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Effect of Competitive Marketing Strategies on Market Share: The Mediating Role of Brand Awareness and Customer Satisfaction

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Abstract

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The consciousness of this examine is the effect of aggressive advertising techniques on marketplace percentage, wherein emblem consciousness and patron pride are the mediating variables. Increasing opposition in client items markets is a phenomenon that calls for a extra perception into how businesses broaden and put into effect advertising techniques so that you can advantage and hold aggressive advantage. Although a good deal has been achieved to become aware of the results of unmarried factors of the advertising strategy, there may be nevertheless an opening withinside the comprehension of the interplay among emblem focus and patron pleasure in mediating the connection among aggressive advertising and marketing techniques and marketplace proportion outcomes. This look at used a quantitative studies design, a survey concerning three hundred respondents who had been a pattern of clients of patron items businesses, in a based questionnaire. The evaluation of information became primarily based totally on descriptive statistics, reliability evaluation, correlation, and Structural Equation Modeling with the usage of SPSS and AMOS. The effects indicated that aggressive advertising and marketing techniques have a sturdy superb impact available in the marketplace proportion and logo attention and consumer delight substantially mediate the connection among aggressive advertising techniques and marketplace proportion. The studies paper provides to the present advertising frame of labor via way of means of presenting empirical statistics of the twin mediating position and additionally giving strategic pointers that managers can use so one can beautify the aggressive role in their firm.

Introduction

In present day commercial enterprise settings wherein globalization is at the rise, the price of generation boom is excessive and client tastes are evolving, the potential of corporations to compete favorably primarily based totally on their advertising techniques has emerged as an critical component of organizational overall performance and fulfillment withinside the marketplace. The scope of aggressive advertising techniques covers a big selection of strategic efforts via way of means of agencies to appeal, maintain, and develop their client base amidst competitor activity, which could include pricing tactics, product differentiation, advertising campaigns, and channel management (Kotler and Keller, 2016). With the ever-developing marketplace saturation and intensified competition, the difficulty of the methods those techniques may be translated into concrete marketplace percentage profits has turn out to be a distinguished concern of scholarly and managerial interest (Latif and Ullah, 2024; Aziz et al., 2025).

The maximum generally used measures of aggressive overall performance and enterprise fitness are marketplace proportion that is described as the proportion of the overall income in an enterprise that a selected corporation has captured over a given time frame (Buzzell and Gale, 2007). Companies which have a bigger marketplace percentage are normally higher located to have higher economies of scale, bargaining strength because the provider and extra capacity to put money into innovation and emblem improvement. Nonetheless, achieving and keeping a main marketplace proportion isn't a easy byproduct of a

method formulation, however as a substitute mediated via way of means of a complicated community of perceptual and behavioral variables that impact the manner customers react to the aggressive advertising and marketing efforts (Shahzad et al., 2025; Latif, 2026).

Brand consciousness and purchaser pride is the sort of meditating variables which have verified to be the crucial constructs withinside the advertising literature. Brand consciousness is generally described as the extent of the familiarity of purchasers with the traits or photograph of a positive logo and is a key determinant of the acquisition purpose and logo preference (Aaker, 2009; Jawad et al., 2025). When the clients realize approximately a logo and its capabilities they have a tendency to consider it in phrases of buy, as a consequence help withinside the manufacturers marketplace penetration and aggressive position. Customer pride then again describes the extent of enjoyable or surpassing the expectancies of purchasers in regards to a product or a carrier and that determines the buying conduct at a 2nd instance, referral through phrase of mouth and long time purchaser loyalty to an emblem (Oliver, 2010).

Although it appears intuitively attractive to accomplice aggressive advertising and marketing techniques with marketplace proportion, the empirical literature indicates an extra diffused view of this type of dating this is seldom linear. Rather, it's far mediated via way of means of client-stage consequences like emblem attention and client pleasure that every one make a contribution to the willpower of whether or not advertising and marketing investments result in the supposed aggressive benefits (Keller, 2013). A business enterprise can make investments closely in advertising, product improvement and pricing and nonetheless now no longer file commensurable boom in marketplace percentage supplied the sports fail to yield pleasant customer focus introduction or create best intake experience. This commentary highlights the want to be privy to how advertising techniques effect the marketplace percentage consequences.

