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Impact of Advertising Strategies on Developing Brand Awareness: Role of Cultural Differences

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Abstract

Advertising is the most significant method for increasing brand sales. Thus, this study aimed to assess the effect of advertising methods (repeated exposure, YouTube advertisements, and E-WOM) on brand awareness, with culture as a moderator. The number of study respondents was restaurant patrons. Simple random sampling was used to collect data via questionnaires. 312 questionnaires were returned that were suitable. PLS 3.3.6 served as the SEM analysis tool. (1) repeated exposure has a positive direct effect on brand awareness; (2) YouTube ads have a positive direct effect on brand awareness; (3) E-WOM has a positive direct effect on brand awareness; (4) brand awareness has a positive direct effect on brand awareness; (5) brand awareness has a mediating effect on brand awareness; and (6) culture plays a moderating role. This model can be implemented in additional investigations in the future. This concept is implemented in the restaurant industry, but future research could also be implemented in other service industries.

Keywords: Brand Awareness, Culture, Advertising, Repeated Exposure, PLS

Introduction

In this age of intense competition, buyers have numerous options within a specific industry. Because of severe competition, knowledgeable clients, digitization, individualization, globalization, product parity, and technological advancement, the rivalry has increased dramatically. As a result, it has become exceedingly difficult for businesses to retain their customers, as consumers have a vast array of alternatives (Hamilton, Rust, & Dev, 2017). Businesses must strongly persuade consumers to utilize their products by providing compelling justifications and reasons. Thus, firms must develop novel client acquisition strategies to ensure their success. While the expense of acquiring new consumers is far higher than that of retaining existing ones, it is also vital for businesses to maintain their current clientele. Client retention will have a favorable effect on an organization's revenue while also reducing the expense of acquiring new customers.

Advertising is a vital means of generating client awareness. Consequently, it is one of the essential techniques for attracting the target market's attention. In the current advertising environment, the content and appropriateness of advertising messages are crucially vital. Social

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media is an essential component of advertising. Since 2014, 88 percent of businesses have used social media for advertising. Social media marketing is far less expensive than traditional marketing (Dehghani et al., 2016). It represents barely 5% of the global advertising budget. Social media marketing is an essential method for attracting customers. It is also a significant means of generating client awareness.

Organizations use a variety of social media methods to expand their brands. Social media marketing is one of the most economical ways to increase brand exposure (Khan, Mehmood, & Talat, 2022). YouTube is one of the most successful social media platforms integral to good advertising and customer engagement. YouTube began operations in 2005. This is the Platform that enables users to link, comment, view, and post their preferred videos. It is currently the third most popular website in the world. This website's video recordings span billions of hours. YouTube visitors spend most of their time commenting, sharing, and liking available videos. Also, one-third of the younger generation uses YouTube more often (Jeyalakshmi et al., 2020). People view YouTube material more frequently than cable TV advertisements. YouTube contains a vast amount of insights and data regarding consumption and marketplaces.

The exposure to a product is increased by repeated advertising. Much research has determined that advertising methods' selection and repetition must be based on product category, advertising objectives, format, and brand positioning. Customers have a positive attitude as a result of the increased advertising. In this context, Zhao et al. (2022) observed that frequent advertising benefits consumers' purchasing decisions. Using various social media platforms, organizations can contact customers consistently.

Additionally, they can impact the behavior and attitude of buyers toward a brand's products. With social media, organizations attempt to produce good messages and perceptions. Practitioners and researchers acknowledge the significance of the offline and online word of mouth due to its dependability, credibility, and trustworthiness. The groups utilize a variety of different means to propagate e-WOM. These tools include social networking sites, online shopping sites, chat rooms, online forums, and blogs.

According to several previous studies, consumers are willing to acquire recognizable products. When purchasing a product or utilizing a service, one's thoughts will shift to the brand with which they are familiar. In addition, if customers are pleased with the brand's performance, they will intend to purchase again. Additionally, these clients will promote the products through word-of-mouth. The organization's growth will increase if more people are aware of the product (Shahid, Hussain, & Zafar, 2017). Also, the organization's culture influences the development of its business through various advertising tactics. Culture is an integral component of brand personality. Hence, firms must consider the cultural sensitivities of consumers when advertising their products.

