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## Effectiveness of Moment Marketing: A study of Product And Service Based Advertisements

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### Research Aims:

Moment marketing is becoming more and more popular, and this has had a significant effect on consumer markets, especially in terms of how it affects consumer attitudes and behaviours towards branding. A deeper understanding of how Indian customers interact with and react to these moment marketing activities is crucial for maximizing the potential of moment marketing. To better understand how moment marketing affects consumer behavior and preferences, this study examines the psychology of Indian consumers and the impact on branding factors. This study explores the components of moment marketing creates consumer interest and show how those features result in branding intents to determine what characteristics drive customer engagement with these kinds of promotions.

### Design/methodology/approach:

The exploratory study examines the effects of moment marketing on branding for Product & Service Based Advertisements. A sample of 390 respondents from social media users was surveyed using a self-developed scale. Responses were collected on a 5- point Likert scale, from "Strongly Disagree" (1) to "Strongly Agree" (5). Data analysis was conducted using SPSS, employing factor analysis with varimax rotation to identify key factors. A regression analysis was applied to assess the impact of independent variables on the dependent variables for Product & Service Based Advertisements separately.

This study enhances understanding of Moment Marketing by identifying the various factors. From which Alluringness and Consumer Orientation are consistently vital in both product and service ads. In product-based commercials, Alluringness, Consumer Orientation, Social Marketing, and Moment Marketing influence Brand Acquaintance, while Alluringness, Consumer Orientation, and Social Marketing affect Brand Cognizance but not Engrossing Marketing. While for service-based ads, Societal Marketing, Innovative Marketing, Alluringness, Engrossing Marketing, and Consumer Orientation significantly impact Brand Exploration and Acquaintance. However, Brand Cognizance in services is driven by Innovative Marketing, Alluringness, Engrossing Marketing, and Consumer Orientation, with no clear effect from Societal Marketing.

This study solely includes data from social media users and is restricted to the Madhya Pradesh region. Traditional media has also been the subject of extensive inquiry. By identifying the relationship between moment marketing and branding as well as the way various moment marketing elements contribute to brand belonging, this research advances our understanding of how moment marketing processes branding. There are also practical implications to this. This study provides guidance on the necessity of a unique strategy to branding through moment marketing to digital marketers and businesses. Moment marketing allows businesses to work more directionally or in a way that acknowledges the opportunities and difficulties that customers bring to the process while selling goods and services.

**Keywords:** Brand Acquaintance, Brand Exploration, Brand Cognizance, Alluringness, Consumer Orientation, Societal Marketing, Engrossing Marketing.

### Introduction

In the era of social media and digital advertising, businesses use moment marketing as a tactic. By introducing themselves into popular moments that are already generating a lot of discussion, they try to gain traction. Nowadays, almost all businesses use social media to market themselves and are constantly searching for fresh ways to interact with their clientele. Brands are finding it harder and more expensive to get consumers to notice them. With digital media, people have access to a wide variety of content alternatives and the ability to bypass ads. Customers rarely enjoy direct advertising, and if it doesn't interest them, they won't watch it. To solve this issue, moment marketing is essential. Moment marketing is a kind of advertising that concentrates on reaching customers when it counts most, that is, when they are actively seeking you out. The capacity to capitalize on events that are taking place and develop communications and marketing materials around them is known as



moment marketing. These days, moment marketing is a popular strategy for engaging an audience.

Moment marketing has emerged as a unique marketing tactic that the sector has embraced. According to Aggarwal (2021) in economic times, Moment Marketing is a promotional approach focused on trending news, events, or occasions; utilized by brands largely on social media and digital platforms to get some traction and improve brand exposure and sales. Moment Marketing is a marketing strategy that companies employ in the age of social media and digital advertising. They attempt to get traction by inserting themselves into trendy moments that are already creating a lot of buzzes. According to Gajbe (2022) using some moments of social media to influence customers and to attract customers towards the product is called moment marketing.

Moment marketing has arisen as a distinct marketing strategy adopted by the industry. In the context of social media advertising, moment marketing is undoubtedly revolutionary. Brands may provide extremely relevant and captivating content that instantly connects with people by using current events, trends, or cultural phenomena. Moment marketing is a real-time marketing strategy that involves creating and distributing content that is relevant to current events, trends, or cultural phenomena. It's about seizing the moment and leveraging it to connect with the audience in a meaningful way. Moment marketing is the capacity to shape your online advertising activity based on any relevant moment from the offline world in real-time.

