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Impact of Price Promotion Strategies on Brand Image: A Case of Pathao Marketing Approach

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Abstract

This study examines the impact of price promotion strategies on brand image: A case of Pathao marketing approach. Brand image is the dependent variable. The selected independent variables are advertisement, price deals, brand awareness, brand trust, and service quality. The primary source of data is used to assess the opinions of respondents regarding advertisement, price, brand awareness, brand trust, service quality, and brand image. The study is based on primary data of 125 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of price promotion strategies on brand image: A case of Pathao marketing approach.

The study showed a positive impact of advertisement on brand image. It indicates that better advertisement strategies lead to an increase in the brand image. Similarly, the study showed a positive impact of price on brand image. It indicates that competitive pricing leads to an increase in the brand image. The study also revealed a positive impact of brand awareness on brand image. It indicates that higher the brand awareness, higher would be the brand image. Likewise, the study observed a positive impact of brand trust on brand image. It indicates that higher the brand trust, higher would be the brand image. In addition, the study observed a positive impact of service quality on brand image. It indicates that better service quality leads to an increase in brand image.

Keywords: brand image, advertisement, price, brand awareness, brand trust, service quality, brand image

1. Introduction

Pathao is a transportation technology providing a full range of app-based services including ride-sharing, food delivery, and courier services. It is the biggest and most popular ride-hailing service provider in Kathmandu, it is among the fastest-growing tech startups in Asia, dedicated to developing optimal solutions for daily transportation problems of the public. It was founded in 2015 in the USA and officially started on September 24, 2018, in Kathmandu. Pathao has rapidly expanded its offerings beyond ride-hailing to include food delivery, courier services, and digital payments. Pathao, a major player in transportation and delivery services, has caught attention for its unique marketing tactics, including pricing strategies. By looking at how Pathao's pricing moves influence how people see the brand, this study aims to uncover important insights into how businesses can manage their brand reputation through pricing strategies. Brand image is still the focus of attention of some practitioners and researchers in the field of marketing science because it influences interest and purchasing decisions for a product or service (Hanaysha, 2018). Brand image is defined as a perception of a brand which is described as a brand association in the memory of consumers (Keller and Swaminathan, 2020). Consumers will recall information about a brand, and this happens in general when consumers participate in decision-making. Several

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pieces of literature have revealed that brand image can be formed and strengthened through several approaches, such as promotion (Agmeka *et al.*, 2019), advertising (Raji *et al.*, 2019), service quality (Wu *et al.*, 2011), and so on. Brand image is reported to be one of the factors that encourage consumers to use a product or service on an ongoing basis (Ramesh *et al.*, 2019). In an empirical study, brand image is reported to have an important role in increasing sales (Gilaninia and Mousavian, 2012).

The brand image includes knowledge, opinions from customers, and non-physical and product characteristics (Soltani, 2016). Brand image is a perception that is built by consumers in their minds through the experience and character of the product that has been seen or felt by consumers, building a positive brand image is very important for a company. Because without a strong image, it is very difficult to attract new consumers as well as to retain consumers who have bought the company's products. Consumers today are becoming more conservative in making decisions in using a service or product, one of which is the consideration of the brand image of the product or service that will be used. Brand image is considered important for every company because it is the overall impression that is formed in people's minds about the company, the country of origin of the product can affect the brand image formed in the minds of consumers. Brand image is a comprehensive assessment of the company by consumers who are believed to influence satisfaction. The company is expected to communicate clearly about how the company fulfills the wants and needs of the customer-oriented market so that it can direct the public in a positive image of the company (Kotler and Keller, 2017). Several previous studies that have been conducted obtained that brand image influences customer satisfaction (Usvela *et al.*, 2019; and Rusandy, 2018). However, other studies were different results where brand image does not affect customer satisfaction (Kurniawati *et al.*, 2019; and Junior *et al.*, 2019). The factors that influence customer satisfaction are product facilities, sales promotions, gifts, company image, convenience, service, and security where these are very poorly implemented in the company. Sales promotion is a direct stimulus aimed at consumers to make a purchase (Tjiptono, 2018). Sales promotion offers an incentive to buy, so that the benefits that producers want to provide can be well received by consumers. Promotions encourage consumers to try new products, thereby increasing sales. Sales promotion is also useful for promoting greater consumer awareness of prices. Several studies found that sales promotions carried out by companies affected customer satisfaction (Suastini and Mandala, 2019).

