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Effect of Brand capital on competitive Advantage with mediating role of marketing analytics in Ethiopian Manufacturing Firms: Extending Customer-Based Brand Equity Model and Transaction cost Economics Theory

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KEY WORDS

Brand capital, competitive advantage, marketing analytics, manufacturing firms

A B S T R A C T

This research examines the relationship between brand capital, marketing analytics, and competitive advantage in large manufacturing firms, Sidama regional state, Ethiopia. Both Primary and secondary data were used in this study. The researchers used quantitative approach in the investigation. To collect data from respondents, structured questionnaire was employed. By using stratified sampling with the help of Yamane 1967 formula, the researchers selected 394 participants from 29200 employees working in large manufacturing firms. Structural equation modeling was used along with exploratory factor analysis and confirmatory factor analysis to analyze data. The finding of the study indicated that brand capital has significant direct influence on competitive advantage. In addition to this brand capital can promote marketing analytics which impacts competitive advantage in turn. In this investigation, marketing analytics was found to be partial mediator in the relationship. The finding of this study indicated the importance of marketing analytics to enhance competitive advantage of large manufacturing firms, and they imply that large manufacturing firms should prioritize brand capital to be competitive in this dynamic business environment. The report emphasizes how marketing analytics and competitive advantage are interrelated in large manufacturing firms in Ethiopia and it revealed the significance of brand capital in this relationship. Ethiopian large manufacturing firms may better focus on brand capital and respond to enhance competitive advantage. The study's findings contribute to a better theoretical understanding of strategic and brand management and give important guidance to manufacturing firms aiming to strengthen their competitive advantage in this fast changing business landscape.

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Introduction

In Ethiopia, over the last decades, large manufacturing companies are founded with the purpose to concentrate on brand capital to optimize the competitiveness of the company (Tsega et al., 2022). The concept of brand capital proposed by David Aaker in the 1990s, and it has its importance in making a business successful and competitive. The brand capital enables firms to differentiate its product among the competitors in competitive business environment because it enhances customer loyalty, product differentiation, market share, and profitability which ultimately results in the competitive advantage sustainability (Ha et al., 2022; Melese and Whitfield, 2023).

The brand capital refers to the value that is created on the basis of the reputation, recognition and consumer loyalty of a brand that dictates the consumer behavior and competitiveness (Zarei et al., 2024; Afrifa, 2021). The main objective of the brand capital is to create positive brand image among consumers, create loyalty and confidence, which ultimately results in sales, establishment of market share, profitability and competitiveness (Agu et al., 2024). As the brand capital is promoted, large-scale manufacturing businesses in Ethiopia will be given a chance to align their brand image with the worth of their customers (Tolossa et al., 2024). In the case of brand capital concentration of competitive advantage and customer loyalty reflected, the cost leadership and differentiation strategy may be the one that will respond successfully to the immediate challenges of competitors (Jerab and Mabrouk, 2023; Kant et al., 2025).

The large-scale manufacturing firms in Ethiopia are experiencing an uncertain situation due to political instabilities, fluctuating economic conditions, regulatory factors, inadequate infrastructure, and unstable supply chains that influence the efficiency of operations and strategic planning (Melaku et al., 2025). They are also competing with multinational corporations and government sponsored start up that crippled their performance and competitiveness. They are also operating within strict rules and regulations of the government which have issues regarding the protection of the environment (Mahdizadeh & Nejati, 2025). Brand capital is a necessity within the large manufacturing companies to establish loyalty among the customer, sail through regulatory challenges and emerge stronger. Market

positioning and sustainable growth could be improved during times of external pressure due to good brand equity (Bronnenberg et al., 2022).

The large-scale industrial companies in Ethiopia are working on the resolution of the COP29, which took place in Dubai and was supposed to reduce the temperature increase of the globe to 1.50C by increasing the research on climate change, interdisciplinary cooperation, and sustainable approaches by joining the Ethiopian Green Legacy Initiative that began in the year 2019 by Abiy Ahmed, the Prime Minister of Ethiopia (Niguse, 2025). They do this by involving their workers in this move of minimizing carbon footprints and encouraging renewable sources of energy. In their efforts to create alliance with governments in addition to other institutions, they can play a part in policy formulation and innovative methods to environmental sustainability and be leaders in the climate change battle (Sobaih et al., 2022).

The Ethiopian industrial firms are operating within the stringent government policies to minimize wastes and make them sustainable. These legislations not only create an environmental responsibility culture but also convince businesses to adopt practices that are more efficient (Jensen and Whitfield, 2022). In this sense, the need to develop a good brand capital emerges to businesses with intentions of enhancing their competitiveness. A powerful brand can differentiate what is provided by a company, which brings about customer loyalty and trust (Islami et al., 2024). Companies can position themselves in the right market through proper communication of their sustainability and waste minimization initiatives. In addition, good brand capital can be applied to attract investment and partnership, which are needed in the event of overcoming the regulatory obstacles (Nagiah and Mohd Suki, 2024). Lastly, brand capital can help firms thrive without breaking the laws of government and making consumers satisfied regarding sustainability (Shahbaz et al., 2025).

The Ethiopian large-scale manufacturing firms will find much to gain when they understand the Brand Capital contribution to the promotion of Marketing Analytics and Competitive Advantage. By means of Brand Capital, the companies will receive an opportunity to develop a strong brand image that will be attractive to the consumers and generate loyalty and trust (Joshi et al., 2022). This on the other hand

enhances customer involvement and retention leading to the establishment of greater market share. Further, effective marketing analytics will enable organizations to unlock consumer data, enhance marketing activities, and make evidence-based decisions to increase operational efficiency (Tolossa et al., 2025). As a result, the companies can respond to the market forces and customer preferences in a better manner. Such a mixture will ultimately position large manufacturing firms in a state of achieving sustainable competitive advantage that will result in profitability and growth in the constantly competitive environment (Anil Kumar & Ramesh Babu, 2025).

Earlier investigations had different views on the association among marketing analytics, brand capital, and competitive advantage. For Rua and Santos (2022), brand capital directly does not influence competitive advantage of large manufacturing firms. Mohammad Shafiee (2022), reflected that, brand capital does not promote competitive advantage. But recent researches indicated significant influence of brand capital in promoting marketing analytics and competitive advantage (Alkhatib & Valeri, 2024; Anwar et al., 2022).

Moschogianni (2024) obtained favorable correlation between brand capital and marketing analytics in SMEs. Rahman et al., (2022) noted that, competitive advantage marketing analytics are directly influenced by brand capital. Similarly, brand capital had a positive significant influence on competitiveness as well as marketing analytics (Obeidat et al., 2021). Researchers believe competitive advantage is impacted by marketing analytics that relies on brand capital (Homburg & Wielgos, 2022; Niguse et al., 2025).

The researchers motivated to undertake present study since prior researches does not concerned association of brand capital, marketing analytics and competitive advantage in large-scale industrial companies in Ethiopia and they heavily investigated factors impacting performance of organization in Ethiopia (Erena et al., 2023; Dunay et al., 2021; Andaregie & Astatkie, 2022; Ebabu Engidaw, 2021; Ferejo et al., 2022).

