

Role of Branding in Influencing Consumer Behavior and Repeat Purchase Intention: An Empirical Study in Bihar

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Abstract:

Branding plays a significant role in influencing consumer behavior and repeat purchase intention in today's competitive market environment. This study examines the impact of branding on consumer decision-making and customer loyalty in Bihar, with a focus on 60 respondents from Patna district. The research is empirical in nature and is based on primary data collected through a structured questionnaire. Simple statistical tools such as percentage analysis were used to interpret the responses.

The findings of the study reveal that a majority of consumers prefer branded products over non-branded alternatives due to factors such as perceived quality, trust, and brand familiarity. Around 70% of respondents indicated that brand name plays a crucial role in their purchase decisions, while nearly 65% expressed a strong likelihood of repurchasing products from brands they trust. Brand image and brand awareness were found to be key determinants in shaping consumer preferences and reducing purchase risk.

Additionally, the study highlights that effective brand positioning helps consumers easily identify and differentiate products in the market. Promotional activities and pull marketing strategies such as advertisements and social media campaigns were also found to positively influence consumer attention and demand. Consumers tend to develop emotional connections with brands that consistently meet their expectations, leading to higher satisfaction and loyalty.

The study concludes that strong branding not only influences initial purchase decisions but also plays a vital role in encouraging repeat purchase behavior. Businesses should focus on building a positive brand image, maintaining consistent quality, and adopting effective marketing strategies to enhance customer retention and long-term success.

Keywords: Branding, Consumer Behavior, Repeat Purchase, Brand Loyalty, Brand Awareness.

I. INTRODUCTION

Branding has evolved far beyond its traditional role of merely identifying products and differentiating them from competitors. In the contemporary business environment, branding is increasingly recognized as a strategic tool for building long-term relationships with consumers. It is not only about creating awareness but also about establishing trust, delivering consistent value, and fostering emotional connections with customers. A strong brand acts as a promise to consumers, assuring them of quality,

reliability, and a certain standard of experience. As markets become more competitive and consumers more informed, branding plays a critical role in influencing their perceptions, preferences, and purchase decisions.

In today's dynamic and rapidly changing marketplace, consumers are no longer driven solely by price or functional benefits. Instead, they seek brands that resonate with their values, aspirations, and lifestyles. Emotional satisfaction has become a key determinant of consumer choice, as individuals tend to associate themselves with brands that reflect their identity and social status. This shift in consumer mindset has compelled organizations to focus on building strong brand identities that go beyond product features and emphasize experience, storytelling, and engagement. As a result, branding has emerged as a powerful means of creating customer loyalty and encouraging repeat purchase behavior.

Consumer behavior, particularly in emerging markets, is undergoing significant transformation due to factors such as urbanization, globalization, increased access to information, and technological advancements. In India, and specifically in states like Bihar, these changes are highly visible. Bihar, traditionally considered a developing region, has witnessed rapid urban growth, rising income levels, and increasing exposure to national and international brands. With the expansion of retail markets, e-commerce platforms, and digital media, consumers in Bihar are now more aware, informed, and selective in their purchasing decisions.

The growing presence of branded products in both urban and semi-urban areas has significantly influenced consumer preferences. Consumers are gradually shifting from unbranded or local products to well-known brands that offer perceived quality and reliability. This transition is largely driven by the increasing importance of brand image and brand trust. A well-established brand reduces the perceived risk associated with a purchase and provides a sense of assurance to consumers. In such a scenario, branding becomes a critical factor in shaping consumer decision-making processes.

One of the most important aspects of branding is its ability to influence repeat purchase intention. Repeat purchase behavior is essential for the long-term success and sustainability of any business, as it reflects customer satisfaction and loyalty. Acquiring new customers is often more costly than retaining existing ones, making customer retention a key priority for organizations. Strong brands are more likely to retain customers by consistently meeting or exceeding their expectations. When consumers have positive experiences with a brand, they develop trust and emotional attachment, which in turn encourages them to repurchase the same brand in the future.

