

## CUSTOMER-BASED BRAND EQUITY AND REPEAT PURCHASE OF UNIUYO WATER IN UYO, AKWA IBOM STATE

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### ABSTRACT

*This study examined the influence of customer-based brand equity on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State, Nigeria. The adulteration of water products has presented customers with a wide choice in terms of which brand of sachet or table water to choose in order to meet their expectations. Consequently, it is extremely challenging to build a strong brand with greater customer-based brand equity to gain sustainable competitive advantages in highly competitive table water market. Survey research design was adopted in which primary data were obtained through questionnaire administration. The population of the study consisted of 30 staff (both permanent and casual staff, as evidenced in their payroll) of University of Uyo (UNIUYO) Water Company located at Main Campus, University of Uyo, Nwaniba, Uyo, Akwa Ibom State while a sample size of 28 was chosen using the Taro Yamane scientific formula. The researcher employs both descriptive and inferential statistics to analyze the collected data. Analysis of Variance (ANOVA) regression statistic technique was also employed to analyze the data. The reported p-values were used to test the significance of the stated research hypothesis. The finding was that there are significant influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. It was concluded that customer-based brand equity has a significant influence on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State, Nigeria. Recommendations were that UNIUYO water should sustain the production of quality product to enhance repeat purchase from customers. There is need to conduct a market research to properly understand their consumers customer-based brand equity. UNIUYO water should carefully explain products' quality to consumers in order for them to make repeat purchase. Customers of UNIUYO water should be rewarded for their loyalty. There is need to create more brand awareness of UNIUYO water brand.*

## Introduction

Customer-based brand equity is the differential effect that the customer-based brand knowledge has on consumer response to the marketing of that brand. Customer-based brand equity refers to the ability of a brand to endow added value to a product and, hence, influence customer confidence in the ability of the product to meet or exceed performance expectations. Brand equity has been an issue of increasing importance in recent years. It is defined as the difference in consumer choice between the focal branded product and an unbranded product given the same level of product features (Rungtornkiet & Sirinapapattanakul, 2019). Prior studies (Tan, Salo, Juntunen & Kumar, 2018; Pappu & Quester, 2016) have found that product attributes both tangibles and intangibles have an effect on brand equity and also contribute to the value of a brand. Attributes also have a vital role in brand choice, and brand equity is one of the essential parts of marketing (Kim, Chun & Ko, 2017). Many organizations perform social responsibility in order to have an impact on consumers and help in differentiating products (Annía, Villalobos, Romero, Ramírez & Ramos, 2018; Jermstittiparsert, Siam, Issa, Ahmed & Pahi, 2019). It is found that such initiatives do not fit with the perception of consumers and therefore have no position in changing their perception, behavior, and beliefs (Hussain, Abidin, Kamarulzaman, Shawtari, 2019).

Furthermore, the initiatives that fit well with consumer's perception play an essential role in shaping the behavior, attitudes, and beliefs of consumers (Sen, et al., 2016; Khan & Ali, 2017). Customers have a positive or negative perception about the brand, so when they react favorably towards a specific brand, it is said to be brand equity of that brand. Brand equity, which is based on customers, occurs when they have some positive, well- built, and exceptional brand image stored in their memory (Keller, 2016; Zandi, et al., 2019; Villalobos & Ganga, 2016; Villalobos & Ganga, 2018; Villalobos, Guerrero & Romero, 2019). The value of a brand in the mind of the customer plays a vital role in making the purchase decisions (Son & Kijboonchoo, 2016; Singh, 2018). Moreover, the decision making and learning process of consumers builds up the brand equity of a specific brand. Quality is what every customer always looks for in any product or service, especially in which added services would be offered. Service excellence, consumer satisfaction, and company productivity are related. Previous studies reveal a high connection between relative service quality and buying the power of consumers (Tan, et al., 2018; Rincón, Sukier, Contreras & Ramírez: 2019).

The volatile nature of the table water manufacturing industry, especially University of Uyo (UNIUYO) water given by the rapidly changing demand necessitates thorough attention towards marketing strategies. According to Punch Newspaper (2017), the Standards Organisation of Nigeria has given the Nigerian Industrial Standard certificate to the University of Uyo's table water. Developments in table water industry constantly altering the way people use and perceive the quality. Consumers are often unable to distinguish between brands on rational attributes alone because product features become more similar as a result of product proliferation and more competitors in the market. Such a phenomenon emphasizes the importance of having a strong brand in order to win consumer preferences and build a long lasting relationship with them.

