

# Accessing the Link Between Brand Recognition to Increase Repeat Business

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## Abstract

Brand awareness is essential for encouraging repeat business in today's cutthroat marketplaces. People who are familiar with a brand associate it with quality, dependability, and positive encounters. Their decision-making is greatly influenced by their trust and loyalty, which causes consumers to favor the well-known brand over rivals. In a congested market, brand recognition provides a competitive advantage by standing out, making it difficult for new entrants to establish themselves. The possibility of recurring business is further increased through positive encounters, emotional ties, and value-added services. Brands may spend in marketing and advertising, engage with social causes, prioritize excellent customer experiences, make use of technology and data analytics, promote consumer connection, create loyalty programs, and keep abreast of market developments in order to increase brand awareness. These tactics support the development of client loyalty, encourage favorable word-of-mouth recommendations, and boost brand reputation, all of which support sustained repeat business. The brand will continue to be relevant and draw in repeat consumers if it remains aware of consumer preferences and adapts to shifting trends. The researcher had considered 211 people different business sectors to access the link between brand recognition to increase repeat business and concludes that there is a significant link between brand recognition to increase repeat business.

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## Introduction

Markets around the world are extremely competitive. Consumers today have a lot of options when it comes to any product. As a result of this, retaining consumers in today's world is getting harder and harder for businesses because of many choices available to consumers for a single product. Because of this, it is really crucial for the companies to create a brand for themselves. A brand is a good, service, or idea that publicly sets apart one good or service from another. This makes it simple to convey and promote your product generally. The process of developing and promoting a brand's name, attributes, and personality is known as branding. For any firm to succeed in today's cutthroat market, good brand development is essential. Strong brand awareness is important for encouraging repeat business in addition to drawing in new clients (Chi et.al, 2009). Customers that make several purchases or interact with a certain brand or business frequently throughout time are said to be engaging in repeat business. Customers that

opt to return for more purchases or contacts with the business do so because they had a favorable experience with it. Any organization's long-term profitability and viability depend heavily on repeat business. Repeat business is not only crucial for profits and revenue, it also promotes positive word of mouth. Recurring sales are a reliable sign of brand loyalty. Customers who often pick a brand show that they have faith in, are satisfied with, and are confident in the goods or services that brand offered. Loyal clients become brand ambassadors, spreading the word about the company's offerings. Their advocacy and loyalty help to improve the brand's standing in the marketplace. For consumers to come back for a brand, brand recognition is extremely crucial. Brand recognition is the degree to which customers can recognize and remember a brand when its name, logo, or other brand components are given to them. When people are able to identify a company only through visual or aural clues, without ever hearing the company's name, they are said to have successfully established their brand. It is a crucial part of brand equity and is developed via persistent and successful marketing initiatives (Sasmita & Suki, 2015). Customers must be able to identify a brand via visual clues like logos, slogans, or other brand components. Trust and familiarity are fostered through brand awareness. Customers are more inclined to trust a brand and pick it over unproven alternatives if they are familiar with it and have previously had good experiences with it.

### Literature Review

Every successful business today depends heavily on brand creation. Creating a brand helps them to stand out from the crowd. This can be down with the help of logos, slogan, design, creative packaging etc. Marketing your brand properly also plays a huge role in brand recognition. Apart from this brand recognition is extremely critical for repeat business. Customers who are familiar with a brand link it to excellence, dependability, and satisfying interactions. Their decision-making is strongly influenced by this trust and loyalty, and as a result, they are more inclined to select the well-known brand over rivals (Mirabi et.al, 2015). Apart from this, Brand awareness offers a competitive edge in a congested market. Customers frequently stay with well-known companies, which makes it challenging for newcomers to establish themselves. In spite of fierce competition, a company that has a high brand awareness stands out from the crowd and retains consumers. Hence, Brand recognition plays a crucial role in fostering repeat business (Stahl et.al, 2012). When customers have a positive experience with a recognized brand, they are more likely to choose it again in the future. This repeat business contributes to long-term profitability and growth. It is also crucial for the brand to constantly give and maintain quality goods and services as this will help to maintain the image of the brand. Because of consistent quality, the consumer will constantly have a positive interaction with the brand. Investigating the variables that affect consumer behavior is crucial to comprehending the relationship between brand recognition and recurring business. Customers' decisions are influenced by a number of important elements that impact their tendency to make repeat purchases. For example, one such factor is Positive experience. Trust and loyalty are increased by a positive experience with the brand, such as good

