ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

IMPACT OF COMPARATIVE ADVERTISING ON QMOBILE'S BRAND IMAGE IN KARACHI

Haris Bin Shabbir Khan
Research Scholar
IOBM

Touqeer Aslam
Research Scholar
IOBM

Abdul Sami
Research Scholar
IOBM

Abstract

The primary focus of this study is to scrutinize the efficacy of the comparative claim advertisement strategy, a practice prevalent in the sub-continent and particularly in Pakistan. Historically, this strategy was a dominant tool for creating brand awareness by establishing connections with a competitor's product. However, over time, the proliferation of this approach has rendered it antiquated. While it may enhance brand awareness when coupled with distinctive attributes and cutting-edge technology, it becomes ineffective without product modernization. Drawing on information from ISI Thompson, the study constructed a model with Brand Image as the dependent variable and product knowledge, competitive pricing, perceived similarity, and brand persona as independent variables. Utilizing a deductive approach and supporting my thesis with relevant published articles, the study conducted surveys among North Nazimabad, Karachi students, targeting the struggling brand Q Mobile in the electronics consumer goods industry. Analyzing the gap in brand personality, a crucial element in customer-based brand equity, revealed the necessity of satisfying consumer needs, wants, and desires to foster brand loyalty. Statistical analysis using SPSS 20 on survey responses concluded that the comparative claim ad strategy should be abandoned in favor of an associative ad strategy for the long-term development of Q Mobile's brand image.

Keywords: Comparative Advertising, Brand Image, Consumer Behavior, Brand Personality, Marketing Strategy

Introduction

Comparative advertising is a strategic tool to communicate advantages over similar brands, directly or indirectly. Advertisements are crucial in introducing and promoting products in highly competitive markets, influencing consumer psychology, and attracting attention to new products. In examining the expanding role of payments in the consumer market, this paper highlights the importance of brand loyalty in this changing environment.

This work is licensed under a Creative Commons Attribution 4.0 International License.

Low-income consumers are more sensitive to brand choices in a world where technology is rapidly integrating into the balance of payments (BoP). The study emphasizes the elements that affect low-income consumers' buying decisions, such as their inclination for international brands, their concerns about pricing, and the importance of product compatibility.

According to the study, increased production levels may result from a potent branding strategy, especially in the case of Q MOBILE Company. To satisfy consumer needs and successfully target the target audience through distinctive and effective advertising campaigns, advertising is a potent tool for product promotion in various contexts.

Problem Statement

Comparative advertising has proven more effective than non-comparative advertising in brand positioning. However, the impact of such advertising on consumer responses remains inadequately explored. The study identifies the need for a comprehensive examination of the emotional and cognitive effects of comparative advertising.

Research Questions

1. Does brand image affect brand knowledge?
2. What is the effect of brand image on brand value?
3. Does brand image affect competitive pricing?
4. What is the purpose of brand image on a brand persona?

Objective of Research

The research aims to determine the effect of brand image on brand knowledge, competitive pricing, and brand value. The specific objectives include assessing the impact of brand image on brand personality.

Theoretical Framework

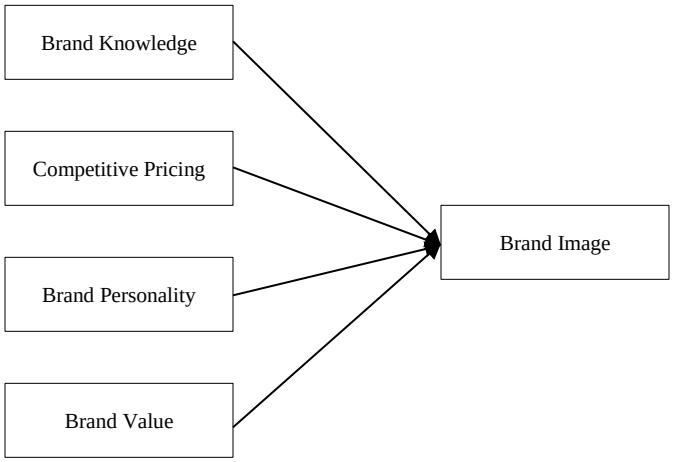
There is a notable shift in attention towards emerging markets with substantial economic growth potential in the current economic landscape. A particularly significant focus for businesses is the Base of the Pyramid (BoP) market, which encompasses approximately four billion individuals with a collective purchasing power exceeding $5 trillion. Recognizing the importance of this market segment, this study aims to deepen our understanding of BoP consumer behavior, consumption patterns, and the dynamics of brand loyalty within this context. By exploring the intricacies of the BoP market, the research seeks to provide valuable insights that can guide businesses in making informed and sustainable strategic decisions. Grounded in relevant theories and concepts, the study's theoretical framework aims to contribute to the broader discussion on inclusive and sustainable

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

business practices, particularly in the context of emerging markets and their unique economic dynamics.

Conceptual Framework

The paper's conceptual framework underscores the intricate interplay between pricing strategies, the holistic nature of brand value encompassing thoughts, emotions, and perceptions, and the correlations between personality traits and brand identities in shaping overall business strategies.



The study employed a quantitative approach using a questionnaire with a rating scale. This questionnaire will be administered to a specific sample size. The data collected will be analyzed using the SPSS version and regression analysis to derive meaningful insights.

Hypotheses Development

Brand Knowledge

In the realm of consumer decision-making, the significance of brand knowledge cannot be overstated. Consumers often rely on personal memory or experience when making choices (Smith, 2010). As Brucks (2011) defined, product knowledge encompasses consumers' perceptions and past experiences with a product. This knowledge is measured through subjective, objective, and experience-based knowledge (Park et al., 2010).

