EXAMINING THE ROLE OF ADVERTISING AND SALES PROMOTION IN BRAND EQUITY CREATION OF TEA INDUSTRY IN PAKISTAN WITH MODERATING EFFECT OF BRAND EXPERIENCE

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Paper Information	Abstract
	The research delves into determining the connection between two main components of a communication strategy which are advertising and sales promotion and the impact they generate on creating brand equity for an organization. However, these marketing elements are not sufficient to create the desired level of loyalty in the consumer, hence the actual Brand experience plays a crucial role in building a mark in the targeted mind, as at this stage the customer physically encounters a brand and judges whether a promised value has been delivered or not and as a result a response is generated in the form of a sensation or feeling. Moreover, the customer satisfaction level is derived by evaluating various brand equity dimensions and through this research, a company can design and manage those aspects of brand equity favorably. In this study an industry that has a high potential to lead globally is the Pakistani Tea industry which has been selected to perform the data collection process, the result supports the renowned and locally leading brand Tapal which is acting as a major competitor against Unilever's Lipton and aiming to make Pakistan a self-sufficient country to fulfill its tea consumption needs in future. Individuals were able to easily recall and associate with the daily life commodity brand as people here in Pakistan have a high inclination towards tea consumption in their daily routine. This research article will help design a corporate strategy for Pakistani Tea brands and from a wider perspective, it is essential for overall industrial growth. The result shows that Tapal is 67% of people's first choice due to brand experience which is quality and taste. Also, it establishes the role of brand experience to as be an important contributor to brand equity in comparison to promotions, brand awareness and brand associations as respondents are seemed to be loyal to the selected brand due to its persistence in delivering the desired experience each time. **Key Words:** Monetary promotions, non-monetary promotions, Brand awareness, Perceived quality, Brand associations, Brand loyalty, Brand Experience

Introduction

Brand plays a crucial part for a company in deciding its worth in the consumer's mind. That's the reason companies are highly investing to grow and sustain brands. There are many ways to do so, however, the brand equity model by David Aaker emphasizes on brand recognition by the consumers and the model is said to be more accurate in terms of classifying and elaborating element that has been part of brand equity model along with the pointers on their dimensions which can help professionals to strategize and gain customer loyalty. Here the research emphasizes on the most essential ingredient which is advertisement and the spending budget allocated on advertisements of a brand to create and develop loyalty then how it shapes up an individual's attitude towards a particular brand. It further examines the significant impact of monetary promotions and the consequences of non-monetary promotions.

The efficacy of marketing communication strategy such as advertising is examined by a brand (Keller & Lehmann, 2006) proving the role of branding itself is crucial to create and sustain equity for an organization. Therefore, organizations need to strategize and apply a structured approach in communicating brand equity models all over organization to uplift its growth process and achieve profitability (Keller, 2013). The conceptual framework analyzes impact of advertisement and promotion in shaping the attitude of individuals which plays important role in providing area to brand equity dimensions however role of marketing communication is inadequate to positively construct brand loyalty therefore the actual brand experience by an individual plays a crucial role in moderating the insufficiency remained by communication mix in creating brand loyalty and to carry on with this research a Pakistani brand Tapal has been focused which is in the leading position in tea industry and in a potential state to gain success in the global market with their successful branding strategies. Brand equity models' evaluation plays a vital role to maintain and to sustain successful position in the marketplace.

This research article will help designing a corporate strategy for Pakistani Tea brands and on a wider perspective, it is essential for overall industrial growth. Here we conceptualize the effect of two main aspects of marketing communication mix including the analysis on perceptions of individuals regarding communicated advertisements and effects of promotions on the creation of brand equity. On the other hand, experiential marketing holds an important position in emerging fields of marketing and information technology, therefore, to enhance the brand-consumer experience there is a massive requirement for research which will help in designing and developing better product and service experiences for customer retention and bringing edge to the brand.

Brand equity has significantly added to the ways in differentiating on brand to brand basis, hence creating sustainable competitive advantage (Aaker, 1992; Pappu et al., 2005) and building market share. (Aaker, 1992) projected the conceptual and theoretical framework of brand equity model comprising of multifaceted constructs like brand loyalty, quality, awareness, association, and other proprietary assets of the firm. However the fifth variable, proprietary assets is excluded from consumer based researches as it is not directly relatable to them (Buil et al., 2013; Yoo & Donthu, 2001). Later on the (Yoo & Donthu, 2001) scale for Consumer based brand equity was validated by several researchers. Contradictory to this research divided the concept of brand equity into two main perspectives, financial and consumer. The financial perspective was to focus on the brand's financial worth (Pappu et al., 2005)

and the consumer perspective to evaluate brand through value placed in the targeted mind.

