

Effect of Brand Awareness on Brand Loyalty and Repeat Purchases

BHOOMIKA SHARMA¹, ASHLESHA MANDGE², PRIYAL SOOD³, ASMI AGGARWAL⁴
^{1, 2, 3, 4}Delhi University

Abstract—The purpose of this study is to examine the effect of brand awareness on brand loyalty and repeat purchase behavior taking the sample size as individuals aged between 15 to 24 keeping energy drinks as the subject for the study. Including psychological frameworks such as the AIDA model, Maslow's Hierarchy of Needs, Social Identity Theory and Cognitive Dissonance Theory, this research studies how consumer awareness and customer satisfaction affect brand preference and habitual buying behaviour. In this research paper, the method of purposive sampling was used to survey and collect data from 450 participants by using a structured questionnaire, collecting demographic data, analyzing the patterns of consumption and study the perceptual evaluations using a four-point Likert scale of measurement. The study used tools of correlation and regression for analyses to deeply understand the relationship between the key variables which includes brand awareness, satisfaction, taste, price perception and usage frequency. Results showed a moderately strong positive correlation ($r = 0.59$) between brand awareness and brand preference and some important relations between overall satisfaction, taste and repeat purchases ($\beta = 0.274, p < 0.05$ and $\beta = 0.221, p < 0.05$, respectively). The findings also showed that while price sensitivity had a moderate negative relation with repeat purchases ($r = -0.230, p < 0.05$) it was not the strongest factor affecting repeat consumption. The study further explains that emotional and perceptual factors, especially satisfaction and familiarity, play a crucial role in developing brand loyalty and repeated purchasing. These insights also provide several practical implications for marketers who want to enhance brand equity in competitive, fast-moving consumer goods sectors. This study contributes to a broader understanding of consumer behavior by explaining the psychological factors that affect brand preference and repeat buying behavior among the young or adult consumers.

Keywords: Brand Awareness, Brand Loyalty, Repeat Purchase, Consumer Behavior, Energy Drinks, Satisfaction, AIDA Model, Purposive Sampling.

I. INTRODUCTION

Consumer behaviour studies how individuals, groups or organizations select, purchase, use and dispose of products or services to satisfy their needs and desires. It is affected by a complex mixture of psychological, social, cultural and personal factors that influence decision-making in purchasing. (Schiffman & Kanuk, 2010). Understanding consumer behaviour is important for businesses, particularly in the context of brand awareness, as it enables forecasts about how consumers perceive, engage with and ultimately choose brands over competitors (Solomon, 2018).

Consumer behaviour directly affects buying decisions by determining how individuals recognize needs, search for information, evaluate alternatives, make purchase decisions and reflect on their choices post-purchase (Kotler & Keller, 2016). Internal factors like motivation, perception, attitudes and lifestyle have a significant influence on the decisions, while external influences including social norms, family, peer groups and digital media also play an important role in shaping consumer preferences and loyalty (Hoyer, MacInnis & Pieters, 2012).

In the context of brand awareness, consumer behaviour helps in understanding how customers identify and recall a brand among different options they are surrounded with. A higher brand awareness often means a stronger consumer trust and this leads to repeat purchases, whereas low brand awareness makes it difficult for a brand to attract and retain customers (Keller, 2008). Companies that leverage insights into consumer behaviour are able to craft more effective marketing campaigns, position their brands strategically, and positively influence purchase decisions (Aaker, 1991). By analyzing consumer responses to branding efforts, businesses can optimize strategies to improve brand recall, strengthen engagement, and ultimately drive sales (Erdem & Swait, 2004).

A brand serves as a personality of any product or service. It consists of a name, term, sign, symbol or a combination that attempts to represent the unique benefits a company can provide to consumers through a particular product or a service, in terms of attribute, value or culture (Kotler, 1997). As pointed out by Keller (2008), the important role played by consumers is to identify products from those of competitors.

The degree to which people identify and are acquainted with a brand is referred to as brand awareness. In spite of not being exposed to advertising directly, high brand awareness helps the consumers to quickly recognize a brand and connect with it. High brand awareness can also cause consumers to have confidence in the interest in repurchasing it. This can reduce the perceived risk level of the brand to be purchased (Mohseni et al, 2018).

The importance of brand awareness in consumer decision making has three main reasons, first, so that consumers think of a brand when making purchase decision in the product category. Second, brand awareness can influence brand decisions in a set of considerations, even if there are basically no associations with the brand. In situations of low involvement, it has been shown that just basic brand awareness may be enough to influence brand choice. Third, brand awareness influences the formation and strength of brand associations that shape brand image. (Keller, 1993).

Brand awareness is influenced by several factors that shape how consumers recognize and recall a brand. Key elements include the frequency and consistency of marketing communication, such as advertising, social media presence, and promotional activities. (Chierici et al., 2019). The quality and the uniqueness of the brand's product or service also plays a very important role. (Rua, 2022). The brand's reputation, which is often developed by factors like customer satisfaction, trust and word-of-mouth, significantly affect how prominent that brand is for the consumer. Moreover, the use of effective strategies of brand positioning and storytelling can create emotional connections with the consumers. Apart from this, other factors such as cultural relevance, market competition and the reach of distribution channels

also determine the degree to which a brand can achieve a greater level of brand presence.

