During the past few decades, interest has been growing among researchers and practitioners towards the subject of comparative advertising and the factors influencing its effectiveness. Of the several factors that influence comparative advertising effectiveness, the two important factors, brand credibility and brand familiarity, have a major impact on consumers’ attitude and intention to purchase. The effects of comparative advertising on consumer behaviour are of great interest to marketing managers and researchers alike. In this context, it becomes imperative to undertake a synoptic view of the subject of comparative advertisements and their relationship with consumers’ attitude towards ad, attitude towards brand and purchase intention.

There may be various reasons why consumers purchase a specific brand in a particular product category. But the success of a firm promoting a comparative advertisement depends on the credibility of the sponsor brand. In particular, it is critical for the survival of a company to attract and retain its customers. Comparative ads sponsored by familiar brands have a competitive advantage over those sponsored by unfamiliar brands. Also, the congruity between the sponsor and comparison brands in a comparative ad significantly increases comparative advertisement effectiveness.

The current research work is an attempt in the direction to understand the impact of credibility and familiarity of the sponsor brand of comparative advertisement on ad effectiveness. The present study undertook to explore and investigate the effects of “Impact of Brand Credibility on Comparative Advertising Effectiveness: Examining the Moderating Effects of Brand Familiarity and Brand Congruity”. To accomplish this task, the entire study has been divided into six chapters and also includes Bibliography and Annexure at the end.

The first chapter details an overview of the concept of advertising and introduces the subject of comparative advertisements throwing light on the evolution of comparative advertising from its roots in marketing to its applications in the field of advertising. The second chapter presents an expanded discussion on the literature with a complete and comprehensive review of various researches that have been carried out in the related subject.

The third chapter heavily emphasizes on the topic of brand credibility with expanded emphasis on advertising effectiveness.

The fourth chapter focuses entirely on the research methodology adopted for achieving the objectives of the study and the hypotheses framed.

The fifth chapter discusses the analysis and interpretation of results derived from applying relevant statistical tools and techniques to the data.

The last chapter highlights conclusions and suggestions emerging from the discussions.