Statement of the Problem

The components of brand equity creates constructive impact on the purchasing behavior and perception of an individual In this condition, the recognition of such components that develops brand equity is of prime concern for educational and corporate sector's managers The conceptual framework analyzes influence of advertisement and promotion in shaping the attitude of individuals which plays important role in providing area to brand equity dimensions however the role of marketing communication is inadequate to positively construct brand loyalty therefore the actual brand experience by an individual plays a crucial role in moderating the insufficiency remained by communication mix in creating brand loyalty and to carry on with this research a Pakistani brand Tapal has been focused which is in the leading position in tea industry and in a potential state to gain success in the global market with their successful branding strategies.

Significance of the Study

The ultimate purpose to carry this research is to bring significant value to various dynamics of strategic management. As marketing research will help developing deeper insights towards designing corporate strategies to build and manage brands effectively and efficiently. Brand equity models' evaluation plays a vital role to help maintaining and sustaining a successful position in the marketplace. This research article will help designing a corporate strategy for Pakistani Tea brands and on a wider perspective it is essential for overall industrial growth. Here we conceptualize the effect of two main aspects of marketing communication mix including the analysis on perceptions of individuals regarding communicated advertisements and distinctive effects of promotions on the creation of brand equity. On the other hand, experiential marketing holds an important position in emerging fields of marketing and information technology, therefore, to enhance the brand-consumer experience there is a massive requirement for the research which will help in designing and developing better product and service experiences for the customer retention and bringing competitive edge to the brand.

Literature Review
Brand Equity

A brand evaluates equity as its value which could work like an asset and liability both. It is a differential response generated by a consumer's mind when they are communicated through firm's marketing effort (Keller, 2013). A sufficient amount of research consider four main variables to measure brand equity: brand association, brand awareness, perceived quality and loyalty, this dimension helps conceptualizing brand equity model perfectly (Pappu et al., 2005, 2006; Yoo et al., 2000; Yoo & Donthu, 2001). These four dimensions of consumer-based brand equity will be followed in this research article. In 1980's the concept of brand equity was emerging to bring transformation to the world of marketing. Brand equity is tool for professionals as it guides with the utilization of marketing efficiency and economic demonstration.

Brand equity contemplate as will of a consumer to pay premium price(Yoo & Donthu, 2001). It is defined as the clear differentiation and selection by consumer between focal branded product and a product that is not branded but have same attributes therefore it is identical in many aspects but only differentiated by the name of the brand and the proposition of value .The model proposed by David Aaker focuses on one perspective of brand equity as the major

driver of modern marketing. (Aaker, 1991) defined brand equity as a set of assets and liabilities attached to a brand's name controlled by the product or service.

Further identifying the five major components

- brand loyalty
- perceived quality
- brand associations
- brand awareness
- Other proprietary brand assets.

However (Yoo & Donthu, 2001) considered that CBBE represents the evaluation of cognitive and behavioral sciences, hence it's the reason that the fifth dimension presented by (Aaker, 1991) (i.e. other proprietary brand assets) is not relevant to consumer perception of brand equity and not considered as part of the research.

Brand Loyalty:

A strongly held allegiance to repeat a purchase for a specific product or service in future despite encountering the marketing efforts by competitor brand which creates potential to switch the brand (Oliver 1997). Loyalty give rise to desirable responses to a brand than the disloyalty or switching behavior (Srinivasan & Anderson, 1998) as it encourages the routine and repetitive purchases without thinking of switching to alternative option. Hence the higher the loyalty the more brand equity will be flourishing.

Brand Awareness:

Awareness along with powerful association constructs a distinct brand image. As defined by (Aaker, 1991) brand associations could be any memory linking to a particular brand and its image. The concept of brand awareness relates to the existence of a brand in the mind of the customer as proposed by (Keller, 2013) that brand recognition and brand recall are two ground concepts on which its built on. Brand recall is the capability of a customer to recover something related to

brand from their memory. However, brand recognition begins because of marketing communication.

Brand Associations:

Brand associations are complex set of ideas, instances and facts that creates a solidified network of brand knowledge (Yoo et al., 2000). The more a consumer is communicated through proper marketing channels and right strategy which provoke action-oriented behavior in a consumer to make frequent purchases, the more powerful associations are guarant. Brand associations that increase brand awareness links positively in constructing brand equity as it assures a reliable purchase. It creates positive frame of mind to the customers which provokes the buying decision due to loyalty, hence creating ultimate value. Associations are solely meant for the consumers only and it can be formed due to various factors depending on strength, favorability and distinctiveness The three main forms of associations as per literature are; product, personality and organization, however the associations become powerful if evolved as a response due to multiple experiences and communication revelation along with the powerful supporting network links.

Perceived Quality:

Perceived quality is "the consumer's judgement about a product's overall excellence or superiority". However, quality is instinctive assessment formed due to intrinsic or extrinsic responses and perceptions. It is based on awareness, as a prominent brand is considered to deliver promising higher value. High quality perception helps consumers to recognize the unique and superior value offered by a brand (Chattopadhyay et al., 2010).