customer service, high-quality goods, or tailored interactions. Customers are more inclined to use a brand again if they consistently have a good time. Brands that stir up good feelings and connect with consumers on a deeper level are more likely to encourage repeat purchases. Customers who feel emotionally connected to a brand feel more a part of it and more loyal (Ghodeswar, 2008). The marketing team of the company play a crucial role in developing the emotional connection. Beyond merely the price, customers want value in their purchases. Customers have a motivation to stick with brands that provide distinctive advantages, greater quality, or a clear competitive edge. Lastly, building brand awareness requires consistency in branding across all touchpoints, including advertising, packaging, and consumer interactions (Ambolau et.al, 2015). Customers are more likely to remember and pick a brand when it is consistently branded with certain traits.

There are several strategies that can be used by the brands to capitalize on brand recognition. One of the main strategies is to invest heavily in marketing and advertising. It's crucial to allocate funds to developing a solid brand identity through persistent marketing activities. This entails creating a memorable logo, creating a distinctive brand voice, and launching successful marketing efforts to attract the intended demographic (Sallam, 2014). Apart from this, spending money on advertising is also a good option. A good advertisement that highlights the benefits of the brand can really help with the brand image (Fianto et.al, 2014). Apart from this, brands can also try to connect their products with social causes, which will help in creating positive word to mouth. At every point of contact, outstanding client experiences are essential. Businesses should prioritise providing individualized encounters, speedy issue resolution, and exceeding customers' expectations. Positive word-of-mouth referrals and repeat business are both encouraged by an enjoyable experience (Koh et.al, 2009). Apart from this, brands can really use technology to boost their sales and also increase repeat consumers. Brands today can easily gain insights into customer preferences, behaviors, and purchase trends by using technology and data analytics. Using this data, firms may better target discounts, personalize marketing messages, and increase brand awareness in order to boost repeat business. They can also use technology to create online poles and discussion to improve their quality and really get to know what consumers want them to improve. Hence, it can be really helpful to encourage consumer interaction through a variety of channels, including email marketing, social media, online communities, and loyalty programmes. Customers are more likely to interact with a company again when they are engaged often and given access to special content, deals, and prizes. By giving happy consumers the chance to spread the word about their excellent experiences, you may encourage them to support your company. User-generated content initiatives, endorsements, collaborations with influencers, and social media campaigning may all accomplish this (Hamid et.al, 2012). By influencing their networks, brand supporters may greatly affect brand awareness and encourage repeat business. Brands can also implement referral programmes, loyalty programmes, and exclusive deals for recurring clients. Rewarding client loyalty increases brand reputation by promoting repeat business and encouraging customers to promote good word of mouth. The idea here should be to reward consumers who are constantly choosing and preferring your brand over other brands.

Lastly, staying up to date with the new market trends is extremely important. Because consumer behavior and brand awareness are dynamic, firms must keep an eye on market trends, assess the success of their plans, and make necessary adjustments. The brand will continue to be relevant and attract repeat business if it keeps up with changing consumer tastes and market trends.

**Objective:** To assess the link between brand recognition to increase repeat business.

**Methodology:** The researcher had considered 211 people different business sectors to access the link between brand recognition to increase repeat business. The survey was conducted with the help of a questionnaire. The researcher had collected the primary data through random sampling method and analyzed it using mean and t test statistical tools.

### Findings

**Table 1 Link Between Brand Recognition to Increase Repeat Business**

S. No.	Statements	Mean Value	t value	Sig.
1.	Customers with positive experience with a recognized brand are more likely to choose it again in the future	3.14	2.069	0.020
2.	Brand recognition repeat business and contributes to long-term profitability and growth	3.21	3.124	0.001
3.	Constantly maintaining quality goods and services help to maintain the image of the brand	3.18	2.720	0.004
4.	Consumer constantly have a positive interaction with the brand that offers quality customer services	3.15	2.221	0.014
5.	Trust and loyalty increase with positive experience with the brand	3.20	3.010	0.001
6.	Individualized encounters, speedy issue resolution, and exceeding customers' expectations helps in repeat business	3.16	2.367	0.009

Table and Figure 1 shows the link between brand recognition to increase repeat business. The respondent says that brand recognition repeat business and contributes to long-term profitability and growth with mean value 3.21, Trust and loyalty increase with positive experience with the brand with mean value 3.20 and constantly maintaining quality goods and services help to maintain the image of the brand with mean value 3.18. The respondent also says that individualized encounters, speedy issue resolution, and exceeding customers' expectations helps in repeat business with mean value 3.16, Consumer constantly have a positive interaction with the brand that offers quality customer services with mean value 3.15 and Customers with positive experience with a recognized brand are more likely to choose it again in the future with mean value 3.14. The value under significant column for all the statements related to link between

brand recognition to increase repeat business are significant with value below 0.05 after applying t-test.