According to TVTY (2016) the first and most successful moment marketing company in the world.” In today's digital advertising landscape, moments are critical to achieving objectives. In digital marketing, showing the appropriate ad at the right moment is a crucial step in converting the audience. Moment marketing refers to a company's proactive response to a customer's reaction to an ad campaign, a brand post, a recent brand association, or any other current event. It takes advantage of having the appropriate message at the right time, to the point that it appears to be a spontaneous reaction. Moment marketing is a low-cost method that can help spread viral content. Another benefit of instant marketing is that it increases client interaction and two-way conversation. Moment marketing is a tactic used by companies in the era of social media and digital advertising. They attempt to get traction by introducing themselves into trending subjects that are already drawing a lot of attention. New media marketing strategies are changing the marketing landscape.

### **Types of Advertisements**

#### **Product-based Advertisements**

According to Meyer (2023), Product-based advertising is a marketing tactic that uses promotions on various platforms, including social media, print, radio, television, SMS, email, and commercials, to try and generate demand for the product. Product-based advertisements emphasize the characteristics, advantages, and special selling factors of a particular product. These advertisements seek to educate and influence prospective consumers; they frequently use eye-catching imagery and powerful copy to leave a lasting impact on the viewer. The correct target market can be reached with a well-executed product advertising campaign, which will inform them of the characteristics and advantages of your products as well as what makes them different from the competitors. Product advertising promotes better brand awareness and recognition through products. The effectiveness of a product, its features, pricing, or any other distinguishing quality that sets it apart from the competition are the key factors in product-based marketing.

#### **Service-based Advertisements**

Service-based advertisements focus on services rather than tangible goods and are meant to highlight the intangible goods and services that companies and organizations offer. These commercials hope to raise brand awareness, entice new customers, and educate prospective clients about the advantages and worth of the services provided. Financial services, healthcare, hospitality, education, consultancy, entertainment, and more are a few services that could be advertised. Since services are intangible, their advantages and results are frequently highlighted in marketing. For instance, a cleaning service advertisement can highlight a customer's immaculate home and increase free time. Advertisements that focus on services frequently evoke feelings in viewers by emphasizing the pleasure and pleasant experiences they will provide. For example, a travel agency may include pictures and testimonials of contented clients having a great time on vacation.

### **Branding and Moment Marketing**

According to Jahan et al. (2024) Branding is the key to creating a unique personality in the market. A powerful brand makes it easier for customers to recognize and distinguish one product from another in a crowded market full of identical offerings. Customers are more likely to select a product based on their familiarity and favorable connections with a well-designed brand since it leaves a lasting impression. Developing a distinctive identity for the company, goods, or services is the process of branding. It's the whole impression made on the audience, not simply the logo or tagline. A brand's identity and general perception are shaped by several crucial elements that are all part of the complex process of branding. Together, these elements help customers form a consistent and

identifiable mental image. The following are the key elements of branding: Brand Identity, Brand Image, Brand Personality, Brand Values, Brand Positioning, Brand Voice, Brand Experience, Brand Equity, Brand Loyalty, Brand Awareness, Brand Promise and Brand Associations. Together, these branding elements produce a thorough and unified brand identity. A strong, enduring, and favorable impression in the eyes of customers is produced by a well- executed branding strategy, which makes sure that all these components complement and reinforce one another. Increased consumer loyalty, brand equity, and commercial success follow from this. Businesses of all stripes can benefit greatly from the use of branding as a tool. Brand owners can reap significant benefits if they utilize their product appropriately. On the other hand, negative outcomes may arise from poorly managed brands. There are numerous strategies to guarantee branding success. A great branding campaign must include a few essential elements, such as selecting the ideal name, utilizing the appropriate advertising, implementing the best plan, and employing the most pertinent application strategies (Rooney, 1995). According to LeBoeuf et al. (2010). The relationships between goods and attitude functions are changed by branding. To be more precise, when a product category is branded, those generally associated with symbolic attitudes are linked to more symbolic, less utilitarian attitudes, and those generally associated with utilitarian attitudes are linked to less utilitarian, more symbolic attitudes. Padmi & Suparna (2021) assert that brand image which refers to the overall sentiments and beliefs of customers about a brand and its consequences for consumer behavior plays a significant role that considerably determines brand equity. A company's brand image can affect a customer's choice to buy a product. Before making a purchase, people frequently consider a product's brand image. If a brand has a positive reputation relative to its competitors, consumers are more likely to choose to buy products from that brand than from one that has a negative reputation.