The researchers have identified a theoretical gap in the study of brand capital's effect on competitive advantage, primarily because previous studies have predominantly focused on RBV as well as Dynamic Capability theories (Kero & Bogale, 2023; Nayak et al., 2023; Manzoor, 2022). While these frameworks offer valuable insights, they overlooked critical dimensions of brand equity from the consumer's perspective. To address this gap, the current research adopts the Customer-Based Brand Equity model that concerns the significance of perceptions and experiences of consumers in building value of brand. Additionally, incorporating Transaction Cost Economics theory allows for a deeper understanding of how brand capital influences costs associated with transactions and relationships. By integrating these models, the researchers aimed to give a greater comprehensive understanding of what brand capital contributes to competitive advantages in a dynamic marketplace.

Furthermore, in earlier investigations, the most crucial factor marketing analytics was not incorporated in correlation between brand capital and competitive advantage in Ethiopian large-scale industrial companies. The investigators found a limitation of investigations on brand capital, and its interrelation to marketing analytics and competitive advantage in Ethiopian large manufacturing firms. Because there are few studies in the field despite the increasing requests for brand capital from schools of thought, the present investigation offers an opportunity for further research. Because of this, the value of investing in brand capital is peculiar in emerging countries like Ethiopia, especially in large-scale manufacturing companies.

By examining the associations across these elements in large-scale industrial companies a topic that has not received much attention before, this investigation closes a theoretical gap. The results would help manufacturing businesses implement brand capital strategies in a tangible way. This study's primary motivation was to examine the relationship between competitive advantage, marketing analytics, and brand capital. Current study will reveal favorable correlation of brand capital and marketing analytics to deliver competitive advantage for large manufacturing firms. This study contributes to brand management, strategic marketing, and competitive strategy, enhancing insights into brand capital in Ethiopian manufacturing contexts. The current investigation focused on the following fundamental research questions while addressing related issues.

1. What is the influence of brand capital on

competitive advantage?

2. What is the influence of brand capital on marketing analytics?

3. What is the impact of marketing analytics on competitive advantage?

4. How does market analytics mediate correlation between brand capital and competitive advantage?

Literature Review

Origins and Definition of Key Words

Brand Capital: Awareness of the brand, devotion to the brand, reputation of the brand, and an impression of quality are all components of brand capital, which is the value that a brand brings to a good or service (Hasan et al., 2022; Kinde et al., 2025). It started gaining popularity in the 1990s, and the main cause of it is the works of such scholars as David Aaker and Kevin Lane Keller that tried to comprehend the strategic significance of branding in the competitive markets. The idea was created to assist companies to appreciate branding as an asset that can make offers distinct, create customer loyalty, and improve a financial result that leads to the success in the long-term (Bronnenberg et al., 2022).

Marketing Analytics: is defined a practice of measuring, controlling as well as evaluating the performance of marketing decisions with the intention of maximizing the effectiveness and enhancing the pay back (ROI) (Swetha et al., 2024). The idea was popularized in the early 2000s when the availability of data and digital marketing was growing, and data scientists and marketers were the first one to popularize it. It was created to respond to the increasing demand among business that they should know more about consumer behavior and the effects of marketing in a data-driven world. Marketing analytics is significant because it can offer data that can be used to make vital strategic choices, improve customer targeting, and improve the performance of business (Anil Kumar & Ramesh Babu, 2025).

Competitive Advantage: Competitive advantage is the factor that makes one organization to outperform or out compete the others leading to the company positioning better and profitability (Agustian et al., 2023). This concept became popular in 1980s with Michael Porter emphasizing on firm differentiating strategies at competitive markets. It allows

businesses to know how they can leverage its remarkable resources, abilities, and positioning to attain competitive advantage. The competitive advantage is also paramount since it has resulted in the long-term profitability and growth enabling the firms to react to the changing market conditions and meet the needs of buyers (Okeke et al., 2024).

Theoretical Literature Review

Resource Based View Theory: This idea was developed in the late 1980s by such proponents as Barney and was dubbed as the notion that the unique capabilities and resources of a business are the secret to sustainable competitiveness (Barney, 2021). RBV claims that the valuable resources must be scarce, inimitable and non-substitutable to be successful in enhancing the performance of a firm. Considering the RBV in the current study about brand capital within Ethiopian manufacturing companies, it is important to worry that the brand equity is a key resource that could be leveraged to trigger the marketing analytics and competitive advantage (Tolossa et al., 2025; Niguse and Kant, 2025). Coming to the understanding that brand capital is a strategic resource; organizations will be in a position to build loyalty of customer besides streamlining their marketing strategies. This will enable the manufacturers to leverage their brand capabilities and build an improved market positioning and develop sustainably in the competitive space (Li and Segumpan, 2025).

Brand capital theory: It is a theory that was developed in the 1990s, by researchers as David Aaker and Kevin Lane Keller and which involves the value, a brand adds to the product or service (Hasan et al., 2022). It also incorporates brand awareness, brand loyalty, brand perceived quality, and brand associations among others that help in enhancing the competitive position of a company. The brand capital theory can be applied in this study concerning manufacturing companies in Ethiopia in which strong brand equity must be utilized as a powerful marketing analytics and strategic resource. Brand capital management and understanding enable the companies to enjoy better relationship with the customers and they can differentiate themselves in the competitive market. According to this theory, building a brand is a worthwhile investment to make in order to expand and earn profits in the manufacturing sector (Al-Abdallah et al., 2024).

Customer-Based Brand Equity (CBBE) Theory: CBBE theory is a theory that was proposed by Kevin Lane Keller in mid 1990s in which the brand value is developed on the perception of the brand by the consumer and their experience with it (Hossain, 2021). This theory has been applied to highlight the fact that building strong brand equity is done through customer awareness, associations, perceptions of quality and loyalty. In the context of the existing study on brand capital in Ethiopian manufacturing firms, the CBBE theory plays a crucial role in perception of the customers of the brands and how the perception can be applied to influence their buying behavior (Abebe, 2024). CBBE will enable companies to develop marketing schemes which will build awareness on a brand and generate preference by consumers. The theory complements the study by providing a framework through which the application of brand capital may be made to create competition advantages that would later assist the firms to optimize their marketing analytics and brand management processes (Langga et al., 2021).

Transaction Cost Economics (TCE) Theory: The theory was developed by Ronald Coase in the 1930s to examine the cost of economic transactions such as the cost of negotiating, enforcing and the cost of monitoring contracts (Afrifa, 2021). TCE presumes that firms would reduce such transaction costs in their decision on the governance structures such as whether to outsource or not to outsource production. TCE illuminates a bit in the recent literature concerning brand capital in Ethiopian manufacturing firms in that the cost of transaction plays a significant role in the management and marketing of the brand (Ménard and Shirley, 2022; Li and Segumpan, 2025). These costs allow firms to take good decisions concerning brand investments and alliances that result in superior competitive advantage. This theory may be applicable in this research as it puts into focus the importance of good transactions in the successful creation and exploitation of brand equity (Hodgson, 2025; Borji et al., 2025).

The RBV, the Brand Capital Theory, Customer-Based Brand Equity (CBBE) Theory, and the Transaction Cost Economics (TCE) can all be valuable in creating a holistic explanation of brand capital in the Ethiopian manufacturing firms. RBV highlights the importance of valuable resources in the achievement of competitive advantage such as brand equity. The brand capital theory elicits the value addition to a firm due to brand attributes, which include brand awareness and brand loyalty that assists in enhancing the market position of a firm. CBBE Theory is interested in the image of the buyers which predetermines the brand value; this is a theory which may assist companies to develop appropriate marketing strategies. TCE complements these theories by rendering economic exchange cost-related which informs the decision on brand investment and alliances. The two structures together enable companies to make the most of the brand management and marketing data, develop customer loyalty and successful purchases, which in turn will foster the development and competitiveness of the manufacturing industry.