Consumers make repeat purchase of table or sachet water due to perceived quality, brand awareness and how loyal they are to a brand or psychological satisfaction. UNIUYO water brand reflect the consumer's social class, fantasies and affiliations. UNIUYO water brand is becoming increasingly widespread among the people in Akwa Ibom State and beyond. As a

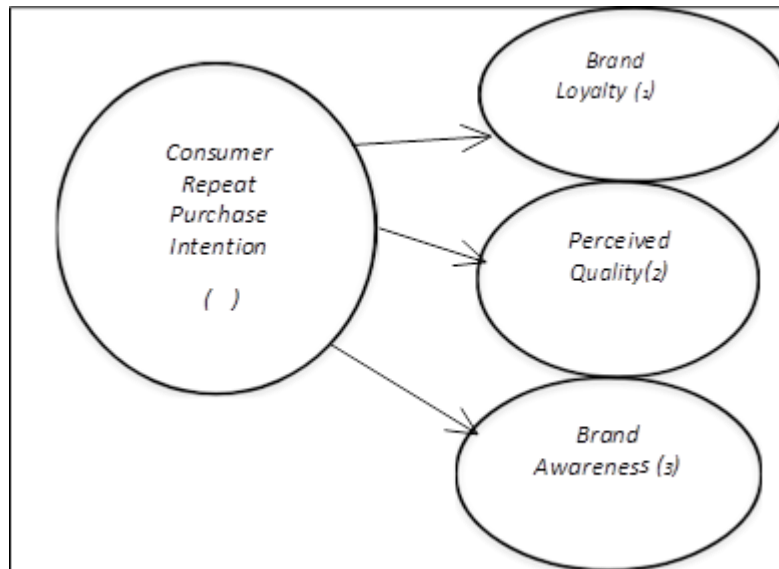
result of price changes, market demand and the evolution of competition, the table water market experienced an extraordinary growth. This growth necessitates the importance of identifying determinants of customer-based brand equity on consumers repeat purchase intention of UNIUYO water.

Influential customer-based brand equity is one of the most important tools in the business world to attract and retain consumers. Consequently, customer-based brand equity is considered as an important source for businesses to maintain their competitive advantages and earnings. Businesses need to build not only customer-based brand equity but also it should cultivate customers' repeat purchase intention. However, preserving customers' repeat purchase intention can aid businesses to enhance profitability and to maintain competitive advantage (Mudanganyi, Muposhi & Shanhuyenhanzva, 2019). As competition in the table water industry continues to develop, a better understanding regarding the influence of customer-based brand equity dimensions on repeat purchase intention is crucial to the UNIUYO water company. Present study is significant for marketing managers of UNIUYO Water Company since as a marketing research this study will aid management in decision making related to the problems and opportunities in marketing specifically in branding. In this study, brand loyalty, perceived quality and brand awareness were customer-based brand equity determinants while consumer repeats purchase intention was dependent variable. For customer-based brand equity to provide a useful strategic function and guide marketing decisions, it is important for marketers to fully understand the sources of customer-based brand equity, how they affect sales and how these sources and outcomes change, if at all, overtime. Understanding the sources and outcomes of customer-based brand equity provides a common denominator for interpreting marketing strategies and assessing the value of a customer-based brand. The sources of customer-based brand equity help managers understand and focus on what drives their customer-based brand equity (Rungtornsupattakul & Sirinapattapokin, 2019).

The adulteration of water products has presented customers with a wide choice in terms of which brand of sachet or table water to choose in order to meet their expectations. Consequently, it is extremely challenging to build a strong brand with greater customer-based brand equity to gain sustainable competitive advantages in highly competitive table water market. Furthermore, it seems that inadequate brand loyalty, perceived quality and brand awareness have sometimes discouraged consumers from making repeat purchase of UNIUYO water. Many studies assumed that the customer-based brand equity has positive impact on consumers repeat purchase intention. Additionally, most of the studies related to the field of customer-based brand equity have been carried out in the industries like hotel and chain restaurants (Kim & Kim, 2004), television and automobile industry (Pappu, Quester & Cooksey, 2005) and fuel industry (Tolba, 2011). However, their studies focused on measuring brand equity in a given product category for a given brand. Thus, there are few empirical studies which explores the influence of consumer based brand equity on consumers repeat purchase intention specifically in table water industry. In order to address these gaps, the central objective of this study is to examine the influence of customer-based brand equity on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. Specifically, this study seeks to investigate the influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. It was hypothesized that "there are no significant influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State".