Brand loyalty refers to a customer's consistent preference and commitment to a particular brand over others, often proven through repeated purchases despite the availability of other choices. Brand Loyalty increases over time when consumers have positive experiences, strong brand associations and emotional connections (Chaudhuri & Holbrook, 2001). There are several factors which affect brand loyalty such as product quality, customer satisfaction, trust in the brand, emotional connection, effective marketing strategies and the perceived value of the product or service (Khan et al., 2016).

Repurchases by the customers are the repeated purchase of a product from the similar brand from time to time. Brand loyalty particularly impacts repurchase behavior as loyal consumers are more likely to come back to a brand they value and trust. (Chaudhuri & Holbrook, 2001). A well built sense of loyalty reduces the chance of consumers choosing the competing brands even if it offers at lower price. (Dick & Basu, 1994). By cultivating brand loyalty, the brands not only ensure steady revenue but also create enduring relationships with their consumers, which leads to overall brand equity.

Energy drinks are functional forms of beverages formed to give a temporary upliftment of energy as well as awareness, specifically consisting of sugar, caffeine, vitamins and other stimulants like taurine and guarana. They are usually marketed as products which help to reduce fatigue, enhance focus as well as physical and mental performance (Heckman et al., 2010). Unlike sports drinks or beverages which focus mainly on hydration and increasing electrolytes, energy drinks focus students, athletes, professionals that are looking for enhanced cognitive function and stamina (Nowak & Jasionowski, 2015). Over the last two decades, they have turned into a fast growing segment of the worldwide beverage market.

The concept of energy-boosting drinks starts from ancient times when people used natural energizers. In 1949, a Japanese company, Taisho Pharmaceuticals, introduced Lipovitan D, one of the first energy drinks. It was a non-carbonated

drink which was marketed to fight fatigue and improve focus. The modern concept of energy drinks was introduced in 1987 when Austrian entrepreneur Dietrich Mateschitz, inspired by Lipovitan D, introduced Red Bull. Mateschitz adapted the formula for Western markets, making it carbonated and adding branding focused on young and active consumers. Red Bull became the first energy drink which was marketed globally. After Red Bull's success, different new brands entered the market. The early 2000s saw an increase in the number of energy drink brands, with famous companies like Monster, Gatorade and Sting entering the market and making their place. Today, the energy drink industry stands as a global market worth multi-billion-dollars, which is continuously developing and changing with new products, marketing strategies while also focusing on sustainability and health trends.

This study is important because the energy drink market is rapidly growing, especially among young people aged 15 to 24, whose choices are made not only by the direct functional need but also by other factors such as social influences, identity and lifestyle. Brand awareness and loyalty have been studied in other consumer markets but there is still limited research on how these factors affect repeat purchases in the energy drink industry, which combines both practical and symbolic value for youth. By applying psychological frameworks such as the AIDA model, Maslow's hierarchy of needs, Social Identity Theory and Cognitive Dissonance Theory, this research helps explain how awareness and satisfaction create brand preference and regular consumption in this segment. The findings from the study offer new insights by showing that emotional and perceptual factors like familiarity and satisfaction have a greater impact on brand loyalty than price alone. The current study is justified because earlier studies have traced connections among brand awareness, consumer loyalty, and the shaping of purchase choices, while investigation specifically targeting young energy-drink consumers, the pioneers of rapid category expansion remains scarce. In the arena of extreme rivalry defined by interchangeable functional claims, identifying which awareness mechanisms, cumulative satisfaction, subjective taste evaluations, and perceived value intersect most strongly to drive loyalty cycles and repurchase

becomes important. Although the data challenged the naturalistic dominance of recognition by showing satisfaction and taste impacts to further efficiently engage loyalty, early results indicate that initial awareness results in first-choice purchase. Therefore, the study gives practitioners practical advice, suggesting that brand assets should be adjusted around taste and desire as a way of developing persistent value and resiliency against the distribution of consumables. Awareness also plays a strong role in leading inexperienced consumers to the known brands, Hoyer and Brown (1990) "Effects of Brand Awareness on Choice for a Common, Repeat Purchase Product". Examining peanut butter as the product category, they found that participants in a brand familiarity condition would choose well-known brands at the cost of a higher quality option more than those in a non-familiar condition, who would investigate and choose quality-oriented options. This implies that although brand awareness makes it easier for consumers to make decisions, it also has the potential to restrict their capacity to identify better alternatives. Subsequently, Macdonald and Sharp (2000), carried out a replication study of orange cordial which verified that brand.

awareness dominates buyer preference and choice, irrespective of either price or quality in habitual purchases. The results indicated that there is a U-shaped pattern of consumer preference, where at first, participants favored brands with high levels of awareness and attempted less known alternatives briefly before reverting back to their habitual brands in later trials. This demonstrated the concept of inertia and also showed that awareness can operate as a powerful heuristic, exerting influence over decision-making. This illustrated the concept of inertia as well as showed that awareness can be a powerful and exerting force factor over decision making.

