

The Impact of Brand Awareness, Perceived Quality, and Brand Associations on Female Consumers' Repurchase Intention in the Fashion Industry

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Abstract: The fashion industry in Indonesia, especially in Badung Regency, faces challenges in maintaining consumer loyalty amidst intense competition. One way to maintain loyalty is to understand the factors that influence consumer repurchase intention. This study aims to analyze the effect of brand awareness, perceived quality, and brand associations on repurchase intention in women who use fashion products. A quantitative approach was used with a descriptive correlational research design. Data were collected through questionnaires distributed to 96 respondents, and multiple regression analysis. The results showed that all independent variables, namely brand awareness, perceived quality, and brand associations, had a positive and significant effect on repurchase intention. Among the three variables, perceived quality had the greatest influence. These findings indicate that fashion companies need to strengthen brand awareness, maintain product quality, and create positive brand associations to increase consumer loyalty and encourage repeat purchases. This study contributes to the development of consumer behavior and brand equity theories, as well as providing practical recommendations for companies in designing more effective marketing strategies.

Keywords: Brand Awareness; Perceived Quality; Brand Associations; Repurchase Intention; Fashion Industry.

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Introduction

In today's era of globalization, the fashion industry is growing rapidly, especially with the emergence of various brands and products that can be reached by consumers from various levels of society (Ishak & Somadi, 2019); (Asmoro & Meirinaldi, 2021). One of the growing market segments is female consumers, who have unique preferences and shopping habits that are different from other consumers. Increasing purchasing power and technological advances that facilitate access to information have made consumers smarter in choosing fashion products (Alamin et al., 2023). In this context, brands are one of the factors that have a great influence on consumer decisions to make purchases, both for the first time and repeat purchases. Therefore, understanding the factors that influence repurchase decisions or repurchase intentions is very important for marketers and companies in formulating effective and sustainable marketing strategies (Viona et al., 2021). One concept that is increasingly getting attention in consumer behavior research is repurchase intention, which refers to the tendency of consumers to make purchases of products or services from the same brand in the future. The factors that influence repurchase intentions are very complex and diverse, including internal factors such as brand awareness, perceived quality, and brand associations (Ilmiah et al., 2020). Brand awareness refers to the extent to which consumers recognize and remember a particular brand, while perceived quality describes how consumers judge the quality of a product based on their experience or available information (Triaji & Wathan Mataram, 2022). Brand associations, on the other hand, relate to the attributes or images that consumers associate with a particular brand (Liu et al., 2020). These three variables are considered to have a significant influence on consumers' decision to repurchase products from the same brand, but their influence can vary depending on the specific industry and market context, especially in the fashion industry.

The urgency of this research arises because companies in the fashion sector, especially those operating in the Indonesian market, are faced with the challenge of maintaining consumer loyalty amidst increasingly tight competition. With many brands offering similar products, companies must be able to build strong brand awareness, offer good product quality, and create positive brand associations to attract and retain consumers. However, although many studies have examined the influence of these variables on repurchase intention, research that focuses on women as the main consumers in the fashion industry, especially in Badung Regency, Bali, is still limited. Therefore, this study seeks to fill this gap by exploring the relationship between brand awareness, perceived quality, and brand associations on repurchase intention among female consumers in the local fashion market. The main objective of this study is to analyze the influence of brand awareness, perceived quality, and brand associations on repurchase intention among female fashion product users in Badung Regency, Bali. This study also aims to provide deeper insight into the factors that influence female consumers' decisions to remain loyal to buying products from a particular brand in the long term. In this regard, this research is expected to contribute to the understanding of how companies can build more effective marketing strategies to increase consumer loyalty and encourage repeat purchases.

