



A Survey Investigation on the Impact of a Product's Brand Image on Repeat Purchases.

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ABSTRACT

Purpose: This project is designed to assess customer satisfaction with branded products and their likelihood of making repeated purchases. The primary objectives include identifying customer awareness levels, usage patterns, and familiarity with specific brands and products. Additionally, the project aims to understand the gap between customer expectations and perceptions, as well as the impact of key product quality dimensions on the overall performance of branded products.

Method: To achieve these objectives, a sample size of 155 customers was selected for the study. Data was collected through a combination of structured questionnaires and Google Forms, allowing for a systematic and organized approach to gather information from participants. The questionnaire covered various aspects, including demographic profiles, purchasing patterns, consumption levels, experiences with the brand, and both positive and negative impacts associated with buying branded products.

Findings: For the analysis phase, the researchers employed statistical tools and techniques such as Chi-Square and Regression. Chi-Square analysis is likely utilized to examine the relationships between categorical variables, helping to understand any significant associations or differences in the data. Regression analysis, on the other hand, is valuable for exploring the relationships between dependent and independent variables, allowing researchers to identify the impact of key product quality dimensions on overall performance.

Overall, this research approach provides a comprehensive understanding of customer sentiments towards branded products, shedding light on factors influencing customer satisfaction, repeated purchases, and the broader dynamics between customer expectations and brand perceptions. The use of both qualitative and quantitative methods ensures a well-rounded analysis of the collected data.

Keywords: *Brand Awareness, Brand preference, Buying Behaviour*

1. Introduction

The relationship between brand awareness and repeated purchase can be likened to a cyclical process that plays a crucial role in building a strong and lasting connection between a brand and its customers. At the core of this cycle is the initial stage where brand awareness serves as the catalyst for attracting and engaging customers. Effective brand awareness strategies involve creating a strong brand presence through advertising, social media, public relations, and other marketing channels. By doing so, businesses aim to capture the attention of potential customers and make them aware of the products or services offered. Once a consumer becomes aware of a brand and makes an initial purchase, the next phase of the cycle comes into play. The customer's experience with the product or service becomes pivotal in determining whether they will make repeated purchases. Positive experiences, including high-quality products, excellent customer service, and a seamless purchasing process, contribute to customer satisfaction and loyalty. Brands that consistently deliver positive experiences are more likely to earn repeat business from satisfied customers. As customers make repeated purchases, they inadvertently contribute to the reinforcement of brand awareness. The more customers engage with a brand, the more likely they are to remember and recognize it in the future. This continuous reinforcement builds a strong brand image in the minds of consumers, making the brand more familiar and trustworthy. Marketers actively participate in this cycle by employing various strategies to boost brand awareness and encourage repeated purchases. These strategies may include targeted advertising campaigns, loyalty programs, customer engagement initiatives, and social media marketing. By consistently communicating the brand message and delivering positive experiences, marketers aim to create a positive feedback loop where brand awareness and repeated purchases feed into each other, fostering a symbiotic relationship. In summary, the relationship between brand awareness and repeated purchase forms a cyclical process that is fundamental to building brand loyalty and a strong market presence. The initial attraction created by brand awareness sets the stage for customer engagement.

2. Review of Literature

The interconnection between brand awareness and repeated purchase is a fundamental principle in marketing, as highlighted by various studies [13]. The relationship begins with brand awareness acting as a precursor to initial purchases. When consumers are made aware of a brand through effective marketing strategies, it piques their interest and sets the stage for them to make their first purchase [7]. However, the true strength of this relationship lies in the subsequent phases of the customer journey. Positive experiences resulting from the initial purchase play a pivotal role in encouraging repeated purchases. Customer satisfaction, driven by factors such as product quality, excellent customer service, and a seamless buying process, leads to a higher likelihood of customers choosing the same brand for subsequent purchases. These repeated transactions not only contribute to building customer loyalty but also serve as a powerful mechanism for reinforcing brand awareness [7]. The concept of brand awareness takes center stage when consumers are faced with choices in the market. The title suggests that brand awareness plays a dominant role in influencing consumer choices [5]. This implies that when consumers are aware of a brand, it becomes a significant factor in their decision-making process. The prominence of brand awareness is further underscored by the idea that it ultimately shapes the consumer's final choice, with the high-quality brand being selected as the ultimate preference [4]. In situations where there is a quality disparity among competing brands, consumers may be willing to pay a premium for the brand they are familiar with. This indicates that brand awareness not only influences choice but can also impact the perceived value of a brand, making consumers more willing to invest in it [8]. Recognizing the significance of brand awareness, marketers often employ it as a feasible strategy for promotional activities. The paragraph highlights that brand awareness is a key element of promotional efforts aimed at increasing brand choice [6]. This implies that by strategically enhancing brand visibility and recognition, marketers can positively influence consumer preferences and choices. In summary, the paragraph underscores the intricate relationship between brand awareness and repeated purchase in the marketing landscape. Brand awareness acts as the catalyst for initial purchases, and positive experiences drive subsequent repeated purchases, creating a reinforcing cycle. The dominance of brand awareness in shaping consumer choices and the role it plays in promoting high-quality brands highlight its critical importance in the competitive market environment.