Brands have a fantastic potential to develop memorable and significant campaigns with moment marketing. Effective implementation has the potential to greatly improve brand perception, engagement, and image. Through comprehension of the intended audience, keeping up with cultural shifts, and possessing an agile response system, brands may leverage moment marketing to create enduring relationships. Numerous activities, such as texting, updating information or installed apps, or sharing a vacation snapshot, are what cause the mobile outbursts. At the time when the consumer needs assistance making decisions or forming the options they are more open to the effect of brands and there are a lot of intent, meaning, and immediacy like "I want to know," "I want to go," "I want to buy," and "I want to do" moments. 82% of smartphone owners claim to check their phones before making a purchase in a store, and 91% of them look to their phones for inspiration when working on a task. These micro moments are crucial points of contact in today's consumer journey, and their cumulative effect determines how the journey concludes (Elena & Cristian, 2017). The same objective of building a powerful, identifiable identity that connects with customers is where branding and moment marketing work well together. Effective moment marketing starts with a clearly defined brand, which makes sure that material created in real time reflects the voice and values of the brand. For instance, a company that is well-known for its wit and humor can use moment marketing to its advantage by swiftly reacting to popular subjects with astute, relevant remarks. By utilizing current events, trends, or cultural moments, moment marketing enables organizations to establish a connection with their target audience. This strategy keeps brands current and demonstrates that they are aware of global events. When executed effectively, it can result in higher levels of engagement since the user's +value material that is relevant to them and speaks to their interests or worries. Moment marketing gives brands a chance to express their individuality and voice. Whether a company is recognized for its compassion, comedy, or creative thinking, reacting to current events enables it to convey these attributes in a genuine and unplanned manner. By doing this, the brand may become more approachable and memorable to customers by humanizing it.

### **Review of Literature**

Moment marketing is a kind of advertising that concentrates on reaching customers when it counts most—that is, when they are actively seeking you out. The capacity to capitalize on events that are taking place and develop communications and marketing materials around them is known as moment marketing Gajbe (2022). According to TVTY (2016) digital marketers are turning to moment marketing and employing more advanced strategies. To deal with advertising inflation, marketers are employing a variety of techniques. As a result, there has been a boom in interest in moment marketing. Liu and Hill (2021) had shown Moment marketing as a vibrant new subset of contextual advertising that involves employing real-time web advertising to be triggered by offline occurrences. Products for this kind of cross-channel coordination are being developed by both big businesses and small businesses. According to ET Brand Equity (2021) nowadays Brands are employing this promotion strategy more than before. Marketers leverage these trends to attract attention and stay at the forefront of consumers' minds because they want to participate in consumer conversations. They can rapidly and affordably reach their target audience by moment marketing. Moment marketing for brands is a fresh and entertaining approach to communicate with the audience and produce micro-moments of interaction. Even while these may appear like

easy and basic creative endeavors, mastering them requires a lot of time, effort, expertise, practice, and experience (Dilip Guru, 2021).

TVTY (2016) demonstrated that the percentage of digital marketing managers who claimed they were launching moment marketing campaigns utilizing automated procedures increased to 52% in November 2015 from just 32% in November 2015. This indicates that the moment marketing is becoming more and more dependent on technology. Merely 47% of participants engaged the market research team, 35% the sales team, and 32% the creative team in the process of creating a moment marketing plan. Biswas and Shah (2020) examined a range of moment marketing factors, including product expertise, cost, moment awareness, post lucidity, post timing, online platform, emotions, and user involvement that impact a customer's propensity to buy. It is clear from the outcome that there is some degree of correlation between all these characteristics. Liu and Hill (2021) research indicate that the filtering effects may not be long-lasting, which supports the need for real-time, coordinated search advertising spending at contextually appropriate times. Our study adds to the body of knowledge already available in the field of cross-channel marketing and offers perspectives on current marketing tactics.

According to Singh (2022) Creative advertising is all the rage these days, and moment marketing is at its peak. It can assist marketers in connecting with a bigger group of clients at once and developing stronger, long-lasting relationships. Being faithful to the brand's identity, ethos, and purpose while promoting it at the appropriate time are essential to getting it properly. TVTY (2016) found that the moment marketing is the most typical approach is to increase the emphasis of marketing tactics, such as by launching fewer ads, employing more precise audience targeting, or emphasizing engagement. Approximately half of the respondents are cutting back on spending or asking for additional funding. Moment marketing is becoming more and more popular as a result. Moment marketing works incredibly well and offers a wide range of advertising opportunities, particularly for grabbing the attention of consumers for a range of businesses and products catered to distinct target markets. Keeping an eye on current trends and maintaining a presence on social media platforms can help create appealing and captivating campaigns and ads. It may be used for a variety of things, including advertising, promotion, customer engagement, brand positioning that is relevant, and much more, with only a little imagination, a healthy sense of humor, and speedy content production and distribution. It is also doable; companies of all sizes may employ this kind of marketing to promote their goods in novel and affordable methods Sharma et al. (2021). Dasgupta, TOI (2021) stated that Contrary to popular assumption, moment marketing is not a recent concept. Although it has been there for a while, there has been an increase in the past two to three years in the number of opportunities that businesses have taken advantage of to sell their goods, services, or brand. The instant marketing trend has also attracted an increasing number of firms.

