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Measuring Customer-Based Brand Equity and Brand Competitiveness: An Empirical Study of Minister Brand in Bangladesh

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Abstract

This study investigates customer perceptions of brand competitiveness of the Minister brand in Bangladesh. It examines the influence of perceived quality, brand awareness, brand association, brand affection, and brand loyalty on the brand competitiveness of Minister. In this study, 500 self-administered survey questionnaires were distributed to customers of Minister in Bangladesh of which 348 useful responses were returned for a 69.6% valid response rate. The research data were analysed based on reliability analysis, exploratory factor analysis (EFA) and regression analysis using SPSS-23 version software. The research findings indicate that brand awareness, brand association, brand affection and brand loyalty have a significant relationship with brand competitiveness, whereas perceived quality has an insignificant impact on brand competitiveness. These research findings are expected to provide guidelines for enhancing the level of brand equity and brand competitiveness in Minister and other electronic companies.

Keywords: Brand Equity, Brand Competitiveness, Minister Brand, Bangladesh

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Introduction

The success of a company and business enterprise often depends on its marketing ability. Marketing is a core function for a company as well as business enterprise. It is a process that engages the expectation and satisfaction of customer needs where there is mutual

benefit. A major component of the marketing process is insightful and creative marketing strategies and plans that control marketing activities (Kotler, 2006). Developing the right marketing strategy over time often involves a blend of discipline, flexibility and innovation that companies and business enterprises in order to achieve a competitive advantage. Enhancing competitiveness requires concrete marketing knowledge with experience and accuracy in marketing decision-making. A company's positioning and the positioning of its products depend on the formulation and implementation of an intelligent and constructive marketing strategy that needs to be applied across the overall business strategy (Aaker, 1991). The marketing environment is dynamic. These important changes have resulted in a renewed effort by marketing academics and practitioners to understand and serve the needs of customers. These renewed efforts have resulted in the improvement of several orientations to marketing such as production, product, selling, marketing and societal marketing orientations (Kotler, 2003). According to Keller (2003), "brand competitiveness is the differential effect that brand knowledge has on consumer response to the marketing of the brand". Therefore, it is important for the brand to provide value to customers in order for it to have a high equity level. This is because the power of a brand is determined by what customers gain from it over time. It also includes what they have felt, seen, or heard about the brand (Keller, 2003).

Strong brand competitiveness is significantly correlated with revenues for business items. To succeed in today's challenging and competitive environment, successful marketing requires stability, creativity, innovation and knowledge with experience (Lamb, 2008). Branding has appeared as a more current orientation that provides marketers with that stability of creativity, innovation and knowledge with experience. Branding has emerged as a primary tool used to differentiate a company's products from those of rivals. Branding, according to Lamb et al. (2008) has three main purposes: product identification and differentiation (brand), repeat sales (loyalty) and product development by considering customers level of expectation. Companies in the last decade have recognised the significance of branding on these three levels and have uncovered the advantages of retaining customers rather than looking for new ones. In this regard, companies and business enterprises have recognised the significance of competitiveness (Lamb, 2008).

This study investigates the customer perceptions of the brand competitiveness of Minister in Bangladesh. It examines the influence of perceived quality, brand awareness, brand association, brand affection, and brand loyalty on the brand competitiveness of Minister. Minister is owned by Minister Hi-Tech Park Limited and is one of the fastest growing electronic companies in Bangladesh. This company produces many electrical items such as LED & internet TV, refrigerator, AC, fan, iron, rice cooker, induction Chula, gas burner, toaster, blender, washing machine, sandwich maker, micro oven, fry pan, crockery and so on. It believes that as a local brand it can reach the heart of the common people. Thus, Minister is always ready to embrace the latest technology to produce high-quality products at reasonable costs.