The strength of this study lies in its specific focus on the female market in the fashion industry, which is a consumer segment with different characteristics and shopping behavior compared to male consumers. In addition, this study also uses a quantitative approach by using data collected through questionnaires distributed to 96 female fashion product users in Badung Regency, Bali. This approach allows statistical testing of the relationship between variables and provides more objective and measurable results. In addition, this study also uses multiple regression analysis techniques, which make it possible to measure the relative

contribution of each independent variable to repurchase intention simultaneously. The novelty of this study lies in its focus on the local market in Badung Regency, Bali, which has unique characteristics related to female consumers and local culture that may influence their shopping behavior. By examining the influence of brand awareness, perceived quality, and brand associations on repurchase intention in this market, this study provides a more specific and applicable contribution to fashion companies operating in the region. In addition, this study also expands the existing literature by providing a deeper understanding of the influence of the combination of these variables in the Indonesian fashion market, which can be applied by business practitioners in formulating more targeted marketing strategies. The contribution of this study is not only useful for academics in enriching the literature on consumer behavior, but also for business practitioners, especially those engaged in the fashion industry. This study can provide practical guidance for fashion companies in designing more effective marketing strategies by considering elements that influence consumer loyalty, such as brand awareness, perceived quality, and brand associations. With a better understanding of the factors that influence repurchase intention, companies can more easily determine the right steps to increase consumer loyalty and maximize their market potential. In addition, the results of this study can also be used as a basis for further research that examines other factors that can influence consumer repurchase intentions in the fashion sector, such as price, promotion, and customer experience.

Concept and Hypothesis

This study is based on theories that examine consumer behavior, especially theories related to brand awareness, perceived quality, and brand associations, all of which have an influence on repurchase intention. In this context, the Theory of Planned Behavior (TPB) and Brand Equity Theory are the main theoretical foundations underlying this study.

Theory of Planned Behavior (TPB), proposed by (Sartika, 2020), states that a person's behavior, including purchasing decisions, is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of repurchase intention, these factors can be related to consumers' beliefs about the brand (such as brand awareness), product quality assessments (perceived quality), and emotional relationships or brand associations they have. In other words, brand awareness, perceived quality, and brand associations can influence consumers' attitudes toward the brand and their decisions to make repurchases.

Brand Equity Theory emphasizes the importance of creating brand value that focuses not only on product quality, but also on consumer perception of the brand. According to this theory, brand awareness, perceived quality, and brand associations are the main components in building brand value. Brands that have strong awareness, good perceived quality, and positive associations will more easily build customer loyalty and increase repurchase intention.

Variable Explanation

i. Brand Awareness

Brand awareness refers to the extent to which consumers recognize or remember a brand. The level of brand awareness influences consumer decisions in purchasing products. Brands that are better known tend to be more easily chosen by consumers, especially when they are in an unplanned purchasing situation (Bernarto et al., 2020). Consumers tend to trust and purchase products from brands they are familiar with more often. High brand awareness creates a sense of familiarity and trust that contributes to repurchase intention. Therefore, brand awareness is one of the main predictors of repurchase intention, because

consumers tend to choose brands that are better known and that they see more often.

2. Perceived Quality

Perceived quality refers to consumers' subjective assessment of the quality of the products they purchase. It is the consumer's perception of quality attributes, such as durability, design, function, and value of the product. This perception of quality is very important in determining repurchase intention because products that are considered to have good quality will encourage consumers to make repeat purchases (Ling et al., 2019). Consumers who are satisfied with the quality of a product will be more likely to choose the same brand for their next purchase, even though the price or other factors may be different. Therefore, perceived quality plays an important role in building consumer loyalty and their intention to repurchase the product.

3. Brand Associations

Brand associations refer to anything that consumers associate with the brand. This could be an emotional image, an association with a particular lifestyle, or a brand attribute that consumers remember. Brand associations can be positive or negative, and they contribute to how consumers view the brand overall. (Nugroho et al., 2020) Brands with strong, positive associations are more likely to inspire consumer loyalty and increase their intention to repurchase. For example, a brand that is associated with high quality, prestige, or high social value is more likely to be purchased again by consumers.