The objectives of this study are to (a) investigate the effect of repeated exposure on brand recognition and (b) investigate the influence of advertising through YouTube commercials on brand recognition. To investigate (c) the influence of social media strategy, i.e., E-WOM, on brand awareness; (d) the effect of brand awareness on repurchase intention; and (e) the moderating function of culture in the relationship between brand awareness and brand loyalty.



Literature review & hypotheses development

Brand awareness

Much research has been undertaken on the influence of brand awareness and its causes. According to researchers, brand awareness is the state in which consumers can recognize a product or service. The extent to which a buyer can recall the brand is known as brand awareness. According to Syahrivar and Ichlas (2018), aided recall is essential for prospective customers to acquire a product. But, once the customer recognizes the goods, the marketing activities will favor its visibility. A customer will purchase a product based on its recall status if the store is stocked with multiple items.

According to experts, brand association frequently influences brand perception. It is the foundation of the consumer decision-making process and encourages customers to make regular or repeat purchases. Academics describe several types of brand association (Ali, 2019). When a brand has high levels of recognition, it can be simpler and less expensive to promote it through marketing and advertising activities, such as traditional marketing efforts and social media marketing tools (Bernarto et al., 2020). Consumers are already familiar with the brand, requiring less work to develop attention.

Repurchase Intention

In the current competitive business environment, it is crucial for firms to preserve consumer repurchase intent and prevent customer switching behavior. This feature will aid in gaining a competitive advantage over other industry participants. According to researchers, the cost of retaining current consumers is significantly less than the cost of gaining new ones. Also, it is considerably more straightforward for businesses to maintain their current clients than to acquire new ones. Thus, creating repurchase intent among clients is significantly easier. According to a study by Rita, Oliveira, and Farisa (2019), repurchase intention is a critical component of behavioral intention. Repurchase intention presents three distinct types of purchases. These include purchases with a long-term commitment, repeat purchases, and trial purchases. Another viewpoint is that forming repurchase intent is difficult and intricate (Xu et al., 2022). As a result, a firm's managers are frequently interested in determining how customers form repurchase intentions.

Several definitions of repurchase intent have been proposed in the literature. In the service sector context, repurchase intention is the individual's decision to repurchase a previously selected service from the same firm, considering their current circumstances and status. From a behavioral standpoint, repurchase intention is defined as the customer's self-reported likelihood of engaging in future repurchase behavior (Balla, Ibrahim, & Ali, 2015).

Brand awareness and Repurchase Intention

Brand awareness is when a client can recall and identify the brand, whereas repurchase intention is when a customer is willing to buy from the same service provider several times. According to scholars, brand awareness is the strength of a brand's presence in the minds of consumers (Ilyas et al., 2020). Brand awareness has a favorable influence on the repurchase intent of customers. Brand awareness creates a reason to purchase the goods in the customer's mind since customers base their decisions on their brand knowledge. However, brand awareness has several low points. These include brand recall and brand awareness. Brand awareness represents the devotion and existence of a brand (Khurram, Qadeer, & Sheeraz,

2018). So, a brand's sales can benefit from high brand awareness.

In contrast, repurchase intention refers to a customer's willingness to purchase the goods or service multiple times. At a particular level, customers intend to repurchase the items or reuse the service, demonstrating their expectations of the firm. Customers pleased with the product or service will reuse or repurchase it. Consequently, a consumer's propensity to repurchase is based on prior experiences. The previous performance demonstrates the product or service's quality and value. Alkhaldeh et al. (2017) noted that if the quality of a product is satisfactory, the client will also engage in repeat purchases.

H1: *Brand awareness significantly affects repurchase intention.*

Electronic Word of Mouth (E-WOM)

Word of mouth is a noncommercial means of disseminating information about a service or product. According to researchers, "Electronic word of mouth is a favorable or negative message made by prospective customers, existing customers, and prior customers about a product or company" (Handi et al., 2018). There are a variety of e-WOM channels, including image-sharing sites, online customer reviews, tweets on Twitter, Facebook posts, and space, among others. Viewing the information via e-WOM aids clients in decreasing the risks associated with unfamiliar purchases, search costs, and other dangers. Due to e-global WOM's accessibility, it is simple for organizations to implement the e-WOM approach. Currently, e-WOM enables the dissemination of knowledge through review sites, social networking sites, newsgroups, blogs, online discussion forums, and electronic bulletin board systems. Sharifpour, Alizadeh, and Mahmodi (2016) also suggested other e-WOM aspects, including exhaustiveness, precision, timelessness, and relevancy.

