

## **ADVERTISING EXPENDITURE AS A DETERMINANT OF A BRAND'S SHARE OF THE MARKET\***

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### **ABSTRACT**

This study attempted to determine the impact of a brand's advertising expenditure on its share of the market and its variation, if any, across different product categories (i.e., low-involvement vs high-involvement products). In this endeavour, the study challenged a common belief amongst marketers, that the normal and stable relationship for an advertised brand is a parity of share of voice and share of market. The findings of the study revealed a positive correlation between a brand's share of voice and its share of market with regard to both low-involvement and high-involvement products, with the strength of this correlation being greater in respect of low-involvement products. The study also provided valuable insights that marketers could utilise to develop more focused marketing strategies which may enable them to compete more effectively in the increasingly competitive market.

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