## 2.1 LITERATURE REVIEW

### 2.1 Conceptual Framework



Source: Researcher's Construct (2023)

#### 2.1.1 Repeat Purchase Intention

Purchase intention is a kind of behavioral intention, or simply the intention that refers to consumers' subjective judgment regarding what they will do in the future. Repeat purchase intention as the consumers' judgment to buy a selected product again from the same company by taking his or her current situation in to consideration. Purchase intention is an individual's conscious plan to make an effort to purchase a brand. Purchase intention means attempting to buy a particular product. Purchase intention as the decision to act or physiological action that shows individuals behavior according to the product. Purchase intention is the consumer's tendency to purchase a brand regularly in the future and resist switching towards other brands. Repeat purchase intention as the consumers' judgment to buy a selected product again from the same company by taking his or her current situation in to consideration. Repeat purchase intention refers to the subjective judgment by the consumers that is revealed after overall evaluation to buy products or services. What affects purchase intention is customer satisfaction. Customer satisfaction is a particular type of attitude of the consumers. It is said to be a post-purchase phenomenon that reflects how much a brand or a service has been liked or disliked after experiencing it. Empirical studies have confirmed that the satisfaction of consumers is affected by service quality, and therefore, it determines consumers' repeat purchase intentions (Bansal & Taylor, 2015; Kimengsi & Gwan 2017).

#### 2.1.2 Customer-based Brand Equity

Customer-based brand equity is the differential effect that the brand knowledge has on consumer response to the marketing of that brand (Nismi, 2017). Similarly, marketers struggle to establish brand equity in the markets. Customer-based brand equity has four primary dimensions brand loyalty, perceived quality, brand association and brand awareness ((Rungtornkiet & Sirinapattokin, 2019). Customer-based brand equity stands for the recognition that a brand has earned from its value or worth in a market; it is having its base

on the concept that well-known brands can earn more from producing commodities under its brand name. The customers always keep well-known brands on their priority because of the quality and consistency provided by the same brand. Brand equity is also termed as brand value (Aaker & Joachimsthaler, 2009; Saravanaraj & Pillai 2017). Customer-based brands that have a higher financial budget for the public through advertisements also have a high level of brand equity, increasing the purchase intention of a consumer. Customer-based brand equity determines the feasibility of introducing a new product into the market as it protects the product, which is launched under a reliable brand name. The risk of competitors is minimized when the product is launched with the endorsement of the reputable brand name (Leitão, 2013; Pappu & Quester, 2016; Yoo, Donthu & Lee, 2000; Yoo & Donthu, 2001; Washburn & Plank, 2002; Kim, Kim & An, 2003; Ashill & Sinha, 2004; Pappu, Quester & Cooksey, 2005; Konecnik & Gartner, 2007; Tong & Hawley, 2009; Lee & Back, 2010; Pike, Bianchi, Kerr & Patti, 2010; Kim & Hyun, 2011).

### **2.1.3 Brand Loyalty**

Brand loyalty refers to consumers' repetitive and systematic purchase of a brand on a continual basis (Belaid & Behi, 2011). According to Chaudhuri and Holbrook (2001), brand loyalty is defined as "a deeply held commitment to rebuy or re-patronise a preferred product or service consistently in the future, thereby causing repetitive purchasing behaviour in spite of switching triggers from situational influences and marketing efforts." The key indicators of brand loyalty are emotional attachment and sustained repeat purchase behaviour (Wilson, Zeithaml, Bitner & Gremler, 2012). The marketing advantages of enhancing brand loyalty include the financial value of having a portfolio of less price-sensitive consumers (Hawkins & Mothersbaugh, 2013) and loyal consumers acting as effective brand ambassadors (Hess, Story & Danes, 2011) who are less likely to be swayed by competitors' marketing efforts and seldom switch to competing products (Hoyer, Macinnis & Pieters, 2013). Thus, brand loyalty translates into reduced marketing costs and an increased share of consumers' spending (Gummesson, 2002). It is important to note that brand loyalty largely depends on the extent of brand awareness in the target marketplace (Shen, et al., 2014).

From a customer perspective, brand loyalty reflects the degree of confidence bestowed on a brand and indicates the potential of a brand to satisfy consumer needs better than competing brands (Hawkins & Mothersbaugh, 2013). This confidence is instilled through intangible benefits inherent in the brand that translate into consumer satisfaction (TorresMoraga, Vasquez-parraga & Zamoragonzalez, 2008). Customer satisfaction has been defined as the state in which the needs, wants and expectations of customers are met or exceeded leading to repurchase, brand loyalty and willingness to recommend (Beneke, Hayworth, Hobson & Mia, 2011). Conversely, customer dissatisfaction could lead to negative word-of-mouth and customer defection to a competitor, as dissatisfied customers often seek alternative organisations or products (Hoffman & Bateson, 2010). Brand Loyalty is ascertained by the degree, which shows repeated consumer buying patterns and how consistently consumers purchase the same brand. It is the worth of any brand (Ramírez, Espindola, Ruíz & Hugueth, 2019; Ramírez, Lay, Avendaño & Herrera, 2018). Brand loyalty is the consumer's willingness to buying the same product of a particular brand again and again rather than choosing another brand. Hence, it is often termed as the success of brand equity. The customer's satisfaction with the product makes him buy that product more often, and he prefers it over other brands that offer the same products; this gives the brand a competitive edge and makes the brand more desired and famous. Brand equity and brand loyalty have an active link or association between them. Brand equity provides the chance for brand