Brand loyalty, which is closely linked to repeat purchase intention, is built over time through consistent brand performance, effective communication, and customer engagement. Loyal customers not only continue to purchase a brand but also act as advocates, recommending it to others. This creates a positive cycle of word-of-mouth promotion and increased brand equity. Therefore, understanding the factors that influence brand loyalty and repeat purchase intention is of great importance for marketers and researchers. Another critical element of branding is brand positioning, which refers to the way a brand is perceived in the minds of consumers relative to its competitors. Effective brand positioning helps organizations create a unique identity and establish a strong presence in the market. It enables consumers to differentiate between various brands and choose the one that best meets their needs and preferences. In a crowded marketplace, clear and consistent positioning is essential for capturing consumer attention and building a lasting impression.

In addition to positioning, pull marketing strategies play a significant role in strengthening branding efforts. Pull marketing focuses on creating demand by attracting consumers through advertising, promotions, and digital engagement. With the rise of social media and online platforms, brands now have greater opportunities to connect with consumers, communicate their values, and influence their buying behavior. These strategies not only enhance brand awareness but also contribute to building brand preference and loyalty.

The relevance of studying branding in the context of Bihar lies in the unique characteristics of its consumer market. While urban areas like Patna are experiencing rapid modernization, a significant portion of the population still resides in semi-urban and rural areas. This creates a diverse consumer base with varying levels of awareness, income, and preferences. Understanding how branding influences consumer behavior in such a context provides valuable insights for businesses aiming to expand their market reach and improve their marketing strategies.

Moreover, the increasing penetration of smartphones and internet connectivity has transformed the way consumers access information and interact with brands. Digital platforms have become important channels for brand communication, allowing consumers to compare products, read reviews, and make informed decisions. This shift towards digitalization has further emphasized the importance of branding in influencing consumer perceptions and behavior.

Despite the growing importance of branding, there is still a need for empirical research to understand its impact on consumer behavior and repeat purchase intention, particularly in emerging markets like Bihar. Most existing studies have focused on metropolitan cities, leaving a gap in understanding consumer behavior in smaller cities and developing regions. This study aims to bridge this gap by analyzing how branding influences consumer decision-making and loyalty in Bihar.

The present research focuses on examining the relationship between branding and consumer behavior, with special emphasis on repeat purchase intention. It seeks to identify the key factors that influence consumer preferences, such as brand image, brand awareness, trust, and satisfaction. By analyzing these factors, the study aims to provide a comprehensive understanding of how branding contributes to customer retention and long-term business success.

In conclusion, branding has become an indispensable element of modern marketing strategies. It not only helps organizations differentiate themselves in a competitive market but also plays a crucial role in building customer relationships and driving repeat purchase behavior. In regions like Bihar, where consumer behavior is rapidly evolving, understanding the impact of branding is essential for businesses to remain competitive and achieve sustainable growth. This study, therefore, attempts to explore the role of branding in influencing consumer behavior and repeat purchase intention, providing valuable insights for marketers, researchers, and policymakers.

II. LITERATURE REVIEW

Recent studies have significantly contributed to understanding the role of branding in influencing consumer behavior and repeat purchase intention.

Zhao et al. (2022) examined the relationship between advertising, brand awareness, and consumer buying behavior. The study found that brand awareness acts as a mediating factor between advertising and brand loyalty, while perceived quality strengthens this relationship. It concluded that higher brand awareness leads to stronger brand loyalty and influences purchase decisions positively.

Mandal and Sahu (2024) conducted a study on brand recognition and repeat purchase behavior. Their findings indicate that consumers are more likely to repurchase products from brands they recognize and trust. The study emphasized that familiarity with a brand reduces uncertainty and enhances repeat buying behavior.

Faruq (2024) analyzed the role of perceived quality, brand recognition, and brand familiarity in shaping purchase intention. The study highlighted that perceived quality and brand familiarity significantly influence consumer decision-making, particularly for new brands entering the market.

Zhang and Huang (2024) explored the influence of visual marketing on consumer purchase intention. Their research revealed that brand-related visual elements such as packaging and design significantly impact consumer perception and buying behavior, especially in fast-moving consumer goods (FMCG) sectors.