Literature Review

The Concept of Brand Competitiveness

The competitiveness of a firm reflects its capability to capture the market using innovative marketing ideas through its business relationships (Webster, 1988). The capability of a partner in a business relationship to successfully address opportunities depends upon its ability to contribute to the competitiveness of the partnership (Day, 1994; Ernst, 2000). According to Anderson (1995), a brand-reseller relationship builds the competitiveness of

both parties based on a mutual understanding about each other's competency to actualise resources and their market sensing and value creation capabilities. Sharma and Sheth (1997) revealed that the desire for companies to become competitive pushes them to shift their transaction-oriented philosophy to relational oriented values. Sharma and Sheth (1997) anticipated that the power of buyers in a competitive market could reduce the number of suppliers in the market, and the buyer's decision to make investments in branded products of the supplier link to the suppliers' innovativeness in providing support to its resellers.

Brands play a role in providing strategic direction through the use of high-tech processes or advanced training programs that will be likely to contribute to the strength of the local resellers to think innovatively when they encounter business opportunities (O'Donnell & Blumentritt, 1999). The identification of sales opportunities available in a competitive market by the reseller and utilisation of the brand's resources for ensuring the successful supply of the products of the brand requires an innovative approach to marketing by the reseller (Hunt & Morgan, 1996). The establishment of the credibility of an innovative firm positions the reseller in a competitive position in the marketplace and encourages competing brands to seek an association with the reseller (Webster, 1988). Having the capability to serve a larger customer base builds the competitiveness of the reseller and increases the attention that the reseller receives from brands offering competing or complementary products (Hunt & Morgan, 1996; Kumar, Stern, & Achrol, 1992). The higher the competitiveness of a brand, the higher the brand's capability to adopt innovative marketing initiatives in a competitive marketplace. The higher the capability of a brand to adopt innovative marketing initiatives, the higher its competitiveness in a competitive marketplace.

In markets with high potential for growth, the profit margins in distributing a product are low (Debo, Toktay, & Van Wassenhove, 2005). Therefore, distributors simultaneously provide their services to multiple suppliers and support many brands (Rosenbröijer, 2001). As a result, brands operating in growth markets through distributors face competition in capturing the reseller's share of revenue (Holm, Kumar, & Rohde, 2012). Suppliers aiming to establish their brands in a competitive market bypass distributors and associate with those resellers who have local native knowledge (Doherty, 1999).

Conceptual Framework and Hypotheses

The present study discusses the relationships between brand competitiveness and five dimensions of brand equity, namely perceived quality, brand awareness, brand associations, brand affection and brand loyalty (see Figure 1). These relationships of brand competitiveness and brand equity are conceptualised in accordance with Aaker (1991) and Keller (2003) and Ernst (2000) as discussed below.