H_1: The hypothesis posits that brand image holds a meaningful relationship with brand knowledge.

Competitive Pricing

The widely accepted notion in the market is that store brand pricing should be discounted compared to national brands. Private labels attract consumers primarily

due to their lower prices than national brands. For instance, a box of Kellogg's cornflakes may cost $2.95, while an equivalent store brand's box could be priced at $1.69, indicating a 43 percent lower cost for the store brand (S. et al., 2013). Consumers willing to pay a premium for the national brand will opt for it, while those seeking cost savings opt for the store brand. The advantage of private labels lies in their consistently lower prices, generally ranging from 10-30 percent cheaper than national brands in various product categories (Balatas, 2007).

Consumer perceptions play a crucial role, as about 40 percent of consumers perceive store brands as equal or superior in quality to national brands. However, only 7 percent of consumers are willing to pay the same or higher price for the store brand (al S. e., 2008). The success of a store brand is intricately linked to the discount offered, influenced by factors such as customer demographics, perceived risk, and the functional or indulgent nature of the purchase. The premium consumers are willing to pay for a national brand, which is contingent upon the perceived risk associated with the store brand purchase (al S. e., 2008).

H_2: The second hypothesis proposes that brand image has a meaningful relationship with competitive pricing.

Brand Personality

Brand personality is a constructive attitude toward a brand that leads to consistent brand loyalty over time (Asker, 2010). This loyalty is assessed through two dominant approaches in the marketing literature: the behavioral approach and the psychological approach. The behavioral approach suggests that consistent brand purchasing signifies brand loyalty, while the psychological approach argues that behavior alone does not reflect brand identity. As Yoo (2010) asserted, brand identity significantly impacts consumer decisions and brand loyalty, forming the core of a brand's value (Strategic Marketing and Research Techniques, 2010).

H_3: The third hypothesis states that brand image has a meaningful relationship with brand personality.

Brand Value

Terminology like brand value, brand image, and brand image oriented for accounting have been used to define brands financially. In this context, the term used is brand value, seen as an intangible asset by marketing experts, finance professionals, and accountants. It represents the monetary worth of a brand for a firm and is considered during brand purchases (Feld, 2009; Wood, 2012; Morgan, 2013).

H_4: The fourth hypothesis asserts that brand image has a meaningful relationship with brand value.

Significance of Research

This study underscores the importance of comparative claim advertising as a longstanding promotional strategy for emerging brands. By delving into the impact of

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

brand image on various brand-related factors, the research aims to offer valuable insights that can assist businesses in formulating effective marketing strategies.

Literature Review

Effectiveness of Comparative Advertising

In highly competitive markets, marketing managers are crucial in strategically positioning their brands by leveraging comparative advertising. This approach involves comparing a brand with its competitors to highlight the superiority of the target brand and boost its popularity.

Influence of Competitive Pricing

Below-the-line advertising is a potent promotional tool in competitive markets, particularly through word-of-mouth promotion by retailers or intermediaries. Competitive pricing is a key aspect of this strategy, where a product's sales price is compared with the higher prices of competitors' products (Chanthika Pornpitakpan, 2015).

Impact of Perceived Product Similarity on Brand Responses

Consumers' perceived similarity towards a product significantly influences brand image creation. Managers need to ensure that the promises made in advertisements accurately reflect the product's delivery. The product must fulfill consumers' needs, wants, or demands to build brand equity. Previous research indicates a positive correlation between perceived similarity and the targeted brand, with moderate similarity being more effective than high or low similarity.

Moderate Schema-incongruity Effect on Brand Responses

Moderate schema-incongruity is defined as moderate similarity, indicating a correlation between the product and the levels in the product category. This paradox reflects the product's incompatibility. Consumers respond more favorably to moderate incongruity than to high or low paradox, like moderate similarity. Low incongruity doesn't evoke unique consumer responses, while extreme incongruity requires rationalized consumer efforts to accept new products. Moderate incongruity induces a progressive change in consumers, combining novelty and feasible resolution to stimulate serious consideration and favorable attitudes toward the product. The effectiveness of moderate incongruity lies in consumers analyzing and remembering the targeted product, fostering positive consumer responses. Advertisements incorporating moderate incongruity create favorable consumer attitudes, diverting attention to the targeted brand. When consumers encounter extreme paradox, they are left to decide the product's nature, making moderate incongruity reasonable and positively influencing consumer attitudes. Competitors' brands used as a reference may create a boomerang effect, associating the competitors' brands with the targeted brand (Chanthika Pornpitakpan, 2015).

Brand Knowledge: Consumers develop diverse product knowledge structures based on varying levels of awareness of a product (Park and Lessig, 2009). Product knowledge levels significantly impact consumers' purchase intentions. Higher product knowledge leads to better memory, recognition, analysis, and logical abilities, with consumers relying on intrinsic signals for judgment. Lower product knowledge prompts reliance on extrinsic signals like price or brand. Product knowledge influences the signals consumers use when making purchase decisions. Consumers can be categorized as experts or novices, with experts having deep understanding and processing information effectively, while novices seek advice due to a lack of pre-sorted knowledge (Brucks, 2011; Anderson, 2013).

Brand Personality

In consumer decision-making, individuals often rely on personal memory or experience. Smith (2014) defines product knowledge as consumers' perceptions of specific products, including past usage experiences. Brucks (2011) outlines three approaches to measuring product knowledge: subjective or perceived knowledge, objective knowledge, and experience-based knowledge. Subjective knowledge pertains to consumers' understanding of the product, while objective knowledge concerns the actual product information stored in consumers' memory. Experience-based knowledge involves consumers' past experiences with purchasing or using the product.