Abbas *et al.* (2021) investigated the impact of brand image on customer loyalty with the mediating role of customer satisfaction and brand awareness. The study found that the statistics test displays that the image of the brand and customer loyalty is very significant with customer satisfaction and brand awareness, but the brand image is insignificant with brand awareness. The result is analyzed through SPSS software for statistical analysis. In the future study, the major topic is recommended due to the current situation in the world due to the pandemic attack of the COVID-19 impact of any pandemic diseases on customer loyalty. Similarly, Ali *et al.* (2021) investigated the determination of purchase decisions and customer satisfaction: analysis of brand image and service quality (Review Literature of Marketing Management). The study found that service quality affects purchasing decisions, service quality affects consumer satisfaction, brand image affects purchasing decisions, brand image affects consumer satisfaction, and purchasing decisions affect consumer satisfaction. Likewise, Diputra *et al.* (2021) investigated the influence of product quality, brand image,

and brand trust on customer satisfaction and loyalty. The study found that product quality has a positive and significant effect on brand image, brand trust and customer satisfaction, brand image, and brand trust have a positive and significant effect on satisfaction. Satisfaction has a positive and significant effect on customer loyalty. The implications of the results of this study indicate that product quality is found to be the main factor in increasing customer satisfaction it leads to a sense of customer loyalty. This shows that the better the product quality, the higher the loyalty of customers to buy and use Samsung brand smartphones in Denpasar City. Likewise, Lin *et al.* (2021) investigated the effect of social mission on service quality and brand image. The study found that the social mission improves the service quality and brand image. Moreover, the social mission of a social enterprise is an important issue in terms of encouraging consumers to feel concerned. Finally, service quality is a moderating factor for a social mission regarding brand image. The outcomes of this study could help a social enterprise's managers better understand the relationships among the social mission, service quality, and brand image. Similarly, Dam *et al.* (2021) analyzed the relationships between service quality, brand image, customer satisfaction, and customer loyalty. The study found that service quality positively affects the brand image, customer satisfaction, and customer loyalty. Likewise, the results also confirmed brand image had a positive impact on customer satisfaction and customer loyalty. Moreover, the outcomes also disclosed that customer satisfaction had a positive relationship with customer loyalty.

Khoshtaria *et al.* (2020) explored the impact of brand equity dimensions on university reputation: an empirical study of Georgian higher education. The study found that university brand equity dimensions fall into two types, core and supportive. Similarly, Kataria and Saini (2020) examined the mediating impact of customer satisfaction in relation to brand equity and brand loyalty: An empirical synthesis and re-examination. The study found that for the oral care segment, customer satisfaction is significantly related to the perceived quality, brand trust, perceived value of cost, and lifestyle congruence. Moreover, customer satisfaction partially mediates the relationship between perceived quality and perceived value of cost with brand loyalty, whereas it fully mediates the relationship of lifestyle congruence and brand trust with brand loyalty. Likewise, Mbete and Tanamal (2020) investigated the effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decisions on shop online purchase. The study found that the ease and brand image have a positive and significant impact on purchase decisions online in the marketplace Shoppe. While the quality of service, price, trust and information quality have no significant effect on purchasing decisions online in the marketplace Shoppe.