WOM and Brand awareness

According to researchers, e-WOM is one of the most significant and effective marketing tools because shoppers seek online reviews from existing users of a product or service before making a purchase or using the service. Electronic word of mouth differs from physical word of mouth in that it does not dissipate after the speaker has finished speaking. E-WOM, on the other hand, remains visible until the post is withdrawn. According to Damarwulan (2015), WOM is expanding in the current digital era. Conversely, according to Ismagilova et al. (2017), "the primary consequences of WOM communications are attitude change, brand recognition, and purchase intent."

Consequently, marketers may easily employ various marketing strategies and communication tools to increase brand/service/product awareness. According to researchers' findings, consumers are increasingly using social networking sites to connect with brands and vice versa. According to Raharja and Dewakanya (2020), "social media activities of brands can help to remove preconceptions and misunderstandings about brands and boost brand value by offering an online forum for the exchange of ideas and information."

H2: *E-WOM strategy of social media advertising significantly affects Brand awareness.*

Repeated exposure

Repetition in advertising increases the product's visibility. It also boosts the product's popularity among customers. Researchers have determined in previous studies that product category determines the frequency of advertisement recurrence. Also, it affects the choice of



advertising strategies. Additional elements that impact the selection and repetition of advertisements include advertising objectives, format, and brand positioning (Montoya & Horton, 2020). According to previous research, repeated advertising has a considerable effect on brand purchase intent. By consistently exposing customers to advertising, a favorable attitude is formed.

A similar study by Salameh et al. (2022) concluded that clients develop a favorable attitude toward services or products due to consistent advertising. Thus, marketers can effectively tell clients about their items through increased advertising exposure. This activity will be more effective if these advertisements are promoted frequently. As a result, the indirect likelihood of acquiring the product or utilizing the services increases (Zhao et al., 2022). Thus Frequent exposure to advertising has a profound effect on the purchasing choice.

Repeated exposure and Brand Awareness

Repeated exposure of commercials to buyers is one of the most significant occurrences in advertising. This issue has attracted the interest of several scholars examining the diminishing ROI of advertisements over time. Brand recognition is the ability of customers to ensure exposure at an earlier stage, which aids in brand identification. Hence, brand awareness is generated by customer repetition and exposure, resulting in brand memory. Brand aspects can produce such publicity. These aspects include the packaging, tagline, and brand name. These aspects contribute to the production of many types of advertising. If the brand's post is amusing in the form of studies, images, or videos, it will boost brand recall (Cheung, Pires, & Rosenberger III, 2019). Such aspects are crucial in strengthening client relationships and building brand awareness.

In this context, Zaif (2016) indicates that banner exposure is favourably impacted by banner exposure, with subsequent effects on brand identification and awareness. This repetition created both assisted and unaided recall of the advertising after many exposures. Repetition of advertising through exposure frequency has a substantial effect on brand recognition. Researchers noted that a brand that clients choose without hesitation due to memory in mind has achieved the pinnacle of consumer consciousness and occupies a unique position (Sivaram, Munawar, & Ali, 2019). In other words, the brand leader is the most prominent in consumers' thoughts. When brand awareness is at its highest, brand recall is quite strong.

H3: *Repeated exposure strategy significantly affects Brand awareness.*

YouTube advertising

There are a variety of advertising strategies and marketing strategies that may be used using YouTube advertisements. It may be necessary to invest in advertising to promote the product or service on YouTube. It may also include the formation of partnerships through the use of digital influencers. Brands use text, images, and videos to promote their services and/or products to consumers through YouTube advertisements. YouTube provides a variety of formats for advertising. Non-skippable, skippable, and display formats are among these. According to Tandyonomanu (2018), these forms can be utilized by businesses as a method for product advertising.