According to Agrawal and Pedada, (2021) the most popular social media postings are humorous ones, and people think that funny ads help people remember products better. Brands are making use of this data by mixing it with current events to produce posts that users of social media can share with their networks which naturally increases brand recognition. Zhang (2023) concluded that by taking advantage of current events, moment marketing can develop communications and marketing materials centered around them. Using this, brands may join the ongoing discussions that are relevant to their target audience. Moments, a social network for the acquaintance society, has speeded up the growth of "micro-businesses," or advertising. For developers looking to build a long-lasting business among younger consumers, the ideal Moment advertisement can use precision marketing to reach the correct audience and convey the right message. It can also upsell and cross-sell to current clients. Sinha and Modak (2019) said that Marketers need to start moving toward a contextual, moments-based strategy if they want consumers to pay attention. To accomplish that, not only marketing but the entire company will need to structure itself around those times. People enjoy talking about recent events and popular news. The psychological tendencies of the audience and how they react to various techniques are everything. When a piece of content becomes popular, brands become aware of it and use the trending news to increase sales and brand recognition. These posts are shared by users, which is how moment marketing helps businesses (Wassan, 2022).

Micro-moments happen when people instinctively reach for a gadget, most commonly a smartphone, to fulfill a need to do, study, find, watch, or purchase anything. The practice of marketing is changing from that of an art to that of a profession with strong theoretical foundations. These are intentional times when choices are made and tastes are formed (Gajbe, 2022). According to TVTY (2016) While using moment marketing to promote a specific event might be a more efficient way to target marketing budget and increase customer engagement, marketers are starting to target "moments within moments," which is an even more specific strategy. Spend is further optimized at the precise moment when customers are most likely to be paying attention thanks to these incredibly focused micro moments. BILOŠ et al. (2018) demonstrated certain micro-times, which are the moments of consumer requirements, have an impact on user behavior and hence offer an important study platform. Throughout the entire user experience, there are intent-driven moments when preferences are shaped, and decisions are made. These are known as micro-moments. These micro-moments occur when people instinctively grab for a mobile device to

quickly respond to any kind of urgent demand. Users have very high expectations in those situations because they want firms to use contextual data to proactively anticipate their requirements. Thus, the user's intent, context, and immediacy determine every microsecond. According to the study, 34% of brands currently use micro-moments within events as the catalyst for in-the-moment promotions. With this strategy, travel and automotive lead the way, but only half of them is utilizing microseconds. The consumer goods industry is trailing behind, as none of the respondents employed the micro moment strategy. Additionally, brands are continuously tracking data regarding certain moments that could happen at any time. The term "Always Ready" campaign refers to a campaign that started using this data (TVTY, 2016). Enache and Morozan (2017) had shown that successful micro moments provide consumers with an improved experience and yield tangible business outcomes for brands. Entrepreneurial marketers will naturally sustain a new level of meaningful customer connection if they concentrate on micro moments, human-centered behaviors and expectations, and related tech. Simonov et al., (2022) suggested that when creating and rating media content, platforms and media producers should also take suspense and surprise metrics into account. Measures of suspense and surprise are within the control of the content designer for a range of media goods since they are derived directly from viewers' thoughts about the possibility of changes in the ingested material. Schamp et al., (2022) showed that most of the attitudinal effects are dependent on emotional attachment, according to a multivariate meta-regression on cause related marketing modifiers based on four conceptual pillars: transparency, indications of sincerity, purchase context, and consumers' emotional attachment to cause related marketing.

Silva (2018) believed that posting a specific post about a real-time moment didn't have as much of an influence as initially assumed. Thus, being a sponsor and investing in an event through sponsorship agreements has no greater advantage when brands create content currently. Overall, this shows that official sponsorship brands have mostly no more significant effect in brand equity and customer engagement when compared to non-sponsorship brands. Being a sponsor and investing in an event through sponsorship agreements has no greater advantage when brands create content now because official sponsorship brands have largely no more significant effect on brand equity and customer engagement when compared to non-sponsorship brands. In addition to describing and supporting the mechanics behind these impacts, cross-channel advertising can be successful. In particular, the study demonstrates the effectiveness of TV moment-based channel coordination for sponsored search advertising optimization. This tactic works because TV advertising can enhance the quality of online search traffic (i.e., the people who search, where they search, and how they search), increasing the likelihood that the typical searcher will interact more with the organic and/or sponsored results on the SNAP in the instant that follows a TV ad. In the end, this raises the CTR for every search impression (Liu and Hill, 2021).