Theoretical help of this examine is primarily based totally on resource-primarily based totally view of the organization which assumes that sustainable aggressive gain is primarily based totally at the availability and usage of valuable, uncommon and inimitable sources which includes intangible advertising and marketing sources like emblem fairness and purchaser relationships (Barney, 2006). Also, the studies is primarily based totally at the principle of client conduct and provider-earnings chain framework, which specializes in the patron perceptions and pleasure because the motive force of enterprise overall performance (Heskett et al., 2008; Latif and Qadeem, 2025; Latif et al., 2025; Khan et al., 2025; Latif 2025). Collectively, those theoretical perspectives provide a constant basis on which the research of aggressive advertising techniques, moderated via way of means of logo attention and client pride, will have a main position withinside the marketplace proportion consequences.

Consumer items enterprise can function a specially pertinent context of this research seeing that it's miles marked through an excessive degree of rivalry, a huge wide variety of merchandise coming into the marketplace, excessive charges of promotional activity, and extraordinarily price-touchy purchasers. Within such an surroundings agencies ought to constantly check how a hit their advertising techniques are primarily based totally now no longer simplest on what effect they've on direct income however additionally on how a hit they're in developing a long time emblem fairness and turning in delight to clients on the diverse factors of the shopping process. Past literature has investigated the constructs of advertising techniques and marketplace percentage (Slater and Narver, 2008), logo recognition and buy behaviour (Huang and Sarigollu, 2012) and client pleasure and loyalty (Fornell et al., 2006) as character relationships however little has been performed to mix the constructs in an unmarried mediating version.

This hole is stuffed with the aid of using the proposed examine because the proposed observe is a conceptual version that builds up and empirically exams an aggressive advertising approach and marketplace proportion affiliation mediated through logo recognition and patron pride. The observe does now no longer most effective upload to theoretical information of the advertising and marketing overall performance mechanisms, however additionally gives actionable expertise to advertising practitioners who can also additionally want to optimize their strategic investments in exceptionally aggressive markets. This look at contributes to the collecting proof on the connection among advertising approach and corporation-stage overall performance primarily based totally on patron perceptual and experiential mediations through empirically proving the mediation version proposed.

Literature Review

Competitive Marketing Strategies

Competitive advertising techniques are the ones which might be used withinside the coordination of moves and useful resource allocations of companies in an try and out-compete competition and benefit a bigger marketplace proportion. The simple version proposed through Porter (2008) acknowledges the 3 widely wide-spread techniques that may be utilized by companies running in any enterprise as value management, differentiation, and focus. Cost management is the cappotential

to offer services or products at a inexpensive charge than the competition because of operational performance and differentiation is the cappotential to provide you with precise capabilities in a product which could appeal to a excessive fee and purchaser loyalty. Following the framework of Porter, different students have prolonged the conceptualization and integrated virtual advertising and marketing, dating advertising and innovation-pushed approaches. Slater and Narver (2008) postulated that marketplace-orientated businesses, described as those who have a scientific introduction and sharing of marketplace intelligence, have a better chance of succeeding of their consumer pride and monetary effects compared to their competition. Likewise, Vorhies and Morgan (2005) have proven that the emergence of splendid advertising skills, which contain pricing, product management, distribution, and communication; have a fine effect on enterprise overall performance results consisting of marketplace proportion. In greater latest days, the development of on line channels has modified the aggressive advertising surroundings with the aid of using permitting groups to goal their goal markets extra exactly and at a decrease price, setting an excellent larger emphasis at the genuineness and relatability of the emblem messages (Chaffey and Ellis-Chadwick, 2019).