3. Research Methodology

This study has a descriptive approach. This study comprises respondents who are both individual customers who buy things because they are familiar with the brand and individuals who do not. Sample Size equals 155. Primary and secondary data are the types of data used. The primary data could be obtained by a structured questionnaire. Standard scales were used in this study and measured on a 5 – point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

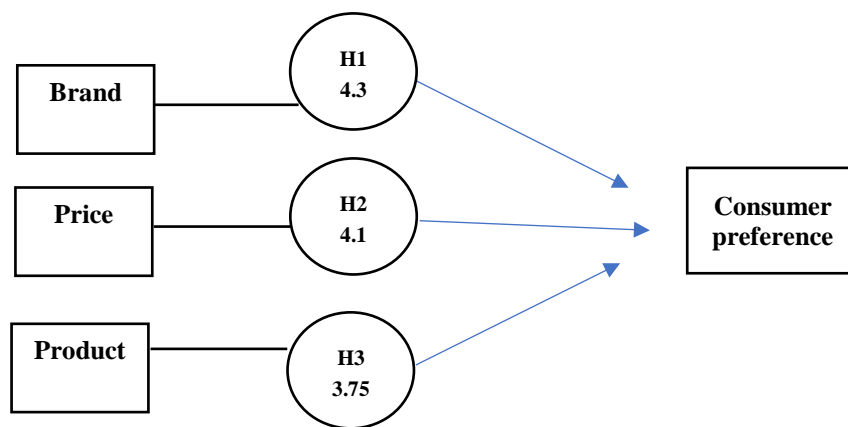


Fig.1. Proposed Framework

Data is collected through survey. Convenient sampling is chosen. Statistical Tools Used for this research are Crosstab, Chi-Square Test, Regression is used for analysis of data. The result of the research is presented through tables.

3.1 Hypothesis

- There is a strong correlation between age and brand awareness;
- There is a strong correlation between age and advertisement; and
- There is a considerable correlation between gender and preferred Brand products relative to their competitors.
- Education and brand have a substantial association that lowers risk.
- The pricing factor and education have a substantial link.
- There is a strong correlation between education and frequent brand website visits.
- A strong correlation exists between schooling and a detrimental effect on brand image.

- There is a strong correlation between education and increased awareness through advertisements.
- There is a strong correlation between age and how frequently a brand website is visited.
- Preferred brand products have a strong correlation with education when compared to their rivals.

3.2 Aspects That Influence The Consumers In Their Buying Behaviour

Sl. No	Aspects	Average	Rank
1	Product Factors	4.3	1
2	Price Factors	4.1	2
3	Brand Factors	3.75	3

Fig.2. Aspects of consumers towards brands

3.3 Analysis Of Variables Using Chi-Square

- Chi square test is used to show the association between factors and demographic factors of the respondents.
- Chi square test is used to show the relationship between retailer's preference and demographics.

Null Hypothesis: There is no relationship between consumer's preference and demographics.