According to Speed and Thompson (2000) a sponsorship's responsiveness is active when consumers are aware that it is being sponsored by an official entity. The longer an official sponsor has been involved, the more likely it is that customers will remember the brand and associate it with the event it is sponsoring. Silva (2018) stated that moment marketing and sporting events found no greater impact on brand awareness or brand image when comparing a moment marketing post with a typical one from the same company. However, an intriguing finding emerged from the analysis of brand loyalty and overall brand equity: non-sponsorship brands, or those that engage in ambush marketing, have a greater influence on this variable than official sponsor brands. This finding suggests that sponsorship did not aid brands in standing out from the competition. There were no variations observed in the influence on customer engagement between the official sponsor brands and the non-sponsorship brands.

### **Rationale of the study**

Moment marketing is an effective tool in today's marketing environment, having revolutionized the way businesses advertise their products and services. Moment marketing is becoming more and more popular, and this has had a big impact on market dynamics and customer behavior. But more research is needed to fully understand the subtleties of how moment marketing affects consumer perception towards branding. To better understand how customers respond to moment marketing efforts and how they resonate with them, this study will investigate consumer behavior, preferences, and responses to these ads. This study aims to identify the critical components that influence consumers perception towards branding with respect to product and service advertisements by investigating what draws their interest and motivates them to participate in moment marketing.

### **Objectives**

- To analyze the perceived impact of moment marketing on branding amongst consumers for Product-based advertisements.
- To analyze the perceived impact of moment marketing on branding amongst consumers for Service-based advertisements.



## Research Method

**The Study:** The study is exploratory in nature that explored the factors of moment marketing, as well examined the impact of Moment Marketing on consumer perception towards Branding through on social media for product-based advertisements and service-based advertisements both.

**Sample and Area of the Study:** For the study, a sample of 390 respondents has been taken that is comprised of consumers that belong to different demographics like age, Gender, Family Income and Occupation. In demographics Age includes three groups of 15-25 years, 30-40 years, above 45 years, Gender includes Male and Female category, Family Income includes three groups of Rs.10,000-30,000, Rs.30,000-50,000 and Above Rs.50,000 and Occupation also included three categories of Students, Employed and Businessmen. The data has been collected from the social media users located in different cities of India.

**Tool for Data Collection:** For the study, primary data was collected with the help of a self- designed questionnaire. As per the relevant literature and the objectives, 45 attributes were drawn for moment marketing concerning branding. First, taken expert opinions of 100 experts, of which 50 experts were academicians and 50 from digital marketing experts for the face validity. For the selection of items fourth quartile acceptance was considered i.e., 75 percent and above acceptance for an attribute by the judges. After that the final list of 28 attributes was used to develop the scale. The item-total correlations were computed for the scale through SPSS. All statements were found to have a significant correlation with the total score at 0.01 level. Which shows the validity of statements. The reliability check was done of the data collected from the sample of 390 for the above selected items which shown the Cronbach's alpha value 0.943 and Split-Half (Spearman- Brown Prophecy Formula) value was .940 which indicates that the instruments is reliable. By using the developed scale, the respondents were asked to respond on a questionnaire for product- based advertisements and service base advertisements separately. The questionnaire was also included two images of social media posts of moment marketing ads in which one was of product (Amul), and another was of service (Zomato). The questionnaire was on 'Likert Scale' (Five Point Scale) ranging from "Strongly Disagree" being 1 to "Strongly Agree" being 5.

**Tool for Data Analysis:** The analysis of collected data was carried out using Statistical Package for Social Science (SPSS). Firstly, factor analysis was carried out to cluster the factors. The raw data was subjected to Factor Analysis using the Principal Component method with Varimax Rotation for exploring the factors of Moment Marketing and Branding for product-based advertisements and service base advertisements both. The reliability was determined to be strong, as seen by the Cronbach Alpha found to be 0.899 for product-based advertisements and 0.910 for service-based advertisements. Factor analysis was applied to the data because every statement was considered relevant. Bartlett's test of sphericity and the Kaiser-Meyer Olkin (KMO) measure of sample adequacy were computed to find out if the data were suitable for factor analysis. According to Hair et al., (1989) substantial Bartlett's test and a KMO score of 0.50 or above indicate that the data are suitable for factor analysis. The study's KMO values were found 0.906 for product-based advertisements and 0.871 for service-based advertisements, which show that the sample size was sufficient for factor analysis. The factor analysis resulted in the identification of 6 factors for Product-based advertisements and 8 factors for Service-based advertisements which are shown below:

**Table 1: Showing factors of Moment Marketing and Branding for Product-based advertisements**

Factor	Name of the factors	Variables	Factor load	Mean	Standard deviation
F1	Brand acquaintance	Total- 12	6.379	46.3821	7.88250
F2	Alluringness	Total- 5	2.839	19.5000	3.42586
F3	Consumer oriented	Total- 4	2.323	15.4615	2.85598
F4	Societal marketing	Total- 3	1.683	11.7487	2.19334
F5	Engrossing marketing	Total- 2	1.212	7.7821	1.68196
F6	Brand cognizance	Total- 2	1.424	8.394872	1.391481

**Table 2: Showing factors of Moment Marketing and Branding for Service-based advertisements**

Factor	Name of the factors	Variables	Factor load	Mean	Standard deviation
F1	Brand acquaintance	Total- 6	3.227	22.4744	4.07363
F2	Societal marketing	Total- 2	1.356	7.4641	1.75856
F3	Brand exploration	Total- 3	1.543	10.8333	2.35542

F4	Brand cognizance	Total- 4	2.473	15.4077	2.77066
F5	Innovative marketing	Total- 4	2.225	14.6846	2.92151
F6	Alluringness	Total- 3	1.72	11.1077	2.20742
F7	Engrossing marketing	Total- 3	1.345	11.3667	2.19989
F8	Consumer oriented	Total- 3	1.242	11.2718	2.16610

The obtained factors were separated into two groups of moment marketing factors and branding factors. In case of Product-based advertisement, Alluringness, Consumer-Oriented, Societal Marketing and Engrossing marketing were taken as factors of moment marketing and Brand Acquaintance and Brand Cognizance were taken as factors of Branding. To check the impact of moment marketing on branding for Product-based advertisements, factor wise hypotheses were formed which are given below:

**H01**– Alluringness has no significant effect on Brand Acquaintance as a function of Moment Marketing for Product-based Brands.

**H02** – Consumer orientation has no significant effect on Brand Acquaintance as a function of Moment Marketing for Product-based Brands.

**H03** – Societal Marketing has no significant effect on Brand Acquaintance as a function of Moment Marketing for Product-based Brands.

**H04** – Engrossing Marketing has no significant effect on Brand Acquaintance as a function of Moment Marketing for Product-based Brands.

**H05** – Alluringness has no significant effect on Brand Cognizance as a function of Moment Marketing for Product-based Brands.

**H06** – Consumer orientation has and significant effect on Brand Cognizance as a function of Moment Marketing for Product-based Brands.

**H07** – Societal Marketing has no significant effect on Brand Cognizance as a function of Moment Marketing for Product-based Brands.

**H08** – Engrossing Marketing has no significant effect on Brand Cognizance as a function of Moment Marketing for Product-based Brands.

To test the above hypotheses, the multiple regression analysis is conducted to observe the relationship between the Alluringness, Consumer-Oriented, Societal Marketing and Engrossing marketing (factors of moment marketing) as independent variables and Brand Acquaintance and Brand Cognizance (factors of Branding) as dependent variables for product-based advertisements. Regression analysis for brand acquaintance shown in Table 3 & for Brand cognizance shown in Table 4 which are mentioned below:

**Table 3: Coefficients of Regression for Brand Acquaintance (Product-based advertisements)**

Coefficients (R-square= 0.55)								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				B
1	(Constant)	5.647	1.902		2.969	.003		
	Alluringness	.737	.095	.320	7.748	.000	.684	1.461
	Consumer Oriented	.588	.114	.213	5.152	.000	.683	1.464
	Societal Marketing	.880	.153	.245	5.760	.000	.648	1.544
	Engrossing Marketing	.891	.186	.190	4.777	.000	.739	1.353
a. Dependent Variable: Brand Acquaintance								



**Table 4: Coefficients of Regression for Brand Cognizance (Product-based advertisements)**

Coefficients (R-square= 0.45)								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.029	.446		9.041	.000		
	Alluringness	.062	.022	.153	2.795	.005	.684	1.461
	Consumer Oriented	.111	.027	.228	4.148	.000	.683	1.464
	Societal Marketing	.093	.036	.147	2.608	.009	.648	1.544
	Engrossing Marketing	.043	.044	.053	.995	.320	.739	1.353

**a. Dependent Variable: Brand Cognizance**

Same process was done with Service-based advertisements in which Societal marketing, Innovative Marketing, Alluringness, Engrossing marketing and Consumer-oriented marketing were taken as factors of moment marketing and Brand Acquaintance, Brand exploration, and Brand Cognizance were taken as the factors of Branding. By using the factors of Moment Marketing and Branding, Regression analysis was applied to assess the impact of various factors of moment marketing as independent variables on the factors of Branding as dependent variables for service-based advertisements. To check the impact of moment marketing on branding for Service-based advertisements, factor wise hypotheses were formed which are given below:

**H09** – Societal Marketing has no positive and significant effect on Brand Acquaintance as a function of Moment Marketing for Service-based Brands.