Yet, Alalwan (2018) also highlighted that firms could employ these advertising methods to accomplish various marketing objectives. These marketing aims include generating buy intent, molding consumer perception, expanding consumer knowledge, and expanding brand exposure. If a brand can pay for YouTube advertisements and is willing to do so, it can promote its products directly and more swiftly. Companies can efficiently utilize various target

selections, including interest, taste, language, marital status, age, gender, demographic groups, and geographic area (Moutinho, Rodrigues, & Ribeiro, 2022). It allows managers to target a certain target market based on its qualities. The organization saves time and money if these advertisements are relevant to the consumers. So, the likelihood of remembering the advertisements increases.

YouTube ads and Brand awareness

YouTube is an essential advertising tactic, and its effectiveness is clear. Customized commercials can enhance a product's credibility, enjoyment, and information. Consequently, corporations may quickly raise client awareness of their brands (Moutinho et al., 2022). It is difficult for businesses to have clients memorize their items. Also, it is a lengthy process. However, the awareness problem can be resolved if these products are advertised often on YouTube. YouTube aids in the memorization of the product or service. If YouTube advertisements are used appropriately, they will positively affect brand awareness among customers via the ad-skipping capabilities that may be modified. Customers can customize the advertisements they see (Kharisma et al., 2022). These elements are crucial to the advertising process and can potentially affect brand recognition (Dehghani et al., 2016).

H4: *YouTube ads strategy significantly affects Brand awareness.*

Culture as moderator

Culture is an essential component of our life. The beliefs, habits, behaviors, and artifacts that define a group or community are called its culture. The customer's culture comprises symbols, practices, attitudes, and values that determine how the customer interacts with others in the community. In addition to social rituals, clothes, food, music, art, and language, there are numerous ways to express the culture. These cultural characteristics are transferred throughout generations and influence customer behavior (Chen, Wang, & Tang, 2016). In addition, culture is founded on people's convictions regarding their relationships and human behavior. Culture is representative of and exerts power over society. Ergün et al. (2022) have shown that social media is crucial in regulating culture. Social media has created a world where everyone is interconnected.

This is an era of globalization characterized by multicultural communities in which social media is vital in transmitting society. Social media users belong to a distinct culture. Social media critically influences employment, healthcare, and purchasing decisions. Via social networking, individuals are connected. Individuals' purchasing decisions are affected by cultural preferences (Nabi et al., 2021). Hence, culture can significantly modulate brand recognition and repurchase desire.

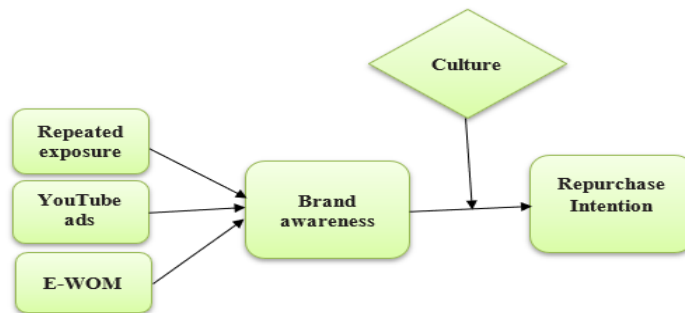
H5: *Brand awareness mediates between E-WOM and Repurchase Intention.*

H6: *Brand awareness mediates between YouTube ads and Repurchase Intention*

H7: *Brand awareness mediates between repeated exposure and Repurchase Intention.*

H8: *Culture moderates the impact of brand awareness on repurchase intention*



Figure 1: Theoretical Framework

Methodology

In this study, we designed the questionnaire for data collection based on previous research. All the questions were constructed using a Likert 5-point scale, with the lowest level of 1 representing "strongly disagree" and the highest level of 5 representing "strongly agree." The measurement of E-WOM is comprised of three items based on the research of Masa'deh et al. (2021); four item measurement of repeated exposure designed by Kaur and Hundal (2017); five items adapted for brand awareness by Sasmita and Suki (2015); nine items of YouTube advertisements collected by Firat (2019); and five items of repurchase intention taken from Sahin, Zehir, and Kitapci (2012). The essay by Aparicio, Bacao, and Oliveira (2016) proposes a four-item model of culture.