Empirical Literature Review

Brand Capital and Competitive Advantage

Brand capital is an important factor in promoting competitive advantage. Well known and loyal brands tend to capture a larger market share and retention rate (Ebabu, 2021). Companies that invest in brand building could contrast with the rest of the market and sell more and be more profitable (Rua & Santos, 2022). Studies have shown that brand capital leads to trust and credibility between the consumer and this plays a vital role in influencing enduring relationships. A robust brand may act as a buffer against competition in an environment that is unstable and volatile as far as market forces are concerned in the Ethiopian context, firms can benefit by retaining a stable market share and keeping up with the fluctuating consumer tastes (Obeidat et al., 2021).

According to many studies, brand capital has many positive impacts on competitive advantage especially within the Ethiopian manufacturing industry. A good brand boosts the quality and reliability customer perceptions leading to customer loyalty and repeat purchase (Andaregie & Astatkie, 2022). Those companies, which manage to introduce their brand values convincingly and create emotional contact with customers (Vuong & Bui, 2023). Good brand associations attract consumer trust, which allows companies to be able to sell at a high price. In an environment that has seen the growth of consumer preferences and competition among the market, the use of brand capital becomes a strategic necessity to manufacturers who seek to remain competitive and

continue growth and profitability (Rego et al., 2022).

Although the scholars agreed on benefits of brand capital, other studies have established an insignificant impact on competitive advantage under specific situations. Brand differentiation might not be as strong in highly commoditized industries in the manufacturing industry resulting in low effects on the market performance (Erena et al., 2023). The brand investments efficiency can be watered down by other dimensions like low consumer awareness and market saturation. Even established brand firms in such situations may find it hard to realize brand capital to competitive advantages. These distinctions are crucial to manufacturers, and this is because it helps to understand the need to match branding strategies with the market conditions and consumer behaviors (Dunay et al., 2021).

Brand capital can in some cases not clearly impact the competitiveness. The brand investments might not take off in Ethiopian manufacturing companies that do not have a strong brand or those in a market where price rivalry is the main driver (Ameyibor et al., 2022). Literature indicates that contrary to powerful brands, even good brands may fail unless such a company synchronizes the branding efforts with the requirements and inclinations of consumers. This case sends an important message to manufacturers: in order to achieve success in accruing brand capital (Beise-Zee, 2022).

H1: Brand capital has positive a significant influence on competitive advantage.

Brand capital and Marketing Analytics

Brand capital has a notable influence on the marketing analytics. High brand capital also improves the accuracy of the collected data by the marketing activities as people tend to interact and provide feedback more intensively with the brands that they are aware of (Cao et al., 2022). This interaction enables companies to create insights which are of value in consumer preferences and preferences. As an example, established companies use analytics to optimize their marketing mix, refine their product mix, and change customer segmentation. Through successful management of the brand capital, businesses are able to improve their analytical skills which translate to superior

decision-making and strategic orientation to market needs and this eventually results in competitive advantage (Joshi et al., 2022).

Strongly branded products have more points to gather and enable manufacturers to analyze the interaction with the customers on a larger scale. In Ethiopia, companies investing in brand equity are usually in a position to ascertain that their augmented brand equity could enable them to collect and interpret data better (Haverila et al., 2023). This result in more focused marketing efforts, better interaction with customers and increased conversions. Through the proper application of brand capital in their marketing analytics, firms would have a better understanding of the consumer habits and would ultimately optimize their marketing activities and lead to the development of the business (Rahman et al., 2022).

Market saturation and poor brand differentiation are factors that can reduce the usefulness of brand capital on data analytics (Moschogianni, 2024). As an example, within the sphere where there are several brands that provide the same products, the influence of brand capital on consumer interactions and quality of data can be reduced. Such a lack of differentiation might lead to a little information when using marketing analytics to enhance the credibility of firms to exploit data to have strategic benefits. These constraints are important to understand by the manufacturers who would like to streamline their marketing analytics (Alsomaidaee et al., 2023).

Brand capital can have no impact on marketing analytics in some situations especially when companies are unable to identify with the target audience. Ethiopian manufacturers who have not defined a branding strategy or who sell in price-elastic markets might discover that their brand capital does not yield valuable insights into data (Petrescu & Krishen, 2023). Studies have shown that without active interaction, even well established brands might fail to produce productive analytics. This is where the need to match marketing activities with consumer preferences and needs comes in. The firms should understand that brand capital cannot be used on its own and that effective marketing analytics demand holistic approach that incorporates

brand strategy, consumer insights and data-driven decision making (Dar et al., 2021).

H2: Brand capital has positive a significant impact on marketing analytics.

Marketing Analytics and Competitive Advantage

Marketing analytics have an important influence on the competitive advantage, particularly in manufacturing companies. Using data-driven insights, companies may use the information to better adapt their marketing approaches to consumer needs (Agu et al., 2024). Companies that have the means of using sophisticated analytics to learn the dynamics of the market are able to see the prospects of innovation, as well as product development. This is a proactive strategy that enables them to remain on top of the competition, which will result in a higher market share and profitability. Research indicates that companies that successfully incorporate marketing analytics into their decision making are better placed to have a sustainable competitive advantage in fast moving markets (Beise-Zee, 2022).

Most studies point out the beneficial impact of analytics of marketing on increasing the competitiveness. Consumer behavior as well as preference Analysis will help Ethiopian manufacturing companies to streamline the marketing campaigns. As an example, the use of analytics-driven tailored marketing efforts may lead to a more successful communication with customers to match products with the market requirements (Cao et al., 2022). Studies also show that companies that adopt marketing analytics do not only enhance the efficiency of their operation, but also enhance their relationship with customers. This relationship building improves brand loyalty and creates a competitive advantage since well-satisfied customers tend to recommend the brand to other people (Ebabu, 2021).

Although numerous researchers highlight the positive impact of marketing analytics, certain results imply a minor impact on the competitive advantage in a particular situation. Marketing analytics will face limitations in Ethiopia due to the inaccessibility of sophisticated methods of analysis and the lack of the quality of data (Erena et al., 2023; Alsomaidaee et al., 2023). The

manufacturing companies that do not easily gather credible information might have hard time obtaining actionable information, as an example. Such deficiency in strong analytics may lead to minimal gains in positioning in competition particularly in some of the saturated markets where differentiation is essential (Ha et al., 2022).

Marketing analytics can have no impact on competitive advantage in some circumstances, especially when a company does not put insights to good use. The manufacturing companies of Ethiopia, which fail to ensure that their marketing strategies correspond to the analytical results, might fail to achieve gains (Hasan et al., 2022). It has been found out that in case of a lack of a clear involvement of analytics in the decision-making process, the firms may miss the possibility of optimization and development. This emphasizes the need to have an integrated strategy, which integrates analytics with strategic marketing efforts in order to deliver desirable results in competitive advantage (Islami et al., 2024).