Continuing this line of research, Razak, Themba, and Sjahrudin (2019) studied brand awareness and repurchase intention with brand attitude as a moderating factor. They found that higher amounts of brand awareness leads to higher amounts of repurchase intention; furthermore, higher amounts of brand awareness and positive attitude toward the brand is better compared to just having brand awareness. Brand attitude was also shaped by demographic variables like age,

gender, and usage frequency. Saleem, Rahman, and Omar (2015) investigated beverage brand equity and found that perceived quality and brand awareness led to brand loyalty, with brand image acting as a mediating variable. Their study was conducted in Pakistan and in the socio-cultural part of the population (collectivist values), suggesting that personally shared experiences in building brand loyalty, as well as attaching emotional meaning to brands, was impacted by social and cultural factors. As such, Saleem, Rahman, and Omar (2015) offered support for emotional and cultural aspects and cognitive factors working together in strengthening a brand. Essentially, both studies emphasize that awareness alone is not enough and must be combined with approaches that add to positive awareness, positive satisfaction, and positive culture. Ali (2019) also supported the importance of awareness and loyalty in influencing consumer behavior when he studied private label products in Alfamidi stores in Tangerang. Using quantitative methods with SEM and SmartPLS, he found that brand awareness and brand loyalty both have significant effects on repurchase intentions and significant effects on purchase decisions when repurchase intentions are used as predictors. However, brand loyalty is a more powerful predictor of repurchase intentions than brand awareness. This may suggest the longer lasting impact of emotional connections and consistent satisfaction; therefore, this highlights the value of brand loyalty over time. Likewise, Raj, Kumar, and Babuji (2024) studied how brand image impacts consumers' repeat purchases with a survey and found that brand awareness, positive advertising, demographics, like age and education, and customer experiences had significant impacts on repeat purchase behavior. They found that advertisements and brand recognition increased trust and satisfaction, which in turn established loyalty and repeat purchases. They also emphasized that visibility and quality work synergistically to expand consumer engagement. Recent studies have also categorized the different motivations for repeat purchasing behavior. Tam, Wood, and Ji (2024) argue with their article "Brand Loyalty Is Not Habitual" that not all repeat purchases are motivated by brand loyalty and challenge the orthodoxy that brand loyalty is simply a matter of

habit as habit and loyalty are in each case separate processes.

Whereas loyalty requires attitudes, preferences and emotional commitment; habitual behaviors are automatic responses to situational cues. This distinction points out that there needs to be separate marketing approaches in any individual repeat purchase decision since habitual modification approaches will not influence loyalty in any way, and vice versa. In parallel, Chen (2024) examined in detail the influence of brand awareness on intention to purchase and found awareness to be very positively correlated to purchase intention. Chen identified when there was an intermediary influence of product quality, needs of individuals, and prior customer satisfaction, then a brand's awareness product expectation will dramatically increase for brand loyalty as promoted by TV and social media viewed consumption. As a whole, the reviewing literature consistently reports that brand awareness is a significant driver of consumer preference, loyalty, and repurchase behaviors but often even brand awareness is affected by a plethora of other consumption processes e.g. brand attitude, perceived quality, perceptions of satisfaction, culture and tendency or habit, see also Zhang, (2020). For example, while Hoyer and Brown (1990) and Macdonald and Sharp (2000) noted in experimental studies that brand awareness was a mental shortcut simplifying consumer choice and biasing brand preference toward brands the consumer is more familiar with, additional research Razak(2019), Saleem, (2015), Ali, (2019, 2024) would find that awareness of a brand accompanied with a positive attitude toward an identified quality of the brand, when supported by previous cultural reinforcement memory-based or habit, leads to a more likely express and uphold of brand loyalty and brand repurchase. Additionally, the most recent studies Tam (2024), Chen, (2024) advanced the inquiry by clarifying the differences between habit and actual brand loyalty through brand awareness and reiterated that brand awareness needs to be context-dependent, timely, immediate, and motivating to engage antecedents to stimulate purchase intention in competitive fast-moving markets.

PSYCHOLOGICAL THEORIES

BRAND AWARENESS

AIDA Model (Attention-Interest-Desire-Action):

The AIDA model identifies the cognitive stages, which an individual goes through during the buying process (Lewis, E. St. Elmo, 1899). The AIDA Model involves four main components: Attention, Interest, Desire and Action. The acronym, Attention explains the way stakeholders try to seize the consumer awareness through impressive visuals, advertisement, etc. Second is interest which includes sustaining the consumers curiosity by providing pertinent information, advantages and qualities which match with their choices and needs. The third one, Desire, basically makes a robust emotional relationship, making the consumer feel that the product is not just a need but a prerequisite. Finally, Action is the component that drives the consumer to take the next step. This model remains an influential tool for forming effective marketing strategies which guides consumer behaviour at each step.

Social Identity Theory

Social Identity Theory describes that people understand and then define themselves relatively with the help of the groups to which they belong to such as gender, religion, family, nationality, workplace groups (Tajfel & Turner, 1986). Whenever the individuals see themselves as a part of a particular group they start to adopt the group's norms, values as well as behaviors which makes the group a significant part of their identity. Individuals usually make comparisons of their own group with the other groups and view their group as superior. With these comparisons the individual feels a sense of pride of their own group which leads to favoritism which can lead to the formation of stereotypical views about the other groups which sometimes can also lead to a conflict. Therefore the theory focuses on three main processes: Social Categorization- where individuals create groups by dividing the societies in order to understand the social world, Social Identification-where the individuals connect to their group emotionally as well as psychologically and finally Social Comparison- where the groups are assessed in relation to the others. Hence this theory helps us to understand the behaviors of the group, prejudice and intergroup relations in everyday life.