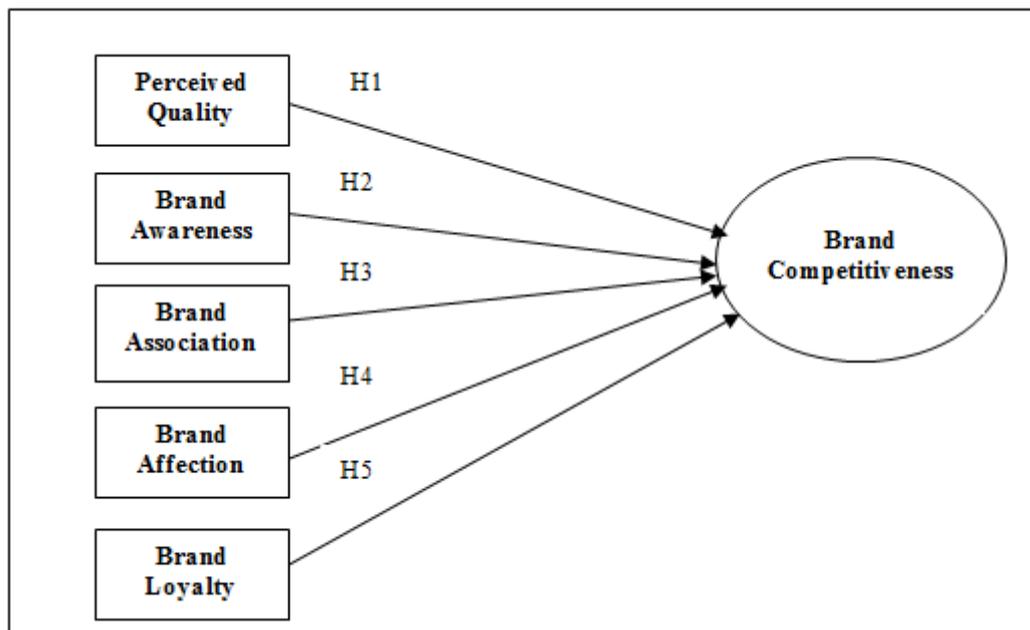


Figure 1: Conceptual framework of brand competitiveness

Perceived Quality

Zeithaml (1988) defined perceived quality as the customer's judgement regarding a product/service's overall excellence or superiority which differs from the objective of quality. This objective of quality refers to the measurable, technical and verifiable nature of products/services processes that controls the quality of product/service. However, high objective quality product/service does not necessarily contribute to brand equity (Anselmsson et al. 2007). Perceived quality explains a considerable portion of the variance in the price premium which influences the customers' willingness to pay for a brand (Sethuraman and Cole, 1997). Perceived quality of a product/service is central to the theory that adds value to customers' purchase evaluations (Sierra et al., 2017).

According to Aaker (1996), perceived quality provides a surrogate variable for other more specific elements of brand equity. Perceived quality also has an important attribute of being applicable across product classes. It can be measured with scales such as in comparison to an alternative brand. Aaker (1991) stated that perceived quality lends value to a brand in several ways. High quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension (Abbey et al., 2017). Thus, the following hypothesis is posited:

H1: Perceived quality has a positive impact on brand competitiveness.

Brand Awareness

Brand awareness refers to knowledge of a brand. According to Malik et al. (2013) brand awareness is the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services. Brand awareness is consciousness about the firm to the consumer. It enhances the potential customer's ability to associate with a certain company's product or service (Langaro et al., 2018). Brand awareness is best spread through both inbound and outbound marketing strategies. It also refers to the extent to

which customers can recall or recognise a brand. Brand awareness is the primary consideration in consumer behaviour and strategy development (Molinillo et al., 2017). It also recognises the availability and existence of a company's product or service, and it is important to differentiate similar products or services from competitors. Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue (Romaniuk et al., 2017). In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously (Latif, 2016).

According to Keller (1998 and 2008), brand awareness underlies brand recognition and recall performance. Both components play active roles in building brand image. It creates pressure to increase brand image inside the electronics industry. Brand awareness is the first step by which customers become aware of brands. Organisations within the electronics industry use it to build strong associations in the minds of customers. As a result, brand awareness is the first antecedent of a proposed conceptual framework of brand image for the electronics industry (Latif et al., 2015). It is the quality which consumers associate with the brand. It is also important for the growth of Minister. Through proper brand awareness, Minister can promote its products. Based on the above definition and the suggested relationship of brand awareness in the literature, the following hypothesis is formulated:

H2: Brand awareness has a positive influence on brand competitiveness.

Brand Association

Brand association is anything rooted in the customers' mind about the brand. Brand associations are the attributes consumers associate with a brand. Brand associations are helpful tools for marketers (Kunkel et al., 2017). By using brand associations, marketers differentiate their brands and make a strong position not only in customers' minds but also in competitive marketplaces. According to Aaker (1991), brand associations build and create positive attitudes and feelings towards brands in the mind of customers that enhance brand image. Thus, brand association is the second antecedent of a proposed conceptual framework of brand image (Latif et al., 2014). Brand affection is crucial for companies to increase their competitiveness. People think of a particular brand of a product when they think of a particular activity because they are closely connected (Böger et al., 2017). Most researchers and practitioners agree with the importance of stressing brand image. Aaker (1991), for example, says image creates value in a variety of ways such as by helping consumers to process information, differentiating the brand, generating reasons to buy, giving positive feelings, and providing a basis for extensions.