selection by the consumers, which leads to customer's commitment to the brand (Ahn, et al., 2018).

#### **2.1.4 Perceived Brand Quality**

Perceived quality refers to the customer's perception of the superiority of a brand relative to its intended purpose and alternative brands (Hsu, Hung & Tang, 2012). According to Balaji (2011), a brand possessing a high-quality perception elicits favourable customer preferences and purchase intentions. Furthermore, perceived quality adds to brand equity by providing a value proposition that triggers consumer purchase behaviour (Al-Hawari, 2011). Thus, an investment in service quality is seen as one of the most important sources of competitive advantage in service-based industries (He & Li, 2011). Apart from enhancing the market appeal of products, perceived quality also enhances brand loyalty (Aaker, 2012). Perceived value has been accepted as a customer's view of any product's strength and their expectations about a particular brand. Consumers' knowledge about the product is essential for purchase decisions. Similarly, other studies also put the idea that consumers' knowledge plays a vital role in purchase decisions. Moreover, perceived value also refers to consumers' evaluation of the product. Perceived value is also determined by the purchase intention of customers. Other factors about the product that affect consumers the most are the product packaging and celebrity endorsement. These factors are indirectly in a relationship with purchase intention and directly in a relationship with the perceived value of the product (Mirabi, et al., 2015). It has shown its associations with brand usage, stock return, the elasticity of the price, and price premium (Rungsisawat & Sirinapatpokin, 2019). According to Pappu, Quester and Cooksey (2005), perceived quality is the consumers' subjective assessments of the quality of a product. High perceived quality means that, through the long term experience related to the brand, consumers recognize the differentiation and superiority of the brand. Thus, high perceived quality drive consumers to choose particular brand among competing brands (Lin and Chang, 2003). Perceived quality is considered to be the primary consumer-based brand equity construct because it is closely associated with the willingness to pay a price premium, brand purchase intent, and brand choice (Netemeyer, 2004).. In a study related to repeat purchase intention Bojei and Hoo (2012), found perceived quality as a significant dimension. Perceived quality significantly influences the repeat purchase intention (Tolba & Hassan, 2009; Rungsisawat & Sirinapatpokin, 2019).

#### **2.1.5 Brand Awareness**

Brand awareness involves a continuum ranging from an uncertain feeling that a brand is recognized to a belief that it is the only one in the product category. Brand awareness states the understandability of a brand by the consumer or how much a brand is identified and recognized by the customers. Brand awareness is reflected in the impact that a brand makes on consumers. It also provides marketers with a vast variety of advantages. With the aid of brand awareness, product decisions can be sometimes made. In addition, brand awareness helps customers to retrieve the brand from their memory for repeat purchase decision. A consumer can recall a brand based on the level of brand awareness he or she has of that particular brand. That means brand awareness has several levels depending on the ease with which consumers can recall that brand (Rungsisawat & Sirinapatpokin, 2019).

Brand awareness is the key first step in buyer readiness to develop a preference for the brand and move closer to the point of purchase (Ross & Harradine, 2004). In addition, brand awareness plays a vital role on purchase intention since consumers tend to buy more

familiar and well known product (Macdonald & Sharp, 2000). Brand awareness also acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Rungsisawat & Sirinapatpokin, 2019). Brand awareness influences purchase intention through the selection of brand which can be increased or decreased by manipulating brand awareness (MacDonald & Sharp, 2000). Consumers are more likely to acquire the product only with brand awareness. Therefore, brand awareness has a significant effect on repeat purchase intention (Macdonald & Sharp, 2000). Bojei and Hoo (2012) found that brand awareness has a positive effect on the use of smartphone and its repeat purchase intention. Radder and Huang (2008), indicated a higher awareness in high involvement product brands than of low involvement product brands.