Marketing Mix:

The components of marketing mix are highly influential in shaping individual perceptions regarding a brand (Pappu et al.,

2005). These components are not only important because they influence general behavior but also they serve as internal factors of the firm and can be controlled by internal resources through rightly integrating marketing activities with allover company strategy (Keller, 2013; Yoo et al., 2000). Hence deciding the optimum budget allocation on advertising and promotion is of prime importance for an entity to admit. Also, the research explores the impact on brand equity of both monetary and non-monetary promotions. Secondly, the variables of Brand equity model will be evaluated thoroughly which is presented by (Yoo et al., 2000). Though other factors of advertising are also significant for the success of any brand (Keller & Lehmann, 2006) but only advertising spending is prioritized traditionally by the researchers to evaluate brand equity dimensions.

Advertisement and its Perceived Spending Budget:

The spending made on advertising a brand impacts brand equity in various directions. The reactions are in the form of cues that are based on the judgements by a consumer regarding product quality. The perception of spending on an advertisement itself is an extrinsic quality cue (Kirmani & Rao, 2000) and they share a positive and direct correlation therefore the higher will be spending the more positive will be quality perception (Kirmani, 1990; Moorthy & Hawkins, 2005). Identical to this scenario, higher monetary investments on advertising a brand generates desired level of recall and recognition. As advertising is capable to uplift the level of brand presence and awareness for the target market (Keller, 2013) Therefore the higher the spending the higher will be brand awareness (Bravo Gil et al., 2007; Yoo et al., 2000). Also, advertising creates beneficial Brand associations. Hence for the advertisement to create prominent and stronger brand associations, there is a need for higher monetary investment that must be allocated to advertising budget while making marketing budget decisions.

Hypothesis Testing

Therefore, the conclusion made by above mentioned reasoning that is been justified by the reference of several research directs us to the following hypothesis:

H1. Perceived brand advertisement spending effects: a) perceived quality b) brand association c) brand awareness; in a positive manner.

Several study emphasizes on the crucial role of attitudes on the brand as they are the reflection of each individual's own unique characteristics. Through transforming advertising strategy as per modern era requirements, the desired attention can be easily drawn, resulting brand to stay on the top of the consumer's mind which is high level of awareness. Hence advertisement is capable to link favorable associations in consumer's mind following the high perception of quality. (Moorthy & Hawkins, 2005).

H2. Individual attitudes toward brand advertisement have a positive influence on a) perceived quality, b) brand awareness c) brand associations.

Sales Promotions:

The key communication tool to impact brand equity is sales promotion by the brand (Valette-Florence et al., 2011). Here we are focusing on two types of promotions carried out by a brand which are monetary and non-monetary, they may differently influence the sales, profitability and allover brand equity of an organization(Srinivasan & Anderson, 1998).

Monetary Promotions:

Prior studies focus on monetary promotion for example the discount price offers and coupon or vouchers. However, some previous findings have resulted in insignificant impact of monetary promotions on equity creation (Yoo et al., 2000). A

negative perception regarding brand quality is created when a consumer encounters monetary promotion by a brand. As consumers perceive discount in prices as a price to be paid in exchange of inferior quality goods(Yoo et al., 2000). Hence it diminishes the impact that was intended to be created through promotional strategy. Similarly, it can cause erosion of association linked in the consumer mind that can risk deteriorating brand image (Martínez et al., 2009). Also, monetary promotional campaigns are not meant to leave any long-term brand mark in the consumer's mind as it is to achieve short term and immediate sales goal. In brief, the persistent monetary promotions result in diminished brand quality perception.

H3: Consumers' perception of monetary promotion has a negative impact on a) perceived quality b) brand associations.

Non-Monetary Promotions:

Non-monetary promotions for instance contests, free distribution of gifts and product samples are popular tools of promotion(Palazon & Delgado-Ballester, 2009). Non-monetary promotion is a form of experiential marketing focuses on enhanced pleasure and trigger emotions in the consumer (Schmitt, 1999). When a consumer experience such promotions it provokes high emotional values, bringing consumers fun and joy to be associated with the brand and therefore such memorable experiences results in linking positive brand associations in consumers' mind (Palazn-Vidal & Delgado-Ballester, 2005), contributing productively to brand equity. Therefore, we put forward the following hypothesis:

H4. Consumers perceives positively of brand's non-monetary promotions and thus impact a) perceived quality and b) brand associations.