Alternate Hypothesis: There is a relationship between consumer's preference and demographic factors

3.4 Relationship between Consumer Preferences and demographic factors

Factors	SIG	Null Hypothesis
Age & Brand website	0.004	Rejected
Age & Brand awareness influence	0.014	Rejected
Education & Branded purchase reduce risk	0.000	Rejected
Education & Brand website	0.001	Rejected
Education & Advertisement makes awareness	0.010	Rejected
Education & brand has significant negative impact	0.018	Rejected
Education & price is major factor	0.000	Rejected
Education & purchase based on education	0.021	Rejected

Fig.3.Relation between Consumer Preference and demographic & influencing factors

- Analyzing the results of the chi-square test, as presented in the table, becomes pivotal in understanding the relationship between two variables. Significance is often determined by whether the null hypothesis is rejected, and a common threshold for significance is set at an asymptotic significance level of less than 0.05 ($p < 0.05$). When the p-value falls below this threshold, it indicates a significant link between the variables under consideration. In practical terms, this implies that the observed relationship is unlikely to have occurred by random chance alone.
- The significance of this statistical finding extends beyond theoretical considerations; it holds tangible implications for consumer preferences and has a bearing on demographic and marketing considerations. For instance, if the chi-square test reveals a significant relationship between brand awareness and purchasing behavior, it suggests that consumers are influenced by their awareness of a particular brand when making choices about what to buy.
- In addition, the study highlights the impact of various elements on consumer purchasing decisions. Elements such as brand awareness, the accessibility and content of brand websites, and the persuasive power of advertisements play a crucial role in shaping consumer preferences.

A brand's ability to establish itself in the consumer's consciousness, provide easily accessible information through its website, and create compelling advertisements can significantly influence purchasing behavior.

- Moreover, the findings indicate that adverse consequences, perhaps associated with certain choices or products, can drive consumers to make purchases as a risk-mitigation strategy. This suggests that consumers may actively seek products or brands perceived as lower risk in response to negative experiences or potential drawbacks associated with other choices. Competitors' brands and previous purchasing patterns also emerge as influential factors. Consumers may be swayed by alternatives offered by competitors, or their own past experiences and preferences may guide their current purchasing decisions. This underscores the dynamic nature of consumer behavior, where external influences and personal history

intertwine to shape choices in the marketplace. The chi-square test results serve as a statistical lens through which the interplay of variables impacting consumer behavior becomes apparent. By rejecting the null hypothesis and observing a significant link ($p < 0.05$), the study not only validates the presence of connections but also provides valuable insights into the complex web of factors shaping what people buy. This understanding, in turn, informs marketing strategies, allowing businesses to tailor their approaches based on the identified influences, thereby enhancing their ability to meet consumer needs and preferences.

3.5 Variable Analysis Using Regression

It is clear from the above table that the independent variable brand significantly influences consumers' overall purchasing

decisions ($F=64.430$; $p 0.01$), accounting for a variance of 21%. Here, we reject the null hypothesis that there is no significance impact from the brand influence for the customers because the significance value is less than 0.01, and we accept the alternative hypothesis that the variable brand has a substantial impact on consumers' purchase decisions. The F-statistics illustrates how much more likely the null hypothesis is to be correct. When the null hypothesis is correct, F-statistics typically falls around 1.0, but it increases when the alternative is correct. The F value in this instance is exceptionally high, indicating that the alternative hypothesis is very strong.

4. Findings

4.1 Factors That Influencing Consumers To Purchase Branded Products

- To know the customer satisfaction and preferences relating to the brand awareness and repeated purchase.
- More than half (63) of respondents is agreed that brands are making influence in their purchase intention
- More than half (74) of respondents is agreed that there is a statement like brands are mainly influence people and make them to purchase.
- Most of the respondents (63) agree that brands are making influence in their purchase intention.
- Most of the respondents (43) gives neutral statement, they are purchasing the branded products only for their social status.
- Majority of the respondents (71) agree with the statement that price is the major factor while purchasing the products.
- Majority of respondents (59) agree with the statement that brand is making attention seeking towards them.
- More than half (81) respondents are agreeing with the statement that brand has its positive impact.
- More than half (53) respondents are agreeing with the statement that they are purchase rather than what is required.
- Most of the respondents (72) respondents are agree with the statement that advertisement make them to get more aware of the brands.
- Most of the respondents (57) respondents are agree with the statement that they are purchase branded products other than their competitor's brands.
- Majority of the respondents (74) respondents are agreed with the statement that branded products says and increase their satisfaction level.
- Majority of the respondents (54) respondents are saying neutral statement that the often visit the particular brands website which they prefer.
- More than half (55) respondents are agreeing with the statement that while purchasing branded products brand loyalty is important.
- Majority of the respondents (53) agree that advertisement has been influencing them for purchase point of view.
- More than half (61) respondents are agreeing with the statement that purchasing the branded products will reduce the risk.
- Most of the respondents (70) are agree with the statement that purchase the known products is better than purchasing the unknown brands products.

