Comparative Study of Competitors Lead to Brands Switching in Pakistan: A Case Study of Hyderabad

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Abstract   *This research aims to examine why consumers' brand switching behaviour happened, understand the critical factors behind brand switching in Hyderabad city, and illustrate the variables that significantly affect customer engagement in fashion clothing. Using a questionnaire, a survey was done with a public audience that included both men and females. A total of 199 people completed the survey. The outcome shows that just one independent variable has been validated following the hypothesis. The analysis did not approve the other four variables: brand image, attachment, word of mouth, and environmental effect. The current study proves that comparative advertisement plays a vital role in brand switching.*

Introduction

The world is undergoing unanticipated changes. Knowledge accessibility, globalization of business, cross-border competition, and economic interdependence all seem to influence the market for company success substantially. Pakistan's fashion sector is vital and significantly influences the country's economy. Fashion is a form of self-expression. The fashion industry comprises multidimensional businesses comprising several persons, each contributing to the context of this sector as a whole. Pakistani clothing reflects the country's culture, demography, and regional cultures, as well as its regional and national priorities.

Problem Statement

Companies globally lose fifty per cent of their clients every five years, yet most managers neglect to investigate why (Shukla, 2009). The above Literature shows that in the context of loyalty and satisfaction, the main problem lies in the switching factors of brands, including the latest trends and styles, cheap items, sales and promotions, poor quality or services and inflations, etc. The factors behind consumer brand switching also include negative experiences of consumers due to poor product quality or services (Shujaat et al., 2015). Inflation is a significant factor in brand switching. The Pakistani apparel inflation rate is 9.18 per cent compared to 8.68 per cent, and consumer prices rise by 1 per cent every month.

Research Limitation

The research investigates Inflation's impact on consumers, national brands, and the fashion industry. Due to the target group, the extendibility of this research to international brands and other cities may be limited.

Aim and Objective

This study aims to know about factors of brand switching due to comparative advertisement

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impact on consumers' purchase intention. Consumption behaviours represent the desire to possess certain brands to achieve status and self.

Research Methodology

Research Methodology adopts the mixed method approach to assess the reasons among the local public that at what capacity the comparative advertisement impacts their shopping behaviour and switching brands activity. The research will be done through a Likert scale Questionnaire and interviews.

Data Analysis and Elucidation

The questionnaire was delivered to a youthful generation well-versed in brand recognition. In this survey, we selected young people as respondents since they have a distinct brand perception. A prior study validated the questions included in the questionnaire. The questionnaire is divided into two sections: basic demographic questions and questions about the study's variables. Two hundred replies were counted, with 34.7 per cent male and 65.3 per cent female. Undergraduate students constituted the bulk of replies. To evaluate data, Spss and Excel are used.

Clothing and Fashion

Clothing is a way of expressing how people feel their selves or want to convey about them to others. Moreover, the fashion people adopt in clothing translate the perception and outlook of an individual to other (Hasan et al., 2012). 'Fashion' is characterized by change, irregularity, creativity, and added value (Hourigan et al., 2012). Per (Hasan et al., 2012). Fashion is a habit that dies hard. In the current scenario, everyone is getting brand-oriented and fashion-conscious (Maloney,2015) and is heading toward the latest trend and styles. Consumers are always searching for something new and trendy from previous ones. Some consumers want to follow the directions but are always trying to search better and cheaper, mostly waiting for seasoning sales and promotions.

To look attractive is also a fundamental choice of all customers by choosing the brand according to their needs and demands. In fulfilling these customers' desires, the cost has become an issue due to increasing Inflation in Pakistan and the increase in the price of production. The main reasons for Inflation include growing dollar value, heavy taxation, and high retailer cost of garments to sustain profitability. Due to these fundamental factors, it is very tough to compete with the changing trends of the international market.

