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Importance of brand recall and recognition in repeat purchase behavior: A quantitative analysis

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Abstract

Judgements about recurrent purchases are heavily influenced by brand recall and awareness. Building a strong brand is crucial for businesses to survive and flourish in a cutthroat industry. While brand recognition is the speed at which customers can recognize a brand based on visual or aural clues, brand recall refers to the capacity of people to swiftly recover a brand from memory when asked. High brand recall and recognition boost client loyalty, giving firms a competitive edge and cost effectiveness. Additionally, high brand recall creates room for brand expansions and strengthens resistance against challenges from the competition. For establishing and sustaining brand recall and recognition, consistency in branding, compelling consumer experiences, emotional connections, and favorable associations are essential. Businesses may encourage repeat purchases and long-term success by appreciating the significance of these elements. The study had considered sample of 207 consumers to know the importance of brand recall and recognition in repeat purchase behavior and concludes that there is an importance of brand recall and recognition in repeat purchase behavior.

Keywords – brand recall, brand recognition, brand awareness, brand marketing, brand identification

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Introduction

In today's world, managers are finding it difficult to connect to the consumers. Managers find it harder to understand the purchase behaviors of today's educated and aware consumers. Every business's main goal is to acquire clients. Every company hopes that its clients will purchase its goods or services and develop rewarding, long-term relationships with it. One way to do this can be by creating a well-known brand for yourself. A brand is a good or service that customers perceive as having a unique identity. Design, packaging, and advertising components work together to form the brand and set the product apart from its rivals. In today's highly competitive market where businesses are constantly struggling, creating a strong brand can help a company in not only surviving, but also in establishing a great market presence and a loyal consumer base. Creating a good and strong brand will also help an organization in brand recall and brand

Importance of brand recall and recognition in repeat purchase behavior: A quantitative analysis

recognition. Brand recall is the capacity of customers to recall a certain brand quickly and easily when confronted with a particular product category or when given a cue, such as a brand name, logo, jingle, or slogan (Mikhailitchenko et.al, 2009). It displays the amount of familiarity and recognition a brand has gained with its intended market. Because they don't have the time to fully absorb the marketer's other marketing efforts, buyers in the modern world heavily rely on their memory when making purchasing decisions. Consumers that have high brand recall are able to quickly recall and recognize a brand when asked, even in the absence of any outside indications. Brand recall is an essential component of brand awareness and is very significant in influencing customer choice (Huang & Sarigöllü, 2012). When a brand is easily recalled by customers, it fosters familiarity and trust, which affects their purchasing decisions. When one of a brand's elements, such a logo or slogan, is exhibited, brand recognition refers to how quickly a customer can tell one brand from another. (Chaney et.al, 2018). The customer is given a complete understanding of the original commercial to determine if they have already seen it. Most of the time, people choose for known items. Brand recall and recognition is important because customers' propensity to make repeat purchases is substantially influenced by how quickly they can recall and recognize a brand. For businesses today, brand recall and recognition are important concepts.

Literature Review

It has long been believed that building and maintaining brand awareness is one of the fundamental objectives of marketing. This is especially true in low-involvement situations when customers may not actively seek out information to help them make decisions. Advertising is repeated to maintain the brand in the buyer's consideration set, or the group of brands to which a consumer pays significant attention while deciding which product to buy (Chi et.al, 2009). Here the concept of brand recall and recognition plays a crucial role. When customers are faced with a certain product category, brand recall refers to their capacity to recall a brand from memory. It is crucial in determining how consumers behave, especially with regard to repeat purchases. Customers feel more acquainted and trustworthy with a brand when they can easily recollect it. They are more inclined to pick a recognized brand than an unfamiliar one. Increased sales are a result of strong brand recall, which also fosters brand loyalty and favorable connotations. Brand recall depends on cognitive functions including recognition and memory retrieval. Customers' brain connections to a brand are strengthened when they interact with it regularly through various marketing channels. When deciding what to buy, these links enable a quicker and more precise brand retrieval. Additionally, comfort comes from familiarity, so clients choose solutions that they are already comfortable with. Brand recall is not just a cognitive process; feelings are also very important. Consumers form enduring impressions of brands that use marketing to elicit favorable feelings in their mind. Customers are more likely to make repeat purchases when they feel emotionally connected to a brand and the value they offer (Stahl et.al, 2012). Brands may create solid connections with customers and win over ardent supporters by

Importance of brand recall and recognition in repeat purchase behavior: A quantitative analysis

appealing to their emotions. But in today's competitive world, just making an emotional connection with the brand is not enough. It is important for the brands to focus on the quality of their goods and services and maintain high standards constantly. Building recall and recognition requires consistency across all brand touchpoints. A unified brand image must be upheld throughout all visual components, including logos and color schemes, as well as message and tone of voice. Customers are more likely to remember and recognize the brand when there is consistency since it promotes familiarity and strengthens memory connections. Apart from this, companies also really need to make sure that consumers are constantly having positive experiences with them and their brand. Hence, another successful tactic for boosting brand recall and awareness is to create memorable and engaging experiences. Consumers are more likely to remember brands that focus on providing distinctive experiences rather than just standard product attributes. Customers are more likely to remember and pick a company for repeat purchases when it has a strong brand image thanks to interactive advertising, personalized communication, and excellent customer service (Sasmita & Suki, 2015). A great strategy to improve brand identification and recall is to appeal to customers' emotions. Strong memory associations are produced by marketing initiatives that emotionally resonate with consumers and connect with them on a deeper level in their mind. To create emotional connections that encourage repeat purchases, brands might utilize emotions and narrations. Humor, nostalgia, and social issues all are great way to connect with your target audience.