Relationships among Brand Equity Dimensions:

Brand equity dimensions are highly associative and exchange relationships (Pappu et al., 2005, 2006; Yoo et al., 2000), fewer studies propose their cause-and-effect relationships (Bravo Gil et al., 2007). This research study focuses on the standard learning hierarchy model built on established order of effects, stating that intentions are effected by norms that in return impact behavior of consumers (Fishbein & Ajzen, 1975). Evaluating the consumer's buying behavior this hierarchy posits that decision-making is influenced by relevant brand information collected by customer while deciding on a product purchase (Solomon, 2006). The model assumes high involvement by the consumer in making purchase decision after evaluating alternative brand choices the belief is formed which further accept or rejects a brand (Solomon, 2006). However some scholars suggests this model to be considered while studying cause-and-effect relationship between brand equity proportions according to customer perception (Agarwal & Rao, 1996; Keller & Lehmann, 2006; Yoo & Donthu, 2001). Brand equity revolutionized by research on customer learning processes: how a person gets aware by a brand then form a belief that leads to shape up attitude to finally result in as brand loyalty. Thus the structure is based upon strength of awareness level set by a brand to create favorable associations (Aaker, 1992). The perception of quality and associations is controlled by level of awareness to an individual (Aaker, 1996; Keller & Lehmann, 2006). Thus, brand awareness has its own significance contributing to variables of brand equity. The higher the perceived value and favorable associations the greater will be brand loyalty (Keller, 2013; Keller & Lehmann, 2006; Pappu et al., 2005) Therefore the conclusion drawn by support of several researches directs to following hypothesis:

H5. Brand awareness has a positive impact on brand loyalty.

H6. Perceived quality has a positive impact on brand loyalty.

H7. Brand associations has a positive impact on brand loyalty.

Brand Experience:

Experience is an emotional reaction to an event, but the present concept sees it more as a multi-dimensionality concept, (Brakus et al., n.d.) Has explained experience as subjective sensations, feelings, cognitions and behavioral responses caused by brand related stimuli and further stating that the brand experience is pre consumption and in consumption experience. The customer experience is assumed to be holistic in nature and the positive impression of a brand can influence multiple factors along with the satisfaction level achieved and long-term commitment created towards a brand. Perception of brand quality is initiated by a positioned message delivered to the prospects' mind. A brand positions itself on the base of its core competency and differentiated offering. Brand experience moderates the effect of brand quality perception through actual learning process and with the repetition of experiences it is more likely to develop trust (Brakus et al., n.d.). With increased number of purchases and experiencing brand offer, the more knowledgeable will be the customer regarding proposed value (Beig & Nika, 2019; Brakus et al., n.d.). Hence, if a brand can fulfill the promised value the customer is likely to stay loyal with the brand.

Therefore, the conclusion made by above mentioned reasoning that is been justified by the reference of several researches directs us to the following hypothesis:

H8: Brand experience positively impacts: a) perceived quality b) brand association and c) brand awareness.

Methodology

Sample Design and Data Collection:

The sample has been designed carefully as to proceed with the research in more useful and accurate manner. The benchmark is to count on those Pakistani brands which are highly penetrated in the market of Karachi, Pakistan and easily recognizable by the residents to derive useful results enhancing reliability and accuracy of the survey results. Selection of brands and product category based on the standardized ranking in the consumer goods market (Netemeyer et al., 2004).

Settings and Participants:

With the population this big, that wouldn't be realistic to assume that the entire population can take part in this research. So to increase the efficiency and productivity with the results of this research and also considering the reliability and avoid saturation level in the desired responses, the division of Karachi into 4 districts and further each district is divided into smaller segments of areas. This has been done precisely keeping in mind the limitation of time and resources. The data collection survey is designed focusing the market of Karachi, Pakistan.

Probability Sampling:

Stratified Random Sampling:

Stratified sampling has been used in this research model by dividing the population of Karachi into 4 different strata's and then randomly selecting areas in each division. Each district has contributed seventy valid responses to process the research, respectively.

Sample Size:

The output parameters suggests total number of sample size= 109, critical F=2.0323 whereas non-centrality parameter is 16.35 calculated by the input on 8 predicting variables through software G.POWER 3.1.9.7. However, the total number of surveys received were 290 out of which 30 were removed in total as the individuals who are not the tea consumers are not considered as the part of this research. Additionally, above 260 responses the data was quite similar and

saturation level was reached and thus to avoid generalizability the process of actively seeking responses was discontinued and only 260 responses were further examined through Smart PLS.

Mixed Data Approach:

Here, we imply qualitative data collection method as to collect data with first-hand observation through precisely designed questionnaire as per the research requirement. The questionnaire has been designed without any numerical values and only comprising statements adapted from various other recognized research. The questions are closed ended as to increase the relevancy factor and gain simple and meaningful responses in as minimum time as possible so to avoid boredom factor among respondents and increase efficiency.

Conceptual and Theoretical Framework

IMPROVED TOPIC: Examining the role of advertising and sales promotions in brand equity creation with moderating affect of Brand Experience
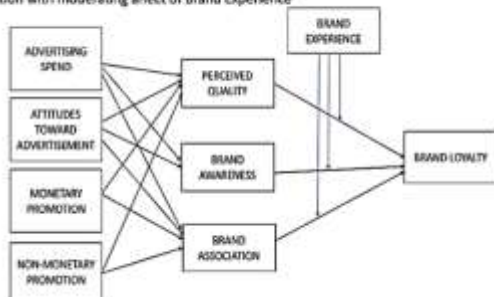
Research Design:

This research proposal inspects the impact of marketing communication mix (Yoo et al., 2000) and moderating role of brand experience on brand equity model. The conceptual framework comprises total 8 predictors; 4 of them are independent variables: advertisement spend, attitudes toward advertisement, monetary promotions and non-monetary promotions, further mediating variables are perceived quality, brand awareness and brand associations and finally one dependent variable of brand loyalty. Aligning with prior researches (Netemeyer et

al., 2004; Yoo et al., 2000) the guidance is provided to select feasible and popular brands specified to this research proposal.