## **2.2 Theoretical Framework**

The theories adopted by the researcher that guided this study are Resource-Advantage Theory and Signaling theory as discussed below:

### **2.2.1 Resource-Advantage Theory**

This theory was propounded by Hunt (1997). The theory states that customer-based brand equity constitutes a superior, intangible market-based asset that offers an organisation sustainable competitive advantage (Hunt, 1997; Mudanganyi, Muposhi & Shamhuyenhanzva, 2019). Apart from limited emulation by competitors, customer-based brand equity is inherently associated with performance metrics such as customer loyalty, customer satisfaction and improved financial performance (Budac & Baltador, 2013). The financial and customer perspectives are evident from the brand equity definition. The financial-based brand equity examines the short-term and long-term contribution of the brand to the financial performance of an organisation (Li & Gu, 2009). According to Chowdhury (2012), customer-brand equity refers to the value attached to a brand by consumers and is the foremost driver of the brand's profitability. Customer-based brand equity is the differential effect of brand knowledge on consumer response to the marketing of the brand (Mudanganyi, Muposhi & Shamhuyenhanzva, 2019).

### **2.2.2 Signaling theory**

This theory was propounded by Erdem and Swait (2004). The theory states that brand equity acts as an effective signal of quality and credibility as it significantly reduces the risk perceived by consumers. Thus, from this perspective, customer-based brand equity signals the strength of the brand to consumers. By implication, consumers have a reason in choosing a brand from a brand that is offered as likely to be related to brand quality perceptions as well as brand awareness and brand associations. This theory is relevant to the study because customer-based brand equity stimulate positive signal about the same brand, consumers buy brands more often than other brands and buy and use the same brand for a long time thereby enhancing their repeat purchase intentions.

## **2.3 Empirical Review**

Mudanganyi, Muposhi and Shamhuyenhanzva (2019) studied the influence of customer-based brand equity on customer satisfaction and brand loyalty: evidence from South African mobile telecommunications industry. A quantitative approach was undertaken with data

collected by a survey from 240 Generation Y respondents through a structured self-administered questionnaire.

Reliability and validity tests were performed to validate the scales used in the study. Correlation analysis and multiple regression analysis were performed to ascertain the influence and nature of relationships between the dimensions of brand equity and customer satisfaction as well as between customer satisfaction and brand loyalty. Significant positive relationships were established between perceived quality, brand awareness, brand associations and customer satisfaction as well as brand loyalty. Perceived quality had the strongest influence on customer satisfaction, followed by brand awareness and brand association respectively. Results also showed a significant positive relationship between customer satisfaction and brand loyalty.

Rungsisawat and Sirinapatpokin (2019) investigated the impact of brand loyalty and brand association on consumer purchase intent. It also aimed to examine the association between brand awareness and perceived quality related to consumer purchase intent. Non-random based sampling technique was used to collect data from 260 respondents through close-ended questionnaires from different market places of Kuala Lumpur and Selangor, Malaysia. Findings revealed that both brand loyalty and brand association are significantly associated with consumer purchase intent, whereas brand awareness and perceived quality are not significantly related to consumer purchase intent.

Januarko, Adiwibowo and Kusumawati (2018) examined the effect of product quality, price perception, customer satisfaction Batik Betawi loyalty in Jakarta. Respondents of this study amounted to 125 people. Surveys research methods using SEM analysis tool were employed. The results showed that product quality has no effect on consumer satisfaction but consumer satisfaction influences on brand loyalty Batik Betawi.

Nismi (2017) studied the impact of brand equity on repeat purchase intention in high involvement products. The survey method was used as the main research method and the sample comprised of 232 students enrolled at two Sri Lankan Universities. Brand awareness, brand associations, perceived quality, and brand loyalty were considered as the dimensions of brand equity. Cronbach's alpha values were used to examine the internal consistency of the dimensions. Multiple regression analysis was conducted to examine how brand equity dimensions influence the consumers' repeat purchase intention for high involvement product. Brand loyalty proved to be the key factor in influencing consumers' repeat purchase intention for high involvement product. Thus, the study revealed that the influence of brand loyalty was evident among the existing customers as they have significant indication to repurchase the mobile phones. Perceived quality was the second most important dimension to enhance consumers' repeat purchase intention of high involvement product.

### 3.1 METHODOLOGY

A survey research design was used for the study. The population of the study consisted of 30 staff (both permanent and casual staff, as evidenced in their payroll) of University of Uyo (UNIUYO) water company located at Main Campus, University of Uyo, Nwaniba, Uyo, Akwa Ibom State. The researcher employed a convenience sampling technique with a blend of purposive sampling method to select every participant in the study. The sample size was calculated using the Taro Yamane scientific formula which is given as:  $n = \frac{N}{1 + N(e)^2}$ . Hence, a sample size of 28 staff of University of Uyo (UNIUYO) water company was



chosen. Data were collected through questionnaire titled “Customer- Based Brand Equity and Repeat Purchase of Uniuyo Water in Uyo, Akwa Ibom State (CBERPUWU)” carefully designed and administered to the respondents. The questionnaire contains sections A and B. Section A contains personal information about the respondents. Section B was the main body of the questionnaire. This section contains close ended questions using a four-point Likert scale instrument ranging from Strongly Agree (SA- 4points), Agree (A-3points), Strongly Disagree (SD-2points) and Disagree (D-1point).

