

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

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ABSTRACT

The thrust of this study was to examine the influence of customer-based brand equity on repeat purchases of UNIUYO water in Uyo, Akwa Ibom State, Nigeria. 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 the main campus, while a sample size of 28 was chosen using the Taro Yamane scientific formula. The researchers employed both descriptive and inferential statistics to analyze the collected data. Analysis of Variance (ANOVA) and Regression statistic techniques were also employed to test the hypotheses. The findings were that there are significant influences of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO water. It was concluded that customer-based brand equity has a significant influence on repeat purchase of UNIUYO water. Recommendations were that the management of UNIUYO water should sustain the production of quality product to enhance repeat purchase from customers and also create more brand awareness of UNIUYO water brand.

Keywords: Brand Loyalty, Perceived Quality, Brand Awareness, Repeat Purchase Intention

1.0 INTRODUCTION

Customers respond differently to the marketing of different brands. Most times, their response is influenced by the amount of knowledge that they have about the brand. Thus, customer-based brand equity can be described as the distinctive effects that brand knowledge possessed by customers have on their reaction to the marketing of the brand. It is the additional value endowed by brands on a product which is capable of boosting the confidence of customers on the product's capability to either meet or surpass expectation performance. Rungtornkiet and Sirinapatpokin (2019), define it as "the difference in consumer choice between the focal branded product and an unbranded product given the same level of product features".

Brand equity has posed certain challenges which have been of increasing proportions and importance recently. The studies of Tan, Salo, Juntunen and Kumar (2018) and Pappu and Quester (2016), have established that the tangible and non-tangibles aspects of a product have an effect on brand equity with additional value contributed to it. These attributes play vital roles in the choice of a brand. Equally, marketing employs brand equity in its practice (Kim, Chun & Ko, 2017). Some companies also differentiate their products through the performance of social responsibility so as to woo their customers although these initiatives are found not to be in congruence with the perceptions of customers and lack the capacity of influencing their perceptions about the brand (Annía, Villalobos, Romero, Ramírez & Ramos, 2018; Hussain, Abidin, Kamarulzaman, Shawtari, 2019; Jermstittiparsert, Siam, Issa, Ahmed & Pahi, 2019).

Nevertheless, there are other initiatives that suit the perceptions of customers and which have the capacity of shaping their beliefs, behaviour and attitudes (Sen & Bhattacharya, 2016; Khan & Ali, 2017). Customers can demonstrate different attitudes towards a brand. The attitude could be positive or negative. When the attitude is positive and favourable towards a particular brand, that brand is deemed to have brand equity. Thus, brand equity is dependent on customers which is a strong, positive and differential brand image in their minds (Keller, 2016; Villalobos & Ganga, 2016; Villalobos & Ganga, 2018; Villalobos, Guerrero & Romero, 2019)

Customers use their knowledge of the brand and how much value this knowledge adds to them in making their purchase decision (Son & Kijboonchoo, 2016; Singh, 2018). More so, their choices and the process they go through to arrive at their decision, amplify the brand equity for particular brands. Quality, especially in products that have service compliments, is equally an attribute customers desire. A connection has been established between company productivity, service excellence and customer satisfaction as previous studies show a high correlation between relative service quality and customers buying power (Tan, et al., 2018; Rincón, Sukier, Contreras & Ramírez: 2019)

The volatile nature of the table water manufacturing industry, especially University of Uyo (UNIUYO) water as reflected by the constant changes in demand calls a thorough attention to the strategies in marketing. According to Punch Newspaper (2017), the Standards Organisation of Nigeria (SON), has awarded the Nigerian Industrial Standard Certificate (NISC) to the University of Uyo Table Water. Developments in the table water industry is constantly changing peoples' perception and use of the product. With the proliferation of competitors and certain products in the market, it becomes challenging for customers to rationally differentiate products on the basis of products attributes alone since these products are similar. This suggests the imports of building strong brands with the intent of capturing the preference of consumers and enhancing long term customer relationship.

Consumers make repeat purchase of table or sachet water due to brand awareness, perceived quality, 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. Changes in price, market demand and evolving competition have led to an astronomical growth in the table water market. This growth necessitates the import of evaluating the determinants of customer-based brand equity on consumers repeat purchase intention of UNIUYO water.