A recent study published in *Humanities and Social Sciences Communications* (2024) examined design-driven branding and consumer purchase intention using the S-O-R model. The study found that branding elements like product design and presentation play a critical role in stimulating consumer responses and purchase behavior.

Furthermore, research by Al Amin et al. (2025) highlighted that post-purchase communication aligned with consumer identity significantly enhances satisfaction, engagement, and repeat purchase intention. The study emphasized the importance of emotional connection and brand experience in strengthening customer loyalty.

Similarly, recent studies on brand commitment suggest that customer satisfaction is a key determinant of repeat purchase intention. Satisfied customers are more likely to remain loyal to a brand and continue purchasing it over time.

Overall, recent literature clearly indicates that branding elements such as awareness, recognition, perceived quality, visual appeal, and emotional connection significantly influence consumer behavior and repeat purchase intention.

III. OBJECTIVES OF THE STUDY

- To analyze the impact of branding on consumer behavior.
- To examine the relationship between brand positioning and satisfaction.
- To study the effect of branding on repeat purchase intention.
- To analyze the role of branding in pull marketing strategies.

IV. RESEARCH METHODOLOGY

The present study adopts a systematic approach to examine the role of branding in influencing consumer behavior and repeat purchase intention in Bihar, with a primary focus on Patna district. The research methodology has been designed to ensure reliability, validity, and practical applicability of the findings.

The study is based on a combination of exploratory and descriptive research design. The exploratory aspect helps in gaining insights into consumer perceptions regarding branding, while the descriptive design facilitates a detailed analysis of consumer behavior and repeat purchase patterns.

The geographical scope of the study is Bihar, with Patna district as the primary area of focus. Patna, being an urban and rapidly developing city, provides a suitable environment to study changing consumer behavior and brand preferences.

Both primary and secondary data have been used in the study:

- Primary Data was collected through a structured questionnaire administered to respondents. The questionnaire included close-ended questions related to brand awareness, brand perception, purchase decisions, and repeat purchase behavior.
- Secondary data was collected from research journals, published articles, books, and online reports, which helped in building the theoretical foundation and supporting the analysis.

The study is based on a sample of 60 respondents, representing consumers from different demographic backgrounds such as age, gender, and occupation.

The collected data was analyzed using the following statistical tools:

- Percentage Analysis:
Used to interpret the distribution of responses and understand general trends in consumer behavior.
- Regression Analysis:
Applied to examine the relationship between branding factors (such as brand awareness and brand image) and consumer outcomes like purchase decision and repeat purchase intention.

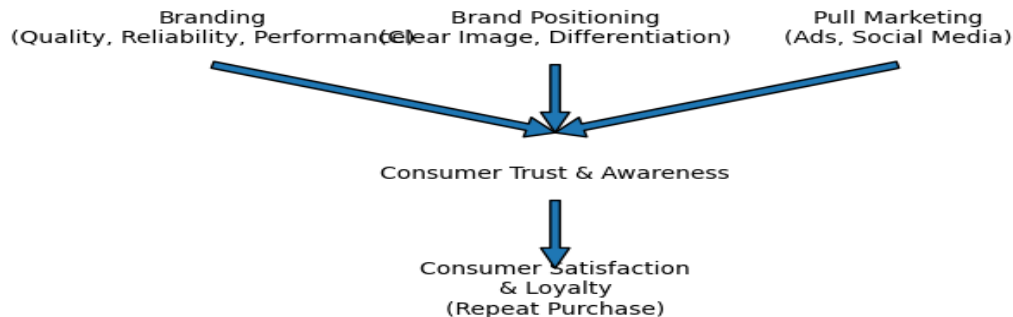
This methodology provides a structured framework to analyze how branding influences consumer behavior and supports the empirical nature of the study.

V. DISCUSSION

The analysis of the collected data clearly indicates that branding plays a significant role in influencing consumer satisfaction and loyalty. It has been observed that consumers tend to prefer and repurchase those brands that consistently meet their expectations in terms of quality, reliability, and performance. A positive brand experience strengthens trust among consumers, which further enhances their inclination towards repeat purchases. Thus, branding acts as a key factor in reducing perceived risk and simplifying consumer decision-making.