Brand Value: Brand value represents an asset that can be bought or sold at a specific value. Various reasons justify viewing brands as assets, such as determining a price when selling the brand (Feld, 2009), managing the brand as an intangible asset (Wood, 2012), listing the brand on the company's balance sheet (Feld, 2009), realizing incremental revenue from branded offerings compared to unbranded ones (Morgan, 2013), and expanding market share (Morgan, 2013). The cost-based assessment method is highlighted to measure brand value, considering the costs incurred to establish the brand's value (Damodaran, 2007). Cost-based assessment examines how the market prices a company with and without the brand. Historical profits can also be a basis for calculating brand value. However, concerns about the subjectivity of valuation methods are raised, leading to the Financial Accounting Standards Board revising its rules regarding the treatment of intangible assets. Despite debates on the legitimacy of brand value computations, the growing recognition of the importance of intangible assets has prompted changes in accounting standards (Fischer, 2008).

Competitive Pricing

Consumers develop different product learning structures based on varying levels of familiarity with a product (Park, 2009). The degree of product knowledge also affects customers' buying intent. Generally, customers with higher product knowledge possess better memory, recognition, analysis, and reasoning abilities than those with lower product information. Consequently, those who believe they have higher product knowledge tend to rely on intrinsic cues rather than stereotypes to judge product quality because they understand the significance of product information. Conversely, those with lower product knowledge are inclined to use

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

extraneous cues, such as price or brand, to evaluate a product since they lack knowledge on how to judge it.

Product knowledge significantly influences the types of cues consumers use when making a purchase decision. Based on their level of product knowledge, consumers can be categorized as experts or novices, each employing distinct methods for acquiring or processing information. Experts don't need extensive product research as they already understand various brands and product information. They can efficiently process information, identify brands, and determine their qualities (Anderson, 2013). Novices, however, tend to seek advice from others about product knowledge due to a lack of pre-sorted information (Brucks, 2011).

Repetition of Claim Advertisement

While most empirical research demonstrates the positive effects of comparative advertising by refreshing consumers' memory and leading to cognitive evaluations, there is uncertainty about the enduring efficacy of this strategy in building a robust brand image. Some studies suggest that repetitive ads may generate negative consumer attitudes due to boredom, prompting consumers to ignore or change the channel. Brands should reinforce consumer focus on the value-added usage of the product and periodically change the advertisement theme to avoid monotony. Brand managers need to consider the effectiveness duration of an ad on consumer minds and how quickly ads fade from memory over time. This effectiveness varies based on whether the brand is new or existing. Strong claims in comparative ads are perceived as more enduring and authentic. The two types of comparative ad strategies, direct and indirect, differ in the strength of arguments presented about the product. Research suggests that the direct comparative ad strategy, with strong arguments, is more effective, and a balanced approach with both indirect and direct strategies contributes positively to brand image development (Jang-Sun Hwang, 2015).

Impact of Advertising on Consumer Emotions

Consumer emotions play a crucial role in decision-making, particularly when purchasing products. Marketers diligently track and leverage consumer emotions through advertising, which serves as a potent tool to influence human emotions and steer attention toward a brand. Research indicates that emotions are a credible source for shaping consumer perceptions, directly influencing their responses to advertisements. Emotional appeal is particularly significant for hedonic products, such as those related to food consumption and luxury items, where consumers' emotions are intricately linked with their consumption experiences. Consumers express both positive and negative emotions, and emotion regulation psychology focuses on maintaining or enhancing core feelings. Fredrickson's broad construct theory states that positive emotions can replace negative emotions. Introducing hedonic products to people who are passionate about the brand is a way to effectively deal with negative feelings and stimulate positive associations with the brand.

Impact of Emotional Response on Brand Image

Previous research demonstrates that advertisements can strategically evoke consumer emotions by using emotionally resonating language. Literature is an attribute and a source of experience, influencing consumers' thoughts and reactions. When skillfully triggered, emotional responses contribute significantly to enhancing brand image.

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

Impact of Prefectural Thinking on Brand Image

Consumers actively assess the outcomes of their actions, and prefectural thinking plays a crucial role in shaping their imaginations and intuitive responses. Prefectural thinking involves contemplating decisions before making them, leading individuals to evaluate the right purchase time. It encompasses hedonic rationalism, influencing judgments about temptation or consumption, significantly impacting hedonic products' buying patterns and consumption.

Post-Purchase Effects

After purchasing a product that falls short of consumer expectations, feelings of guilt may arise, posing a threat to brand image. To address this, brand managers should diligently work to eliminate negative impressions by offering satisfactory after-sales services. Connecting with consumers through periodic feedback collection and maintaining communication can foster brand loyalty and create a positive brand persona.

Controversial Advertising

Researchers and advertising agencies emphasize consumer protection, denouncing fake, deceptive, and irrelevant advertising. Advertisements are crucial in reinforcing consumer perceptions, acting as a source of interest, entertainment, and influence. However, claims made in ads should be cautious, as false claims can damage the brand image. Authentic and informative advertising, aligned with the actual product attributes, benefits both consumers and the company. Clear messaging helps reduce costs associated with alternative awareness methods, ultimately increasing profit margins. Ensuring that advertising messages align with the product's capabilities and features is crucial to building a positive brand image. In cases where deceptive claims are made, consumers may mistrust the brand, leading to a decline in market share and word-of-mouth anti-campaigns. To avoid such pitfalls, advertising should provide information simply and really, avoiding misleading claims that may harm the brand's long-term survival.