Result and Analysis:

The data has been analyzed with descriptive analysis and then the results are interpreted and demonstrated further with inferential statistics that are justified through hypothesis test results. The results extracted from the demographic statistics filled by the respondents on Google form has been represented with the help of pie charts showcasing individual impact on each item of the research through data visualization, respectively. A clear explanatory chart of the regression analysis has been done to establish the mean of each hypothesis tested appears to be absolute zero and hence stable the overall impact of each variable on brand loyalty.
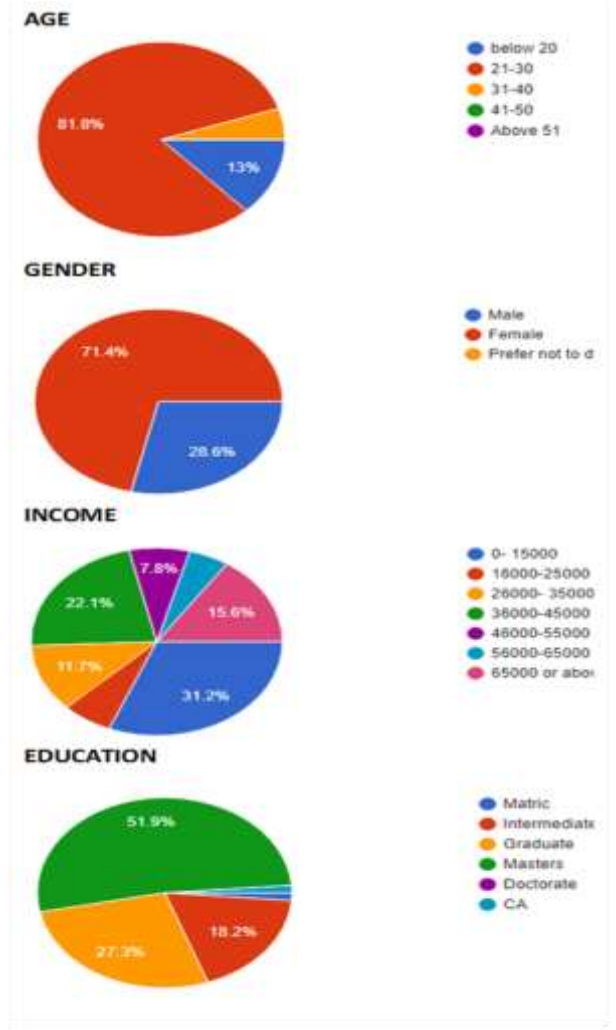
Demographic Statistics:

The ratio of age indicates that most responses are filled by the age group of 21-30 years and the second preceding age with most responses are young individuals aging below 20 years of age which are mostly Females, so the basic demographic segment is thus limited to the available statistics with 63.6 % employed and 23% of students as second most respondents. The targeted demographics has increased level of education so to add usefulness to the research by precise answers with some ground level of knowledge regarding marketing and branding as recently most young individuals are highly exposed to this emerging field due to excessive social media usage exposure and to mass media advertisements, the responses achieved with increased percentage from individuals with master's 51% following highest ratio of 23 % of graduated individuals.