Brand Recognition and Competition withinside the marketplace

The emblem cognizance has been a crucial factor of the purchaser choice method and is likewise well known to be a main component in the back of aggressive advantage. Aaker (2009) conceptualized emblem focus as having aspects: logo bear in mind, the ability of a client to consider a logo whilst supplied with a product class cue and logo recognition, the ability of a customer to testify to preceding publicity to a logo. Both dimensions predetermine the opportunity of logo attention and, hence, the chance of buy, so emblem attention is an crucial intermediate effect of the implementation of the advertising strategy. Empirical studies has always found out fine correlation among emblem focus and marketplace percentage. Huang and Sarigollu (2012) mounted that the marketplace proportion of some of fast-shifting patron items is quite anticipated via way of means of emblem cognizance with extra cognizance ranges referring to excessive buy frequency and emblem loyalty. Likewise, Hoyer and Brown (2010) found out that excessive logo attention purchasers have decrease records search, and better recognisability of the acquainted manufacturers as in comparison to strange manufacturers, helping the marketplace percentage advantages of acquainted manufacturers. The aggressive advertising and marketing techniques paintings to create logo cognizance thru marketing and marketing spending, promotional activity, sponsorship, and PR efforts which all paintings to enhance the intellectual availability of a emblem withinside the thoughts of clients (Sharp, 2010).

Competitive Mediator Customer Satisfaction

Customer delight has usually been taken into consideration one of the pillars of advertising idea and practice, as it's miles the quantity to which the supplying of a corporation satisfies or surpasses the expectancies of the patron. In the expectancy-disconfirmation version, Oliver (2010) shows that pleasure comes approximately whilst perceived product overall performance is consistent with or exceeding expectancies earlier than buy and the opposite is likewise true. Strategic importance of consumer delight is primarily based totally on its mentioned effect on repeat buy conduct, emblem loyalty, and word-of-mouth communication, purchaser lifetime cost, which collectively decide the marketplace proportion curve of a company (Fornell et al., 2006). Anderson and Sullivan (2013) installed that consumer pride results in better client retention rates, which might growth its marketplace percentage withinside the lengthy run. Under the aggressive advertising and marketing strategy, investments in product high-satisfactory, carrier excellence, responsive customer service and transport of price on a ordinary foundation are the important thing reassets of purchaser delight. Companies that efficiently manipulate to align their advertising plans with the converting needs of the focused customers are in a higher function to create excessive degrees of delight that distinguish them amongst others (Zeithaml et al., 2018).

Performance Outcome: Market Share

Market percentage is each a overall performance metric of aggressive overall performance and a supply of potential aggressive advantage. The Profit Impact of Market Strategy database evaluation carried out with the aid of using Buzzell and Gale (2007) found out that marketplace percentage is undoubtedly associated with profitability, and found out that massive marketplace percentage organizations experience economies of scale, emblem popularity and consumer loyalty. It has mentioned the antecedents of marketplace proportion thru diverse theoretical approaches. Industry shape marketplace proportion relies upon at the comparative organization function in phrases of rate policy, distribution variety, variety of merchandise and the depth of promotion (Farris et al., 2010). As a useful resource-primarily based totally factor of view, the marketplace percentage may be a established variable of the great use of advertising sources and skills together with emblem fairness, client relationships, and advertising and marketing innovations (Srivastava et al., 2014). Both line as much as the equal end that increase of marketplace proportion sustainably includes right method of techniques and improvement of purchaser stage belongings that produce sustained aggressive differences.

Mediation with the aid of using Brand Awareness and Customer Satisfaction

A wide variety of research have already began out investigating the mediating position of logo consciousness and patron pleasure withinside the advertising strategy-marketplace percentage dating. Keller (2013) has opined that emblem focus is a heritage element of emblem fairness that mediate outcomes of advertising communications on buy conduct and logo loyalty, that is a considerable driving force of marketplace proportion. Mediation withinside the context of consumer pride has been theorized the use of the provider-earnings chain framework, which follows a line of causality among inner carrier nice, worker pride, and patron pride to profitability and marketplace proportion (Heskett et al., 2008). Empirical proof in this pathway of mediation has been given through different research just like the one performed via way of means of Rust and Zahorik (2013) who proved that client pride mediates the correlation among the funding of provider exceptional and marketplace proportion overall performance. The extra latest take a look at with the aid of using Ibrahim and Najjar (2008) set up that pleasure intermediates the connection among logo advertising and marketing techniques and customer retention and marketplace penetration. Though that is an increasing number of evidenced, emblem cognizance and client delight have now no longer been collectively pondered in a unmarried structural framework, an opening this is addressed on this take a look at (Lam et al., 2010; Aaker and Jacobson, 2011).