Brand associations also create value for the firm and its customers by helping to process/retrieve information, differentiate the brand, create positive attitudes or feelings, provide a reason to buy, and provide a basis for extensions (Aaker, 1991). As a result, brand competitiveness occurs when consumers have a high level of awareness and hold strong, favourable, and unique brand associations in their memories (Tong and Hawley, 2009). Based on this, the following hypothesis is posited:

H3: Brand association has a positive effect on brand competitiveness.

Brand Affection

Emotions play a vital role in customer behaviour. In a modern consumer attitude model, emotions create relationships between cognitive evaluations and behavioural intentions (Bagozzi, 1992; Langner et al., 2016). Within the emotional perspective, customers will

increase their affection level about brands (Barlow and Maul, 2000). Moreover, the affection level contributes positively to perceptions (Hemsley-Brown and Alnawas, 2016). In this regard, affection along with perception enhances brand image in the electronics industry (Latif et al., 2014). Researchers have found that brand affection has a positive influence on consumer choice, preferences and intention of purchase, their willingness to pay a premium price for the brand, accept brand extensions and recommend the brand to others (Hutton, 1997; Yoo et al., 2000). With the exception of Hutton (1997), the study of brand affection has focused on grouping all the associations into a single dimension. Thus, this research investigates the relationship between brand affection and brand competitiveness of Minister. The research hypothesises:

H4: Brand affection has a direct relationship with brand competitiveness.

Brand Loyalty

Brand loyalty is at the heart of brand equity. It is a critical component of brand equity (Aaker, 1991). Oliver (1999) defined brand loyalty as “a deeply held commitment to repurchase a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour”. Oliver’s definition emphasises the behavioural dimension of brand loyalty, whereas Rossiter and Percy (1987) argued that brand loyalty is often characterised by a favourable attitude towards a brand and repeated purchases of the same brand over time. Brand loyalty is also conceptualised based on an attitudinal perspective. According to Brexendorf et al. (2009), sustaining brand loyalty is a key challenge in increasingly competitive markets. Brand loyalty generates numerous benefits like erecting barriers to competitors, generating greater sales and revenues, reducing customer acquisition costs, and inhibiting customers’ susceptibility to marketing efforts of competitors (Hariharan et al., 2018). According to Keller (2016), brand loyalty is the central concern of brand equity. Building brand loyalty requires investments in marketing programs that target current and potential consumers. Through marketing programs, brand loyalty can influence the consumers’ mindset and may influence the result in a number of different outcomes, such as brand awareness, brand associations, attitude and behaviour towards the brand (Pappu and Quester, 2016). Loyalty provides fewer reasons for consumers to engage in extended information searches among alternatives regarding a particular brand (Thiele and Mackay, 2001). Solomon (1994) also indicates that purchase decisions based on loyalty may become simplified and even habitual. This supports the assertion that this may be a result of satisfaction with the current brands. Therefore, the following hypothesis of the relationship between brand loyalty and brand equity is proposed:

H5: Brand loyalty has a positive influence on brand competitiveness.

Methodology

The research instruments developed for this study comprise seven sections. The first section pertains to the respondents’ demographic information such as gender, age, marital status, occupation, and income. The second section is based on the perceived quality of Minister which consists of six items. The third section of the questionnaire is brand awareness which consists of five items. The fourth section consists of seven items based on brand associations. The fifth section is brand affection consisting of five items. The sixth section is about brand loyalty consisting of six items, while section seven is brand competitiveness and consists of five items. From sections two to section seven, all items of the questionnaire are measured based on a 5-point Likert scale. These six items were adapted from Aakar (1991), Pappu et al. (2006), Tong and Halwey (2009) and Lee et al.

(2011). In this study, 500 questionnaires were distributed to customers of Minister in Bangladesh. Out of 500 responses, we received 348 for a response rate of 69.60%. The research data were collected from different places in Bangladesh, namely Dhaka, Rajshahi, Khulna, Barisal, Chittagong and Comilla. The survey data were analysed based on reliability analysis, exploratory factor analysis (EFA) and regression analysis using SPSS-23.