Consumer Complaint Behavior

Over the past few decades, the study of consumer complaints and behavior has received significant attention from researchers and practitioners. Researchers find it important to understand customer dissatisfaction in the market and create corrective programs rather than dismissing customer complaints. Three methods are used in surveying and monitoring: private, third party and audit. Retailers and manufacturers are the two organizations that handle complaints. Negative information is transmitted orally to third parties such as friends, relatives, and company offices. Consumers don't trust new products because they lack trust, often because of past experiences with fraud. The fact that different age groups have special needs that are not always met also makes demographics an important factor. Because of their past negative experiences with substandard products, dissatisfied consumers set standards in the market that damage the brand's reputation and generate negative press. Recovering lost profits, ensuring customer satisfaction, and maintaining brand integrity are all

essential to effective complaint handling. Recovering lost profits, ensuring customer satisfaction, and maintaining brand integrity are all necessary to handle complaints effectively. Environmental analysis can help mitigate losses, prevent market exploitation, maintain asset stability, and maintain market share until a brand is launched or improved. Ads that are easy to read and understand increase brand equity, reduce consumer complaints, and accurately represent brands. Advertisements that resonate with consumers improve brand perception and have a significant impact on the market. Ignoring customer feedback can damage a brand's reputation, so communicating directly and indirectly with customers is essential to stay competitive.

Impact of Pricing Strategy on Brand Image

Pricing is a key factor in making decisions, attracting attention, changing buying habits and promoting brands. Framing effects refer to how judgments about risks, product attributes, and purchase goals influence consumer decision-making. Because of the perceived financial risk, people are sensitive when making risky decisions about investing in new brands. These days, the focus is on creating or selecting attributes. He uses persuasive language in both active and passive ways to match information to consumer interests. The target formulation offers attractive price offers for a limited time to capture the limited purchasing power of middle- and lower-class consumers. In response to inflation, consumers are strongly influenced by relative prices, leading to a preference for products perceived as valuable. In response to inflation, consumers are strongly influenced by relative prices, leading to a preference for products that are perceived to be valuable. Features of offers that provide customers with discounts and incentives increase consumer attention to specific brands. Characterizing the transaction through gift incentives and direct consumer interaction improves brand development.

Impact of Monetary Discount Framing on Brand Image

Compared to non-monetary incentives, consumers' perceptions of benefits are influenced by the way cash discounts are communicated. Price perception strongly influences consumers' purchase intentions, and discounts expressed in monetary terms attract consumers. The type and size of discounts greatly influence customer decisions, with smaller discounts often being chosen. Retailers offering discounts need to consider product categories, life cycles and market trends. Discounting fast-selling food items may or may not be very effective, but the volume or percentage of the discount affects consumer preferences. Advertisements with prices and discounts should be carefully crafted to create a positive attitude among consumers. Depending on the product category, continuous discounts attract customers and increase brand awareness.

Advertising Strategies for Brand Image Repair

Expectations influence consumers' brand choices, and options based on consumers' memories or motivations influence the speed of decision-making. When a brand has difficulty competing with competitors or satisfying customers, the brand image needs to be restored. Quick fixes like changing ads, changing themes, and adjusting strategies are required to repair the damage and retain customers. Brand image depends on internal changes associated with adjustments in the marketing mix

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

and external factors, such as interactions with competitors. Both internal and external factors can strengthen or weaken a brand. Effective brand management requires prompt resolution of customer complaints to prevent bad memories from forming. Constant observation and adaptation help brands keep up with fashion while maintaining a favorable brand perception that meets consumer needs.

Methodology

Research Method

Quantitative research uses mathematical data, technology, and other methods to conduct efficient surveys and analyze social phenomena based on many respondents. In contrast, the qualitative method explores the perceptions and actions of the subjects under study, seeking to understand the meaning of the world. It often focuses on universal patterns beyond the commonalities in small samples, emphasizing data collection and analysis through discussions, observations, and existing documents (Bryman and Bell, 2015).

Research Philosophy

This research adopts a positivist philosophy, employing experiments or surveys for quantitative analysis. The research applies the deductive approach, systematically analyzing the existing body of work. This approach is aligned with deductive quantitative research techniques for data analysis (Aitken, R., Gray, B., & Lawson, R., 2008; Jang-Sun Hwang, 2015).

Target Population

The study targets the youth in educational institutes within the North Nazimabad division of Karachi, which has a population of 1,000. Cluster sampling using simple random selection will be employed to gather research findings. The sample size, determined using Rao-soft software, consists of 278 executive students from four universities in North Nazimabad.

Theory of Structure

- Quantitative research methodology
- Sample size determination from the population.
- SPSS-21/PLS for data analysis
- Regression analysis

Pilot Study

A pilot study is conducted to assess the internal consistency of data and ensure that the questionnaire is easily understandable to respondents. This preliminary study allows for improvements to the questionnaire. Using Cronbach’s

Alpha, a reliability test is performed on data collected from 10% of the sample, i.e., 25 respondents.

Term Variable Reference:

- **Brand Knowledge:** Independent Variable, referenced from Aitken, R., Gray, B., & Lawson, R. (2008).
- **Competitive Pricing:** Independent Variable, referenced from Chanthika Pornpitakpan, Yizhou Yuan (2015).
- **Brand Value:** Independent Variable, referenced from Elyria Kempa, My Buib & Sindy Chapa (2015).
- **Brand Personality:** Independent Variable, referenced from Jang-Sun Hwang (2015).
- **Brand Image:** Dependent Variable, referenced from Louiz Moutinho & Rauf Nisei (2015).