Companies have used influential customer-based brand equity as an important tool to both attract and retain consumers. Consequently, customer-based brand equity serves as a veritable tool for maintaining competitive advantages and high margins by companies. Thus, businesses have the task of building customer-based brand equity and enhancing repeat purchase intentions of customers which will lead to high profits while sustaining the company's competitive advantage (Mudanganyi, Muposhi & Shanhuyenhazva, 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. This study is significant for the marketing managers of UNIUYO water company in their decision making capacity as it will expose the opportunities and challenges inherent in brand marketing. In this study, brand loyalty, perceived quality and brand awareness were customer-based brand equity determinants while consumer repeat purchase intention was the dependent variable.

The knowledge of the sources of customer-based brand equity, their effect on sales, the rate of their changes over time, is necessary if customer-based brand equity must play a useful strategic role and direct marketing decisions. This knowledge will also serve as a standard to interpret marketing strategies and assess the value of a customer-based brand. The antecedents of customer-based brand equity will help managers to understand and focus on the drivers of customer-based brand equity (Rungtornchaisri & Sirinapatpokin, 2019).

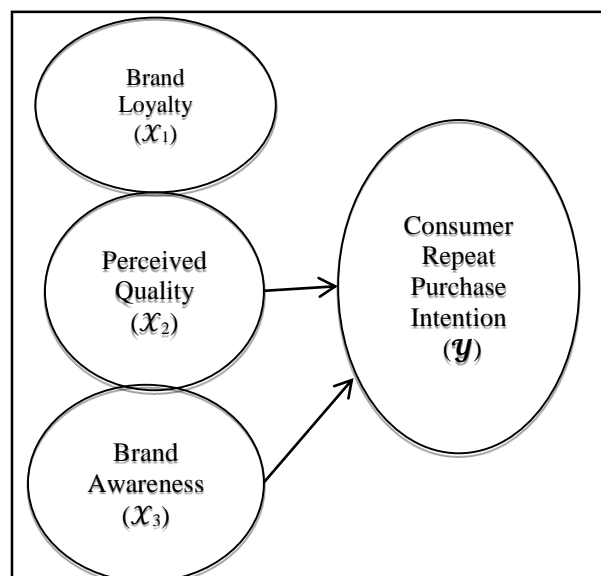
The proliferation of water products offers customers a variety of choices in terms of which brand of sachet or table water to choose from in order to meet their expectations. Consequently, building strong brands with enhanced customer-based brand equity to earn sustainable competitive advantages in highly competitive table water market can be challenging. 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 have shown a positive effect of customer-based brand equity on consumers repeat purchase intention. Additionally, most of the studies related to the field of customer-based brand equity were conducted in the hotel and Chain Stores industries (Kim & Kim, 2004), television and automobile industry (Pappu, Quester & Cooksey, 2005) and fuel industry (Tolba, 2011).

However, the focus of these studies was on measuring brand equity in a given product category for a given brand. Thus, only a few empirical studies explore 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 determine the effect of

customer-based brand equity on repeat purchase of UNIUYO water in Uyo, Akwa Ibom State. Specifically, this study sought to investigate the influence of brand loyalty, perceived quality and brand awareness on repeat purchase of UNIUYO table 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”.

2.0 REVIEW OF LITERATURE

2.1 Conceptual Framework



2.2 Customer-based Brand Equity

Nismi (2017), defines customer-based brand equity as “the differential effect that the brand knowledge has on consumer response to the marketing of that brand”. Berry (2000, cited in Mfon, 2021), identified brand equity as “the differential consequence of brand awareness (information) and brand meaning on customer reaction to the sale and marketing of the brand”. It is the recognition which a brand commands in the market as a result of its worth or value. Uford (2017:49) mentioned that, CBBE has the capacity to generate a future value stream, either through its ability to extract a premium price from consumers or its ability to attract capital investors.

It is generally believed that well-known brands attract more earnings for other brands produced under their name. Inseng and Uford (2019) opined that, brands are firms’ most important intangible assets. This is because customers easily remember and go for well-known brands which have maintained quality and consistency over time. Equally, well known brands protect new products launched under them by reducing the risk associated with competitors’ entrants. (Lee & Back, 2010; Pike, Bianchi, Kerr & Patti, 2010; Kim & Hyun, 2011; Leitão, 2013; Pappu & Quester, 2016). Similarly, marketers struggle to establish brand equity in the markets. This

is because the brands that attract higher financial budgets for the public through adverts also possess a high level of brand equity, which increases the purchase intention of consumers.