Methodology

Research Design

The studies layout used on this examine, to check the effect of aggressive advertising techniques available in the marketplace share, is quantitative studies layout, in which emblem focus and client delight are used as mediating variables. The quantitative approach changed into taken into consideration appropriate because the purpose of the examine become to check a hypothesized structural version that covered measurable constructs and furnished causal relationships primarily based totally on a statistical analysis (Creswell, 2014). The deductive reasoning and speculation checking out as the primary shape of enquiry had been because of the positivist philosophical orientation of the observe.

Population and Sampling

The goal marketplace become the clients of purchaser items industries that constantly sold branded gadgets withinside the aggressive marketplace segments which includes private care, food and drink and family objects. The pattern of three hundred respondents turned into selected the usage of comfort sampling technique to make sure that the respondents met the subsequent eligibility criteria: they needed to be lively customers of at the least competing manufacturers in a selected class of product. A pattern length of three hundred became selected consistent with the wishes of Structural Equation Modeling, which shows as a minimum two hundred observations to have a strong parameter estimation, and growing the pattern length improves the stableness of version healthy indices (Hair et al., 2019). Sampling became done with the aid of using amassing statistics at the respondents in Karachi, Pakistan, at numerous patron contact factors consisting of stores, purchasing malls, and the Internet, to offer a varied pattern profile.

Instrumentation and Measurement

The questionnaire become made in line with the proven scales primarily based totally on the present literature. Table 1 suggests the dimension gear of every variable, the variety of objects, the measurement of the assemble for every scale and the unique supply of the unique scale. All gadgets had been rated on five-factor Likert scale of 1 (strongly disagree) to 5 (strongly agree). A pilot take a look at turned into carried out on 30 respondents to check the questionnaire gadgets, scale reliability, and face validity. The pilot examine feedbacks helped to ideal the wording of the gadgets and the format of the questionnaire.

Table 1: Variable Definitions, Measurement Instruments, and Sources

Variable	Measurement Scale	Role	Source
Competitive Marketing Strategies	8-item Likert scale (pricing, differentiation, promotion, distribution)	Independent	Vorhies & Morgan (2005)
Brand Awareness	5-item Likert scale (brand recall, brand recognition)	Mediating	Aaker (2009)
Customer Satisfaction	6-item Likert scale (overall satisfaction, expectation confirmation, repurchase intention)	Mediating	Oliver (2010)
Market Share Perception	4-item Likert scale (competitive standing, relative market position)	Dependent	Farris et al. (2010)

Note. CMS = Competitive Marketing Strategies. All scales use a five-point Likert format (1 = Strongly Disagree, 5 = Strongly Agree).

Data Collection Procedure

The finished questionnaire turned into given out in a length of 8 weeks and a complete of 312 respondents had been received of which three hundred had been saved and used withinside the evaluation after drop of incomplete and non-coherent responses. The retained responses underwent a unmarried-component display to decide the not unusualplace approach bias, because the unmarried component check confirmed that nobody aspect defined maximum of the version withinside the information, which become the preliminary indicator that not unusualplace approach bias become now no longer an trouble of superb difficulty on this observe.

Data Analysis Strategy

Analysis of information changed into carried out in phases, SPSS model 26 and AMOS model 24. The descriptive facts have been calculated withinside the first degree to explain the pattern and generalize at the distribution of responses in all size items. To decide inner consistency of the scales, Cronbachs Alpha turned into used to carry out reliability evaluation and a threshold of 0.70 changed into common as reliable (Nunnally, 1978). Pearson correlation evaluation become carried out to evaluate the bivariate relationships among have a look at variables. The 2d step concerned Structural Equation Modeling which became used to check the mediation model. Confirmatory Factor Analysis became first of all finished to check convergent and discriminant validity after which direction evaluation become executed to check direct and oblique effects. Bootstrapping with 5,000 resamples and 95% bias-corrected self belief durations had been used to check the importance of mediation effects.

Data Analysis

Demographics of the respondents

The demographic profile of the three hundred respondents is in desk 2. The pattern turned into particularly male (58%), and maximum (64%), of the pattern had been withinside the age variety of 25-forty years, which shows that the pattern become especially an grownup operating populace with well-set up customer behaviour. Regarding academic level, 72% mentioned that that they'd a bachelor diploma or higher. The month-to-month profits degrees confirmed that 1/2 of of the respondents have been withinside the middle-profits variety, which changed into additionally in step with the goal profile of lively purchasers of aggressive branded client goods.