BRAND LOYALTY

Maslow's Hierarchy of Needs

According to Maslow (1943, 1954), human needs were arranged in a hierarchy, with physiological (survival) needs at the bottom, and the more creative and intellectually oriented 'self-actualization' needs at the top. Maslow argued that survival needs must be satisfied before the individual can satisfy the higher needs. At the base are the physiological needs which represent the basic requirements for survival such as food, water, clothing, shelter and sleep. Above this are the safety and security needs which comprises property, employment, health and protection from harm. The third level that is love and belonging encompasses friendship, family, intimacy, sense of connection and belongingness. The fourth level, esteem needs include the desire for recognition, respect, achievement, confidence and all together a need to be a unique individual. Finally at the summit of the pyramid is self actualization which involves the need for self-growth, creativity, morality, acceptance and the fulfillment of inner potential. Overall, this framework depicts the fulfillment of human aspirations from basic survival needs to achieving one's individuality ultimately.

Cognitive Dissonance Theory

Cognitive dissonance theory was first presented by Leon Festinger in 1957 in order to explain the relationships between the motivation, perceptions and cognitions of an individual (Festinger, 1962). People basically try to create a balance between their beliefs, attitudes and behaviors. If a discrepancy occurs; such as a conflict between a consumer's values and their purchasing behavior, it creates cognitive dissonance, a feeling of mental discomfort. To resolve this discomfort people either have to change their behaviour to match it with their beliefs or modify their beliefs to justify their behaviour. While discussing brand loyalty, this theory clarifies why customers favor brands that reflect their ideals or previous satisfying experiences. For instance, a consumer that values sustainability would often purchase items from an eco-friendly apparel company. People can minimize the significance of sustainability in order to lessen dissonance if they buy the less sustainable product, which could

eventually erode their loyalty. Therefore, loyalty is more likely to be fostered by brands that uphold consistent messaging and align with customer values.

REPEAT PURCHASES

Habit Formation Model

William James's Habit Formation Theory emerged from his impactful work, *The Principles of Psychology* (James, 1890). He claimed that habits are formed gradually through repetition of actions and turns into automatic responses. He argued that our nervous system plays a paramount part in this procedure where reiteration of behaviors makes neural pathways that simplifies one's future actions in an efficient way. In his model, he described three main levels: Cue, Routine, and Reward. The cue could be explained as a feeling, or an environmental element, activated in order to commence the activity. This repetitive cycle of habit is further reinforced by the outcome, which comes post the routine and offers positive reinforcement like a sense of satisfaction or physical contentment. Repeating this cycle over time leads to the behavior becoming ingrained in the brain's basal ganglia, which makes it convenient to perform automatically and less reliant on conscious thought. Customer Satisfaction Theory (CSAT):

Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). New York: Routledge. Customer Satisfaction Theory is given by Richard Oliver who argued that "Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment." It is a framework that studies how customers discern and assess their experiences in reference to services products which directly impacts their commitment and future purchasing habits. Mostly, it is evaluated by comparison between customer's thoughts and their real experiences. The theory consists of cognitive as well as emotional factors validating that satisfaction is impacted by many elements like the quality of the product, assistance of the delivery, customer loyalty as well as emotional connect.

The study is notably crucial as the energy drink market is evolving at a faster pace, significantly among the youth aged 15-24, whose likability is not only made by their own functional and physiological desires but also by the other factors like identity, lifestyle as well as societal influences. Loyalty and Brand Awareness have been discovered in other customer markets as well but there is still a lack of research on how these elements influence repeat purchases in the energy drink industry, which joins both logical and figurative value for the recent generation. With the help of various psychological models, we discovered how awareness as well as satisfaction creates brand preference and regular intake in this sector. The outcomes from this research gives new information by demonstrating that perceptual and emotional components such as satisfaction and familiarity have more impact on brand loyalty than the price of the product alone. This makes the study important for comprehending how the young customers develop strong relationships with brands in such a fast pacing sector. This research is also accounted for in terms of psychological aspect because previous studies have derived connections among brand awareness, consumer loyalty, and the shaping of purchase choices, while evaluation specifically targeted young energy-drink consumers, the founders of rapid category expansion remain scarce. Using a structured questionnaire, the study studies the framework of these associations, affording fresh, situated insights into the psychological and behavioural factors of persistent brand commitment among a group. Although the data challenged the naturalistic dominance of recognition by showing satisfaction and taste impacts to further efficiently engage loyalty, early results indicate that initial awareness results in first-choice purchase. Therefore, the study gives practitioners practical advice, suggesting that brand assets should be adjusted around taste and desire as a way of developing persistent value and resiliency against the distribution of consumables.

II. RESEARCH METHODOLOGY: HYPOTHESIS

H1: There is a positive correlation between brand awareness and brand preference.

H2: There is a positive correlation between brand awareness and repeat purchases.

H3: A high rated satisfaction causes repeat purchases.

H4: The increase in price does not influence buying behaviour.

VARIABLES

Independent variables: Brand Awareness, satisfaction, taste, price. Dependent Variable: Usage Frequency.