Findings

Respondents' Demographic Profile

In this study, male respondents were 300 (86.2%), whereas female respondents numbered only 48 (13.8%). Married respondents were 315 (71.92%), and single respondents were 123 (28.08%). The respondents were of different age groups: below 20 years (3.2%), 21 - 30 years (40.8%), 31 - 40 years (40.2%), 41 - 50 years (13.5%), and above 50 years (2.3%). Married respondents were 266 (76.4%), whereas single respondents were 82 (23.6%). Regarding occupation, 85 (24.4%), 23 (6.6%), 29 (8.3%), 67 (19.3%), 84 (24.1%), and 14 (4%) respondents were self-employed, academicians, government employees, professionals, executives and students respectively. Concerning income, 57 (16.4%), 128 (35.8%), 90 (25.9%), 44 (12.6%), 14 (4.6%), and 13 (3.7%) respondents' income were below Taka 10000, Taka 10000 – Taka 20000, Taka 21000 – Taka 30000, Taka 31000 – Taka 40000, Taka 41000 – Taka 50000 above Taka 50000 respectively (see Table I).

Table I: Respondents Demographic Profile

| Description | Frequency | Percentage |
|---------------------------|-----------|------------|
| Gender | | |
| • Male | 300 | 86.2 |
| • Female | 48 | 13.8 |
| Age Group | | |
| • 20 years or below | 11 | 3.2 |
| • 21 - 30 years | 142 | 40.8 |
| • 31-40 years | 140 | 40.2 |
| • 41 - 50 years | 47 | 13.5 |
| • Above | 8 | 2.3 |
| Marital Status | | |
| • Single | 82 | 23.6 |
| • Married | 266 | 76.4 |
| Occupation | | |
| • Self-employed | 85 | 24.4 |
| • Academician | 23 | 6.6 |
| • Government employee | 29 | 8.3 |
| • Professional | 67 | 19.3 |
| • Executive | 84 | 24.1 |
| • Student | 14 | 4.0 |
| Income | | |
| • Below Taka 10000 | 57 | 16.4 |
| • Taka 10000 - Taka 20000 | 128 | 36.8 |
| • Taka 21000 - Taka 30000 | 90 | 25.9 |
| • Taka 31000 - Taka 40000 | 44 | 12.6 |

| | | |
|---------------------------|----|-----|
| • Taka 41000 - Taka 50000 | 16 | 4.6 |
| • Above Taka 50000 | 13 | 3.7 |

Reliability and Validity

There are four common methods to examine the reliability of the research variables, namely the test-retest method, the split-half method, alternative form method, and internal consistency method known as Cronbach's alpha. Out of these four methods, internal consistency is the most popular for testing the reliability of the research questionnaire (Hair et al., 2010; Cooper and Schindler, 2011). According to Cooper and Schindler (2011, p. 436), "internal consistency is the degree of different items that are homogeneous in measuring the same underlying construct". This method was introduced by Kuder and Richardson in 1937 to measure the internal consistency of the research items using Cronbach's alpha. The present study used Cronbach's alpha to measure the internal consistency of 34 items for perceived quality, brand awareness, brand association, brand affection, brand loyalty and brand competitiveness. The Cronbach's alpha score ranges from 0 to 1, with values close to 1 indicating high consistency. When the value of Cronbach's alpha is greater than 0.7, then the item scales are regarded as reliable (Hair et al., 2010). Table II illustrates the Cronbach's alpha for six dimensions of the research variables. The alpha values ranged from 0.70 to 0.77, exceeding the minimum requirement of 0.70. The overall instruments were deemed reliable for this study.

In addition, this study used 348 usable responses to perform the exploratory factor analysis (EFA) of the research variables. Based on the EFA test, the Kaiser-Meyer-Olkin (KMO) value was 0.934 indicating that research data were suitable for principal component analysis (see Table II). According to Hair et al. (2010), factor analysis can be performed when the results of KMO and Bartlett's Test of Sphericity are significant. The results of KMO and Bartlett's Test of Sphericity of the present study also indicated the appropriateness of factor analysis.