The trend is connecting factor in fashion industries that change from time to time, mostly on consumers' fashion choices, that significantly pick through celebrities. Currently, the trend is more influenced by the fashion adopted in western countries. For example, the designers have changed our cultural salwar suit into designer wear by carefully studying the Muslim traditions, successfully merging them into western style to attract consumers.

Choice and Demand

Individual consumption fosters organizational production and creates an ongoing cycle of choiceand demand (Joy et al., 2012). According to (Shirin et al., 2011), the concerning role of immediate availability of information, globalization of business, cross-border competition, andinterdependence of economies profoundly affect the requirement for business success, which primarily depends on the customer's line of choice and demand. Individual consumption fosters organizational production and creates an ongoing cycle of choice and demand (Joy et al., 2012).

Some writers agree that a customer's buying experience does not depend on the brands involved. Derived behaviour combines different needs and moves into the problem of choice. If someone else (multiple users) profits from the item purchased, is used in a specific situation (multiple contexts) or can be used differently (multiple uses), an individual engages in different behaviours. Changes to the alternative problem lead to feasible range changes. Consumer switch brands for their benefit. They may be physical benefits or emotional or social benefits.

Brands Switching

Customers' willingness to switch brands is a crucial indicator of a failing firm. By examining the reasons for switching, industries might learn how to halt their decline and establish prosperous businesses (Shukla, 2009). Consumerism and status-seeking are also precursors in the expressive aspect of fashion apparel, as seen by the desire to acquire specific

labels. To attain prestige and personal satisfaction (O'Cass, 2000). (Veloutsou et al., 2013) describe the brand as "brand are recognized to deliver emotional advantages to the customer that produce the joyful sensation when the consumer uses their product; the customer also purchases the brand to boost their good self-esteem. According to (Murgulets et al., 2001), consumer dissatisfaction is one of the fundamental causes of brand switching. Numerous scholars assert a correlation between client loyalty and satisfaction (Anderson et al., 2000). Loyalty is the purchasing power of the product, without a doubt. The common determinants of customer loyalty are customer satisfaction. There are different reasons and causes behind the lack of satisfactionin a brand as fluctuation, quality of material, embroidery, etc.

Customers Satisfaction

Customer satisfaction is often described as the customer's emotional reaction to a favourable appraisal of the consumption results relative to his or her anticipation (Oh, 1999). According to (Murgulets et al., 2001), consumer dissatisfaction is one of the fundamental causes of brand switching. Numerous scholars assert a correlation between client loyalty and satisfaction (Anderson et al., 2000). Without a doubt, the buying power of a product is its loyalty. Client happiness is a critical factor in determining customer loyalty. There are several reasons and causes for dissatisfaction with a brand, including price fluctuations, material quality, embroidery, etc. By comparing perceived performance to expectations, consumers make satisfaction assessments and conclude that the product's performance is more important than anticipated (Shukla, 2009).

On the other hand, internal and external variables influence customers' brand-switching behaviour (Mazursky et al., 1987) since internal factors dictate how the organization advances as a self-contained organizational unit and reacts to the external environment. External influences are elements that are outside the control of the organization. According to the research on apparel goods, the internal elements influencing brand switching include brand loyalty, perceived risk, satisfaction, and variety (Michaelidou et al., 2009). Negative customer experiences resulting from inferior product quality or services can contribute to brand switching (Shujaat et al., 2015).

Comparative Advertisement

Near promoting is characterized by Bagwell (2003) as publicizing that contrasts elective brands on unbiasedly quantifiable attributes or valuing and recognizes the elective brand by name, picture, or other distinctive data. As indicated by Bonera (2007), the utilization of correlation publicizing by organizations has been driven by two arrangements of elements: first, questioned viewpoints on its simple application and use to the firm, and second, client discernments. Involving a contender's name in relative promoting to exhibit why the opposition is the second rate might raise legitimate issues and make contenders casualties.