4.2 To identify the factor which influence the consumer to purchase repeatedly

- While the product factor interprets with the gender, it has the significant relation between the gender and preferred Brand products compared to their competitors.
- While the brand factor interprets with age, there is a significant relationship between age & brand awareness.
- While the promotion factor interprets with the age, there is a significant relationship between age & often visit of brand website.
- While the brand factor interprets with the education, there is a significant relationship between education & negative impact on brands image.
- While the promotion factor interprets with education, there is a significant relationship between education & advertisement makes more awareness.

5. Suggestion

5.1. Building Brand Familiarity through Consistent High-Quality Standards:

One key strategy to establish brand familiarity is to ensure that your branded products consistently meet or exceed high-quality standards. When customers consistently receive products that are reliable, durable, and of superior quality, it creates a positive perception of the brand. This reliability builds trust among customers, as they come to associate the brand with a certain level of excellence. For instance, a company manufacturing electronic devices can focus on product durability, performance, and innovative features. Consistently delivering on these aspects not only satisfies current customers but also contributes to positive word-of-mouth marketing. Furthermore, brands can actively communicate their commitment to quality through marketing campaigns and product labeling. This transparency reinforces the brand's dedication to providing value, instilling confidence in consumers. As a result, customers are more likely to choose the familiar brand over competitors, as they have developed trust based on a history of positive experiences.

5.2. Enhancing Customer Experience through Exceptional Customer Service:

Another crucial aspect of building brand loyalty and positive customer experiences is through exceptional customer service. Providing outstanding customer service goes beyond just selling a product; it involves creating a seamless and enjoyable interaction throughout the customer journey. Exceptional customer service can include prompt responses to inquiries, personalized interactions, and effective problem resolution. For example, a company could implement a responsive customer support team that is easily accessible through various channels, such as phone, email, and live chat.

6. Conclusion

The investigation into brand awareness and repeat customer behavior has yielded valuable insights, emphasizing the crucial interconnection between these two characteristics. Brand awareness plays a pivotal role in shaping consumer behavior, particularly in the context of encouraging repeat purchases and fostering long-term customer loyalty. The study underscores the importance of businesses investing in strategies that not only enhance their brand visibility but also create lasting impressions in the minds of consumers.

The findings suggest that a well-established brand presence in the market significantly influences whether customers choose to make repeat purchases. When consumers are familiar with a brand and can easily recognize it, they tend to feel more comfortable and confident in their buying decisions. This familiarity often translates into increased trust, making customers more likely to return for future transactions. For instance, a study might reveal that customers who regularly encounter a brand through various channels, such as advertisements, social media, and in-store promotions, are more inclined to become repeat buyers.

Furthermore, the study sheds light on the role of brand loyalty in shaping consumer behavior. Customers who have positive experiences with a brand are more likely to develop a sense of loyalty, choosing to stick with that brand over competitors. This loyalty extends beyond mere product satisfaction; it is deeply intertwined with the customer's perception of the brand's values, reliability, and overall image. For example, a company known for its commitment to sustainability may attract and retain customers who prioritize environmentally friendly products.

In a broader context, the study contributes to our comprehension of consumer behavior dynamics. Businesses armed with this knowledge can strategically leverage brand awareness to cultivate repeat purchases and, consequently, establish a loyal customer base. The practical advice derived from the study emphasizes the need for organizations to employ tactics that not only capture initial customer interest but also nurture ongoing engagement. In practical terms, companies may implement targeted marketing campaigns, utilize social media effectively, and ensure consistent branding across all touchpoints to enhance brand awareness. Additionally, fostering positive customer experiences through quality products, excellent customer service, and post-purchase engagement contributes significantly to building brand loyalty.

In conclusion, this study offers actionable insights for businesses seeking to bolster their brand performance. By recognizing the intrinsic link between brand awareness and repeat customer behavior, organizations can formulate and execute strategies that engage customers effectively, build loyalty, and ultimately drive sustainable business growth.

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