SAMPLING

Purposive sampling is a non-probability targeted sampling method where participants are purposely chosen based on some particular aspects pertinent to the study. For a study on energy drink consumption among 450 individuals aged 15 to 25, purposive sampling involved selecting participants who fall in this age range and have experience or are acquainted with energy drinks. This perspective made sure that the data collected directly corresponds with the research objectives. Participants were recruited from places like gyms, schools, universities, or social media platforms where young people are active. While this method allows for in-depth insights of consumption patterns and views, it may introduce bias due to the researcher's selection criteria and findings are less applicable to the wider population.

SAMPLING DESIGN

A cross-sectional study on the consumption of energy drinks was conducted among the students of age 15-25 which involved collecting data from the participants at one point of the time. This design helped the researchers to test the patterns of consumption of the energy drinks, likability, choices and opinions within that particular demographics efficiently. Purposive sampling was used to select the participants as per the requirement of the study's objectives which helped to gain satisfactory and relevant data. Although this type of design illustrates a case of behavior and relationships, at the same time it fails to demonstrate causal relationships and track changes, if any, that could have happened over time.

TOOLS USED/ METHOD OF ANALYSIS

The quantitative tools through which the relationship among the prominent variables was investigated were Correlation and Regression. Correlation was used to measure as well as analyse the strength as well as direction of the variables including the independent and dependent, signalling their association. Whereas Regression on the other hand reinforced the influence independent variables have on dependent variables, leading to predictions as well as strength of contributing factors that were strong.

PROCEDURE

This paper analyzed the insights, choices and patterns of consumption of energy drinks among the individuals aged between 15-25 years using a questionnaire made of a 4-point Likert. It was a cross-sectional descriptive study which focused on two types of participants. First, who were consumers and second who were non-consumers of energy drinks. The questionnaire was divided into three sections: demographics which include age, gender and occupation; consumption patterns which include type, frequency and reasons for consuming energy drinks and perceptions which include statements rated on the basis of a 4-point Likert scale. For example, 1, which indicates Strongly Disagree and 4, which indicates Strongly Agree. A mixed method, combining online and manual methods was used to collect the data. For the online survey part, the questionnaire was distributed through platforms like Google Forms, social media and email. At the same time, the manual was done through physical distribution of printed questionnaires at educational institutions and public places where the target age group was found most frequently. Participants filled out the forms without any bias, and data was collected for further analysis.

III. RESULT CORRELATION

Table 1

Regression Statistics

Statistics	Value
Multiple R	0.4598
R Square	0.2114
Adjusted R Square	0.1934
Standard Error	0.7493
Observations	225

REGRESSION SUMMARY

Table 2

Correlation Matrix

	User Frequency	Overall Satisfaction	Taste	Price Rating
Overall Satisfaction	0.3542	1		
Taste	0.3748	0.4047	1	
Price Rating	0.3109	0.2452	0.4395	1
Increase in Price	-0.2309	-0.1514	0.2146	-0.2100

Table 3

	df	SS	MS	F	Significance F
Regression	5	32.9603	6.5921	11.7401	0.000000000456
Residual	219	122.9686	0.5615		
Total	224	155.9289			

Table 4

Regression Coefficients

	Coefficients	Standard Error	T Stat	P- Value	Lower 95%	Upper 95%
Intercept	0.0036	0.3961	0.0091	0.9277	-0.7771	0.7843
Overall Satisfaction	0.2747	0.0801	3.4281	0.0007	0.1168	0.4326
Taste	0.2212	0.0738	2.9976	0.0030	0.0758	0.3667
Price Rating	0.1788	0.0745	2.3982	0.0173	0.0319	0.3257

IV. DISCUSSION

The research demonstrates how brand awareness influences consumer preferences, loyalty and repurchasing behaviour, particularly for the energy drink market. The study consists of data from 450 individuals aged between 15-25, with the help of purposive sampling which focuses on consumers who consume or are aware of energy drinks.

The correlation table demonstrates few observable positive relationships between user frequency, overall satisfaction, taste as well as price rating. Particularly:

There is a moderate positive correlation $r=+0.354$, $p<0.05$) between Overall Satisfaction and User Frequency, demonstrating that satisfied consumers of energy drinks are more likely to purchase the same brand frequently as compared to the new one.

There is a positive correlation of $r=+0.374$, $p<0.05$) between taste and user frequency, which indicates that consumers who like the taste of the product show repurchase behaviour.

A correlation of $r=+0.310$, $p<0.05$) exists between Price Rating and User Frequency, showing that products with a preferred price are more likely to have customers who are more loyal to the brand.

A surge in Price negatively correlates with User Frequency $r=-0.231$, $p<0.05$), Overall Satisfaction $r=-0.151$, $p<0.05$), Taste $r=-0.215$, $p<0.05$), and Price Rating $r=-0.210$, $p<0.05$), describing that a hike in price can reduce the overall satisfaction as well as frequency of purchase of the consumer.

The regression analysis also provides justification of these relationships through studying the predictive power of the independent variables on User frequency. Some significant findings consists:

R-Square (0.2113) indicates that around 21.13% of the variation in the user frequency is described by overall satisfaction, taste as well as price rating.

Overall Satisfaction has a positive influence on user frequency ($\beta = 0.274$, $p < 0.05$), indicating that customers who are satisfied often show repeat purchase behaviour.

Taste also has a positive impact ($\beta = 0.221$, $p < 0.05$), strengthening the idea that the taste of the favourite product has a strong influence on customer loyalty.

Price Rating indicates a positive correlation with user frequency ($\beta = 0.178$, $p < 0.05$), showing that customers who see the price range as favourable increase the chances of the product getting repurchased.