Hien *et al.* (2020) analyzed the effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. The study found that the country-of-origin image has a positive effect on brand image, brand evaluation, and purchase intention. Brand image and brand evaluation also have a positive effect on purchase intentions. In addition, the study indicated that both brand image and brand evaluation played mediating roles in the relationships between country-of-origin image and purchase intention. Similarly, Graciola *et al.* (2020) examined the mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarket retail stores. The study found that store image positively impacted customer purchase intentions and the mediators, perceived value and brand awareness. Likewise, El-Said (2020) analyzed the impact of online reviews on hotel booking intention: The moderating role of brand image,

star category, and price. The study found that reviews with positive valence do not affect booking intention, while reviews with negative valence have a strong impact. Further, Mao *et al.* (2020) investigated the effect of easiness, service quality, price, trust in the quality of information, and brand image of consumer purchase decisions on shop online purchases. The study indicated that flow experience, brand image, brand communication, brand personality, and brand identity all directly or indirectly explain purchase intention.

In the context of Nepal, Shrestha *et al.* (2018) analyzed the impacts of brands on consumer decision making: A case study of beer brands in Nepal. The study found a positive and significant relationship between brand awareness, perceived quality, and brand association, and consumer purchase decision. A brand, therefore, is any name, term, word, symbol, or other distinctive aspect of a company that identifies its goods and sets them apart from those of other companies (Rai *et al.*, 2023).

The above discussion shows that empirical evidences vary greatly across the studies on the impact of price promotion strategies on brand image of Pathao marketing approach. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the impact of price promotion strategies on brand image: A case of Pathao marketing approach. Specifically, it examines the relationship of advertisement, price, brand awareness, brand trust, and service quality with brand image of Pathao.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 125 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on advertisement, price, brand awareness, brand trust, service quality, and brand image. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that brand image depends upon price promotion strategies. The dependent variable selected for the study is brand image. Similarly, the selected independent variables are advertisement, price, brand awareness, brand trust, and service quality. Therefore, the model takes the following form:

Brand image = f (advertisement, price, brand awareness, brand trust, and service quality).

More specifically,

$$BI = \beta_0 + \beta_1A + \beta_2P + \beta_3BA + \beta_4BT + \beta_5SQ + e$$

Where,

BI = Brand image

A = Advertisement

P= Price

BA = Brand Awareness

BT= Brand Trust

SQ = Service Quality

Brand image was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items including “Whenever I hear the word Pathao in regular conversation, ride-sharing app comes into my mind”, “I can quickly recall the symbol or logo of Pathao” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.925$).

Advertisements were measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items including “I think advertising of Pathao is, in general, very good”, “The ads campaigns for Pathao seem very expensive, compared to campaigns for competing brands” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.863$).

Price was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I think Quest deals are, in general, very good”, “Pathao frequently offers Special deals” and so on. The reliability of es the items was measured by computing Cronbach’s alpha ($\alpha = 0.908$).

Brand awareness was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I know what Pathao works”, “I can recognize Pathao among other competing brands” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.888$).

Brand Trust was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I believe that Pathao will not try to cheat me”, “The Companies actions are consistent with their words” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.907$).

Service quality was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “Service received from Pathao is very prompt”, “Pathao employees are very efficient at solving all sorts of problems” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.901$).

The following section describes the independent variables used in this study along

with the hypothesis formulation.

Advertisement

Tjiptono (2019) stated that promotion is one of the factors that determine the success of a product, no matter how good the product is, if it is not marketed with the proper promotion, consumers will not be sure that the product is helpful for them, which in the end the promotion can be to provide information, directly and indirectly. Raji *et al.* (2019) found that advertising messages influence consumer perceptions of brands and act as a driver of purchase intention. Similarly, Amin and Bashir (2014) found that the consumer perception on an ad is one of any other determining factors in a purchase decision. Further, Abbas *et al.* (2021) found that advertisement has a positive impact on brand image. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between advertisement and brand image.