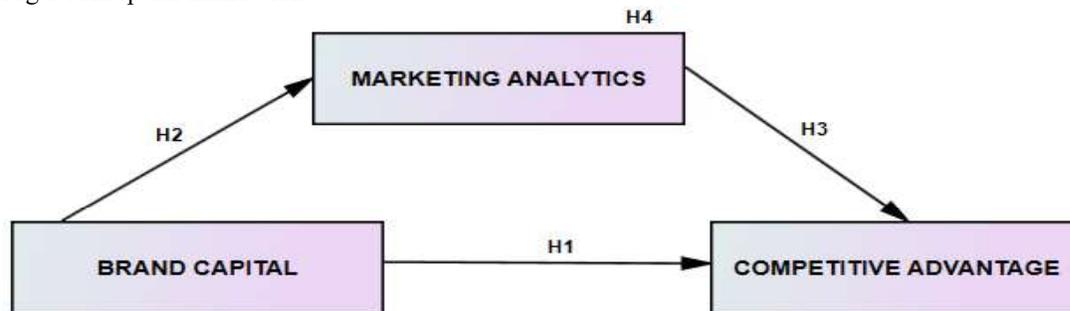*H3: Marketing Analytics has a significant positive competitive advantage.*

Mediating role of marketing Analytics in relationship between Brand capital and competitive Advantage

Marketing analytics have a notable mediating role in the correlation among brand capital as well as competitive advantage. Through the power of data-driven insights, a company can use brand equity to generate viable strategies that can improve its market positioning. As an example, good brand capital helps companies to collect and process consumer data efficiently, which can be used in targeted marketing campaigns (Jerab & Mabrouk, 2023; Joshi et al., 2022).

The association among brand capital as well as business competitiveness is found to be positive through marketing analytics. When companies that have good brand equity use marketing analytics, they are in a position to draw valuable insights that improve strategies of marketing (Kavalski, 023). This beneficial mediation assists firms to better invest on brand capital, converting acquaintances of buyers into concrete capabilities of competitiveness. When companies successfully utilize analytics of

marketing, they are likely to be better performers compared ensuring t they realize the full potential of brand capital (Li and Segumpan, 2025; Stukalina, & Pavlyuk, 2021).

The role of marketing analytics can also be used as a partially mediating tool in the correlation among brand capital as well as competitiveness (Mahdizadeh & Nejati, 2025). Brand capital, in this case, has a positive impact on competitive advantage, which, however, is further increased with the help of analytics. Manufacturing companies will be able to use the brand equity to obtain an initial market penetration, whereas analytics will refine their marketing activities and increase customer involvement (Alkhatib & Valeri, 2024). Studies Fig 1 conceptual framework

show that companies that adopted both approaches become more successful in general, which show that the synergetic impact of combining brand capital with analytics can be more successful (Mohammad Shafiee, 2022; Manzoor et al., 2022).

H4: Marketing Analytics significantly mediates the association among Brand capital and competitive Advantage.

Conceptual framework

Figure 1 below indicates conceptual framework with dependent variable (competitive advantage), mediating variable (marketing analytics) and independent variable (brand capital).

Source:

Developed by the researcher, (2025)

Research Methodology

Research Approaches & Designs
Every study requires a method of investigation that is specifically tailored to the requirements of the investigation's subject (Creswell, 2009). In the current study, the link across brand capital, marketing analytics, along with competitive advantage was examined using a quantitative research technique. The main motivation for using this approach was its ease of working with numbers, which facilitates rapid data collecting and evaluation and calms the analytical process as a whole. Given the character and research purpose of investigation, in present study, the researchers employed multivariate statistics to examine the relationship between brand capital, marketing analytics, and competitive advantage employing both descriptive & explanatory designs. Descriptive design provides a comprehensive overview of brand capital and marketing analytics, while explanatory design facilitates understanding of causal relationships. Together, they offer a robust framework for

investigating their impact on competitive advantage in Ethiopian manufacturing firms.

Total population and Methods of Sampling

The target population, the acceptable error margin, the degree of confidence, and the type of study being conducted were all considered into account when calculating the sample's size, all of which are important considerations in the analysis of information (Saunders et al., 2012). Staff members of large scale industrial firms in the construction, textile and apparel, wood and furniture, agro processing, food and beverage, chemical, mining, soap and detergent, pharmaceutical, and medical equipment industries made up the investigation's target population. There were 29,200 workers in all. The respondents were chosen by the researchers using a stratified sample. The researcher used the Yamane 1967 formulas shown below to get the proper number of participants:

$n= N/1+N\ (e)\ ^2$ $n= 29200/1+29200(0.05)^2 \cong 394$

Where: n = sample size, N= Intended population, e^2= margin of error

Table 1 Sample size determination.

Table 1 below indicates the number of employees in large manufacturing firms and sample size determined by using stratified sampling technique.

No	Large-scale industrial companies	No of staff members	Sample size
1	Construction	7500	101
2	Textile and garment	6000	81
3	Wood and furniture	4000	54
4	Agro Processing	2500	34
5	Food and beverage	1900	25
6	Chemical	1600	23
7	Mining	1200	16
8	Soap and detergent	2500	33
9	Pharmaceutical and medical equipment	2000	27
	Total	29200	394

Source: Enterprise development office of Sidama Region

Data Collection Methods

To achieve the study objectives, the researchers relied on reliable sources in an attempt to collect primary and secondary data. The questionnaire was designed as a structure questionnaire which was distributed to the employees of the large-scale manufacturing companies in the Sidama region. To make easier comprehend, the questionnaire was first prepared in English and later translated into Amharic rendering the questionnaire easy to respond to. Distribution and collection process occurred in May 2025 and made the findings more valid. The methodology was in a position to accommodate the participants of other languages that rendered the study more important and pertinent. The researchers aimed at obtaining actual data which would reflect precisely the opinions and experiences of the respondents in manufacturing industry through emphasis on effective communication.

We consulted several articles, books, and published papers in order to obtain the latest data regarding the process of collecting secondary data. Besides, cognitive assessments of the individuals selected by the scholar to evaluate the accuracy of the instrument were made and the questionnaire checked. To prevent language distortion, an independent translator translated the questionnaire into English and also the professional translators checked the suitability of the questionnaire and application of the right terminologies. This high-fidelity approach helped the questionnaire to become reliable, and enhanced the general quality of the investigation. The investigation was undertaken based on Helsinki Declaration of ethics and was approved by the university committee of ethics (CBE/MKTM05/08/2017EC) on June 11, 2025. The informed consent was informed because the study was not a secret and participants were free to ask questions. Through this promise, the rights of the participants were safeguarded and their information remained confidential because no information that could identify them was collected by the participants. The investigator stored credible information and nobody could retrieve them. This renders the study more credible and makes the participants have confidence in each other.

Development of Scale

The questionnaire was made uniform and adapted to suit the current research, and it was based on the aspects as confirmed by other studies. It consisted of twelve questions of Hasan et al. (2022 focusing on brand capital, ten questions of Cao et al. (2022) focusing on marketing analytics, and nine questions of Mohammad Shafiee, (2022) focusing on competitive advantage. In order to measure the questions, investigators adopted five-point Likert scales with special emphasis on strong disagree and strong agree. The data analysis part was developed based on the questions received on these 31 items completely. The investigators relied on content validity based on expert review and factor analysis as a means of construct validity to establish validity. To measure reliability, Cronbach alpha has been used and a reliability value of over 0.7 is deemed to be a good measure of internal consistency as recommended by (Hair, 2006). This was a strict

method of making sure that questionnaires were effective in providing the required information to the current research.