This survey research aimed to test the conceptual model and presented hypothesis. We considered those who dine in Jeddah, Saudi Arabia's restaurants. The researchers distributed self-administered questionnaires at the eateries using simple random sampling. This technique was used because it is an efficient and time-saving method for data collection. The researcher obtained permission before distributing the questionnaires. 384 questionnaires were issued to respondents, and 312 useable questionnaires were returned for a response rate of 81.25 percent. The collected data were analyzed using Smart PLS 3.3.6.

266 (85.26%) of the responders were male, while 46 (14.74%) were female. 64.44% of the respondents, or 201 individuals, were between the ages of 18 and 30, according to the study's findings. From age 30 to 40, 27.11 percent of the population was over 41. 67.06% of the respondents were married, while 33.04% were unmarried. Regarding employment, 38.24% of respondents were students, 31.09% were working, and the remaining were business owners or self-employed.

Results

The primary objective of this study is to investigate the effect of advertising methods on brand recognition. This work utilized PLS-SEM to examine the data collected for analysis. This instrument is appropriate when the structural model of the investigation is intricate (Hair, Ringle, & Sarstedt, 2011). The proposed model in this work is complex, with one mediator and one moderator. In light of this, we utilized PLS-SEM in the present investigation.

To determine the measurement model in PLS, it is necessary first to confirm the reliability and validity of the data. In addition, the analysis of factor loading is an essential component of the

measurement model (Hair Jr et al., 2014). Factor loading is the key to examining the dependability of the study's items. Ravand and Baghaei (2016) advocated retaining items with values greater than 0.50. Items with values less than 0.50 must be discarded. In this study, only items with values greater than 0.50 are preserved (Table 1).

In addition, Cronbach Alpha and composite reliability are computed to validate the dependability of the variables. Hair et al. (2017) suggested that the CR and Cronbach alpha values exceed 0.70. Both CR and Cronbach Alpha scores are over 0.70 in the present study. Hence, all study variables are reliable for further examination (Table 2). In addition, convergent validity is a crucial component of measurement models for which the AVE value must exceed 0.50. The AVE values are more than 0.50, indicating that the data are convergently valid (Table 2).

Table 1: Factor Loading

| | BA | CL | E-WOM | RE | RPI | YA |
|---------------|-----------|-----------|--------------|-----------|------------|-----------|
| BA1 | 0.651 | | | | | |
| BA2 | 0.913 | | | | | |
| BA3 | 0.880 | | | | | |
| BA4 | 0.906 | | | | | |
| BA5 | 0.868 | | | | | |
| CL1 | | 0.934 | | | | |
| CL2 | | 0.871 | | | | |
| CL3 | | 0.918 | | | | |
| CL4 | | 0.924 | | | | |
| E-WOM1 | | | 0.939 | | | |
| E-WOM2 | | | 0.930 | | | |
| E-WOM3 | | | 0.939 | | | |
| RE1 | | | | 0.719 | | |
| RE2 | | | | 0.762 | | |
| RE3 | | | | 0.838 | | |
| RE4 | | | | 0.689 | | |
| RPI1 | | | | | 0.869 | |
| RPI2 | | | | | 0.912 | |
| RPI3 | | | | | 0.880 | |
| RPI4 | | | | | 0.912 | |
| RPI5 | | | | | 0.899 | |
| YA1 | | | | | | 0.832 |
| YA2 | | | | | | 0.807 |
| YA3 | | | | | | 0.783 |
| YA4 | | | | | | 0.779 |
| YA5 | | | | | | 0.818 |
| YA6 | | | | | | 0.808 |
| YA7 | | | | | | 0.831 |
| YA8 | | | | | | 0.759 |
| YA9 | | | | | | 0.824 |

Multicollinearity is a crucial issue indicating that the study's variables do not correlate with



one another, and it must be confirmed before the development of a structural model. The VIF values must be less than 5 to rule out the possibility of multicollinearity in the data (Shrestha, 2020). This study's VIF values are less than 5, indicating that multicollinearity is not a concern. (Table 3).