The ANOVA results ($F(5,219) = 11.74$, $p < 0.05$) validate that the model is statistically significant, indicating a strong relationship between these variables.

There is a moderately positive correlation ($r = +0.590224$, $p < 0.05$) between the brand awareness and brand preference. This shows that as awareness of a specific energy drink brand increases, the chances of consumers' preferences also increases even if the consumers have not tried any product of the brand. Different channels like advertisements, social media platforms or in store visibility also increases familiarity with the brand

and is likely to develop a psychological comfort as well as trust making the consumers more prone towards buying that brand's products. This strengthens the theoretical connection between brand awareness and brand preference because awareness can usually be the first aspect towards trial, satisfaction and ultimately the repeat purchases.

In a market place like energy drinks, where most of them have the same functions as well as brand recognition can create a huge difference. A correlation of (+0.590224, $p < 0.05$) shows a meaningful effect supporting that investments in brand visibility can lead not only to the first choices but can also help in creating a loyal customer base as the time passes.

H1: There is a correlation between brand awareness and brand preference. The correlation analysis ($r = +0.590$, $p < 0.05$), showing that a moderate positive relationship supports the hypothesis. The AIDA Model (Attention–Interest–Desire–Action) describes the importance of brand awareness in this case by highlighting how awareness is the initial step in developing consumer interests as well as preferences. Moreover the Social Identity theory defines how the youth consumers associate themselves with the brands that match their social groups such as students and athletes. Hence consciousness develops knowness and psychological satisfaction thereby boosting consumers to prefer a brand that they identify with even when they do have other options. This aligns with the previous studies (Hoyer & Brown, 1990; Macdonald & Sharp, 2000) illustrating that awareness ensures initial likableness towards the brand and often overpower the considerations of quality.

H2: A high rated satisfaction leads to repeat purchases. The result shows that overall satisfaction ($\beta = 0.274$, $p < 0.05$) and taste ($\beta = 0.221$, $p < 0.05$) are the main predictors of user frequency, supporting the hypothesis. The section here is defined through Customer Satisfaction theory (Oliver, 2010), which highlights that when expectations are achieved, it leads to loyalty and future purchasing behaviour. In addition, Maslow's Hierarchy of Needs helps in comprehending beyond the physiological role of energy drinks (boosting energy), contentment with taste and brand

identity attains higher-order desires like esteem (feeling better about one's own preferences) and association (collective consumption with peers). Thus, satisfaction reshapes one-time buying behaviour into recurrent purchase patterns, validated by emotional indulgence.

H3: Repeated consumer behavior is influenced by habits.

User frequency's correlation with taste ($r = +0.375$, $p < 0.05$) and price rating ($r = +0.311$, $p < 0.05$) emphasize the fact that recurrent behavior is habitual. This part is described with the help of Habit Formation Theory (James, 1890), which highlights that reiteration develops automated responses. Once consumers explore a taste or price level at a satisfactory level, their behavior turns into a habit, requiring less mindful awareness in future product purchases. This is strengthened by the U-shaped purchasing pattern noticed in Macdonald & Sharp (2000), where consumers in the starting explored other options but eventually went back to high-awareness brands because of being habitual. Therefore, habit plays a psychological role and acts as a shortcut maintaining repeat purchases beyond reasonable assessment.

H4: The increase in price does not influence buying behavior.

The association between increase in price and user frequency is negative ($r = -0.231$, $p < 0.05$), but not highly significant, and regression shows a proper modest t effect ($\beta = 0.179$, $p < 0.05$). This relatively supports the hypothesis. The effect here is described by Cognitive Dissonance Theory (Festinger, 1957) where if there is an increase in price it will lead to conflict with a consumer's perception of the value, they may defend recurrent purchase by stressing on brand trust, taste, or social identity to minimize distress. Practically, emotional and experiential factors (satisfaction, taste, loyalty) exceed logical cost considerations in this age category. So, while price is a major factor, it is not the governing factor of recurrent purchases, in corresponding with prior studies (Chen, 2024 Saleem(2015) depicting that loyalty and satisfaction moderate cost consciousness. The AIDA model involves getting aware of the brand first and then engaging the consumers attention thus developing curiosity further creating a strong desire leading to an action. In this study, there is a positive correlation between taste, satisfaction,

and user frequency ($r = +0.374$, $p < 0.05$ and $r = +0.354$, $p < 0.05$ respectively) supporting the AIDA model as satisfaction and taste are positively experienced. In the market, consumers go through these four psychological stages when brands maintain a captivating identity and advance their mission and vision through campaigns, as evidenced by the result of regression analysis (overall satisfaction $\beta = 0.274$, $p < 0.05$, taste $\beta = 0.221$, $p < 0.05$). Secondly, out of 450 people, 275 people (aged 15–25), prefer Red Bull which reflects their group identity. Social identity demonstrates that brand loyalty in this age group is strengthened when the brand and one's social and cultural norms align such as with sportspeople, young professionals doing overtime, fitness-enthusiasts. These findings align with the observations of Raj(2024), who claimed that knowledge about a specific brand and its commercials remarkably impact brand image and repeat purchase, specifically when identity of the brand aligns with the culture of today's youth.