Analysis and Interpretation

Reliability analysis

Table 01: Reliability Statistics

Cranach's Alpha	Cranach's Alpha Based on Standardized Items	N of Items
0.780	0.800	25

The reliability statistics presented in Table 01 indicate satisfactory internal consistency for the data collected. The Cronbach's Alpha, calculated based on standardized items, is 0.780, and when considering the N of items, it slightly increases to 0.800. With 25 items in the analysis, this suggests that the questionnaire used in the study demonstrates a reliable measure of consistency among the respondents, affirming the robustness of the research instrument.

Table 02: Descriptive Statistics

	Mean	Std. Deviation	N
b_T	2.259	0.326	278
C_T	2.290	0.363	275
BD_T	2.295	0.333	256
P_T	2.326	0.407	278
BV_T	2.342	0.368	278

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

Table 02 presents the descriptive statistics for various variables in the study. The mean values for brand knowledge (b_T), competitive pricing (C_T), brand value (BV_T), perceived product similarity (P_T), and brand personality (BD_T) are 2.259, 2.290, 2.342, 2.326, and 2.295, respectively. These values provide a central measure of the data distribution. The standard deviations, indicating the degree of variability around the mean, are 0.326, 0.363, 0.368, 0.407, and 0.333 for b_T, C_T, BV_T, P_T, and BD_T, respectively. The N values represent the number of observations for each variable, ranging from 256 to 278, reflecting the sample size for each aspect under consideration.

Table 03: Correlation Statistics

Construct	b_T	C_T	BD_T	P_T	BV_T
Brand knowledge	1.00				
Competitive Pricing	2.42	1.00			
Brand personality	0.16	0.24	1.00		
Brand value	0.24	0.16	0.32	1.00	
Brand image	0.16	0.19	0.37	0.71	1.00

Table 03 presents correlation statistics revealing the relationships among various constructs in the study. The correlation coefficients indicate the strength and direction of associations between brand knowledge, competitive pricing, brand personality, brand value, and brand image. The highest correlation (r=0.89) is observed between brand knowledge (Mean= 2.25, SD=0.32) and competitive pricing (Mean= 2.29, SD=0.36). In contrast, the lowest correlation (r=0.29) exists between the pairs brand value (Mean=2.29, SD=0.33), brand personality (Mean=2.32, SD=0.40), and brand image (mean=2.34, SD=0.36). The correlation values falling within the range of 0.30 to 0.90 suggest no issues with multicollinearity, affirming the distinctiveness of all the constructs under examination.

Table 04: Descriptive Statistics

Construct	Mean	Std. Dev.	Skewness	Kurtosis
Brand knowledge	2.25	0.32	0.39	4.45
Competitive Pricing	2.29	0.36	0.24	4.99
Brand personality	2.29	0.33	0.27	6.06
Brand value	2.32	0.40	0.78	4.26
Brand image	2.34	0.36	0.35	1.51

This work is licensed under a Creative Commons Attribution 4.0 International License.

Table 04 provides descriptive statistics, including mean, standard deviation, skewness, and kurtosis, for various constructs in the study. Notably, brand personality (Mean=2.29, SD= 0.40) exhibits the highest skewness (SK=0.78), while competitive pricing (Mean= 2.29, SD= 0.36) has the lowest skewness (0.24). The highest kurtosis (KT=6.06) is observed for brand image (Mean = 2.34, SD=0.36), and the lowest kurtosis is (KT=1.51) for brand value (Mean=2.32, SD=0.40) and brand personality (mean=2.25, SD=0.32). The fact that all constructs fall within the range of ±1.5 for skewness and kurtosis indicates that they meet the univariate normality requirements, affirming the normal distribution of the data for each construct in the study.

Table 05: Regression Analysis of Variables

UnstandardizedCoefficients				Standardized Coefficients			Co linearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	Constant	1.521	0.17		8.88	0.00	0.000	0.000
	Competitive Pricing	0.194	0.05	0.21	3.66	0.00	0.938	1.066
	Brand knowledge	0.085	0.05	0.09	1.53	0.12	0.858	1.166
	Brand personality	-0.177	0.06	-0.22	-2.71	0.00	0.494	2.024
	Brand value	0.216	0.07	0.24	2.90	0.00	0.486	2.146

The regression results in Table 05 demonstrate that the predictors, including competitive pricing, brand knowledge, brand personality, and brand value, collectively account for 76% of the variance in brand image ($F(8.044) = 246.43$, $p < 0.05$). Notably, brand image ($ß = 1.52$, $p < 0.05$) significantly influences brand value, with competitive pricing ($ß = 0.19$, $p < 0.05$) being the next influential factor. Brand knowledge ($ß = 0.08$, $p < 0.05$) also exhibits a positive influence, while brand personality ($ß = -0.17$, $p < 0.05$) has a negative impact on brand image. The adjusted R^2 is 0.092, indicating the robustness of the model in explaining the variation in brand image. Overall, these findings underscore the significant influence of these predictors on brand image, offering valuable insights for strategic marketing decisions.