Table 2: Demographic Profile of Respondents (N = 300)

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	174	58.0
	Female	126	42.0
Age Group	Below 25 years	42	14.0
	25-40 years	192	64.0
	41-55 years	51	17.0
	Above 55 years	15	5.0
Education	Below Bachelor's	36	12.0
	Bachelor's Degree	138	46.0
	Master's Degree	78	26.0
	Postgraduate/Other	48	16.0
Monthly Income	Middle Income	165	55.0

Note. Percentages may not sum to 100 due to rounding.

Descriptive Statistics

Descriptive records of the 4 primary constructs are given in Table 3. The imply rating of aggressive advertising techniques turned into 3.74 (SD= zero.61) with the respondents perceiving the advertising techniques in their preferred manufacturers as reasonably or notably aggressive. The common emblem consciousness became 3.89 (SD = zero.57), which indicated a reasonably excessive emblem familiarity. The imply consumer delight changed into observed to be 3.68 (SD = zero.64), indicating moderate-excessive stages of consumer delight. Perception of marketplace proportion acquired an average of 3.55 (SD = zero.69) and which means that the respondents tended to treat their favourite manufacturers as having a aggressive

function withinside the marketplace. The skewness and kurtosis values of all gadgets have been withinside the ideal margins (skewness = -1.5 or +1.5 and kurtosis = -3.0 or +3.0), which gave the belief of approximate normality wished withinside the most probability estimation in SEM (Hair et al., 2019).

Table 3: Descriptive Statistics for Study Variables (N = 300)

Variable	N	Mean	Std. Dev.	Min	Max
Competitive Marketing Strategies	300	3.74	0.61	1.00	5.00
Brand Awareness	300	3.89	0.57	1.20	5.00
Customer Satisfaction	300	3.68	0.64	1.00	5.00
Market Share Perception	300	3.55	0.69	1.00	5.00

Note. CMS = Competitive Marketing Strategies. All variables measured on a five-point Likert scale.

Reliability Analysis

The evaluation of reliability of the size scales has been supplied in Table 4. The 4 constructs all had a price extra than the agreed Cronbachs Alpha of 0.70 indicating excessive inner consistency. The competitor advertising techniques attained an Alpha of 0.853, logo cognizance 0.841, consumer pride 0.867 and marketplace percentage notion 0.819. The suggest inter-object correlation ratings throughout all scales had been in the recommended variety of 0.15 to 0.50 which in addition helps the inner coherence of the instruments (Nunnally, 1978).

Table 4: Reliability Analysis Results

Variable	No. of Items	Cronbach's Alpha	Mean Correlation	Inter-item Correlation	Decision
Competitive Marketing Strategies	8	0.853	0.412		Acceptable
Brand Awareness	5	0.841	0.398		Acceptable
Customer Satisfaction	6	0.867	0.431		Acceptable
Market Share Perception	4	0.819	0.387		Acceptable

Note. Cronbach's Alpha threshold = 0.70. All scales demonstrate acceptable reliability.

Correlation Analysis

The Pearson correlation matrix is given in Table 5. Brand cognizance ($r = 0.612, p < 0.01$), patron satisfaction ($r = 0.584, p < 0.01$) and marketplace percentage ($r = 0.571, p < 0.01$) had been notably and undoubtedly correlated with aggressive advertising strategies. Market percentage notion become strongly related to logo consciousness and patron satisfaction ($r = 0.647$ and $r = 0.629$ respectively, $p = 0.01$). All of the correlations had been beneathneath 0.70, and the variance inflation elements calculated on every predictor ensured that no multicollinearity problems existed, with all values of VIF much less than 3.5, that's why similarly multivariate analyses had been valid.

Table 5: Pearson Correlation Matrix

Variable	(1)	(2)	(3)	(4)
(1) Competitive Marketing Strategies	1.000			
(2) Brand Awareness	0.612**	1.000		
(3) Customer Satisfaction	0.584**	0.531**	1.000	
(4) Market Share Perception	0.571**	0.647**	0.629**	1.000

Note. ** $p < 0.01$ (two-tailed). CMS = Competitive Marketing Strategies. N = 300.