The aim was to analyze brand preferences of the individual belonging to middle to upper level of income and that has been grouped as PKR 46000-55000 and above and that has
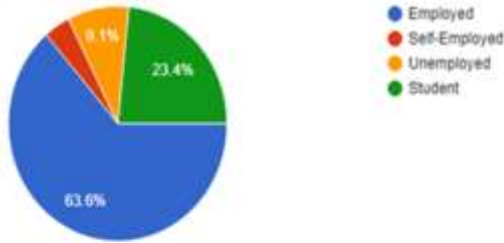
recorded the highest ratio of total 50% approx. in total responses. The quality work has been valued at the most so the questionnaire initially inquired about the level of tea consumption along with the love for this national beverage which gives result as 72% of respondents are tea lovers and it helped to remove the rest of the responses before running the data for further examination and analysis. However, the responses indicate that these 72% of tea lovers often consume it once or twice a day (57%) and 20% approx. with more than two times a day of tea consumption, which increase the chances of loyalty with the preferred brands of everyone as 41% individuals prefer enjoying tea at comfort of their home and 16% at work.
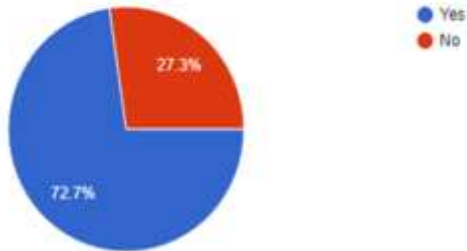
With this vast level of tea consumption is due to most (42%) of individuals are habitual to it from early stages of life due to family tradition and suppose tea as a part of Pakistani culture (83%). The responses interpret the important aspect of purchasing behavior as the characteristic which mostly affect the taste of tea 54% and its quality 37% which somehow explains the consistency by the population in choosing Tapal over other brands with total 67% total consumers recorded, and the second highest brand preferred by Pakistani tea consumers is Lipton with 23% of total weightage which establishes the supremacy and leadership of Tapal in Pakistani market.
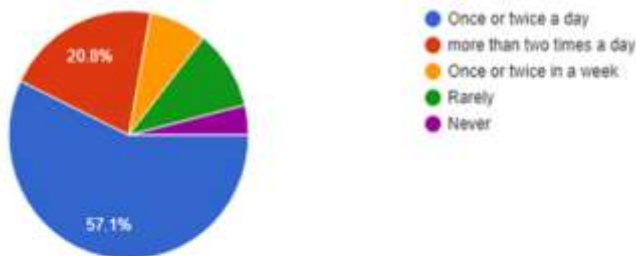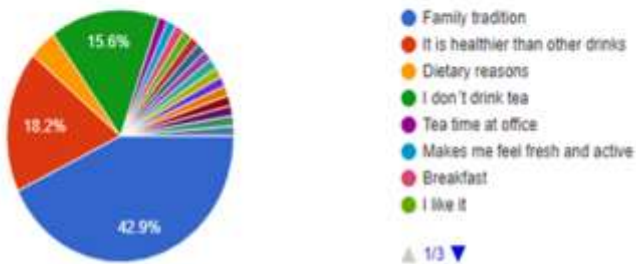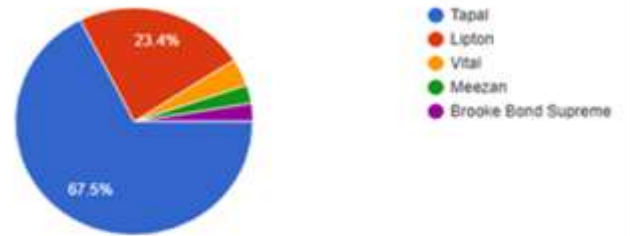
OCCUPATION

Legend:
- Employed
- Self-Employed
- Unemployed
- Student

63.6%, 23.4%, 9.1%

TEA LOVERS

Legend:
- Yes
- No

72.7%, 27.3%

CONSUMPTION PATTERN

Legend:
- Once or twice a day
- more than two times a day
- Once or twice in a week
- Rarely
- Never

57.1%, 20.8%

REASONS OF TEA CONSUMPTION

Legend:
- Family tradition
- It is healthier than other drinks
- Dietary reasons
- I don't drink tea
- Tea time at office
- Makes me feel fresh and active
- Breakfast
- I like it

42.9%, 18.2%, 15.6%

1/3

PREFERRED BRAND

Legend:
- Tapal
- Lipton
- Vital
- Meezan
- Brooke Bond Supreme

67.5%, 23.4%

CHARACTERSTICS

Legend:
- Quality
- Price
- Brand
- Taste
- Advertisements
- Post-purchase service

54.5%, 37.7%
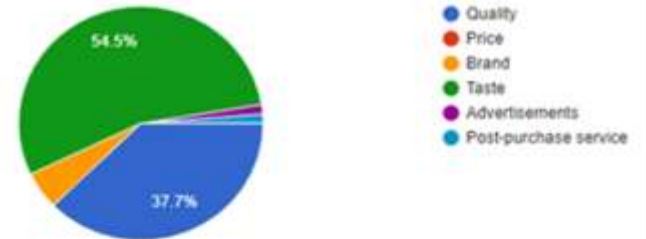
FAVORITE TEA CONSUMING SPOT

Legend:
- At home
- At work
- At a café
- Anywhere
- No
- I dont drink tea

41.6%, 27.3%, 16.9%
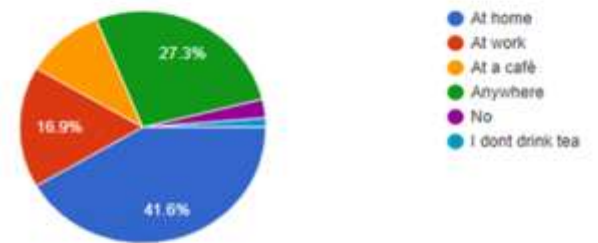
TEA IS IMPORTANT PART OF PAKISTANI CULTURE