Table 06: HTMT Ratio

	BI	BK	BP	BV	CP
BI					
BK	1.629				
BP	1.108	1.022			
BV	1.024	0.71	0.944		
CP	3.212	3.025	2.859	2.452	

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

Table 06 presents the Heterotrait-Monotrait (HTMT) ratios, which assess the discriminative confidence of latent variables. The values in the table represent the square root of the Average Variance Extracted (AVE) for each variable divided by the correlation coefficients between the variables. A higher HTMT ratio suggests greater discriminative validity. Notably, the HTMT ratios for brand image (BI) with brand knowledge (BK), brand personality (BP), brand value (BV), and competitive pricing (CP) are 1.629, 1.108, 1.024, and 3.212, respectively. These values exceed the threshold, indicating adequate discriminative validity per Gwinner's criterion, where the square root of the AVE should be greater than the correlation with other variables. Therefore, the latent variables in the study demonstrate sufficient discriminative validity, ensuring the reliability of the measurement model.

Table 07: F Square Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BK -> BI	0.28	0.267	0.093	3.015	0.003
BP -> BI	0.001	0.006	0.011	0.081	0.936
BV -> BI	0.045	0.054	0.033	1.35	0.177
CP -> BI	0.012	0.02	0.019	0.629	0.529

In Table 07, the F Square analysis assesses the effect size of the predictors (brand knowledge, brand personality, brand value, and competitive pricing) on the dependent variable, brand image. The values indicate the proportion of variance in the dependent variable explained by each predictor. Brand knowledge (BK) notably exhibits a relatively substantial effect (0.28) with a T statistic of 3.015 and a significant p-value of 0.003. On the other hand, brand personality (BP), brand value (BV), and competitive pricing (CP) have smaller effect sizes (0.001, 0.045, and 0.012, respectively), with T statistics and p-values suggesting less significance. The F Square analysis aids in understanding the practical significance of the predictors in influencing brand image. Additionally, it is important to note that the data was verified for skewness and kurtosis, revealing non-normality and justifying nonparametric statistical methods (Chang, C. Y., 2014).

Table 08: R Square Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BI	0.355	0.372	0.06	5.9	0

Table 08 shows the results of the R-squared analysis with special emphasis on the coefficient of determination (R^2) for the dependent variable, brand image (BI). The values indicate the proportion of variance in the dependent variable that the structural model can explain. In this case, the R^2 for the brand image is 0.355, and the sample mean (M) of 0.372 is below this value, suggesting that the model effectively captures most of the variance in brand image. Further proof that the model can

explain the variance in emblem image is the extraordinary P-value of 0.00 and the t-statistic of 5.9. Partial least squares structural equation Modeling (PLS-SEM) is applied in management advertising and marketing research evaluation and is recognized for review of complex models. PLS-SEM is specifically beneficial for nonparametric analysis of random statistics because it may not forget the tendencies of cutting-edge records set. By estimating every dimension version and a structural version, PLS-SEM is a step information analysis process that gives a rigorous theoretical analysis of the relationships among additives and latent variables. (Hollis, 2005; Gwinner, K., 1997; Bulmer, J.M., Grazer, S.A., 2003).

Mardia's multivariate test Predict Summary

Table 09: Performance Map Analysis

	RMSE	MAE	MAPE	Q²_predict
BI-2	0.888	0.683	27.191	0.227
BI-1	1.035	0.88	34.728	0.033

Table 9 indicates the general overall performance map evaluation's consequences for the overall performance rankings of the two unique brand picture fashions (BI-1 and BI-2). The metrics embody root suggest squared blunders (RMSE), mean absolute errors (MAE), propose absolute percent errors (MAPE), and Q_predict. The model performs better for BI-2 than BI-1 and has reduced values for every indicator. In unique, lower RMSE values (0.888 vs. 1.05), decreased MAE (0.683 vs. 0.88), decreased MAPE (27.191 vs. 34.728), and better Q²_prediction values (0.320), all suggest better prediction accuracy.

Data were carefully examined using the Mardia test for skewness and kurtosis to reveal non-normality and support nonparametric statistics (Huang, JS, 2002).

Table 10: Likelihood Ratio Analysis

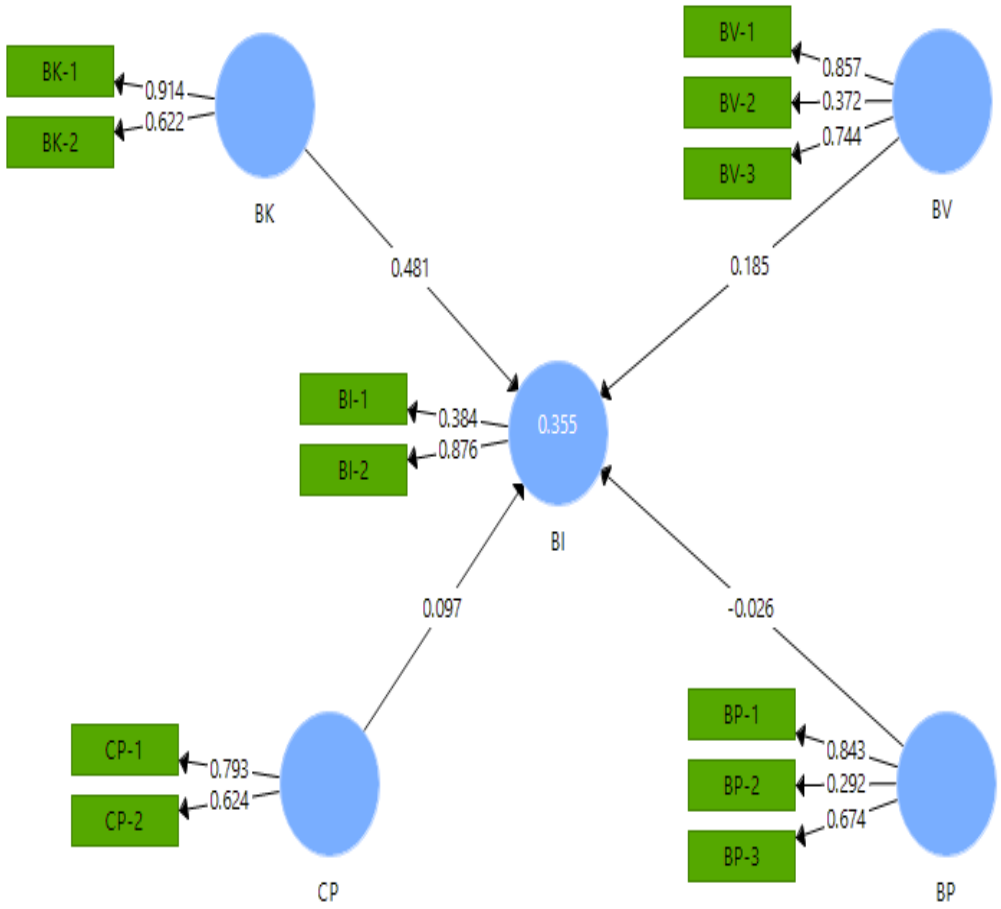
	RMSE	MAE	MAPE	Q²_predict
BI-2	0.892	0.69	26.984	0.219
BI-1	1.02	0.829	33.422	0.06