Moreover, brand positioning has emerged as an important element in differentiating products in a competitive market. Consumers are more likely to choose brands that have a clear and distinct image in their minds. Effective positioning helps in attracting the target audience by aligning the brand with consumer needs, preferences, and expectations. It also enhances brand recall, making it easier for consumers to identify and select the product during purchase.

In addition, pull marketing strategies such as advertising, promotional campaigns, and social media engagement play a crucial role in strengthening brand awareness and demand. These strategies not only increase visibility but also create a positive perception of the brand among consumers. As a result, consumers develop a stronger connection with the brand, which influences both their initial purchase and repeat buying behavior.



VI. FINDINGS

- Branding has a strong positive impact on consumer behavior and purchase decisions.
- Brand positioning significantly influences customer satisfaction and preference.
- Repeat purchase intention is highly dependent on the level of trust consumers have in a brand.
- Pull marketing strategies such as advertising and promotions effectively enhance brand awareness and demand.
- Emotional connection with a brand plays a vital role in developing customer loyalty and long-term relationships.
- Brand awareness reduces the risk perception among consumers while making purchase decisions.
- Consumers are more inclined towards brands that offer consistent quality and reliability.
- Positive past experience with a brand increases the likelihood of repeat purchase.
- Social media and digital platforms significantly influence brand perception and buying behavior.
- Word-of-mouth and peer recommendations play an important role in strengthening brand trust.
- Price sensitivity is lower for well-established and trusted brands.
- Consumers associate strong brands with higher status and better value.
- Promotional offers and advertisements attract new customers and reinforce existing customer loyalty.
- Brand familiarity increases confidence in purchase decisions.
- Younger consumers are more influenced by branding and digital marketing strategies.
- Effective branding creates differentiation in a highly competitive market.
- Customer satisfaction acts as a mediator between branding and repeat purchase intention.
- Visual elements such as logo, packaging, and design contribute to brand recall.
- Consumers prefer brands that align with their personal values and lifestyle.
- Strong branding leads to long-term customer retention and sustained business growth.

VII. CONCLUSION

The present study highlights the significant role of branding in influencing consumer behavior and repeat purchase intention in Bihar, particularly in Patna district. The findings clearly indicate that branding is not merely a tool for product identification but a powerful strategy for building customer relationships, trust,

and long-term loyalty. Consumers today are more aware and selective, and they tend to prefer brands that offer consistent quality, reliability, and emotional satisfaction.

The study reveals that brand awareness and brand image are key determinants of consumer purchase decisions. Consumers are more likely to choose well-known brands as they perceive them to be more trustworthy and reliable. This perception reduces the level of uncertainty and risk associated with the purchase, thereby simplifying the decision-making process. Additionally, brand positioning plays a crucial role in differentiating products in a competitive market, enabling consumers to easily recognize and prefer specific brands.

Another important conclusion of the study is that repeat purchase intention is strongly influenced by brand trust and customer satisfaction. When consumers have positive experiences with a brand, they are more likely to develop loyalty and continue purchasing the same brand in the future. Emotional connection with the brand further strengthens this relationship, making customers less likely to switch to alternative products.

Furthermore, pull marketing strategies such as advertising, promotions, and digital engagement have a substantial impact on enhancing brand awareness and demand. These strategies help in creating a strong brand presence and attracting both new and existing customers.

In conclusion, branding plays a vital role in shaping consumer behavior and ensuring repeat purchases. Businesses must focus on building strong brand identities, maintaining consistent quality, and adopting effective marketing strategies to achieve long-term success and sustain competitive advantage in the market.

VIII. SUGGESTIONS

- Focus on increasing brand awareness through consistent advertising and digital marketing.
- Maintain high and consistent product quality to build customer trust.
- Develop a strong and positive brand image through effective communication.
- Adopt clear brand positioning to differentiate from competitors.
- Use pulls marketing strategies like promotions and social media campaigns.
- Build emotional connections with customers to enhance loyalty.
- Strengthen digital presence to engage modern consumers.
- Collect and utilize customer feedback for continuous improvement.

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