Legend:
- Yes
- No

83.1%, 16.9%
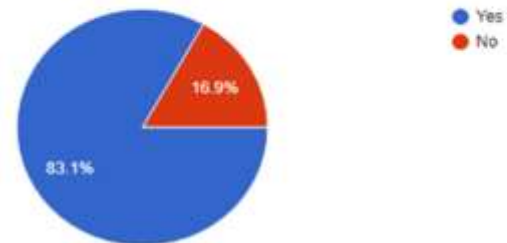
Reliability Testing:

The reliability is to measure consistency between the variables which is done through Cronbach's Alpha and Composite Reliability (CR) in this research paper. The recommended alpha is supposed to be greater than the 0.7 which shows that Brand Awareness, IATA and Perceived quality have excellent reliability, the rest are closer to be consistent with the constructs of model, but the reliability is lesser than 0.7. However, the

Average Variance extracted and CRs were all higher or close to 0.500 and 0.700 which confirms on the dimensionality of multi- item scales as shown in the Table below.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted
Brand Associations	0.473	0.479	0.790	
Brand Loyalty	0.637	0.645	0.803	
Brand Awareness	0.715	0.755	0.823	
Attitudes towards advertisements	0.848	0.849	0.929	
Perceived Quality	0.700	0.708	0.869	
Perceived Advertisement Spending	0.615	0.953	0.816	

Validity:

The validity of the model that is required to measure the accuracy between the constructs is supposed to be greater than 0.50 which determines that the constructs used are serving the purpose of research rightly, hence it is the recommended value to evaluate Validity and the derived values are greater than 0.5 which confirms the internal validity.

Convergent Validity:

The Convergent Validity has assessed to be excellent resource to the model as each construct is greater than 0.500 in Average Variance Extracted. As seen each item of every variable is converge properly as they come together to judge the overall validity. The greater the value the better the representation which should be above 0.7 but the rest of the values needs to be retained as they are above 0.5.

Discriminant Validity:
Fornell-Larcker Criterion:

Discriminant Validity is to measure the differentiation between the constructs, which is calculated through squared correlation of convergent validity in this Fornell-Larcker criteria, and it's recommended that the first value must be higher than the preceding value in the vertical sequence which is established in the Table. Hence the results also support the discriminant validity of the scales.

	BA	BE	BL	BAW	IATA	MP	NMP	PQ	PAS
BA	0.809								
BE	0.082	1.000							
BL	0.391	0.368	0.760						
BAW	0.316	0.324	0.548	0.737					
IATA	0.462	0.299	0.245	0.341	0.932				
MP	0.338	0.147	0.221	0.116	0.359	1.000			
NMP	0.301	0.085	0.304	0.119	0.405	0.512	1.000		
PQ	0.154	0.433	0.388	0.655	0.260	0.065	0.143	0.877	

Heterotrait-Monotrait Ratio (HTMT):

The ratio in HTMT is recommended to less than 0.85, here the discriminant validity has proven to be accurate as the values are lesser than 0.85 however the validity between perceived quality and brand awareness is proven to be less accurate comparatively to the relation between other constructs. However, cross Loadings in the variables has established the discriminant validity as each item is well serving the parent construct of the model.

	BA	BE	BL	BAW	IATA	MP	NMP	PQ	PAS	BE x PQ	BE x PAS
BA											
BE	0.124										
BL	0.685	0.474									
BAW	0.537	0.417	0.821								
IATA	0.723	0.325	0.311	0.439							
MP	0.509	0.147	0.282	0.146	0.389						
NMP	0.434	0.085	0.385	0.161	0.439	0.512					
PQ	0.285	0.517	0.568	0.892	0.334	0.079	0.175				
PAS	0.561	0.216	0.229	0.435	0.214	0.194	0.245	0.489			
BE x PQ	0.329	0.206	0.061	0.065	0.156	0.095	0.013	0.213	0.262		
BE x PAS	0.196	0.256	0.201	0.144	0.133	0.211	0.203	0.251	0.123	0.526	
BE x BA	0.086	0.048	0.134	0.099	0.053	0.105	0.073	0.226	0.237	0.552	0.380

Quality Criteria
R-Square Simple Scope Analysis:

Through simple slope analysis the quality criteria have been judged by R square analysis which indicates the relation of variation between dependent and independent variables. Here, the perceived quality depicts the most excellent fit for the model with the high variability towards brand loyalty,

however the rest of the low to moderate indicators has also ended up in a good predictive model as it comprises the complications of human psychology that varies greatly from one individual behavior to another.

	R-square	R-square adjusted
Brand Associations	0.279	0.268
Brand Loyalty	0.336	0.318
Perceived Quality	0.437	0.428
Perceived Advertisement Spending	0.110	0.103

Model Fit:

To test the goodness of the fit this research model comprises, the model fit has been analyzed through Table which depicts that the population follows stratified random sampling distribution perfectly. The criteria are that SRMR value has to be below 0.08 which is recorder as 0.1.8 respectively and NFI value must be closer to 1.0 which is estimated to be 0.4 which is quite closer to the suggested value.