2.3 Brand Loyalty

Brand loyalty is a customer's attachment to and preference for a brand as a result of its consistent high performance. It is visible in consumers' repetitive, systematic and continuous action towards a brand. This is in the purchase itself (Belaid & Behi, 2011). Chaudhuri and Holbrook (2001), define brand loyalty 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." Considering brand loyalty from the perspectives of the customer, it is indicative of the amount of confidence that is bestowed on a brand that has consistently performed beyond expectations or at par with expectations and has given some form of satisfaction to the buyer. This is often measured in comparison with competing brands (Hawkins & Mothersbaugh, 2013; Ramírez, Espindola, Ruíz & Hugueth, 2019; Ramírez, Lay, Avendaño & Herrera, 2018).

Wilson, Zeithaml, Bitner & Gremler (2012) have identified the key indicators of brand loyalty as being emotionally attached to a brand and repeatedly choosing that brand over others. There are advantages that stem from brand loyalty. These include revenue from sales to customers who will hardly switch because of price changes (Hawkins & Mothersbaugh, 2013), brand ambassadorial function taken over by these customers (Hess, Story & Danes, 2011) and consumers' steadfastness with the product among competing brands (Hoyer, Macinnis & Pieters, 2013). Summarily, brand loyalty reduces marketing costs and increases shared consumer spending (Gummesson, 2002). It is worthy of note that brand loyalty to a greater extent, is dependent on the degree of brand awareness in the market (Shen, et al., 2014). Mfon (2021), in her study, concluded that the building of brand loyalty is one of the branding strategies that marketing managers should adopt in order to create successful customer responses.

2.4 Perceived Brand Quality

Hsu, Hung & Tang, 2012 state that perceived quality refers to "the customer's perception of the superiority of a brand relative to its intended purpose and alternative brands". Balaji (2011), opined that favourable consumer preferences and purchase intentions are always directed at brands that possess high-quality perception. In the same vein, Al-Hawari (2011), posits that brand equity, derived from a value proposition that elicits purchase action, is birthed by perceived quality. Aside this market appeal, perceived quality can enhance brand loyalty (Aaker, 2012). Mfon and Uford (2022), submit that customers normally form perceptions for every product and will make their preferences based on the formed perception.

According to Pappu, Quester and Cooksey (2005), perceived quality is "the consumers' subjective assessments of the quality of a product". High perceived quality is indicative of a consumer's familiarity and personal attachment to the brand for an extended period of time

(Lin & Chang, 2003). It also proves that in the face of competing brands, the customer will go for the one with high perceived quality. There is consideration that perceived quality is the primary consumer-based brand equity construct due to its close association with the willingness to pay a price premium, brand purchase intent, and brand choice (Netemeyer, 2004; Tolba & Hassan, 2009; Bojei & Hoo, 2012; Rungsisawat & Sirinapatpokin, 2019)

2.4 Brand Awareness

Brand awareness is measured in a continuum that ranges from belief that a brand is the sole product in that product category to feelings of uncertainty on the brand recognition. Brand awareness spells the knowledge a customer possesses about a brand in terms of his ability to identify or recognize it. It involves the customer's ability to recognize, recall and accept a brand in a product category. According to Aaker, (1991, cited in Bilgin,2018), brand awareness is "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category". For brands to be uppermost in consumers' minds, the brand must have performed excellently. This offers a lot of advantages to marketers and consumers, among which are that product decision are easily made, consumers readily make purchase and repurchase decisions which translate to revenue for the firm, saving the time and cost risks involved in extensively searching for products, since it helps them to retrieve the brand from their memory for repeat purchase decision. Brand awareness is related to brand preference (Ross & Harradine, 2004; Rungsisawat & Sirinapatpokin, 2019), purchase intention and repeat purchase intention (Macdonald & Sharp, 2000; Radder & Huang, 2008; Bojei & Hoo, 2012)