Relationship Between Variables and Hypothesis

The three variables analyzed in this study, brand awareness, perceived quality, and brand associations, have an interactive relationship in forming repurchase intention. The explanation of the relationship between these variables can be explained in the form of the following cause-and-effect relationship:

1. Brand Awareness to Repurchase Intention

Brand awareness can directly affect repurchase intention. Consumers who are more familiar with a brand will be more likely to consider purchasing products from the same brand in the future. A well-known brand will be remembered more often when consumers decide to make a repeat purchase. Therefore, the higher the level of brand awareness, the greater the likelihood of repurchase intention.

2. Perceived Quality to Repurchase Intention

Perceived quality also has a direct influence on repurchase intention. Consumers who feel that a product has good quality tend to make repeat purchases. Brands that are perceived to have high quality will inspire trust and satisfaction in consumers, which leads to loyalty and a desire to buy the product again.

3. Brand Associations to Repurchase Intention

Brand associations contribute to creating an emotional bond with the brand which in turn can increase repurchase intention. Consumers who have positive associations with a brand, such as a quality brand image or a lifestyle associated with the brand, are more likely to repurchase products from that brand. These associations strengthen the emotional connection between consumers and the brand, which ultimately increases their desire to repurchase the product.

Based on this relationship, several hypotheses that can be put forward in this study are:

- a. Hypothesis 1 (H1): Brand awareness has a positive effect on repurchase intention.
- b. Hypothesis 2 (H2): Perceived quality has a positive effect on repurchase intention.
- c. Hypothesis 3 (H3): Brand associations have a positive effect on repurchase intention.

In addition, the interaction hypothesis between the three variables can also be tested to see whether there is a moderating relationship between brand awareness, perceived quality, and brand associations in influencing repurchase intention simultaneously. Thus, this study not only tests the direct influence of each variable on repurchase intention, but also how the three factors work simultaneously to form consumer loyalty.

Method

This study uses a quantitative approach with a descriptive correlational research design. The quantitative approach was chosen because it aims to test the relationship between predetermined variables, namely brand awareness, perceived quality, and brand associations to repurchase intention. This research design is descriptive correlational because it not only aims to describe the characteristics of the variables studied, but also to test the relationship and influence between these variables through measurable statistical analysis techniques.

The population in this study were female consumers who use fashion products in Badung Regency, Bali. The sample used in this study was 96 respondents selected using a non-probability sampling technique with a purposive sampling method, namely the selection of respondents based on certain criteria, namely women who use fashion products and have experience buying fashion products from certain brands. This sampling was carried out with the aim of obtaining relevant and representative data regarding the behavior of female consumers in choosing and buying fashion products.

Data were collected using a questionnaire consisting of several parts, namely questions regarding respondent characteristics and measurement scales for the variables studied. The measurement scale used was a 5-point Likert scale, which measures the extent to which respondents agree with statements related to brand awareness, perceived quality, brand associations, and repurchase intention. Respondents were asked to choose one of five available options, namely: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

Measurement of Variables

1. Brand Awareness:
This variable is measured using several indicators, including brand recognition, brand recognition through advertising, and brand recognition by friends or family. Respondents were asked to rate how often they see or hear about the brand, and to what extent they can remember and recognize the brand when they hear or see it.
2. Perceived Quality (Perception of Quality):
This variable is measured based on respondents' assessment of the quality of the fashion products they buy, including attributes such as durability, design, comfort, and suitability of the product to their needs. Respondents are asked to rate how satisfied they are with the quality of the product.
3. Brand Associations:
This variable is measured through the associations that respondents have with the brands they choose. These associations include positive brand image, brand association with a certain lifestyle, and emotional connection with the brand. Respondents are asked to rate

how strongly they associate the brand with positive attributes.

4. Repurchase Intention:

This variable is measured by assessing the extent to which respondents intend to purchase products from the same brand in the future. Respondents are asked to rate their level of willingness to purchase products from the brand again after a previous purchase experience.