	Saturated model	Estimated model
SRMR	0.093	0.108
d_ULS	1.486	1.984
d_G	0.652	0.766
Chi-square	1014.864	1124.638
NFI	0.483	0.427

Collinearity Statistics (VIF):

The measurement of multi-collinearity in the variables while doing regression analysis is VIF. The correlation needs to be consistent between multiple independent variables in a regression model which is suggested to be below 5, which is a good sign as each item available demonstrates values below 5 and poses a useful impact with highly correlating constructs.

Structural Model: The significance of each relationship is determined through the Path coefficients where recommended T value must be close to 1.96. P value must be less than 0.05 for the hypothesis to be accepted. However the values above 0.05 has been assumed to be partially significant to the structural model.

Hypothesis Testing:

To test the hypothesis results derived from surveys, the data has been processed and refined through SMARTPLS software. The result demonstrates a significant impact of brand experience on consumer loyalty with appropriate values of the original sample, mean, and standard deviation that derives T-statistics above 3.5 and the p-value is absolute zero that confirms the complete and direct impact of brand experience on brand loyalty according to the perceived quality, brand awareness and association among the consumers which completely approves **H8** (H8a, H8b, H8c) with all path coefficient supporting.

- Advertising spend **H1** approves the beneficial impact on creating brand awareness H1b, however, the result shows negative impact of perceived advertisement spending by the brand on

creating association H1c and perception regarding quality H1b, hence the influence is not significant in creating loyalty is rejected with 'p' value greater than 0.8.

- In **H2** the IATA portrays a useful impact on creating awareness with a p-value absolute zero and above 0.5 for perceived quality hence H2a and H2b are accepted, but H2c fails to impact brand associations greatly.

- To Monetary promotions towards PQ in **H3** demonstrates p=value to be greater than 0.2 which accepts H3a as the negative impact has been judged among individuals of MP in creating equity also monetary promotions towards brand associations are proven to be beneficial to the model with the p-value close to 0.05 which accepts H3b and proven to be negative but significant on the same hand.

- Non-Monetary Promotions (e.g. gifts) doesn't support **H4** (a, b) and reveals negative effect on BA and PQ with p-values above 0.1 and 0.4.

- Perceived quality **H5** supports the model by positively impacting brand loyalty with a p-value absolute zero.

- BAW also generates a significant impact in creating brand loyalty, hence the **H6** has been approved and successful in managing the equity model.

- The path between brand association and loyalty has proven to be significantly impacting the equity model and thus support **H7** with strong and positive impact.

Conclusions

The reliability scale successfully passes the various reliability and validity tests to establish large role of brand experience on brand loyalty including HTMT and Fornell-Larcker criterion to measure discriminant validity which appears to play a crucial and important role in creating useful associations for the brand by evoking behavioral responses and driving profitable results out of it.

Brand equity is crucially important to maintain, the advertising agencies needs to work on more stable budget decision and also creative minds to develop and cater the targeted minds with more authentic and creative ideas. Perceived advertising proves to have a significant effect on brand awareness but surprisingly doesn't create any significant impact on building associations or perception regarding good quality of service or product. However this has been posited that large budget allocations doesn't guarantee brand success despite the proven fact that monetary promotions doesn't prove to be the right strategy to build equity with comparison to non-monetary marketing tactics. With interesting results it has been indicated that brand equity dimensions are interrelating in all aspects.

Perceived quality inert smaller impact and also monetary and non-monetary campaigns are need to be designed and implemented carefully else they could divert the expected results. As a result of the surveys received it can be easily concluded that advertisement is the most powerful tool with comparison to sales promotion that a brand can use to create and sustain brand equity if done properly and with the right strategy and high budget allocation, a brand can achieve growth and profitability in local and international market. However the brand experience is of prime importance as majority of individuals voted for their favorite brand due to their consistency in performance in terms of managing quality and taste throughout brand journey.

Recommendation:

As a result of the surveys received it can be easily concluded that advertisement is the most powerful tool with comparison to sales promotion that a brand can use to create and sustain brand equity if done properly and with

the right strategy and high budget allocation, a brand can achieve growth and profitability in local and international market. However the brand experience is of prime importance as majority of individuals voted for their favorite brand due to their consistency in performance in terms of managing quality and taste throughout brand journey.

As the surveys indicate Tapal being the first choice of Pakistani consumers with 67% of total votes, Tapal has proven to be market leader in Pakistan and they are in a state to further optimize their marketing strategies by developing the right mix of marketing as per the preference of specific geographic demand and can achieve the competitive edge globally through personalization in the product, price and promotional mix which will be directly proportional to the Pakistani tea industrial growth and profitability with maximized exports while managing the local tea demand and supply, thus resulting in the overall economic stability in Pakistan.

It is recommended to further explore multiple dimensions of brand experience on a larger sample size of developing regions. Marketers need to come up with various mechanisms to cater advertisement and through technological advancement such as implementation of artificial intelligence to screen strong visuals and brand presence a diverse and larger impact can be created globally.

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