After confirming the appropriateness of the research constructs, principal component analysis (PCA) and the varimax rotation method were used to extract the factors for all 34 items of the research variables. According to Hair et al. (2010) and Sharma (1995), factor loadings of each item must be more than 0.5, and those above 0.6 are considered highly significant for the research construct. Based on the results of the EFA, only 34 items were constructed into six variables (i.e., perceived quality, brand awareness, brand association, brand affection, brand loyalty and brand competitiveness) with 62.48% of the total variance explained. The EFA results also indicated that the minimum of the factor loading of this present study was 0.503, which meets the requirement acceptable for further analysis.

Table II: Reliability and validity of the research variables

| Code | Variables | Factor Loading | Cronbach Alpha |
|--------------------------|--|----------------|----------------|
| <i>Perceived Quality</i> | | | |
| PQ1 | Trust the quality of Minister | 0.545 | 0.750 |
| PQ2 | Minister would be of very good quality | 0.765 | |
| PQ3 | Minister offers products of consistent quality | 0.777 | |
| PQ4 | Minister offers very durable products | 0.782 | |
| PQ5 | Minister offers very reliable products | 0.633 | |
| PQ6 | Minister product offers excellent features | 0.612 | |
| <i>Brand Awareness</i> | | | 0.700 |

| | | | |
|------------------------------|---|-------|-------|
| BA1 | Some characteristics of Minister come to my mind quickly | 0.611 | |
| BA2 | Recognise the Minister quickly among other competing brands | 0.544 | |
| BA3 | Familiar with the Minister | 0.629 | |
| BA4 | Have enough knowledge about the Minister | 0.640 | |
| BA5 | Minister is more popular than competing brands | 0.544 | |
| <i>Brand Association</i> | | | 0.770 |
| BAS1 | Minister has a very unique brand image compared to competing brands | 0.503 | |
| BAS2 | Respect and admire people who buy Minister | 0.749 | |
| BAS3 | It is appropriate to describe the products offered by Minister | 0.766 | |
| BAS4 | Like the brand image of Minister | 0.752 | |
| BAS5 | Quickly recall the log of Minister | 0.782 | |
| BAS6 | Don't have difficulty in imagining Minister in my mind | 0.614 | |
| BAS7 | Minister has very unique brand image | 0.643 | |
| <i>Brand Affection</i> | | | 0.738 |
| BAF1 | Minister fits my personality | 0.623 | |
| BAF2 | Have positive personal feelings on Minister | 0.524 | |
| BAF3 | Will develop a warm feeling towards Minister | 0.639 | |
| BAF4 | Proud to own a product of this brand | 0.720 | |
| BAF5 | In its status and style, this brand matches my personality | 0.544 | |
| <i>Brand Loyalty</i> | | | 0.731 |
| BL1 | Consider myself to be loyal to the Minister | 0.643 | |
| BL2 | Minister would be my first choice | 0.634 | |
| BL3 | When buying athletic shoes, Minister would be my first choice | 0.656 | |
| BL4 | Will keep on buying Minister as long as it satisfy me | 0.721 | |
| BL5 | Willing to buy Minister even if its price is a little higher than competitors | 0.632 | |
| BL6 | Love to recommend Minister to my friends | 0.614 | |
| <i>Brand Competitiveness</i> | | | 0.766 |
| BC1 | Even if another company brand has the same features as the Minister, I would prefer to buy the Minister | 0.654 | |
| BC2 | If there is another brand as good as Minister, I prefer to buy Minister | 0.632 | |
| BC3 | The Minister is more than a product to me | 0.640 | |
| BC4 | If another brand is not different from the Minister in any way, it seems smarter to purchase the Minister | 0.711 | |
| BC5 | I consider this brand of Minister to be a bargain because of the benefits I receive | 0.642 | |