Price

Price is the amount of money charged to a product or service (Kotler, 2011). Sumarwan (2014) stated that price is an amount of money that is worth spending on many goods or services. Price perception has a positive impact on brand image (Salsabila *et al.*, 2022). Similarly, Pratama and Santoso (2018) found that there is a positive and significant effect of price on brand image. Likewise, Schiffman and Kanuk (2007) stated that there is a positive relationship between price and brand image. Likewise, Schiffman and Kanuk (2007) stated that there is a positive relationship between price and brand image. Similarly, Villarejo-Ramos and Sanchez-Franco (2005) found that there is no relationship between price and brand image. Further, Arti *et al.* (2021) concluded that price has a significant and positive impact on brand image. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between price and brand image.

Brand awareness

Brand awareness is the ability of potential buyers to recognize and recall brands as a member of a certain product category (Aaker, 1991). Zia *et al.* (2021) found that brand awareness has a positive and significant impact on brand image. Similarly, Chung *et al.* (2013) stated that brand awareness has a significant impact on brand image. Likewise, Iranzadeh (2012) found that brand awareness has a direct impact on brand image. Further, Lowry *et al.* (2008) concluded that brand awareness has a positive influence on brand image. In addition, Cho (2011) found that brand awareness has a positive impact on brand image. Moreover, Sharifi, (2014) argued that brand awareness helps in creating cognitive thinking of the brand and has an indirect impact on customer purchase intention in the presence of the brand image. Similarly, Shah *et al.* (2012) found that brand awareness has a positive impact on brand image. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between brand awareness and brand image.

Brand trust

Brand trust as the consumer's willingness to rely on the ability of the brand to perform its stated function. Esch *et al.* (2006) found a positive relationship between brand

trust and brand image. Similarly, Lehu (2001) revealed that brand trust is a leading cause of high levels of brand image. Likewise, Ming *et al.* (2011) stated that brand trust has a positive impact on brand image. Further, Alhaddad (2015) found that brand trust has a positive impact on brand image. In addition, Hapsoro (2018) found that brand trust has a positive impact on brand image. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between brand trust and brand image.

Service quality

Pratama *et al.* (2021) found that service quality has a significant impact on brand image. Likewise, Alnsour *et al.* (2014) revealed that brand image is positively and significantly impacted by the service quality aspects of responsiveness, reliability, empathy, and assurance. Further, Lai *et al.* (2009) found that service quality has a positive impact on brand image. In addition, Rachmawati (2002) showed a positive relationship between service quality and brand image. Likewise, Surpto (2020) revealed that service quality has a significant positive impact on brand image. Moreover, Saleem (2014) found that service quality has a direct and significant impact on brand image. Likewise, Wahyuni and Ghazali (2019) found that there is a positive relationship between service quality and customer satisfaction. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between service quality and brand image.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau correlation coefficients between the dependent variable and independent variables. The correlation coefficients are based on 125 observations. The dependent variable is BI (Brand image). The independent variables are A (Advertisement), P (Price), BA (Brand awareness), BT (Brand trust), and SQ (Service quality).

Variables	Mean	S.D.	BI	A	P	BA	BT	SQ
BI	3.948	0.799	1					
A	3.830	0.752	0.517**	1				
P	3.633	0.878	0.478**	0.571**	1			
BA	3.964	0.750	0.653**	0.500**	0.462**	1		
BT	3.851	0.807	0.623**	0.573**	0.605**	0.568**	1	
SQ	3.816	0.826	0.682**	0.548**	0.649**	0.605**	0.805**	1

Notes: The asterisk signs (**) and (*) indicate that the result are significant at one percent and five percent levels respectively.

Table 1 shows that advertisement is positively correlated with brand image. It indicates that better advertisement strategies lead to an increase in the brand image. Similarly,

price is positively correlated to brand image. It indicates that competitive pricing leads to an increase in the brand image. Likewise, brand awareness is positively correlated to brand image. It indicates that higher the brand awareness, higher would be the brand image. Further, brand trust is also positively correlated to brand image. It indicates that higher the brand trust, higher would be the brand image. In addition, service quality is positively correlated to brand image. It indicates that better service quality leads to an increase in brand image.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of advertisement, price, brand awareness, brand trust, and service quality on brand image.

