Online Reputation Management (ORM) means monitoring what is being said about each person, listening to what customers are saying. Also, ORM also means to respond.

Public relations in the online environment (WebPR) is in a similar situation. In recent years, companies and individuals have moved online. As well as public relations (PR), an indispensable tool of brand awareness, which is now expressed on a much wider scale, thanks to the potential to make the brand known to the person. Nowadays there are a variety of ways to promote your business globally through WebPR. Various online channels such as Article Banks/Directory Sites, industry sites as well as news sites are used to distribute content about the person brand.

Since the website is not a fancy brochure, but a marketing tool that needs visitors first, in order to have customers, online messages must drive traffic to the website. To achieve this, they need to be optimized through proper management, using keywords/phrases that have different popularity and relevance, as well as through different links/links. The link posted at the end of a press release or specialized article is a valuable source of traffic to the site. Writing interesting, good quality articles on relevant topics and submitted to content sharing sites is a very effective way to promote your site or brand.

The Internet is a very competitive environment, with literally billions of pages out there. Internet users find what they need primarily through the search network, which includes hundreds of millions of daily searches. Our take from the research is, in summary, this: if a site is to generate a

significant amount of traffic, it needs to be listed in the major search engines and high enough to be seen. Statistics show that users are very unlikely to see listings beyond the top 30 results, with the top 6 listings (top of the page) enjoying the most hits. Beyond traffic, the opinion of those interviewed was that a site with a good ranking is valuable for the perception of the person's brand; Internet users often perceive search engine results as an indicator of authority.

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