The questionnaire was validated by marketing lecturers from Akwa Ibom State University and University of Uyo. The questionnaire was subjected to reliability of internal consistency using Cronbach alpha test. These experts assessed the relevance of each item in relation to the objectives of the study, the hypothesis to be tested and language used in developing the items as well as the comprehensibility of each item in relation to the cognitive level of the respondents. They validated the instrument by effecting necessary corrections, examining the contents and ascertaining clarification of ideas as well as appropriateness of the items. The reliability index of 0.980 was obtained from the computation done with the aid of Statistical Package for Social Science (SPSS). The researcher employs both descriptive and inferential statistics to analyze the collected data. Analysis of Variance (ANOVA) regression statistic technique was also employed to analyze the data. Descriptive analysis was used to determine the mean, range of scores (Minimum and Maximum), standard deviation, skewness and kurtosis for each variable of the study. The ANOVA regression analysis was conducted to examine the strength and direction of the relationship between the dependent and independent variables. The reported p-values were used to test the significance of the stated research hypothesis. The ANOVA regression equation is linearized in the hypotheses as:

$$RP = \alpha_0 + \alpha_1 BL + \alpha_2 PQ + \alpha_3 BA + ut \quad (\text{equation 1}) \text{ Where;}$$

RP = repeat purchase of UNIUYO water in Uyo, Akwa Ibom State (dependent variable) BL = brand loyalty (independent variable)

PQ = perceived quality (independent variable)

BA = brand awareness (independent variable).  $ut$  = the error term.  $\alpha_0$  is a regression constant while  $\alpha_1 - \alpha_3$  are the coefficients of the independent variable.  $H_0$  would be rejected if the calculated statistical probability is less than the p-value of 0.05 (5% level of significance).

#### 4.1 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

The data that were gathered using the questionnaire are presented below:

<b>Table 1: Number of Questionnaire Returned</b>			
<b>Questionnaire</b>		<b>Frequency</b>	<b>Percent</b>
Valid	Returned	28	93.3
	Not returned	2	6.7
<b>Tot al</b>		<b>30</b>	<b>100.0</b>

Source: Field Survey Data (2023)

From the above table, it is depicted that out of 30 copies of questionnaires administered to staff of University of Uyo (UNIUYO) water company, 28 copies were returned in a useable form

representing 93.3% while 2 copies were not returned, which represent only 6.7%. The researcher used 28 copies of returned questionnaires as the bases for the analysis.

**Table 2: Gender Distribution of Respondents**

<b>Gender</b>		<b>Frequency</b>	<b>Percent</b>
Valid	Male	15	53.6
	Female	13	46.4
	<b>Total</b>	<b>28</b>	<b>100.0</b>

Source: Field Survey Data (2023)

Table 2 above depicts the gender distribution of the respondent. From the table, out of 28 questionnaires returned, 15 were male representing 53.6%, while 13 respondents were female representing 46.4%. This implies that the majority of the respondents were male.

**Table 3: Age Distribution of Respondents**

<b>Age range</b>		<b>Frequency</b>	<b>Percent</b>
Valid	25-30	9	32.1
	31-35	12	42.9
	36-40	5	17.9
	41 - above	2	7.1
	<b>Total</b>	<b>28</b>	<b>100.0</b>

Source: Field Survey Data (2023)

Table 3 above depicts that 32.1% of the sampled respondents are within the age bracket of 25-30 years, 42.9% are within the age bracket of 31-35 years while 17.9% of the respondents are within the age bracket of 36-40 years, 7.1% of the respondents are within the age bracket of 41 above years.

**Table 4: Marital Status of Respondents**

<b>Marital status</b>		<b>Frequency</b>	<b>Percent</b>
Valid	Single	10	35.7
	Married	11	39.3
	Divorced	3	10.7
	Widowed	4	14.3
	<b>Total</b>	<b>28</b>	<b>100.0</b>

Source: Field Survey Data (2023)

The above table shows that 10 respondents were single representing 35.7% while 11 respondents were married representing 39.3%. Also, 3 respondents were divorced representing 10.7% and another 4 respondents were widowed representing 14.3%.