In this work, the discriminant validity was evaluated using two methods: the Fornell and Larcker technique and the HTMT approach. Using the Fornell and Larcker method, all diagonal values of the matrix must be greater than their corresponding column values (Fornell & Larcker, 1981). This condition is met by the current investigation (Table 4). In addition, when employing the HTMT method, discriminant validity is evaluated if the matrix values are less than 0.90. (Henseler, Ringle, & Sarstedt, 2015). This criterion is likewise confirmed (table 5), indicating no problem with its discriminant validity.

Table 2: Reliability and Validity

| | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|--------------|-------------------------|------------------------------|---|
| BA | 0.899 | 0.927 | 0.721 |
| CL | 0.933 | 0.952 | 0.832 |
| E-WOM | 0.929 | 0.955 | 0.876 |
| RE | 0.748 | 0.840 | 0.568 |
| RPI | 0.938 | 0.952 | 0.800 |
| YA | 0.932 | 0.943 | 0.648 |

Table 3: VIF

| | BA | RPI |
|--------------|-----------|------------|
| BA | | 1.601 |
| CL | | 1.625 |
| E-WOM | 1.536 | |
| RE | 2.779 | |
| YA | 2.156 | |

Table 4: Fornell and Larcker

| | BA | CL | E-WOM | RE | RPI | YA |
|--------------|-----------|-----------|--------------|-----------|------------|-----------|
| BA | 0.849 | | | | | |
| CL | 0.620 | 0.912 | | | | |
| E-WOM | 0.474 | 0.548 | 0.936 | | | |
| RE | 0.675 | 0.696 | 0.589 | 0.754 | | |
| RPI | 0.726 | 0.637 | 0.485 | 0.643 | 0.895 | |
| YA | 0.801 | 0.556 | 0.397 | 0.731 | 0.707 | 0.805 |

Table 5: HTMT

| | BA | CL | E-WOM | RE | RPI | YA |
|--------------|-----------|-----------|--------------|-----------|------------|-----------|
| BA | | | | | | |
| CL | 0.676 | | | | | |
| E-WOM | 0.517 | 0.583 | | | | |
| RE | 0.807 | 0.837 | 0.731 | | | |
| RPI | 0.791 | 0.677 | 0.517 | 0.764 | | |
| YA | 0.875 | 0.593 | 0.422 | 0.844 | 0.754 | |

Table 6: R square

| | Original Sample (O) |
|------------|---------------------|
| BA | 0.674 |
| RPI | 0.592 |

R2 is computed using PLS to determine the predictive value of the proposed model. It describes the relationship between independent and dependent variables. Researchers suggested that the minimal R2 value must be greater than 0.10. In this study, RPI is 0.592 and 0.674 (BA). It indicates that the model's independent factors influence BA 67.4% more than RPI 59.2%. In summary, the proposed model is suitable for further structural study.

A structural model evaluation is undertaken to evaluate the significance of the suggested hypothesis. For this reason, the bootstrap method is used. This method facilitates the computation of the P-value, t-value, and Beta value (Davison, 2013). In addition, Hair et al. (2011) stated that the proposed hypothesis should be accepted if the P value is less than 0.05 and the t value is more than 1.6445. Table 6 displays the statistical results of the direct hypothesis, including the p-value, t-statistic, and path coefficient for each link. BA and RPI (Beta=0.569, t=9.050, P=0.000), E-WOM and BA (Beta=0.151, t=3.276, P=0.001), RE and BA (Beta= 0.095, t=1.858, p=0.032), and YA and BA (Beta=0.672, t=12.653, P=0.000). Hence, H1, H2, H3, and H4 are acceptable (Table 7).

In addition, table 8 of the study illustrates the mediating impact of brand recognition. H5, H6, and H7 of the study are also supported by the statistical data for E-WOM, BA, and RPI (Beta=0.086, t=3.212, p=0.01), YA, BA, and RPI (Beta=0.382, t=6.556, P=0.000), and RE, BA, and RPI (Beta=0.054, t=1.857, and p=0.032). In contrast, the values of culture's moderating effect are presented in Table 9, supporting the positive mediation of culture on the relationship between brand awareness and RPI.