2.5 Repeat Purchase Intention

Purchase intention is one of the ways that consumers respond to a firm and its offerings (Mfon, 2021; Mfon & Ekong, 2021). Purchase intention is typified as a behavioural intent, which indicates a customer's subjective judgement as regards his future action. It is a person's conscious effort in planning to purchase a brand. It is an attempt to buy a particular brand. It is a physiological act indicative of a person's behaviour towards a brand. It is an expression of a future intent to regularly buy a brand from the company without defecting to other brands. Repeat purchase intention is the decision of a customer to buy particular products from the same firm in consideration of his present situation. It refers to the subjective judgment by the consumers that manifests after products have been evaluated for future purchase. Purchase intention is dependent on customer satisfaction, which is a post-purchase behaviour that reflects the extent of a customer liking or dislike for a product after usage. Several studies have linked customer satisfaction with service quality, which is a determinant of repeat purchase intentions (Bansal & Taylor, 2015; Kimengsi & Gwan 2017).

3.0 THEORETICAL FRAMEWORK

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

3.1 Resource-Advantage Theory

This theory was propounded by Shelby D. Hunt in 1995. The theory states that “customer-based brand equity constitutes a superior, intangible market-based asset that offers an organisation sustainable competitive advantage” (Hunt & Morgan, 1997; Mudanganyi, Muposhi & Shamhuyenhanzva, 2019). Hunt associates customer-based brand equity with measures of performance such as customer loyalty, customer satisfaction, improved financial performance and limited emulation by competitors. (Budac & Baltador, 2013). The definition of brand equity highlights the financial and customer perspectives. The financial-based brand equity takes an examination of the short-term and long-term contribution of the brand to the financial performance of an organisation (Li & Gu, 2009). In regards to customer-based brand equity, Chowdhury (2012), has asserted that the two important indices are the value of a brand and the driving of the profits of that brand. Customer-based brand equity is “the differential effect of brand knowledge on consumer response to the marketing of the brand” (Mudanganyi, Muposhi & Shamhuyenhanzva, 2019).

3.2 Signaling Theory

This theory was propounded by Erdem and Swait (2004). The theory states that brand equity effectively signals credibility and quality of a brand because of the significant way it reduces the risk of purchase perceived by consumers (Rungtornsupattana & Sirinapatpokin, 2019). Looking at it this way, the strength of the brand is communicated to customers. By implication, consumers hold a reason to choose a brand because it has a likely relationship with brand quality perceptions, brand awareness and brand associations (Rungtornsupattana & Sirinapatpokin, 2019; Mfon 2021; Mfon & Uford 2022). The relevance of this theory to this study is indicated in customer-based brand equity’s stimulation of positive signals about the same brand which is bought more frequently and used repeatedly thereby enhancing positive repeat purchase intentions.

3.3 Review of Empirical Studies

Mudanganyi, Muposhi and Shamhuyenhanzva (2019) conducted a study titled, “the influence of customer-based brand equity on customer satisfaction and brand loyalty: evidence from South African mobile telecommunications industry”. They adopted a quantitative approach and drew data from a survey of 240 Generation Y respondents using a structured self-administered questionnaire. Correlation and multiple regression analytical tools were used to test hypotheses and determine the influence and nature of relationships between/among the dimensions of brand equity and customer satisfaction as well as between customer satisfaction and brand loyalty. The results showed significant positive relationships established between the independent variables which were perceived quality, brand awareness, brand associations and the dependent variables, customer satisfaction and brand loyalty. Perceived quality was found to have the strongest influence on customer satisfaction while brand awareness and brand

association followed. Also, a significant positive relationship was found between customer satisfaction and brand loyalty.

Rungsisawat and Sirinapatpokin (2019) study on “the impact of brand loyalty and brand association on consumer purchase intent” was reviewed the aim of the study was to examine the association between brand awareness and perceived quality related to consumer purchase intent. The study employed a non-random based sampling technique to collect data from 260 respondents through a close-ended questionnaire from different market places in Kuala Lumpur and Selangor, Malaysia. The results of the analysis of data showed that both brand loyalty and brand association have a significant association with consumer purchase intent. Brand awareness and perceived quality had no significant relationship with onsumer purchase intent.

In Januarko, Adiwibowo and Kusumawati’s (2018) study which examined “the effect of product quality, price perception, customer satisfaction and batik betawi brand loyalty in Jakarta, using a respondents base of 125 people through a survey, the results of the SEM analysis tool showed that product quality has no effect on consumer satisfaction but consumer satisfaction influences batik betawi brand loyalty.