Data Analysis and Processing

The cleaning of the raw data to ensure that it is accurate, consistent, and complete is the initial phase in data analysis to be processed further (Niguse, 2025). To achieve integrity of data, the surveys that were considered unsuitable, inaccurate and contradictory were not analyzed. Descriptive as well as inferential analysis was performed to evaluate the data after cleaning and categorizing the data. Factor analysis with a structural equation modeling (SEM) that was justified by exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) was conducted to examine the hypothesis of the study and test the relationship between brand capital, marketing analytics and competitive advantage. Descriptive analysis was performed on SPSS version 26 and Amos 26 was performed on the SEM. The two approaches combined assisted in investigating the direct as well as indirect influence of the core variables and comprehend the dependence of one on the other within the framework of the investigation.

Results and discussions

Rate of Response

The researchers posted 394 questionnaires to the respondents selected and they posted 385 questionnaires. Nine questionnaires were not analyzed as a part of the analysis due to incomplete response and some questionnaires were not submitted. Consequently, 97.7% of the sampled provided responses in full and this will ensure a good dataset on the study. It is also a high response rate that makes the findings more dependable demonstrating that there is high participation of the selected sample. The study values were also similar due to attentive monitoring of data collection process, which contributed to the realization of research goals in a more profound manner. This is because data management diligence assists in enhancing the overall credibility and integrity.

Reliability analysis

Table 2 reliability analysis

No	Variables	Outcomes of Alpha	Items
1	Brand Capital	.846	12
2	Marketing analytics	.872	10
3	Competitive advantage	.898	9
4	Total	.872	31

Source: Survey Outcome, 2025

Table 2 presents a result of conducting a reliability analysis, which is focused on three variables, which include Brand Capital, Marketing Analytics and Competitive Advantage. Cronbach alpha of the Brand Capital is 0.846 that indicates it has a good internal consistency in 12 items. The score of Marketing Analytics is 0.872 in 10 items which is high scale of this construct. Competitive Advantage

has the greatest internal consistency with a great deal of 0.898 with an item count of 9. Overall, the scale of measurement can be considered reliable, which is exhibited by the overall reliability of 0.872 as it has 31 items, and the constructs correspond to the objectives of the study.

Test of Adequacy of Data

Table 3 Data adequacy

Kaiser-Meyer-Olkin and Bartlett's Test		
Kaiser-Meyer-Olkin.		.894
Bartlett's Test	Approx. Chi-Square	5025.609
	Degree of freedom	465
	Significance	.000

Source: Survey Outcome, 2025

The result of the data adequacy tests i.e. the Kaiser-Meyer-Olkin (KMO) measure, and the Bartlett Test

of Sphericity is displayed in Table 3. The KMO value of 0.894 stands at 0.894; this means that there

has been high sampling adequacy thus the data could be used in the factor analysis. The Test results achieved by Bartlett show that the Chi-Square value is nearly 5025.609 and have 465 degrees of freedom and level of significant is 0.000 which is very significant. This greatly contradicts the null

hypothesis that the correlation matrix is an identity matrix that implies that the variables are likely to be correlated and can be further analyzed. In a total, the findings show suitability of the set of data to the factor analysis.

Table 4 Loadings of factors

Components	Item	Extraction > 0.50	The extracted mean loadings > 0.50
Brand Capital	BC1	.730	**0.668**
	BC2	.724	
	BC3	.645	
	BC4	.773	
	BC5	.610	
	BC6	.709	
	BC7	.724	
	BC8	.586	
	BC9	.615	
	BC10	.542	
	BC11	.692	
	BC12	.664	
Marketing Analytics	MA1	.627	**0.72**
	MA2	.568	
	MA3	.651	
	MA4	.756	
	MA5	.818	
	MA6	.810	
	MA7	.857	
	MA8	.725	
	MA9	.686	
	MA10	.703	
Competitive Advantage	CA1	.603	**0.667**
	CA2	.670	
	CA3	.728	
	CA4	.758	
	CA5	.615	
	CA6	.561	
	CA7	.586	
	CA8	.739	
	CA9	.747	

Source: Survey Outcome, 2025

The factor loadings s provided in Table 4 identify the summary of various elements to Brand Capital, Marketing Analytics and Competitive Advantage. The weight of each item in these components exceeds 0.50 and this means that they have a high relationship with the underlying constructs. Under the brand capital, the items BC1 to BC12 have a strong loading with the best loading of 0.773 under BC4. This confirms that BC4 plays a big role in determination of Brand Capital. The homogeneity of

loads of all brand related items assists in attesting the importance of brand perception and equity in shaping the competitive position in the market, which introduce the relevance of brand capital in the strategy decision-making.

The high loadings of the Marketing Analytics items MA1 - MA10 are relatively equal and the maximum of 0.818 and 0.857 of MA5 and MA7 respectively. These large loadings imply that the companies that

apply such analytics will be in a position to make improved choices that will lead to a reduction in generalized marketing strategies. A good analysis of data enables firms to identify the opportunities to expand and to streamline opportunities eventually enabling them to build their brand capital and competitive advantage. This enhances the essence of investing in analytical capabilities of the marketing framework. Also striking are Competitive

Advantage items CA1 to CA9, with CA4 and CA9 having loadings of 0.758 and 0.747 respectively. Such discoveries yield the major causes of a country remaining competitive. The cumulative strength of these loadings suggests that the business elements such as efficiency in its operations, innovativeness, and customer satisfaction are paramount in the companies that are aiming to be different.

Total Variance Explained Evaluation

Table 5: Total variance explained

|	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.324	30.077	30.077	9.324	30.077	30.077	3.736	12.051	12.051
2	1.820	5.871	35.948	1.820	5.871	35.948	3.641	11.746	23.797
3	1.619	5.223	41.171	1.619	5.223	41.171	2.894	9.334	33.131
4	1.423	4.591	45.762	1.423	4.591	45.762	2.272	7.329	40.460
5	1.327	4.281	50.043	1.327	4.281	50.043	1.876	6.053	46.512
6	1.253	4.043	54.086	1.253	4.043	54.086	1.766	5.698	52.211
7	1.176	3.794	57.880	1.176	3.794	57.880	1.386	4.470	56.680
8	1.130	3.645	61.526	1.130	3.645	61.526	1.295	4.177	60.858
9	1.089	3.514	65.040	1.089	3.514	65.040	1.186	3.827	64.684
10	1.063	3.428	68.468	1.063	3.428	68.468	1.173	3.783	68.468
11	.923	2.977	71.445						
12	.854	2.756	74.201						
31	.161	.518	100.000						
Method of extraction: PCA									

Source: Survey Outcome, 2025

Table 5 highlighted an in-depth discussion of the total explained variance, which shows the percentage change in the total variance due to each component. The first eigenvalues reveal that the first factor explains a percentage of 30.077 of the variance and this is significant as it means that a good percentage of the variation in the data. The cumulative proportion of variance explained by the component is 50.043 percent in the fifth component, which shows that the first five components explain half the total variance. This indicates effectiveness of principal component analysis in determining key variables that determine the underlying constructs which are measured in the study.