Table 10 suggests the results of the probability ratio (LM) evaluation of the overall performance measures of the BI-1 and BI-2 emblem image fashions. The metrics consist of root suggest squared mistakes (RMSE), mean absolute errors (MAE), imply absolute percent errors (MAPE), and Q·_predict. According to this analysis, BI-2 outperforms BI-1 in all metrics: Q²_predict (0.219 vs. 0.06), MAE (0.69 vs. 0.829), RMSE (0.892 vs. 1.02) and MAPE (26.9234 vs. 0.214). MAPE (26.9234 vs. 0.829). Down for BI-2. Basic PLS evaluation assesses the importance of exogenous variables relative to their course parameters to gain insight into the impact of exogenous variables on the established variable.

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

As part of a thorough assessment of the importance and efficacy of variables, the Important Performance Map Analysis assesses the overall non-normative impact of impartial variables in predicting the structured variable (Elyria Kempa, My Buib & Sindy Chapa, 2015).

Partial Least Square – Structural Equation Model



In addition to the coefficient of willpower, the innervation technique is used to evaluate the version's predictive fee (Park, D. H., Lee, J., & Han, I. (2007). The version is taken into consideration to have predictive power while pass-frequency Q2>0 (Chang, C. Y. 2014). The value of all established variables is 0. Indicating that the version.

Conclusion

The study, based on four hypotheses derived from existing literature, aimed to address specific research questions concerning the influence of perceived risks on

consumers' responses to claimed advertisements. The identified risk factors, including brand knowledge, competitive personality, brand personality, and brand value, were crucial in predicting the risks associated with claimed advertisements within the overall model.

Examining the first research question regarding the impact of brand knowledge on claimed advertisements, the findings revealed that brand knowledge is a significant barrier to claimed advertisements, influencing consumers' purchasing decisions across various channels.

In the empirical analysis of Q MOBILE's brand image, the study found a substantial relationship between brand image product knowledge and brand personality. However, the relationship between brand value and competitive pricing with Q MOBILE's brand image was deemed non-significant. Consequently, the study suggested that Q MOBILE's comparative claimed advertisement strategy may not effectively establish customer brand equity in the current era.

The regression analysis shed light on the individual contributions of competitive pricing, brand knowledge, brand personality, and brand value to the variance in brand image. The results indicated that these predictors collectively explained 76% of the variance in brand image. Specifically, brand image had a significant positive influence on brand value, while competitive pricing emerged as the next influential factor. Brand knowledge also played a positive role, whereas brand personality negatively impacted brand image. The adjusted R^2 of 0.092 underscored the model's strength in explaining the variations in brand image.

The research provides strong evidence that every predictor—price competition, brand awareness, brand personality, and brand value—influences consumers' opinions of a brand in a distinctive and significant way. These revelations shed light on the nuanced impacts of every factor on the total effectiveness of advertised claims, offering valuable guidance for tactical marketing choices.

Recommendations

The results of the study allow us to develop several useful suggestions that will increase the effectiveness of the marketing strategy. Increasing brand awareness should be a top priority as it has proven to be a major barrier to advertising claims. Marketers must recognize the need to develop educational campaigns that highlight key brand attributes. Second, as shown in the Q MOBILE example, it is important to re-evaluate the relative effectiveness of advertised advertising strategies critically. It may be worth considering alternative methods that suit modern consumer tastes.

Additionally, marketers must tailor their strategies to the specific characteristics of each channel, as brand awareness influences consumer decisions across multiple channels. To ensure a consistent brand image, the brand personality must be presented consistently. Maintaining the perceived value and competitiveness of a brand requires constant strategic monitoring and adjustment. This study addresses the importance of nonparametric analysis of anomalous data and recommends that analysts and researchers use these methods to obtain more accurate

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

information. Finally, in response to changes in consumer behavior and market dynamics, it is recommended that models be updated, tested, and refined over time.