**Table 5: Educational Qualification Distribution of Respondents**

Percent	Valid	
FSLC/SSCE		
4		
14.3		
OND/NCE	5	17.9
HND/BSC	13	46.4
MBA/MSC	4	14.3
PHD	2	7.1
<b>Total</b>	<b>28</b>	<b>100.0</b>

Source: Field Survey Data (2023)

The above table shows that out of 28 questionnaires correctly filled and returned, 4 respondents representing 14.3% were holders of SSCE while OND/NCE holders were 5 representing 17.9% and 13 respondents representing 46.4% were holders of HND/B.Sc. and 4 respondents representing 14.3% were MBA/M.Sc. holders. Also, only 2 respondents representing 7.1% were holders of PhD educational qualifications.

**Table 6: Working Experience Distribution of Respondents**

Experience	Frequency	Percent
Valid 0-5	6	21.4
6-10	8	28.6
11-16	9	32.1
17-above	5	17.9
<b>Total</b>	<b>28</b>	<b>100.0</b>

Source: Field Survey Data (2023)

Table 6 above shows that 6 respondents representing 21.4% have 0-5 years working experience, 8 respondents representing 28.6% have 6-10 years working experience. Also, 9 respondents (32.1%) have years of working experience between 11-16 years and 5 respondents representing 17.9% have 17 years and above working experience.

**Table 7: Rank Distribution of Respondents**

Rank	Frequency	Percent
Valid Junior Staff	12	42.9
Senior Staff	10	35.7
Management Staff	6	21.4
<b>Total</b>	<b>28</b>	<b>100.0</b>

Source: Field Survey Data (2023)

The above table depicts rank distribution of respondents. The table revealed that 12 respondents representing 42.9% are junior staff, 10 respondents (35.7%) are senior staff while 6 respondents representing 21.4% were management staff.

**Research Question One**

What are the influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State?

**Table 8: Responses on the influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State, Nigeria**

Research Construct/Items	SA	A	SD	D	TOTAL
<b>Influence of brand loyalty on repeat purchase</b>					
Customers are loyal to UNIUYO water brand	4	3	1	1	<b>9</b> <b>(32.14%)</b>
UNIUYO water is a customer-based equity brand	2	1	1	0	<b>4</b> <b>(14.29%)</b>
Customers made repeat purchase of our product	5	2	0	1	<b>8</b> <b>(28.57%)</b>
There is a relationship between brand loyalty and repeat purchase intention	2	3	1	1	<b>7</b> <b>(25.00%)</b>
<b>Total</b>	<b>13</b> <b>(46.43%)</b>	<b>9</b> <b>(32.14%)</b>	<b>3</b> <b>(10.71%)</b>	<b>3</b> <b>(10.71%)</b>	<b>28</b> <b>(100%)</b>
<b>Influence of perceived quality on repeat purchase</b>					
UNIUYO water brand has quality	5	5	3	2	<b>15</b> <b>(53.57%)</b>
Customers have perceived UNIUYO water quality	4	1	2	1	<b>8</b> <b>(28.57%)</b>
UNIUYO water quality has attracted more customers	1	1	0	0	<b>2</b> <b>(7.14%)</b>
There is a relationship between perceived quality and repeat purchase	1	1	1	0	<b>3</b> <b>(10.71%)</b>
<b>Total</b>	<b>11</b> <b>(39.29%)</b>	<b>8</b> <b>(28.57%)</b>	<b>6</b> <b>(21.43%)</b>	<b>3</b> <b>(10.71%)</b>	<b>28</b> <b>(100%)</b>
<b>Influence of brand awareness on repeat purchase</b>					
Customers are aware of UNIUYO water brand	3	3	2	2	<b>10</b> <b>(35.71%)</b>
Our company embark on marketing communications to create brand awareness	2	3	1	1	<b>7</b> <b>(25.00%)</b>
The quality of our product has created awareness for our brand	1	2	2	1	<b>6</b> <b>(21.43%)</b>

There is a relationship between brand awareness and repeat purchase	2	1	1	1	5 (17.86%)
<b>Total</b>	<b>8 (28.57%)</b>	<b>9 (32.14%)</b>	<b>6 (21.43%)</b>	<b>5 (17.86%)</b>	<b>28 (100%)</b>

Source: Researcher's Computation using Field Survey Data, 2023

Table 8 above shows that out of 28 respondents, 13 respondents representing 46.43% strongly agreed that brand loyalty has influence on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. Also, 9 respondents (32.14%) agreed to the claim. Also, 3 respondents (10.71%) strongly disagreed to the claim. Similarly, 3 respondents representing 10.71% disagreed.