Table 7: Direct Results

| | | Beta | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|-----------|-----------------------|-------|----------------------------|--------------------------|--------------|
| H1 | BA -> RPI | 0.569 | 0.063 | 9.050 | 0.000 |
| H2 | E-WOM -> BA | 0.151 | 0.046 | 3.276 | 0.001 |
| H3 | RE -> BA | 0.095 | 0.051 | 1.858 | 0.032 |
| H4 | YA -> BA | 0.672 | 0.053 | 12.653 | 0.000 |

Table 8: Mediating Results

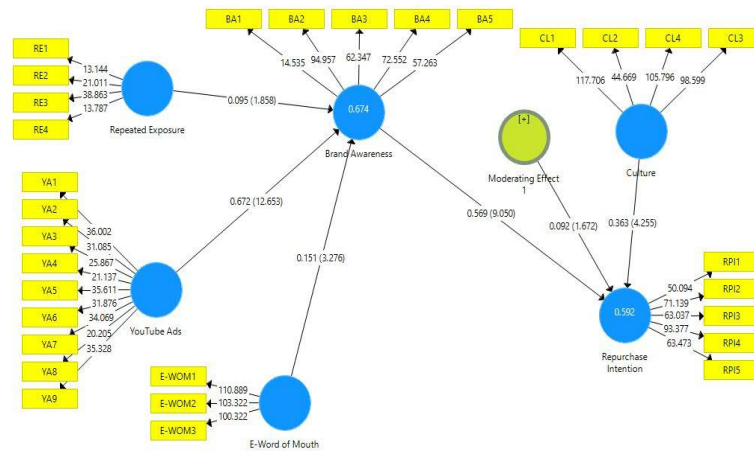
| | | Beta | SD | T value | P Values |
|-----------|---------------------------------|-------|-------|---------|--------------|
| H5 | E-WOM -> BA -> RPI | 0.086 | 0.027 | 3.212 | 0.001 |
| H6 | YA -> BA -> RPI | 0.382 | 0.058 | 6.556 | 0.000 |
| H7 | RE -> BA -> RPI | 0.054 | 0.029 | 1.857 | 0.032 |

Table 9: Moderating Results

| | Relationship | Beta | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|-----------|--------------------------------------|-------|----------------------------|--------------------------|--------------|
| H8 | Moderating Effect 1 -> RPI | 0.092 | 0.055 | 1.672 | 0.048 |



Figure 2: Structural Model



Discussion and conclusion

Restaurants must maintain their consumer base. As a result, these restaurants in Saudi Arabia must discover measures to increase client brand recognition. This study investigated the effect of advertising methods on brand recognition. The study results indicate that if restaurants continue to advertise their services frequently, it will positively impact brand recognition because consistent exposure maintains the brand in the minds of consumers. Sivaram et al. (2019) previously reported the same findings.

Furthermore, it is intriguing to learn that respondents value YouTube advertisements. People view it as a crucial aspect of the items or services they favor or seek. The respondents to the survey believe YouTube advertisements are pleasant and that they experience happiness as a result. The findings of Dehghani et al. (2016) were comparable to those of the current investigation. In contrast, electronic word-of-mouth is a significant advertising tactic because it is free for businesses. For the study respondents, such knowledge conveyed by a family member or acquaintance is retained in memory (Sharifpour et al., 2016). Also, if the consumer knows the restaurants' offerings, it will aid in customer retention.

Limitations and implications

The current investigation is quantitative. The data acquired by the questionnaire lacks specificity. Thus, future research on Saudi restaurants' brand recognition should adopt a qualitative research approach for more comprehensive data. In addition, the predictive significance of the suggested model is 67.4% and 59.2%. Consequently, more variables should be examined to improve the prediction value. In addition, this study investigated the effect of brand awareness as a mediator. In contrast, evaluating brand trust in the current model will be an intriguing addition.

The ramifications of this proposed model are both managerial and theoretical. This proposed strategy can assist restaurant managers in creating brand awareness through advertising

campaigns. In contrast, companies might also include cultural factors in the responses while adopting advertising methods. Also, this study is helpful for academicians conducting additional research on brand awareness utilizing various advertising tactics.

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