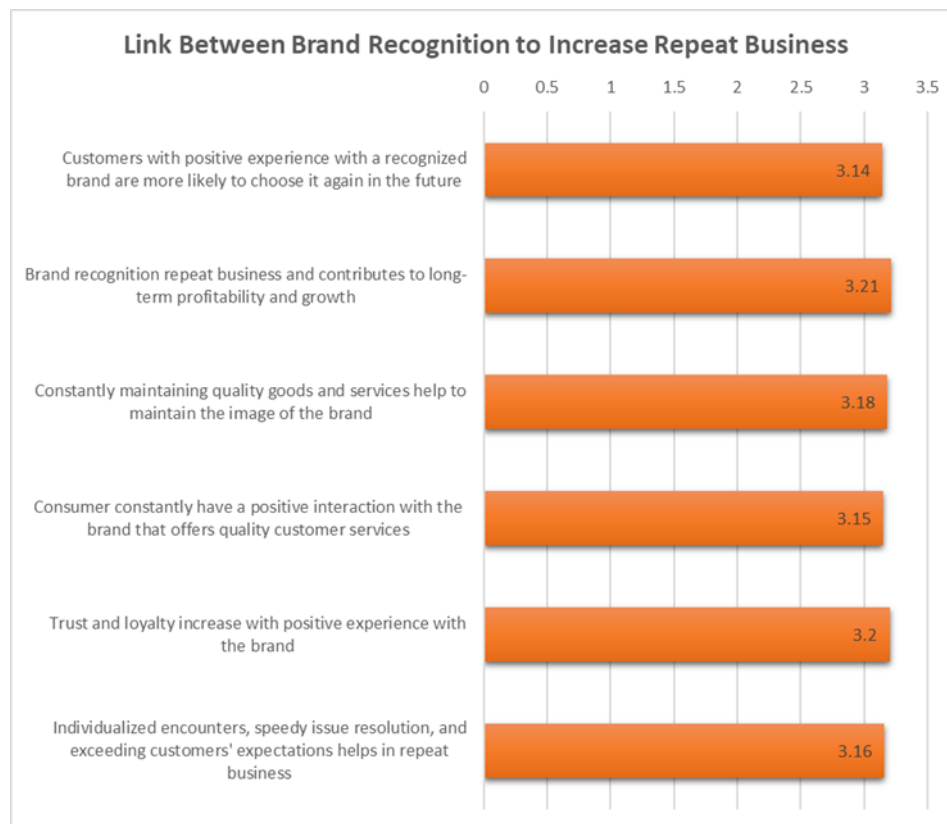


Figure 1 Link Between Brand Recognition to Increase Repeat Business

## Conclusion

To sum up, in today's fiercely competitive marketplaces, brand awareness is crucial for encouraging repeat business. Customers are more inclined to pick a brand over rivals when they are familiar with it and have good associations with it such as trust, quality, and satisfying experiences. In order to stand out in a crowded market and keep customers, establishing brand recognition gives businesses a competitive edge. Recurring business is also influenced by favorable interactions, sentimental ties, value-added services, and consistent branding. Businesses should prioritize outstanding customer experiences, employ technology and data analytics, use marketing and advertising budgets, connect with social causes, prioritize exceptional customer experiences, encourage consumer involvement, establish loyalty programs, and keep current with market trends to benefit from brand recognition. By doing so, businesses can cultivate customer loyalty, encourage positive word-of-mouth referrals, and enhance their brand reputation, ultimately driving sustained repeat business.

The study was conducted to access the link between brand recognition to increase repeat business and found that brand recognition repeat business and contributes to long-term profitability and

growth, Trust and loyalty increase with positive experience with the brand and constantly maintaining quality goods and services help to maintain the image of the brand.

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