Note: KMO (Kaiser-Meyer-Olkin) = 0.934, Cumulative Variance = 62.48%

Hypotheses Testing

The research hypotheses were tested using multiple regression analysis. In this study, multiple regression analysis was performed to examine the simultaneous effects of several independent variables on a dependent variable that is interval scaled. According to Sekaran (2006), multiple regression can provide information about the model as a whole (all subscales) and the relative contribution of each of the variables that make up the model (individual subscales). Based on the results of multiple regression analysis, the R-squared value for the model is 0.501. Although the empirical data and statistical tests of this study do not provide enough support for the perceived quality to get the significant relationship with brand competitiveness of Minister, the overall analysis coefficients model fit shows that all the five independent variables (perceived quality, brand awareness, brand association, brand affection and brand loyalty) combined represent around 50% of the dependent variable (see Table III). As a result, the model is fit for hypotheses testing using t-value and the p-value of the multiple regression analysis.

Table III: Results of Hypotheses Testing

| Hypothesis | Relationships | β | t-value | p-value | Results |
|------------|---|---------|---------|---------|---------------|
| H1 | Perceived Quality → Brand Competitiveness | -0.033 | -0.637 | 0.525 | Not Supported |
| H2 | Brand Awareness → Brand Competitiveness | 0.116 | 1.964 | 0.050 | Supported |
| H3 | Brand Association → Brand Competitiveness | 0.239 | 4.297 | 0.000 | Supported |
| H4 | Brand Affection → Brand Competitiveness | 0.240 | 3.854 | 0.000 | supported |
| H5 | Brand Loyalty → Brand Competitiveness | 0.269 | 4.763 | 0.000 | supported |

Note: Explained variance (R^2)= 0.501

Table III shows that hypothesis one (H1) is not supported, which means perceived quality has insignificant influence on the brand competitiveness of Minister ($\beta = -0.033$, t-value = -0.637, p-value = 0.525). This finding is in line with Tong and Hawley (2009) who found an insignificant relationship between perceived quality and brand competitiveness in the Chinese sportswear market. As for hypothesis two (H2), the result showed support for brand awareness influencing brand competitiveness ($\beta = 0.116$, t-value = 1.964, p-value = 0.050). This is supported by Huang and Sarigöllü (2012) who indicated brand awareness has a positive impact on brand competitiveness regarding the consumer packaged goods company in the United States.

For hypothesis three (H3) concerning the relationship between the brand association and brand equity, the result shows that there is strong support that brand association has a direct influence on brand competitiveness ($\beta = 0.239$, t-value = 4.297, p-value = 0.000). This is supported by Tong and Hawley (2009). Similarly, hypothesis four (H4) and hypothesis five (H5) indicate that brand affection and brand loyalty have a significant impact on the brand competitiveness of Minister. These findings are supported by Latif et al. (2014) and Tong and Hawley (2009).

Conclusion

Building competitiveness in a competitive market can play an efficient role in the modern marketing environment. It is now widely acknowledged by companies and business enterprises that strong competitiveness will secure a competitive advantage in the marketplace that will increase their overall knowledge, experience and trustworthiness. Recent trends in modern marketing have changed tremendously, and the study of competitiveness is increasingly becoming essential to keep pace with this change. The present study measured the brand competitiveness of Minister and its relationship with perceived quality, brand awareness, brand association, brand affection, and brand loyalty. Based on the research findings, brand awareness, brand association, brand affection, and brand loyalty have significant relationships with brand competitiveness. The reasons could be that Bangladeshi customers are satisfied and familiar with brand attributes, intangible benefits, brand class, user application, customer benefits for using the electronic brand, and the relative price of Minister. However, the research findings indicate that perceived

quality has an insignificant impact on the brand competitiveness of Minister in Bangladesh. This is because Bangladeshi customers may have high expectations from Minister. Perhaps they are looking for high-quality features. To meet the customer expectations of Minister, the company needs to create a unique and favourable brand to provide customers with a reason to buy their products.

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