Nismi (2017) studied “the impact of brand equity on repeat purchase intention in high involvement products”. The main research method adopted was the survey. The sample was made up of 232 students who were enrolled at two Sri Lankan Universities. The dimensions for brand equity were brand associations, brand awareness, perceived quality, and brand loyalty. The internal consistency of the instrument was ascertained using the Cronbach's alpha value. The dimensions of brand equity, namely brand associations, brand awareness, perceived quality, and brand loyalty were measured against customers’ purchase intention for high involvement product using the multiple regression analytical tool. The results showed that brand loyalty, followed by perceived quality were the key factors that influenced the consumers' repeat purchase intention for high involvement product. Thus, the study revealed that the influence of brand loyalty and perceived quality were prevalent among the existing customers as they had significant indication to repurchase the mobile phones.

4.0 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 contained sections A and B. Section A

examined the personal information about the respondents. Section B constituted the variables for the investigation. The close-ended statements questionnaire with a four-point Likert scale instrument ranging from Strongly Agree (SA- 4points), Agree (A-3points), Strongly Disagree (SD-2points) and Disagree (D-1point) was adopted.

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 researchers employed both descriptive and inferential statistics to analyze the collected data. Regression statistic technique and Analysis of Variance (ANOVA) were 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. Regression analysis and the ANOVA were 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 regression equation is linearized in the hypotheses as:

$$RP = \alpha_0 + \alpha_1BL + \alpha_2PQ + \alpha_3BA + ut \quad (\text{equation 1})$$

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. α_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).

Data Presentation, Analysis and Discussion of Findings

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

Table 1: Number of Questionnaire Returned

Questionnaire		Frequency	Percent
Valid	Returned	28	93.3

Not returned	2	6.7
Total	30	100.0

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

Gender		Frequency	Percent
Valid	Male	15	53.6
	Female	13	46.4
Total		28	100.0

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

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

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

Marital status		Frequency	Percent
Valid	Single	10	35.7
	Married	11	39.3

Divorced	3	10.7
Widowed	4	14.3
Total	28	100.0

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

Qualification	Frequency	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
Total	28	100.0

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
Total	28	100.0

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
Total		28	100.0

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
<i>Influence of brand loyalty on repeat purchase</i>					
Customers are loyal to UNIUYO water brand	4	3	1	1	9 (32.14%)
UNIUYO water is a customer-based equity brand	2	1	1	0	4 (14.29%)
Customers made repeat purchase of our product	5	2	0	1	8 (28.57%)
There is a relationship between brand loyalty and repeat purchase intention	2	3	1	1	7 (25.00%)
Total	13 (46.43%)	9 (32.14%)	3 (10.71%)	3 (10.71%)	28 (100%)
<i>Influence of perceived quality on repeat purchase</i>					
UNIUYO water brand has quality	5	5	3	2	15 (53.57%)
Customers have perceived UNIUYO water quality	4	1	2	1	8 (28.57%)
UNIUYO water quality has attracted more customers	1	1	0	0	2 (7.14%)
There is a relationship between perceived quality and repeat purchase	1	1	1	0	3 (10.71%)
Total	11 (39.29%)	8 (28.57%)	6 (21.43%)	3 (10.71%)	28 (100%)
<i>Influence of brand awareness on repeat purchase</i>					
Customers are aware of UNIUYO water brand	3	3	2	2	10

					(35.71%)
Our company embark on marketing communications to create brand awareness	2	3	1	1	7 (25.00%)
The quality of our product has created awareness for our brand	1	2	2	1	6 (21.43%)
There is a relationship between brand awareness and repeat purchase	2	1	1	1	5 (17.86%)
Total	8 (28.57%)	9 (32.14%)	6 (21.43%)	5 (17.86%)	28 (100%)

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 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.

5.0 DESCRIPTIVE STATISTICS RESULTS

Table 9: Descriptive Statistics

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.

5.1 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	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.830	.824	.448

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.465	3	25.465	126.994	.000 ^b

Residual	5.214	24	.201	
Total	30.679	25		

- a. Dependent Variable: RP
- b. Predictors: (Constant), BL, PQ, BA

Coefficients^a

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

- a. 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 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. Rungtornkiet and Sirinapatpokin (2019) found that both brand loyalty and brand association are significantly associated with consumer purchase intent.

6.0 CONCLUSION AND RECOMMENDATIONS

6.1 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.

6.2 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 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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