**H10** – Innovative Marketing has no positive and significant effect on Brand Acquaintance as a function of Moment Marketing for Service-based Brands.

**H11** – Alluringness has no positive and significant effect on Brand Acquaintance as a function of Moment Marketing for Service-based Brands.

**H12** – Engrossing Marketing has no positive and significant effect on Brand Acquaintance as a function of Moment Marketing for Service-based Brands.

**H13** – Consumer orientation has no positive and significant effect on Brand Acquaintance as a function of Moment Marketing for Service-based Brands.

**H14** – Societal Marketing has no positive and significant effect on Brand Exploration as a function of Moment Marketing for Service-based Brands.

**H15** – Innovative Marketing has no positive and significant effect on Brand Exploration as a function of Moment Marketing for Service-based Brands.

**H16** – Alluringness has no positive and significant effect on Brand Exploration as a function of Moment Marketing for Service-based Brands.

**H17** – Engrossing Marketing has no positive and significant effect on Brand Exploration as a function of Moment Marketing for Service-based Brands.

**H18** – Consumer orientation has no positive and significant effect on Brand Exploration as a function of Moment Marketing for Service-based Brands.

**H19** – Societal Marketing has no positive and significant effect on Brand Cognizance as a function of Moment Marketing for Service-based Brands.

**H20** – Innovative Marketing has no positive and significant effect on Brand Cognizance as a function of Moment Marketing for Service-based Brands.

**H21** – Alluringness has no positive and significant effect on Brand Cognizance as a function of Moment Marketing for Service-based Brands.

**H22** – Engrossing Marketing has no positive and significant effect on Brand Cognizance as a function of Moment Marketing for Service-based Brands.

**H23** – Consumer orientation has no positive and significant effect on Brand Cognizance as a function of Moment Marketing for Service-based Brands.

To test the above hypotheses, the multiple regression analysis is conducted to observe the relationship between the Societal marketing, Innovative Marketing, Alluringness, Engrossing marketing and consumer-oriented marketing (factors of moment marketing) as independent variables and Brand Acquaintance, Brand exploration and Brand Cognizance (factors of Branding) as dependent variables for service-based advertisements. Regression analysis for brand acquaintance shown in Table 5, for Brand exploration shown in Table 6 & for Brand cognizance shown in Table 7 which are mentioned below:

**Table 5: Coefficients of Regression for Brand Acquaintance (Service-based advertisements)**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standard ized Coefficie Nts	T	Sig	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.665	.983		2.713	.007		
	SOCIETAL_MARKETING	.277	.097	.119	2.867	.004	.702	1.425
	INNOVATIVE_MARKETING	.234	.061	.168	3.810	.000	.630	1.587
	ALLURINGNESS	.305	.077	.165	3.958	.000	.700	1.429
	ENGROSSING_MARKETING	.285	.075	.154	3.780	.000	.737	1.358
	CONSUMER_ORIENTEDTION	.682	.086	.363	7.962	.00	.588	1.702

a. Dependent Variable: BRAND\_ACQUAINTANCE

**Table 6: Coefficients of Regression for Brand Exploration (Service-based advertisements)**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
		B	Std. Error	Beta				B
1	(Constant)	1.374	.664		2.071	.039		
	SOCIETAL_MARKETING	.276	.065	.206	4.227	.000	.702	1.425
	INNOVATIVE_MARKETING	.145	.041	.180	3.495	.001	.630	1.587
	ALLURINGNESS	.226	.052	.212	4.354	.000	.700	1.429
	ENGROSSING_MARKETING	.103	.051	.097	2.032	.043	.737	1.358
	CONSUMER_ORIENTEDTION	.141	.058	.129	2.434	.015	.588	1.702

a. Dependent Variable: BRAND\_EXPLORATION

**Table 7: Coefficients of Regression for Brand Cognizance (Service-based advertisements)**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
		B	Std. Error	Beta				B
1	(Constant)	4.593	.790		5.812	.000		
	SOCIETAL_MARKETING	.066	.078	.042	.846	.398	.702	1.425
	INNOVATIVE_MARKETING	.077	.049	.081	1.563	.119	.630	1.587
	ALLURINGNESS	.161	.062	.128	2.594	.010	.700	1.429
	ENGROSSING_MARK	.238	.061	.189	3.935	.000	.737	1.358

	ETING							
	CONSUMER_ORIENT ETION	.417	.069	.326	6.051	.000	.588	1.702
a. Dependent Variable: BRAND_COGNIZANCE								