Table 2

Estimated regression results of advertisement, price, brand awareness, brand trust, and service quality on brand image

The results are based on 125 observations using linear regression model. The model is $BI = \beta_0 + \beta_1 A + \beta_2 P + \beta_3 BA + \beta_4 BT + \beta_5 SQ + e$ where the dependent variable is BI (Brand image). The independent variables are A (Advertisement), P (Price), BA (Brand awareness), BT (Brand trust), and SQ (Service quality).

Model	Intercept	Regression coefficients of					Adj. R _{bar} ²	SEE	F-value
		A	P	BA	BT	SQ			
1	0.861 (3.532)**	0.546 (5.763)**					0.572	0.523	166.437
2	1.589 (7.398)**		0.649 (11.300)**				0.505	0.562	127.691
3	0.518 (2.286)*			0.865 (15.421)**			0.656	0.468	237.808
4	0.929 (4.333)**				0.784 (14.383)**		0.624	0.490	206.880
5	0.863 (4.608)**					0.809 (16.861)**	0.689	0.441	284.303
6	0.863 (3.492)**	0.546 (5.763)**	0.286 (3.526)**				0.608	0.500	97.172
7	0.316 (1.455)	0.162 (1.502)	0.212 (2.072)*	0.566 (6.431)**			0.705	0.433	99.998
8	0.271 (1.280)	0.075 (0.721)	0.086 (1.042)	0.491 (5.467)**	0.294 (2.774)**		0.721	0.422	81.672
9	0.276 (1.402)	0.276 (1.402)	0.060 (0.771)	0.376 (4.297)**	0.294 (2.774)**	0.294 (2.774)**	0.758	0.390	78.832

Notes:

- Figures in parenthesis are t-values.
- The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- Brand Image is dependent variable.

Table 2 show that the beta coefficients for advertisement are positive with brand image. It indicates that advertisement has a positive impact on brand image. This finding is consistent with the findings of Raji *et al.* (2019). Similarly, the beta coefficients for price are positive with brand image. It indicates that price has a positive impact on brand image. This finding is consistent with the findings of Schiffman and Kanuk (2007). Likewise, the beta coefficients for brand awareness are positive with brand image. It indicates that brand awareness has a positive impact on brand image. This finding is consistent with the findings

of Iranzadeh (2012). Further, the beta coefficients for brand trust are positive with brand image. It indicates that brand trust has a positive impact on brand image. This finding is consistent with the findings of Lehu (2001). In addition, the beta coefficients for service quality are positive with brand image. It indicates that service quality has a positive impact on brand image. This finding is similar to the findings of Alnsour *et al.* (2014).

4. Summary and conclusion

Pathao is a transportation technology providing a full range of app-based services including ride-sharing, food delivery, and courier services. It is the biggest and most popular ride-hailing service provider in Kathmandu, it is among the fastest-growing tech startups in Asia, dedicated to developing optimal solutions for daily transportation problems of the public. It was founded in 2015 in the USA and officially started on September 24, 2018, in Kathmandu. Pathao has rapidly expanded its offerings beyond ride-hailing to include food delivery, courier services, and digital payments. Pathao, a major player in transportation and delivery services, has caught attention for its unique marketing tactics, including pricing strategies. By looking at how Pathao's pricing moves influence how people see the brand, this study aims to uncover important insights into how businesses can manage their brand reputation through pricing strategies.

This study attempts to examine the Impact of price promotion strategies on brand image: A case of Pathao marketing approach. The study is based on primary data of 125 respondents.

The major conclusion of the study is that advertisement, price, brand awareness, brand trust, and service quality have a positive impact on brand image. It indicates that higher the advertisement, price, brand awareness, brand trust, and service quality, higher would be the brand image. The study also concludes that brand awareness is the most significant factor followed by service quality that determines the brand image of Pathao.

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