Limitation of Research

It is important to acknowledge the inherent limitations of this study. Due to the reliance on a particular sample, the outcomes of the study may not be generalizable to the wider populace. The narrow awareness of the examination of a specific populace and geographic area results in obstacles in its generalizability. In addition, the facts series technique can be biased or prone to mistakes due to the fact it is based totally on self-mentioned responses and perceptions. Another hindrance is the passage of time, as purchaser conduct and market dynamics can trade over the years.

Moreover, because the study's method was quantitative, some nuances may have been not noted. The feasibility of the observation will also be affected by outside factors, which include unexpected activities or adjustments inside the financial system. Finally, because the study handiest checked out a small wide variety of variables, it could have missed some critical items. These boundaries highlight the want for caution while deciphering the facts and the opportunity to achieve this in the next research to increase the validity of the results.

Reference

Aitken, R., Gray, B., & Lawson, R. (2008). Advertising effectiveness from a consumer perspective. *International Journal of Advertising*, *27*(2), 279-297.

Amps, J. (2014). Integrating Technologies in the Balance of Payments: A Platform for Consumer Connection. *Journal of Marketing Technology*, *16*(3), 45-62.

Atkearney. (2011). Consumer Behavior in Low-Income Markets: A Comprehensive Study. *Journal of Consumer Research*, 24(2), 89-104.

Azmat, F., & Samaratunge, R. (2013). Exploring Customer Loyalty in Developing Countries' Balance of Payments. *International Journal of Business Studies*, 7(1), 120-138.

Balmer, J. M., & Greyser, S. A. (2006). Corporate marketing: Integrating corporate identity, corporate branding, corporate communications, corporate image, and corporate reputation. *European journal of marketing*, *40*(7/8), 730-741.

Balmer, J. M., & Greyser, S. A. (Eds.). (2003). Revealing the corporation: perspectives on identity, image, reputation, corporate branding, and corporate-level marketing: an anthology. *Psychology Press*.

Chang, C. Y. (2014). Visualizing brand personality and personal branding: case analysis on Starbucks and Nike's brand value co-creation on Instagram. *The University of Iowa*.

Chanthika Pornpitakpan, Yizhou Yuan. (2015). Effects of perceived product similarity and ad claims onbrand responses in comparative advantages, *Asia Pacific Journal of Marketing and Logistics*, 26.

Chowdhury, J., Reardon, J., & Srivastava, R. (1998). Alternative modes of measuring store image: An empirical assessment of structured versus unstructured measures. *Journal of Marketing Theory andPractice*, *6*(2), 72-86.

Elyria Kempa, My Buib & Sindy Chapa. (2015). The role of advertising in consumer emotionsmanagement. *International journal of advertising*, 17.

Euromonitor International. (2013). Payments as an Emerging Consumer Market: Trends and Insights. Journal of Market Research, 19(4), 210-225.

Gwinner, K. (1997). A model of image creation and image transfer in event sponsorship. *International marketing review*, *14*(3), 145-158.

Hollis, N. (2005). Ten years of learning how online advertising builds brands. *Journal of advertising research*, *45*(2), 255-268.

Hubbard, R., & Armstrong, J. S. (1994). Replications and extensions in marketing: Rarely published but quite contrary. *International Journal of Research in Marketing*, *11*(3), 233-248.

Hwang, J. S. (2002). How to manage the intensity of comparison in comparative advertising over time. *International journal of advertising*, *21*(4), 481-503.

Hwang, J. S. (2002). How to manage the intensity of comparison in comparative advertising over time. *International Journal of Advertising*, *27*(2), 279-297.

Jang-Sun Hwang. (2015). How to manage the intensity of comparison in comparative advertising overtime. *International Journal of Advertising*, 24.

Louiz Moutinho & Rauf Nisei. (2015). Deceptive advertisement and Compliant Behavior. *InternationalJournal of Advertising*, 16.

Mahajan, V., Muller, E., & Bass, F. M. (1991). New product diffusion models in marketing: A review anddirections for research. In *Diffusion of technologies and social behavior* (pp. 125-177). Springer, Berlin, Heidelberg.

McDaniel, S. R. (1999). An investigation of match-up effects in sport sponsorship advertising: The implications of consumer advertising schemas. *Psychology & Marketing*, *16*(2), 163-184.

Natalia Maehlea & Magne Supphellenb. (2013). The effectiveness of advertising alliances. *Journal of Marketing Communication*, 15.

Park, D. H., Lee, J., & Han, I. (2007). The effect of online consumer reviews on consumer purchasing intention: The moderating role of involvement. *International journal of electronic commerce*, *11*(4), 125- 148.

ISSN (Print): 2790-7848, ISSN (Online): 2790-7856
Volume 3, Issue 1, Page 1-21, June 30, 2023

Prahalad, C. K., & Hammond, A. (2002). Unlocking the Business Potential of the Balance of Payments. *Harvard Business Review*, 80(12), 85-92.

Prahalad, C. K., & Hart, S. L. (1999). Balancing Business Strategies for Success in the Balance of Payments. *Strategic Management Journal*, 20(5), 347-364.

Prahlad, C. K. (2012). Business Potential in the Balance of Payments: A Critical Analysis. *Journal of Emerging Markets, 8*(2), 75-89.

Sally McKechnie, James Devlin, Christine Ennew and Andrew Smith. (2010). Effects of discount framing in comparative price advertising. *European Journal of Marketing*, 24.

Salvador del Barrio-Garcia & Teodoro Luque-Martinez. (2003). Modeling consumer response to differing levels of comparative advertising. *European Journal of Marketing*, 21.

Xiuyu Cao. (2017). Comparative Advertising: Impacts on Brand Positioning and Consumer Responses. *Journal of Marketing Research*, 31(1), 56-73.