Comparative advertising reveals how marketers can use ads to compare and contrast their products and services with those of a competitor company to further their competition and win over customers. Explicit comparative ads will have a more excellent memory recall than indirect and non-comparative ads." Bonera (2007) defines comparative advertisement as " one in which the advertised brand and its characteristics are compared with those of the competing brands." This form of comparative advertising can become an ' advertisement war ' in which one advertiser responds to a competitor's implied or direct attack through this comparative advertising on consumers' recall and, eventually, purchase intention. According to Sundar, Narayan, Obregon, and Uppal (1998), there are two aspects of memory: Recall and Recall. The recall includes all memory substructures, while recall is a "less intensive" use of memory structures. Lavidge and Steiner (1961) describe that the ultimate function of advertising is to help product sales. Advertising is not always meant to influence immediate sales. This suggests that using the revenue to measure the effectiveness of the ads would be an incomplete criterion. Consequently, the effects of advertising are "long-term" and can not necessarily be seen immediately. Comparative advertising is one of those ways of publicity.

Comparative Advertisement in Pakistan Context

The Social issues of the current environment in Pakistan have limited the customers to buy their desirable items with the intention that could not change their decisions. Consumers choose brands and products due to environmental and

societal trends, followed by prevailing media advertisements. The brand images are the end product, followed by the comparative advertisements. One research from Sahiwal, Pakistan, shows that brand image has no positive connection with purchasing choices, brand attachment has a moderately positive correlation, and environmental impact has no helpful link (Saeed et al., 2011). Despite this, research done in Karachi, Pakistan, a city with more excellent socio-economic elements, revealed that women had a high degree of engagement in fashion apparel, buying decisions, and national and international brands. A good association exists between self-concept and customer engagement in fashion clothes and purchase choices (Khakhan et al., 2015).

The textile industry is also one of Pakistan's largest industries and plays a significant role in the national economy regarding export and employment (Siegmann, 2005). Sixty per cent of textile export is dependent upon the textile industry but is facing a significant decline in its growth; because of the global recession and other internal issues of purchasing decisions (Khan et al., 2010). Due to high taxation and other factors, the textile industry's cost increases affect customer buying power. The textile industry is full of branded and non-branded competitors. Some of the notable Pakistani clothing companies and brands are Almirah,Beech Tree, So Kamal, Sapphire, Unbeatable, Maria B., Cross– Stitch, Generation, Thread and Motif, Taana Baana, Rang Ja, Charizma, Satrangi, Warda, Lime Light, Ethnic, Kayseria, Sana Safinaz, Asim Jofa, Gul Ahmed, Chinyere, Al-Karam studio, Khaadi, Bareeze, HSY Studio, ChenOne, Gul Ahmed, Junaid Jamshed, Nishat Linen (www. brandedgirls.com) with more and more emerging competitors.

In Pakistan, Comparative advertisements are the dominant and leading weapon in all marketing tools due to their positive image on customers purchasing decisions and effective communication that is found the effective strategy for the promotion of other's products. The Literature shows that people in Pakistan are so conscious about purchasing decisions regarding branded products that have a significant favourable influence on customer buying behaviour and comparative advertisements, especially in the case of teenagers who play dramatic roles in influencing buying behaviours (Malik et al., 2013).
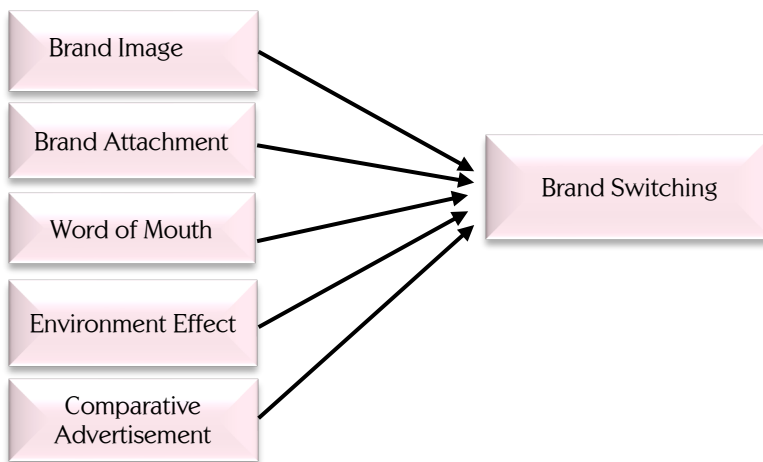
Independent Variable/Dependent Variable