The sums of squared loadings of the rotation further explain the distribution of variance within the

Factor Confirmation

Figure 2 Factor confirmation

components once rotated. The first element although still contributing to a significant 12.051 per cent of the variance after rotation shows the distribution of the factors more evenly spread among the following elements. At the eighth component, the cumulative percentage of variance explained is 60.858, implying that the other components have a significant value to the overall model. This distribution shows that it is crucial to take into account various factors when examining brand capital, marketing analytics and competitive advantage. The general discussion highlights the multicomponent nature of the interrelationships between these constructs and the need to have a complex approach in making sense of their effects.
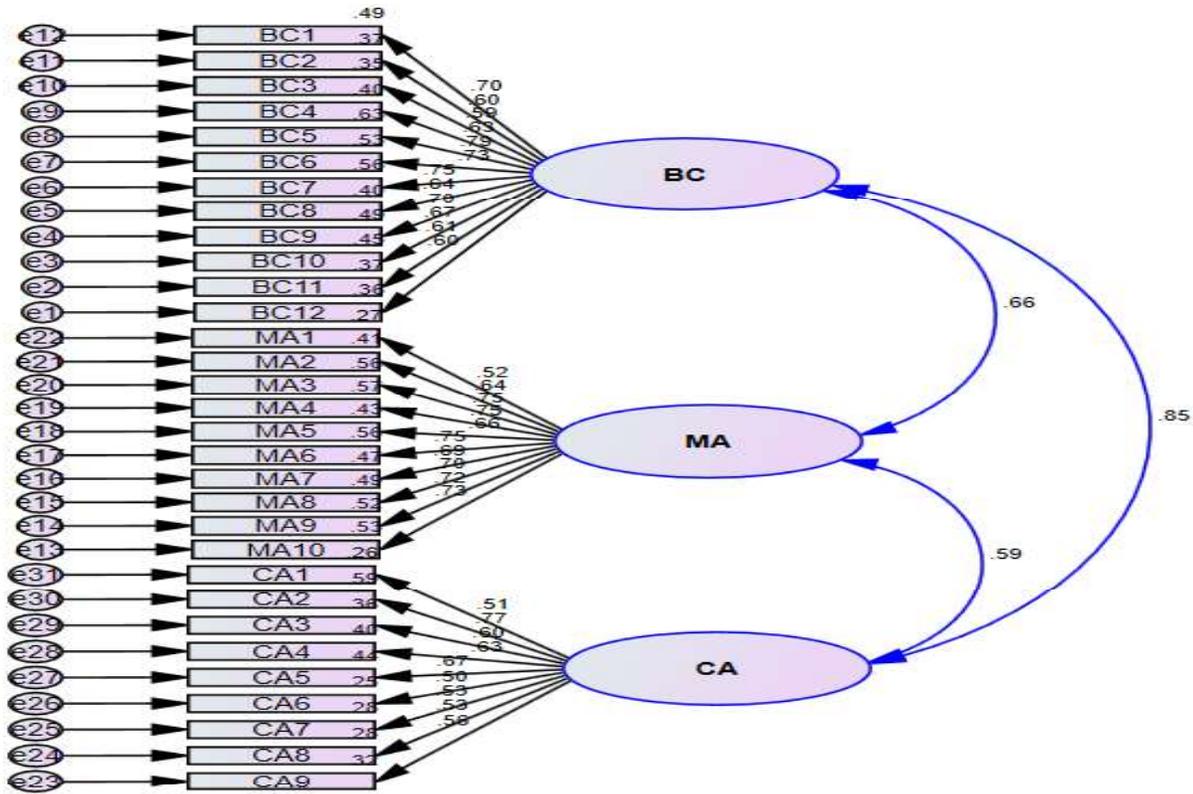
Source: AMOS output, 2025

CFA was used to determine whether the observed indicators correctly indicate the suggested fundamental factors. By putting theories regarding the relationship among the study variables to the test, this approach allows researchers to look at data patterns. By comparing the proposed model's goodness of fit to the actual data, CFA validates theoretical concepts as well as makes certain the measurement model is suitable for the investigation.

The CFA results show that all factor loading values are higher than the cutoff 0.5 in Figure 2 above. Factor loadings, greater than 0.5 are taken into consideration for additional analysis, as recommended by Hair (2006). All of the items in this investigation are taken into consideration for additional analysis because their factor loadings are greater than the 0.5 cutoff.

Table 6: Covariance

Covariance			Approximation	S.E.	C.R.	P	Hy.
Competitive advantage	<-->	Brand capital	.361	.061	5.941	***	H1
Marketing Analysis	<-->	Brand Capital	.363	.059	6.198	***	H2
Competitive advantage	<-->	Marketing Analysis	.341	.061	5.591	***	H3

Source: AMOS output, 2025

Table 6 contains covariance of Competitive Advantage, Brand Capital, and Marketing Analysis, and its statistical significance. The association among Competitive Advantage and Brand Capital is 0.361 and the standard error is 0.061 and the critical ratio (C.R.) is 5.941, which means that the relationship between the two is strong with (p <

0.001). In the same way, the covariance of Marketing Analysis and Brand Capital is 0.363 and it's C.R. = 6.198 also attests to the importance of brand capital on marketing strategies. Also, Competitive Advantage has covariance with Marketing Analysis of 0.341 with a C.R of 5.591, which shows the close relationship between the two constructs. The

hypotheses (H1, H2, H3) based on the significant covariances are in support of the relevance of brand capital and marketing analytics in improving the competitive advantage layer in the industry.

Analysis of Model Fitness

Table 7 Analysis of model fitness

Measurements	Criteria	Outcomes	Accepted level	Decision
Chi-square	CMIN	33.652	-	
	Degree of freedom	21	-	
	CMIN/DEF	1.744	<3	Good fit
	P value	.162	>0.5	Good fit
Absolute measurement of fit	RMSEA	.052	<0.08	Good fit
Incremental fit instruments	CFI	.972	>0.9	Good fit
	IFI	.972	>0.9	Good fit
	RFI	.939	>0.9	Good fit
	TLI	.967	>0.9	Good fit
Parsimony fit measure	PNFI	.510	>0.50	Good fit
	PCFI	.613	>0.50	Good fit

Source: AMOS output, 2025

Table 7 summarizes the analysis of model fitness results. The Chi-square statistic (CMIN) is 33.652 with degrees of freedom 21; leading to a CMIN/df ratio of 1.744, well below the acceptable threshold of 3, indicating a good fit. The P-value of 0.162 supports this, as it is greater than 0.5. The RMSEA value of 0.052 is also favorable, being below the 0.08 criterion. Incremental fit indices show a Comparative Fit Index (CFI) of 0.972, an Incremental Fit Index (IFI) of 0.972, a Relative Fit Index (RFI) of 0.939, and a Tucker-Lewis Index (TLI) of 0.967—all indicating good fits as they exceed 0.9. Finally, both PNFI (0.510) and PCFI (0.613) surpass the 0.50 threshold, confirming the model's parsimony and overall adequacy.