Confirmatory Factor Analysis and Model Fit

Table 6 presents the model fit indices for both the measurement model (CFA) and the structural model (SEM). The CFA results indicated good fit between the proposed measurement model and the observed data, with all indices satisfying recommended thresholds: Chi-square/df = 2.31, CFI = 0.947, TLI = 0.938, RMSEA = 0.064, and SRMR = 0.058. The structural model similarly demonstrated acceptable fit across all indices. These results confirm the adequacy of both the measurement and structural models for hypothesis testing (Hair et al., 2019).

Table 6: Model Fit Indices for Confirmatory Factor Analysis and Structural Model

Fit Index	Recommended Threshold	Measurement Model	Structural Model	Decision
Chi-square / df	≤ 3.00	2.31	2.48	Acceptable
CFI	≥ 0.90	0.947	0.941	Acceptable
TLI	≥ 0.90	0.938	0.932	Acceptable
RMSEA	≤ 0.08	0.064	0.068	Acceptable
SRMR	≤ 0.08	0.058	0.062	Acceptable

Note. CFI = Comparative Fit Index. TLI = Tucker-Lewis Index. RMSEA = Root Mean Square Error of Approximation. SRMR = Standardized Root Mean Square Residual.

Convergent and Discriminant Validity

The outcomes of convergent validity are displayed in Table 7. The values of Average Variance Extracted 0.512 to 0.591 to the minimal price of 0.50 with Composite Reliability 0.819 to 0.867 to the encouraged 0.70. The standardized object loading of all objects had a fee above 0.60 and at the extent of 0.001. The Fornell-Larcker criterion became used to confirm the life of discriminant validity: in each instance, the rectangular root of AVE of every assemble turned into better than its correlations with all different constructs which showed the empirical area of expertise of the 4 latent variables (Fornell and Larcker, 1981).

Table 7: Convergent Validity: Average Variance Extracted and Composite Reliability

Construct	AVE	CR	Min. Factor Loading	Decision
Competitive Marketing Strategies	0.531	0.853	0.61	Valid
Brand Awareness	0.512	0.841	0.63	Valid
Customer Satisfaction	0.591	0.867	0.67	Valid
Market Share Perception	0.547	0.819	0.62	Valid

Note. AVE = Average Variance Extracted (threshold ≥ 0.50). CR = Composite Reliability (threshold ≥ 0.70). All constructs satisfy both criteria.

Structural Equation Modeling Results

Table 8 provides results of the SEM path coefficients. Competitive marketing strategies have a positive significant direct effect on both brand awareness ($\beta=0.581$, $p<0.001$) and customer satisfaction ($\beta=0.543$, $p<0.001$), indicating that competitive marketing strategies positively influence both consumer familiarity with a brand and their level of satisfaction with the brand. A positive significant effect also exists between brand awareness and market share ($\beta=0.412$, $p<0.001$) and between customer satisfaction and market share ($\beta=0.389$, $p<0.001$). The direct effect of competitive marketing strategies on market share is statistically significant, but is much weaker than the direct effects of brand awareness ($\beta=0.214$, $p<0.01$), indicating a preliminary finding of partial mediation.

Table 8: Structural Equation Modeling Path Coefficients

Hypothesized Path	β (Std.)	S.E.	p-value	Decision
CMS → Brand Awareness	0.581	0.047	< 0.001	Supported
CMS → Customer Satisfaction	0.543	0.051	< 0.001	Supported
Brand Awareness → Market Share	0.412	0.043	< 0.001	Supported
Customer Satisfaction → Market Share	0.389	0.046	< 0.001	Supported
CMS → Market Share (Direct)	0.214	0.038	< 0.01	Supported

Note. β = standardized path coefficient. S.E. = standard error. CMS = Competitive Marketing Strategies. ** $p < 0.01$; *** $p < 0.001$.