Maslow's framework explains how brand loyalty is not limited only to basic survival needs and thrives beyond it. Like, an energy drink provides a quick boost and provides energy and people may buy it when they are physically drained. Eventually other needs are also fulfilled, so thus brands like these are chosen as they satisfy esteem needs (e.g., positive perception of taste and fairness of price) and belongingness needs (validation by family, peers). This has been observable in the result of regression where satisfaction and taste leads to enhanced user frequency- demonstrating a shift from physiological needs to esteem and belongingness needs (emotional engagement). This theory is very well evident in the study conducted by Saleem(2015), where brand loyalty in drinks was further influenced by image of the brands and emotional factors based on cultural identity and not by quality of fit.

The notion of cognitive consistency highlights why customers keep being loyal to brands that resonates with their cultural values and past events. In the study, same taste and fair pricing leads to apparent harmony between expectations of the consumer and delivery of the product. The moderate positive correlation found between price rating and user frequency ($r = +0.310$, $p < 0.05$) showcases that when brand pricing resonates with estimated value, consumers feel comforted about their

choice, lessening their discordance. This has been proved by Chen(2024) in his study, highlighting that improved brand awareness is directly associated with inclination to purchase, specially when past experiences are positive stating that loyalty towards a brand is consistent till no incompatible information creates discordance.

Repeat intention in the study is based on the way habit is developed. The behavior becomes unconscious when consumers frequently correlate the product with a positive outcome- good taste, proper satisfaction or stimulating effect. The statistically significant results (e.g., taste $\beta = 0.221$, $p < 0.05$) indicates how pleasing utilisation patterns strengthen repetition of the behaviour. This aligns with the U-shaped pattern found by Macdonald & Sharp (2000), where participants were stuck to the usual, high awareness brands after the experiments, demonstrating the innate nature of consumer behaviour.

CSAT basically describes the satisfaction level of the customer and their idea of repeat purchase. This has been robustly validated by our study as overall satisfaction was purely evident as a strong predictor of user frequency ($\beta = 0.274$, $p < 0.05$), highlighting the fact that when assumptions are met or exceeded, commitment towards the product and repurchase of it increases. The positive correlation between satisfaction and taste ($r = +0.404$, $p < 0.05$) showcases that the sensory experience (flavor, aftertaste) is primary to satisfaction.

The study by Hoyer and Brown (1990) identified that brand awareness as a variable is a cognitive shortcut for consumers, who usually prefer the brands which are known. This resonates with our study's finding as well that brand awareness associates positively with customer usage frequency and satisfaction, showing connection with a brand impacting consumer choices, even if other options exist. Similarly, Macdonald and Sharp (2000) noticed a U-shaped purchasing design in which consumers at first favored renowned brands, briefly engaged with others, but then went with their first choice. This shows the repetitive purchasing behaviours in our sample, where once the taste is formed along with likability and satisfaction, they repeatedly purchased the same brand highlighting the importance of brand familiarity in habit formation model. Razak et al. (2019) identified the behaviour towards the brand as a bridge that

build a strong link between brand awareness and repeat purchases and the regression results focused on the fact that satisfaction and taste collectively affects the buying frequency, showing that awareness alone is not sufficient without a positive perception towards a brand Ali (2019) which gave further proof by showing that brand awareness and loyalty both effects future buying intention with loyalty having a great impact. This aligns with the study's regression model, in which the overall satisfaction had a stronger beta value than price rating or factors of awareness. Raj, Kumar, and Babuji (2024) identified that demographics such as age, education and commercials enhances the trust on the brand as well as brand satisfaction which further leads to repeated purchases.

V. LIMITATIONS

This research, focusing on brand awareness and repeat purchase behaviour has certain limitations. Firstly, the responses were collected through a self answered questionnaire which might have caused the individuals to have certain favourism such as selective memory and social desirability. Secondly, the research paper is designed as a cross sectional study which creates issues for the potential to develop causality between brand awareness, satisfaction and loyalty. Third, the study focuses mainly on the age group of individuals aged from 15 to 25 years within the energy drinks market segment which generalizes the findings to other age groups as well. Lastly, the study majorly focused on the perspective of consumers and did not really focus on the supply side factors which include advertising strategies and distribution and competitive pricing which also play a crucial role in shaping loyalty and enabling repurchase behavior in the real world setting.

VI. FUTURE IMPLICATIONS

The findings of the study provides relevant and important implications for the future research point of view which includes theoretical development as well as marketing strategies which are also practical in nature. The positive correlation between brand awareness satisfaction and repeat purchasing behaviour shows the complex psychological as well as innate processes which support consumer loyalty, particularly among the youth in the sector of energy drinks. The design of the study will ultimately lead to awareness of

causal relationships between satisfaction awareness and consumptions based on habits as opposed to the cross-sectional design. The current study particularly highlights the youth aged 15-25 but consumer choices, the cultural effects, might differ remarkably among the other demographic sections. Comparative studies in diverse cultural as well as generational sections of the society would help in increasing the universality of findings and demonstrate how variables such as collectivism, individualism and societal norms connect the link between brand awareness and loyalty. Moreover the importance given to the role of digital media in the formation of consumer behaviour, the future studies should also focus and give importance to digital management. From a managerial point of view the findings also demonstrates that future brand tactics should increase their focus on growing on experiential and emotional norms. Since satisfaction and taste came out to be the governing predictors of repeat purchases, therefore the markets are suggested to prefer reliability of the product, attractiveness as well as storytelling consisting of emotions which will lead to more sustainable and enduring relationships.