Validation

Table 8 Validity Concern

	CR	AVE	MSV	MaxR(H)	BC	MA	CA
BC	0.728	0.640	0.225	0.847	**0.655**		
MA	0.760	0.648	0.129	0.759	0.168	**0.662**	
CA	0.790	0.603	0.269	0.795	0.379	0.188	**0.680**

Note: BC= Brand capital; MA= marketing analytics, CA= competitive advantage
Source: AMOS output, 2025

Table 8 offers information on the validity issues of the construct of Brand Capital (BC), the Marketing Analytics (MA), and Competitive Advantage (CA) using different measures: CR, AVE, MaxR(H)) as well as the inter-construct associations. All constructions have CR values above the suggested threshold of 0.70, indicating strong consistency within them. The values of the AVE, beginning between 0.603 and 0.648 indicate that each of the constructs measures a large proportion of variance. Construct reliability is also strong as shown by the Maximum Reliability values. The construct AVE is lower than the square root of inter-construct correlations of each construct, which facilitates the

discriminant validity. All in all, these results support the validity and efficiency of the measurement model, which guarantees that the constructs can be analyzed further.

Structural Equation Model

The structural equation model with three variables is shown in Figure 3 below. The dependent variable is competitive advantage; the independent variable is brand capital; and the mediating variable is marketing analytics.

Fig 3 SEM
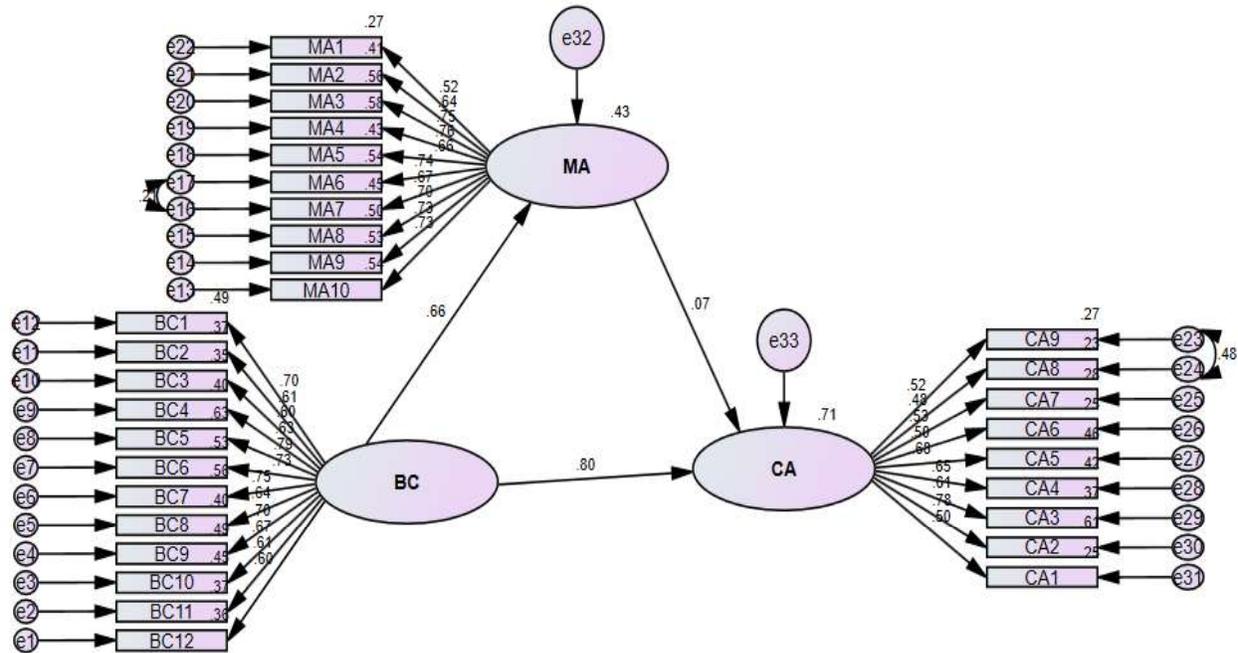
Source: AMOS output, 2025

Table 9: Regression Analysis

Relative			Approx.	S.E.	C.R.
Competitive advantage	<---	Brand capital	.772	.127	6.053
Marketing analytics	<---	Brand capital	.888	.119	7.465
Competitive advantage	<---	Marketing analytics	.047	.051	.917

Source: AMOS output, 2025

Table 9 shows the outcome of the regression that has investigated the relationship among Brand Capital, Marketing analytics, and Competitive Advantage. The regression coefficient of the impact of Brand Capital on Competitiveness takes 0.772 values and the S.E of the regression coefficient 0.127 with a C.R of 6.053, which represents strong association. This implies Competitive Advantage is increasing with Brand Capital. In the same manner, the high coefficient of 0.888 between Brand Capital and Marketing Analytics indicates that brand capital is significant in increasing the marketing analytics capabilities with C.R. of 7.465. The regression coefficient of Marketing Analytics on Competitive Advantage is however only 0.047 with C.R. of 0.917 which is not significant. This underscores the fact that although both results are directly affected by Brand Capital, Competitive Advantage in this model might not be greatly impacted by Marketing Analytics.

Mediation Analysis

Table 10 Analysis of mediation

	outcome	Path influence
Brand capital → competitive advantage	.79	Direct impact
Brand capital → marketing analytics → Competitive analysis	.66*.07= .046	Indirect impact
	.84	Partial mediation

Source: AMOS output, 2025

The mediating value of Marketing Analytics in the association that exists between Brand Capital and competitiveness is as indicated in Table 10. Brand Capital has a strong influence on competitiveness with the coefficient of 0.79 which shows Brand Capital is a significant factor that helps to improve competitiveness. Such a direct correlation highlights the need to create a good brand image. Investment in Brand Capital has been discussed as being a highly beneficial asset with a direct pay-off which supports the argument that Brand Capital is a vital asset of strategic management as well as decision-making.

Conversely, the indirect influence of Brand Capital on Competitiveness via Marketing Analytics is also computed to be 0.046, which is obtained by multiplying the coefficients (0.66 0.07). This implies that there is a less strong but significant indirect route. Brand Capital has an overall impact of 0.84 on Competitive Advantage which takes into consideration both the direct and the indirect effects which indicates a partial mediation effect. This means that Marketing Analytics is a factor in the relationship, but the role of Brand Capital is still the most dominant in the determination of Competitive Advantage, therefore, everyone needs to concentrate on both aspects to achieve the best results.

Discussion

This paper was assessed brand capital, competitive advantage, and marketing analytics in large manufacturing companies in Ethiopia, with 29,200 employees living in the Sidama regional state being the target population. With the help of stratified sampling, 385 respondents were chosen. Structural equation modeling (SEM), confirmatory factor analysis as well as exploratory factor analysis methods were utilized by the researchers with the aid of SPSS and AMOS version 26 software. The theoretical backgrounds were Resource-Based View, Brand Capital Theory, Customer-Based Brand Equity (CBBE) model, as well as Transaction Cost Economics. Before the assessment of the model, the sample was tested using KMO and the Bartlett tests to verify its suitability. The constructs were confirmed by principal component analysis and Varimax rotation to indicate that 31 items had an eigenvalue more than 1 as this was considered to be a strong factorial validity with extraction loading factors above 0.5.

The initial ten items explain the 68.468 percent of the total variance and this indicates the importance of the items in deriving meaningful information about the data. The CFA is used to verify that the data obtained is a true measurement of the latent constructs in the model, so that the measurement models are on course with the data obtained and confirm the theories used. Multicollinearity between constructs is eliminated as the factor loading is above 0.5 and the covariance results are low. There is a strong positive correlation which confirms Hypothesis 1 about the association among brand capital as well as competitive advantage. Further, strong relationships confirm Hypotheses 2 and 3, which are the interrelationships between brand capital, marketing analytics, and competitive advantage. The results indicate that the brand capital directly affects the competitive advantage (0.79) and indirectly does it via the marketing analytics (0.046) meaning that there is partial mediation of the competitive advantage by the marketing analytics.