### Results & Discussion

The result of the model of the product-based advertisements in Table 3 & 4 shows that the Brand Acquaintance and Brand Cognizance are positively related to the Alluringness, Consumer- Oriented, Societal Marketing and Engrossing marketing. The relationship is statistically significant. Therefore, the null hypotheses H1, H2, H3, H4, H5, H6, H7 and H8 are rejected. The standardised coefficients of the Alluringness, Consumer-Oriented, Societal Marketing and Engrossing marketing for Brand Acquaintance are .73, .58, .88 and .89 respectively and for Brand cognizance are .06, .11, .09 and .04. For Brand acquaintance Societal Marketing and Engrossing marketing are higher than the coefficients from Alluringness and Consumer-Oriented and for Brand cognizance Consumer-oriented factor has the higher coefficient, which shows the high effect on branding. Coefficient values of all the factors showing a positive relation with brand acquaintance and brand cognizance. The multiple regression model for the Brand acquaintance has the satisfactory R-Square of .550 and for the Brand cognizance the R-Square 0.455, which shows that there is a significant impact of moment marketing on branding for product-based advertisements. The p-value found 0.000 for both, which is less than 0.05, suggesting that the regression model is significant.

The result of the model of the service-based advertisements in Table 5, 6 & 7 shows that the Brand Acquaintance, Brand exploration and Brand Cognizance are positively related to the Societal marketing, Innovative Marketing, Alluringness, Engrossing marketing and Consumer-oriented marketing. The relationship is statistically significant. Therefore, all the null hypotheses from H9 to H23 are rejected. The standardised coefficients of the Societal marketing, Innovative Marketing, Alluringness, Engrossing marketing and Consumer-oriented marketing for Brand Acquaintance are .27, .23, .30, .28 and .68 respectively, for Brand exploration .27, .14, .22, .10, .14 and for Brand cognizance are .06, .07, .16, .23 and .41. For Brand acquaintance Consumer- oriented factor has the higher coefficient, for Brand exploration Societal marketing has the higher coefficient and for Brand cognizance again Consumer-oriented factor has the higher coefficient. Coefficient values of all the factors showing a positive relation with brand acquaintance, brand exploration and brand cognizance. The multiple regression model for the Brand acquaintance has the R-Square of .729, for Brand exploration the R-Square value is 0.601 and for the Brand cognizance the R-Square 0.588, which shows that there is a significant impact of moment marketing on branding for service-based advertisements. The p-value found 0.000 for all, which is less than 0.05, suggesting that the regression model is significant.

In previous research, Gajbe (2022) demonstrated that the moment marketing efficiently uses popular events as a springboard to produce timely and pertinent content, significantly boosting brand value, recall, and audience engagement at a low cost. According to Urde (2003) brand orientation is crucial because it allows a company to build a sustainable competitive advantage and promote loyalty by focusing its strategy on brand management. The effectiveness of emotional advertising is emphasized by Ghorbanzadeh et al. (2020) and claim that emotional advertising strengthens customer-brand bonds and affects consumer behavior. Leahy (2018) continues, "Brand association and personality strengthen brand loyalty, which is driven by both rational and emotional factors." According to Tuti and Sulistia (2022), client engagement is essential for increasing brand trust, loyalty, and consumer happiness. Influencer marketing's effects are examined by Haque et al. (2023) stated that social media interaction, particularly on social networks, can boost brand loyalty and buy intent. Jahan et al. (2024) said that by creating a strong brand identity, successful branding increases consumer behavior, trust, and loyalty.

### Conclusion & Implications

The main objective of the research was to study the impact Moment Marketing on branding for product and service-based advertisements. For product-oriented ads Brand Acquaintance is greatly influenced by Alluringness, Consumer Oriented, Social Marketing, and Moment Marketing in the context of product-based advertisements, whereas Brand Cognizance is influenced by Alluringness, Consumer Oriented, and Social Marketing, but not by Engrossing Marketing. In service-oriented ads, Societal Marketing, Innovative Marketing, Alluringness, Engrossing Marketing, and Consumer Oriented elements all have a big impact on Brand Acquaintance and Brand Exploration. However, Innovative Marketing, Alluringness, Engrossing Marketing, and Consumer Oriented aspects influence Brand Cognizance in service-based commercials, but Societal Marketing has no discernible effect. Notably, in both product- and service-based advertising, alluringness and consumer-oriented factors are constantly important. This research enhances the understanding of branding processes through moment marketing by recognizing the interaction between moment marketing and branding, as well as the ways

in which different moment marketing aspects contribute to brand belonging. This has practical ramifications as well. This study offers advice to digital marketers and companies about the need for a distinctive approach to branding through moment marketing. One that uses moment marketing for product and service-based products can work more directionally or in a way that recognizes the opportunities and challenges that consumers bring to the process. As digital marketers grow a feeling of identity with the branding through digital platforms, to them this research can assist in doing marketing more successfully, and how moments may be used for various branding objectives for various kinds of products and services.

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