Businesses wanting long-term success must comprehend the significance of brand recall and recognition in recurrent purchasing behavior. In today's competitive world, repeat business is crucial for a business's survival (Ghodeswar, 2008). Customers are more likely to become loyal to a brand when they can quickly recall and recognize it. Customers choose to make repeat purchases naturally as a result of their perception of the brand as reliable and recognizable. Regular buyers who are loyal to a brand also act as brand ambassadors, promoting it to others and encouraging them to pick it creating positive word to mouth for the brand (Sallam, 2014). Brands with high recall and recognition rates have an advantage over their rivals in a crowded market. When consumers can quickly recognize a brand among several options, it becomes more visible and stands out from the competition (Fianto et.al, 2014). This benefit promotes increased market share, client preference, and steady growth. Repeat business is also extremely cost effective for a company. Compared to recruiting new clients, repeat business from loyal consumers is more cost-effective. Businesses may increase recurring business by concentrating on improving brand recall and recognition, which eliminates the need for large marketing initiatives focused just on client acquisition. Higher profitability and a greater return on investment are directly correlated with increased customer loyalty and repeat business. Apart from this, brand expansions are made possible by high brand recall and familiarity. Customers are more willing to investigate new goods or services offered by the same brand when they have a favorable relationship with it. Businesses now have the ability to diversify their product offerings and explore brand-new

Importance of brand recall and recognition in repeat purchase behavior: A quantitative analysis

markets that already have a consumer base in place. Lastly, building a solid brand recall serves as a defense against threats from the competition and from market fluctuations. Loyal customers are more inclined to remain with a brand they remember and recognize even when faced with fresh market entries or promotional initiatives from competitors (Ambolau et.al, 2015). This adaptability enables organizations to withstand market volatility and retain a steady clientele.

Objective

- To measure the importance of brand recall and recognition in repeat purchase behavior.

Hypothesis

Null Hypothesis: There is no importance of brand recall and recognition in repeat purchase behavior.

Alternate Hypothesis: There is an importance of brand recall and recognition in repeat purchase behavior.

Methodology

The study had considered sample of 207 consumers to know the importance of brand recall and recognition in repeat purchase behavior. A specially designed questionnaire was distributed to the respondents to collect the data using convenient sampling. The analytical and statistical tool, chi square test was used to get appropriate results.

Findings

Respondent's general details are shared in table below in which it is found that in total 206 respondents 69.9% are male and 30.1% are female. Among them 33.5% are below 40 years of age, 39.3% comes under the age category of 40-45 years and rest 27.2% are above 45 years of age. 16.5% are students, 24.3% are salaried, 26.2% are self-employed and rest 33.0% are homemakers.

Table 1 General details

Variables	No. of respondents	%age
Gender		
Male	144	69.9
Female	62	30.1
Total	206	100
Age (years)		
Below 40	69	33.5
40-45	81	39.3
Above 45	56	27.2

Total	206	100
Occupation		
Students	34	16.5
Salaried	50	24.3
Self employed	54	26.2
Homemaker	68	33.0
Total	206	100

Table 2 Importance of brand recall and recognition in repeat purchase behavior

Variables	Repeat purchase behaviour			Total
	Important	Less Important	Not Important	
Brand recall	76	20	7	103
Brand recognition	80	8	15	103
Total	156	28	22	206
Value of Chi-square				8.1545
Degree of freedom				2
p value				.016954

Table above is showing that among 103 respondents, 76 says that brand recall is important for repeat purchase behavior, 20 says it is less important and rest 7 respondent says that brand recall is not important for repeat purchase behavior. Among 103 respondents, 80 says that brand recognition is important for repeat purchase behavior, 8 says it is less important and 15 says that brand recognition is not important for repeat purchase behavior. Hence, null hypothesis is rejected and alternate hypothesis is accepted which says that there is an importance of brand recall and recognition in repeat purchase behavior.

Conclusion

In conclusion, brand recognition and recall are crucial in determining recurrent purchase behavior. Customers are more likely to get familiar with, trust, and remain loyal to a brand when they can recall and recognize it quickly. This increases sales and market share. Building and maintaining brand recall and awareness depends heavily on consistency in branding, enjoyable experiences, appealing to emotions, and upholding high standards. Businesses who put more effort into these areas have cost-effective recurring business, higher profitability, and the possibility of brand extension. Strong brand memory also serves as a barrier against rivalry and market shifts, ensuring stability and long-term success. Businesses must comprehend the value of

Importance of brand recall and recognition in repeat purchase behavior: A quantitative analysis

brand recall and recognition in order to have a strong market presence and long-lasting client connections.

The study was conducted to know the importance of brand recall and recognition in repeat purchase behavior and concludes that there is an importance of brand recall and recognition in repeat purchase behavior.

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