Figure 1: Table of Brands Choice

Results and Discussions

A structured questionnaire will be distributed to the local people from Hyderabad's central city, Qasimabad city, and Latifabad City. The main reason for selecting these people is the variety of socio-economic status of people living in these areas. We go on local midtier brands in Hyderabad City.

Interviews will be done through Brand dealers to know the challenges in maintaining

long-term customer relationships due to fluctuating market rates and increased Inflation.

Findings and Interpretation of the Results

Pearson correlation analysis is used to assess the relationship among the variables proposed in the study. The results of the correlation analysis of the current study are as below;

Table 1. Correlations

		Brand Image	Brand Attachment	word of mouth	Environment EffecT	Comparative Advertisement	Brands Witching
Brand Imagee	Pearson Correlation	1	.380**	.282**	.366**	.393**	.133
	Sig. (2-tailed)		.000	.000	.000	.000	.060
	N	199	199	199	199	199	199
Brand Attachment	Pearson Correlation	.380**	1	.207**	.341**	.450**	.162*
	Sig. (2-tailed)	.000		.003	.000	.000	.022
	N	199	199	199	199	199	199
Word Of mouth	Pearson Correlation	.282**	.207**	1	.580**	.423**	.302**
	Sig. (2-tailed)	.000	.003		.000	.000	.000
	N	199	199	199	199	199	199
Environment effect	Pearson Correlation	.366**	.341**	.580**	1	.446**	.264**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	199	199	199	199	199	199
Comparative advertisement	Pearson Correlation	.393**	.450**	.423**	.446**	1	.373**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	199	199	199	199	199	199
Brand Switching	Pearson Correlation	.133	.162*	.302**	.264**	.373**	1
	Sig. (2-tailed)	.060	.022	.000	.000	.000	
	N	199	199	199	199	199	199

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Pearson correlation reveals an insignificant relationship between a brand image with brand switching behaviour while the significant relationship of brand attachment, word of mouth, environment effect, and comparative advertisement with brand switching behaviour upon using 199 Respondents. Since brand image has an insignificant association with brand switching behaviour, the strength of the association will be neglected. However, an association between brand image and brand switch is weak (i.e., sig = 0.060). In contrast, an association of brand attachment, word of mouth, environment effect, and comparative advertisement with brand switching behaviour are moderate, neither solid nor weak (i.e., sig = 0.022, 0.000, 0.000, and 0.000, respectively).

By applying linear regression to the data collected, we have got multiple results by which we can identify the findings of this research thesis. The first result was table 4.1, which is a model summary.

In order to examine the association between various factors, linear regression was used for the acquired data from the intended respondents. Linear regression helps investigate the relationship among multiple variables, delivering multiple tables from identified outcomes. The first table in the result is the model summary, expressed below

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	td.The error in theEstimate
1	.410[a]	.168	.147	.511

Predictors: (Constant), comparative advertisement, brand image, Word of mouth, brand attachment, environment effect

Dependent Variable

Brand Switching

The model summary expressed the status of the relationship among dependent and independent variables. In the current study, the dependent variable is brand switching, while independent variables are comparative advertisement, brand image, word of mouth, brand attachment, and environmental effect.

In the model summary, R indicates the strength/weakness of the link between dependent and independent variables, and its value ranges from 0 to 1. In the current result, relationship status was found to be moderate, neither strong nor weak, but a moderate relationship (i.e., R = 0.41). Adjusted R Square is 0.147 or 14.7, which is the variation increased in brand switching from comparative advertisement, brand image, word of mouth, brand attachment, and environmental effect.