The investigation conducted before showed that brand capital is of paramount importance in terms of competitiveness, and marketing analytics are also affected by brand capital. The authors mentioned that the brand capital has significant contribution to competitive advantage (Rua, Santos, 2022). The findings of the current research coincide with the results obtained by Sobaih et al., (2022) who have found that brand capital significantly affects a

competitive advantage. In the case of large-scale industrial firms, the brand capital is essential in competitive advantage. The competitive advantage of the bigger manufacturing firms can be increased by the promotion of brand capital. This constant investment in brand capital and marketing data is crucial towards competitiveness in this competitive business environment.

The current study captured the fact that, marketing analytics plays a positive mediating role between the association among brand capital and the competitiveness. It was established that marketing analytics partly interferes the correlation between brand capital and competitiveness. This is contrary to Mohammad Shafiee (2022), where marketing analytics was gained, and did not mediate such interaction. Nevertheless, it confirms the result of Obeidat et al., (2021) and Rahman et al., (2022) that confirmed that the relationship among brand capital as well as competitiveness is partially mediated by marketing analytics. These insights support the marketing analytics significance in improving the competitive advantage.

The direct effect of brand capital on competitiveness of 0.79 standard deviations is significant, which shows that the huge manufacturing firms are concentrating brand capital that can achieve competitiveness without the emphasis on marketing analytics. Nonetheless, the indirect effect standard deviation of 0.046 implies that the large-scale manufacturing companies can again use competitive advantage through marketing analytics. This underscores the need to include marketing analytics in the strategies of large scale manufacturing companies.

Conclusion

To conclude, Brand Capital is of utmost importance in increasing Marketing Analytics and Competitive Advantage in Ethiopian manufacturing firms. CBBE model as well as Transaction Cost Economics, the study demonstrates the strength of the brand as a factor that not only affects consumer perception but also provides better marketing strategies by enhancing analytics. It has been found that Brand Capital is a base capital to make effective decisions, which eventually result in sustainable competitive advantage. This ends the need by firms to invest in developing good brand identities that customers can

associate with, hence, improving their market positioning and profitability.

Also, the research sheds light on interrelationship among Brand Capital, Marketing Analytics, and Competitiveness, which show partial mediation effect of Marketing Analytics in the relationship. Although Competitive Advantage will, directly, be influenced by Brand Capital, the input of Marketing Analytics cannot be underestimated, since it will help in creating data-driven decisions, which will contribute to improved operational efficiency and customer interaction. This two-fold concentration enables companies to make it in the confusion of the competitive world better. As a result, Ethiopian manufacturing companies ought to focus on brand creation as well as analytical skills increase so as to make them innovative and receptive to the changing market environment in order to secure their survival in the long term.

Theoretical Implications

The theoretical implications of the current investigation are grounded in RBV theory, Brand Capital theory, the CBBE model, and Transaction Cost Economics. The RBV asserts that valuable, rare, and inimitable resources, including Brand Capital, are essential for attaining competitiveness. This study supports the idea that strong Brand Capital is a strategic resource that improves marketing analytics skills, which lets companies use customer insights to make better decisions. The CBBE model also shows how important consumer perceptions are for building Brand Capital. This means that companies should put brand equity first to encourage loyalty and engagement. Finally, Transaction Cost Economics stresses how important it is for marketing processes to be efficient in order to lower costs. All of these theories show that companies need to combine brand management and analytics to do their best and keep costs low in a competitive market.

Practical implication

The results of this study show that Ethiopian manufacturing businesses need to make smart investments in Brand Capital and improve their Marketing Analytics skills. Companies can build strong brand identities that connect with customers by seeing their Intellectual Capital as a valuable asset. This results in to customer attachment and an advantage in competition. Also, incorporating strong

analytics to marketing will help businesses use information about clients to make decisions and come up with better marketing plans. Companies should put training and development in analytical skills at the top of their list of priorities so that employees can use data to improve the performance of their brands. Also, creating a feedback loop between how people see a brand and how it markets itself will help businesses quickly adjust to changes in the market, which will make them more efficient and help them stay competitive within the long run.

Managerial implication

The study's managerial implications stress how important it is for Ethiopian manufacturing companies to focus on both Brand Capital and Marketing Analytics when making decisions. Managers should work on ensuring powerful brand identities that are in line with how buyers see them. This may assist you keep your customers and stand out in the market. Also, it's vital to buy robust marketing analytics instruments so you can use customer data to make smart business decisions. Giving employees training in how to analyze and understand data can provide teams the tools they need to make smart choices based on relevant data. Likewise, businesses will be able to adjust more quickly to adjustments in the market if they encourage a culture of ongoing feedback between brand performance as well as marketing approaches. This could provide them a competitive edge and make the whole organization work better. In a market that continues to shift, this holistic approach will help industries stay flexible as well as creative.

Methodological contribution

This research contributes methodologically by integrating the CCBBE Model and Transaction Cost Economics Theory to examine the effects of brand capital on firm competitiveness in Ethiopian manufacturing firms. The research employs a mixed-methods design, utilizing quantitative surveys as the principal data collection method and qualitative interviews as the primary knowledge acquisition tool to elucidate the mediating role of marketing analytics. The study utilizes structural equation modeling (SEM) to establish a robust relationship among variables that substantiates the theories and provides practical implications for brand strategy and operational efficiency in the context of developing economies.

Knowledge Contribution

The current study broadens the body of knowledge by connecting brand capital with competitive advantage directly as a marketing analytics of Ethiopian manufacturing companies. It supplements Customer-Based Brand Equity Model by incorporating the knowledge of the Transaction Cost Economics Theory by showing how the association among brand capital as well as competitiveness can be mediated through effective use of data. Besides enriching the theoretical insights of brand equity in the emerging market, the contribution also provides a practical advice on how marketing analytics may be used to maximize the performance of the brand as well as to facilitate strategic decision making.

Limitations of Investigation and Future Direction

This research paper has identified several limitations that will be addressed in subsequent studies. First, there are Ethiopian manufacturing companies that were mostly targeted, which makes it harder to apply the results to other industries or the world as a whole. The forthcoming study may examine the applicability of Brand Capital and Marketing analytics in alternative contexts, such as the service industry or emerging markets. The investigation employs cross-sectional data, which might prove not adequate for capturing the long-term evolution of brand recognition and competitiveness. Longitudinal investigations would improve the understanding of these associations. Furthermore, the influence caused by outside factors, including economic conditions alongside breakthroughs, on Brand Capital along with Marketing Analytics may be evaluated in the future. Expanding the investigation scope will allow a deeper comprehension of brand dynamics across diverse contexts.

Abbreviations

BC: Brand capital

MA: Marketing analytics

CA: Competitive advantage

Data Availability: The information on this research is present and will be supplied by the reasonable request from corresponding author.

Author contributions: TN wrote an introduction, literature review, methodology section and collected data. BB analyzed the collected data and ZK interpreted the results, wrote discussion and conclusion sections.

Ethics Approval: The inquiry was approved by Bule Hora University's Ethics Committee under the reference number BHU/EC/02/11/2017EC.

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