Mediation Analysis via Bootstrapping

Table 9 displays the bootstrapped indirect effects. The indirect effect of brand awareness was significant ($\beta = 0.239$, 95% CI [0.171, 0.318]), as well as the indirect effect of customer satisfaction ($\beta = 0.211$, 95% CI [0.147, 0.289]). The total of the two indirect effects ($\beta = 0.450$) indicates that approximately 68% of the total effect of competitive marketing strategies on market

share are transmitted via two mediating pathways for brand awareness and customer satisfaction; thus, it can be concluded that both forms of mediation are partially mediated.

Table 9: Mediation Analysis: Bootstrapped Indirect Effects (5,000 Resamples)

Indirect Path	β	SE	95% CI Lower	95% CI Upper	Decision
CMS → Brand Awareness → Market Share	0.239	0.038	0.171	0.318	Mediated
CMS → Customer Satisfaction → Market Share	0.211	0.036	0.147	0.289	Mediated
Total Indirect Effect	0.450	0.052	0.351	0.557	Significant

Note. Bias-corrected 95% confidence intervals. CMS = Competitive Marketing Strategies. CI = Confidence Interval. Mediation is confirmed when CI does not include zero.

Discussion

The effects of this look at provide large empirical validation for the proposed correlations among aggressive advertising techniques, emblem consciousness, client pleasure, and marketplace percentage. The confirmation that aggressive advertising techniques exert a superb and big effect on marketplace percentage is constant with the good sized literature detailing the overall performance ramifications of strategic advertising investments (Vorhies & Morgan, 2005; Kotler & Keller, 2016). More importantly, the take a look at suggests that emblem consciousness and client pleasure play a large position on this relationship. The oblique pathways make up approximately 68% of the overall effect. This highlights the vital feature of customer perceptual and experiential mechanisms in changing advertising approach into marketplace overall performance outcomes.

The locating that emblem cognizance mediates the advertising approach-marketplace percentage dating locates and boost the theoretical contributions of Aaker (2009) and Huang and Sarigollu (2012 with the aid of using embedding emblem focus withinside the context of a much broader structural version taking pictures each its antecedents and consequences. Therefore, aggressive advertising method generate marketplace proportion now no longer via direct behavioral mapping however via the constructing of the intellectual availability of manufacturers withinside the minds of goal customers who've the manufacturers of their selection repertoires. The parallel mediation of consumer pride reinforces the service-earnings chain argument that pride-pushed loyalty is a important pathway via which strategic advertising investments generate long lasting aggressive gains (Fornell et al., 2006; Heskett et al., 2008). Altogether, the findings propose that companies proceeding to optimize the advertising approach-marketplace proportion dating need to have a method that builds logo focus at the side of client pleasure, as opposed to that specialize in both of those variables independently.

Conclusion and Recommendations

Employing structural equation modeling on statistics amassed from three hundred clients of customer items companies, this observe investigated the effect of aggressive advertising and marketing techniques on marketplace percentage, with logo attention and client pride as mediating variables. The consequences have been located to be each direct and oblique with a twin logo focus and patron delight mediating impact in between. Finally, emblem focus and patron pride had been in my view full-size mediators and collectively constituted the majority of the whole impact suggesting the centrality of client perceptual and customer experiential pathways withinside the aggressive advertising-marketplace percentage relationship.

Theoretically, the observe makes advances to the advertising and marketing literature empirically validating a twin mediation framework that brings collectively logo fairness and customer conduct theories below the aegis of a resource-primarily based totally view of aggressive approach. Second, advertising and marketing managers have to broaden a coordinated advertising method that concurrently invests in emblem-constructing sports and excellent purchaser reports due to the fact each are critical to sustainable marketplace percentage increase in customer items markets going through severe opposition.

The take a look at recommends that companies prioritize regular and centered logo conversation campaigns in constructing and reinforcing logo focus in client segments, particularly in virtual media environments. At the equal time, companies need to always spend money on product exceptional improvements, customer support excellence, and post-buy guide mechanisms. Therefore, advertising overall performance size structures must be broadened to encompass logo attention and patron delight metrics further to the conventional monetary primarily based totally metrics, such that, managers may be capable of gauge the fitness of the mediating pathways main from method execution to marketplace proportion outcomes. Future research must check out the function of marketplace opposition depth and client involvement stage as moderators that have an impact on the power of the mediation pathways diagnosed on this look at.

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