Table 3. ANOVA[b]

Model		Sum ofSquares	df	Mean Square	F	Sig.
	Regression	10.193	5	2.039	7.799	.000[a]
1	Residual	50.447	193	.261		
	Total	60.640	198			

Predictors: (Constant), comparative advertisement, brand image, Word of mouth, brand attachment, environment effect

Dependent Variable

Brand Switching

The model is adequate and fit, as observed under sig (i.e., sig = 0.000) in ANNOVA table.

Table 4. Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.825	.195		9.374	.000		
Brand Image	-.043	.067	-.048	-.642	.522	.761	1.314
Brand Attachment	-.007	.064	-.009	-.112	.911	.732	1.367
Word of Mouth	.152	.081	.155	1.863	.064	.625	1.600
1 Environment Effect	.052	.076	.059	.688	.492	.579	1.726
Comparative Advertisement	.256	.069	.304	3.707	.000	.641	1.561

Dependent Variable

Brandm Switching

Only one independent variable has been proved acceptable under the assumption of the coefficient table. It can be seen in under sig value that comparative advertisement has a sig value of 0.000 which means the particular variable has a positive and significant relationship with its correspondent dependent variable (brand switching). Secondly, the t value of comparative advertisement also proves its acceptability as it is more significant than 2 (i.e., t = 3.707). However, competitive advertising influences brand switching by 25.6% (dependent variable).

However, the linear regression analysis rejected

the other four variables (brand image, brand attachment, word-of-mouth, and environment impact) since their sig values were more than 0.05 and their t values were less than 2. Therefore, the modification shown in the coefficient table under unstandardized coefficient B will not be effective. Tolerance and VIF indicate no multicollinearity between competitive advertising, brand image, attachment, word-of-mouth, and environmental influence.

Table 5. Hypothesis Assessment Summary

	Hypotheses	Beta	t Value	Sig Value	EmpiricalConclusion
H1	Brand image by competitors leads to brand switching.	-0.243	-0.642	0.522	Rejected
H2	Brand attachment by competitors leads to brand switching.	-0.007	-0.112	0.911	Rejected
H3	Word of mouth by competitors leads to brand switching.	0.152	1.863	0.064	Rejected
H4	Environment effect by competitor leads to brand switching.	0.052	0.688	0.492	Rejected
H5	Comparative advertisement by competitor leads to brand switching.	0.256	3.707	0.000	Accepted

Conclusion

This study aims to investigate the brand switching behaviour of the people living in Hyderabad city of Sindh and to determine the factors affecting brand switching behaviour. The explanatory study was focused on the fashion industry of Pakistan, and it conducted survey research in the targeted market segment. It was a personal survey that requires a person-to-person visit with the respondents. The survey was directed through the use of a survey questionnaire divided into three sections; i.e. demographical information, influencing factors on shopping, and brand switching behaviour.

The study delivered the results very close to reality, and expectations, as well as parallel to the literature. The study clearly revealed the influence of different proposed factors on customer brand switching behaviour in Hyderabad city of Sindh. The results are quite similar to the literature available in the context of brand switching behavioural analysis. However, the study contributed to the literature effectively and provided the results ensuring the accuracy of the results of other studies available in the literature. In general, the current study contributes to the main areas of the knowledge related to buying behaviour and buying decision process; i.e. proved the influence of contextual factors on brand switching behaviour and brand loyalty, revealed the positive/negative influence of brand image, brand attachment, word of mouth, environmental effect, and comparative advertisement; and also contributed into the existing knowledge by presenting a theoretical research model explaining the influence of different contextual factors on brand switching behaviour

It is recommended to future researchers that the study can be repeated over time with the same or added/subtracted determinants of brand switching behaviour. As the study was limited to the fashion industry, targeted sample group (sampling city), and sample size, therefore, the study can be applied to other industries with an extended sample size which can possibly enhance the expected results.

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