Table 8 above also shows that out of 28 respondents, 11 respondents representing 39.29% strongly agreed that perceived quality has influence on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State while 8 respondents (28.57%) agreed to the claim. The analysis further shows that 6 respondents (21.43%) strongly disagreed to the claim while only 3 respondents (10.71%) disagreed.

Furthermore, Table 8 reveals that that 8 respondents representing 28.57% strongly agreed that there brand awareness has influence on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State while 9 respondents (32.14%) agreed to the claim. However, 6 respondents (21.43%) strongly disagreed to the claim while 5 respondents (17.86%) disagreed. It could be deduced from the respondents' opinion that the research construct and items are sufficient to guarantee scientific analysis and a valid conclusion. Obliquely, this could be interpreted to mean that each independent research construct or variable has some kind of relationship with the dependent research construct or variable when statistically and scientifically tested.

#### 4.1 Descriptive Statistics Results

**Table 9: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
RP	28	1	4	2.89	1.066	-.563	.441	-.872	.858
BL	28	1	4	3.14	1.008	-1.006	.441	.016	.858
PQ	28	1	4	2.96	1.036	-.571	.441	-.851	.858
BA	28	1	4	2.71	1.084	-.318	.441	-1.129	.858
Valid N (listwise)	28								

Source: SPSS outputs computed by the researcher

Table 9 above shows that repeat purchase has a mean score of 2.89; this implies that the average score of repeat purchase in this domain is 2.89. Repeat purchase has a standard deviation of 1.066, showing that the deviation from the mean is high hence; the data are clustered around the mean. The minimum value of repeat purchase is 1 and a maximum value of 4 was recorded. This statistics reveals that the level of deviation of the minimum from the maximum value is high. Thus, indicating much disparity in the level of repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. The average value for brand loyalty

is 3.14 with a standard deviation of 1.008. Therefore, there exists very significance variation among the values of brand loyalty under study. The minimum value is 1 while the maximum value is 4. The statistics reveal that the level of deviation of the minimum from the maximum value is high. Thus, indicating a high disparity in the level of brand loyalty. Perceived quality maintained the mean value of 2.96 and the value of the standard deviation is 1.036 which implies high variations in perceived quality. The maximum and minimum values were 1 and 4 percent respectively. From the descriptive statistics results, it was further revealed that brand awareness showed much disparity in the level of brand awareness as evidenced in the mean scores and standard deviation.

#### 4.1 Test of Research Hypothesis and Findings

The hypothesis was that “There are no significant influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State”.

**Table 10: Regression Results for Hypothesis**

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 <sup>a</sup>	.830	.824	.448

a. Predictors: (Constant), BL, PQ, BA

##### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.465	3	25.465	126.994	.000 <sup>b</sup>
	Residual	5.214	24	.201		
	Total	30.679	25			

a. Dependent Variable: RP

Predictors: (Constant), BL, PQ, BA

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.135	.282		.481	.635
	BL	.964	.086	.911	11.269	.000
	PQ	.998	.050	.969	20.088	.000
	BA	.919	.069	.934	13.364	.000

Dependent Variable: RP

**Source:** SPSS outputs computed by the researcher

In table 10, since the calculated probability (Sig.) of 0.000, 0.000 and 0.000 were less than the p-value of 0.05, the null hypothesis was rejected while the alternative hypothesis was accepted, which states that there is are significant influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. This finding is consistent with the findings of Kim, Jin-Sun and Kim (2008) that brand loyalty increases the repurchase or the revisit intention. Jung & Sung (2008) also found that among the brand equity dimensions, brand loyalty was the most important dimension which

influence the customers' repeat purchase intention. Atilgan, Aksoy and Akinci (2005) found that brand loyalty has a direct and positive impact on repeat purchase intention. Rungtapisakul and Sirinapapattan (2019) found that both brand loyalty and brand association are significantly associated with consumer purchase intent.

## **5.1 CONCLUSION AND RECOMMENDATIONS**

### **5.2 Conclusion**

The study examined the influence of customer-based brand equity on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. Brand loyalty, perceived quality and brand awareness that measured customer-based brand equity influenced the dependent variable of repeat purchase significantly, the results of the nature and of relationship among variables were positive. Based on the study findings, it is concluded that customer-based brand equity has a significant influence on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State.

### **5.3 Recommendations**

The study makes some policy recommendation that UNIUYO water should sustain the production of quality product to enhance repeat purchase from customers. There is need to conduct a market research to properly understand their consumers customer-based brand equity. UNIUYO water should carefully explain products' quality to consumers in order for them to make repeat purchase. Customers of UNIUYO water should be rewarded for their loyalty. There is need to create more brand awareness of UNIUYO water brand.

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