The outcomes too have a wider implication for ethical marketing and customer welfare. Given that the energy drinks are popular among the youth and it might have health risks, future researches should look precisely at finding a right balance between persuasive branding and responsible marketing.

VII. CONCLUSION

This Research validates that brand awareness has a significant role in moulding consumer behavior, particularly brand preference, repeat purchases and loyalty among the youth in the energy drinks sector. The outcomes demonstrate that being familiar with the particular brand leads to the formation of initial interest towards it, but actually it's the satisfaction of the customers which has arisen as a result of the taste and value of the product that is leading it towards consumer loyalty in the long run. Various Psychology related theories like the Social Identity Theory, AIDA model and Maslow's Hierarchy of Needs provides major understanding how buying patterns are led by cognitive, emotional and experiential factors that leads to repeated behaviour. Therefore, brand loyalty is an outcome of complex interplay of satisfaction,

awareness and identity, building up the desire for brands to focus on impactful and meaningful engagement and consistent delivery which also has a value. Researches hereafter might look into the dynamic progress among many consumer categories as well as the products.

REFERENCES

- [1] Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- [2] Ali, H. (2019). Building repurchase intention and purchase decision: Brand awareness and brand loyalty analysis (Case study private label product in Alfamidi Tangerang). *International Journal of Business and Management Invention*, 8(3), 20–30.
- [3] Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- [4] Chen, S. (2024). The impact of brand awareness on purchase intention. *International Journal of Marketing Research*, 66(1), 15–27.
- [5] Chierici, R., Del Bosco, B., Mazzucchelli, A., & Chiacchierini, C. (2019). Enhancing brand awareness, reputation and loyalty: The role of social media. *International Journal of Business and Management*, 14(1), 231–241.
- [6] Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- [7] Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191–198.
- [8] Festinger, L. (1957). *A theory of cognitive dissonance*. Stanford University Press.
- [9] Heckman, M. A., Sherry, K., & Gonzalez de Mejia, E. (2010). Energy drinks: An assessment of their market size, consumer demographics, ingredient profile, functionality, and regulations in the United States. *Comprehensive Reviews in Food Science and Food Safety*, 9(3), 303–317.
- [10] Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. *Journal of Consumer Research*, 17(2), 141–148.
- [11] Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2012). *Consumer behavior* (6th ed.). South-Western Cengage Learning.
- [12] James, W. (1890). *The principles of psychology* (Vol. 1). Henry Holt.
- [13] Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
- [14] Keller, K. L. (2008). *Strategic brand management: Building, measuring, and managing brand equity* (3rd ed.). Pearson Education.
- [15] Khan, S., Rahman, S., & Fatima, A. (2016). The impact of brand loyalty on consumer buying behavior. *International Journal of Business and Management*, 11(12), 224–230.
- [16] Kotler, P. (1997). *Marketing management: Analysis, planning, implementation, and control* (9th ed.). Prentice Hall.
- [17] Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- [18] Lewis, E. St. Elmo. (1899). *Financial advertising*. The Burroughs Company.
- [19] Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5–15.
- [20] Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370–396.
- [21] Maslow, A. H. (1954). *Motivation and personality*. Harper & Row.
- [22] Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. (2018). Attracting tourists to visit green hotels -The role of consumer innovativeness, environmental concerns and green image. *Journal of Hospitality and Tourism Technology*, 9(1), 50–69.
- [23] Nowak, D., & Jasionowski, A. (2015). Analysis of consumption of energy drinks among Polish adolescents. *International Journal of Environmental Research and Public Health*, 12(7), 7910–7921.
- [24] Oliver, R. L. (2010). *Satisfaction: A behavioral perspective on the consumer* (2nd ed.). Routledge.
- [25] Raj, I. K., Kumar, T. M., & Babuji, M. (2024). A survey investigation on the impact of a product's brand image on repeat purchases. *Journal of Consumer Psychology and Marketing*, 12(1), 45–58.

- [25] Razak, N., Themba, O. S., & Sjahrudin, H. (2019). Brand awareness as predictors of repurchase intention: Brand attitude as a moderator. *International Journal of Scientific and Technology Research*, 8(11), 3374–3381.
- [26] Rua, O. L. (2022). The impact of product differentiation and brand awareness on consumer choice. *European Journal of Marketing and Economics*, 5(2), 18–33.
- [27] Saleem, S., Rahman, S. U., & Omar, R. M. (2015). Measuring customer-based beverage brand equity: Investigating the relationship between perceived quality, brand awareness, brand image, and brand loyalty. *International Journal of Marketing Studies*, 7(1), 66–77.
- [28] Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Pearson Education.
- [29] Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.
- [30] Tajfel, H., & Turner, J. C. (1986). The social identity theory of intergroup behavior. In S. Worchel & W. G. Austin (Eds.), *Psychology of intergroup relations* (pp. 7–24). Nelson-Hall.
- [31] Tam, L., Wood, W., & Ji, M. F. (2024). Brand loyalty is not habitual: Distinguishing repeated purchase from affective commitment. *Journal of Consumer Psychology*, 34(2), 198–211.
- [32] Zhang, Y. (2020). The impact of brand image on consumer behavior: A literature review. *Open Journal of Business and Management*, 8(1), 51–65.