This research was conducted through several stages. The first stage is research design which includes determining the topic, variables to be studied, and research design. At this stage, the researcher also determines the population and sample of the study, and compiles the research instrument in the form of a questionnaire that will be used to collect data. The questionnaire is compiled based on the indicators that have been set to measure each variable. Data were collected by distributing questionnaires to 96 women who use fashion products in Badung Regency, Bali. The distribution of questionnaires was carried out directly and online to make it easier for respondents to provide answers. The time of data collection was adjusted to the predetermined schedule, and the researcher ensured that the questionnaires received were complete and valid. After the data was collected, the next step was to conduct validity and reliability tests on the research instrument. Validity tests were conducted to ensure that the instruments used actually measure the intended variables. Reliability tests were conducted to ensure that the results of measurements taken at different times produced consistent results. The data that had been collected were then analyzed using SPSS software. The analysis carried out included descriptive analysis to describe the characteristics of respondents and the variables studied, as well as multiple regression analysis to test the effect of brand awareness, perceived quality, and brand associations on repurchase intention. The results of this analysis are used to test the hypotheses that have been proposed in the study. The next stage is the interpretation of the results of the data analysis. The researcher connects the findings obtained from the analysis with relevant theories and discusses the implications of these findings on consumer behavior and marketing strategies in the fashion industry. The last stage is drawing conclusions from the results of the research that has been conducted. The researcher provides conclusions regarding the influence of brand awareness, perceived quality, and brand associations on repurchase intention, and provides practical suggestions for fashion companies to increase consumer loyalty. In addition, the researcher also provides suggestions for further research that can develop this topic further.

Results and Discussion

In this study, multiple regression analysis was conducted to test the influence of brand awareness, perceived quality, and brand associations variables on repurchase intention among 96 female fashion product users in Badung Regency, Bali. The following are the results of data analysis conducted using SPSS.

Table 1. Results of Multiple Regression Analysis

Independent Variables	Beta Coefficient	t-Statistic	Sig.
Brand Awareness	0.327	3,652	0.000
Perceived Quality	0.412	4,762	0.000
Brand Associations	0.267	3.114	0.002
Constants	0.506	2.356	0.020

Analysis Results

Based on the results of multiple regression analysis, it can be seen that the three independent variables (brand awareness, perceived quality, and brand associations) have a significant influence on repurchase intention with a significance level below 0.05.

Brand Awareness has a Beta coefficient of 0.327 and a significance value of 0.000. This shows that brand awareness has a positive effect on repurchase intention. This means that the higher the level of brand awareness owned by consumers, the greater the likelihood they will repurchase products from the same brand in the future.

Perceived Quality has a Beta coefficient of 0.412 and a significance value of 0.000. This shows that perceived quality has a very strong influence on repurchase intention. This positive influence indicates that consumers who assess product quality better tend to have the intention to repurchase the product in the future. In other words, perceived quality plays a very important role in building consumer loyalty.

Brand Associations has a Beta coefficient of 0.267 and a significance value of 0.002. This also shows that brand associations have a positive effect on repurchase intention, although with a slightly lower effect compared to brand awareness and perceived quality. This indicates that positive associations with a brand, such as brand image or emotional connection that consumers have with the brand, can increase their intention to repurchase products from that brand.

Discussion

Based on the analysis results, brand awareness, perceived quality, and brand associations are proven to have a significant influence on repurchase intention. This finding is in line with various theories that explain that consumers tend to prefer buying products from brands they know, which they consider to be of high quality, and which have positive associations in their minds. Brand awareness has a significant influence on repurchase intention, which shows that consumers are more likely to repurchase products from brands they know. This shows the importance of brands to build strong awareness among consumers, especially in highly competitive markets, such as the fashion industry. A better-known brand will be easier to remember when consumers decide to make a repurchase, because brand awareness provides a sense of trust and familiarity. This study shows that brand awareness is an important factor in influencing consumer decisions to make repeat purchases.

Perceived quality has the highest Beta coefficient among the three independent variables, indicating that consumer perception of product quality has a significant effect on repurchase intention. This indicates that although brand awareness is important, consumers also rely heavily on product quality to determine whether they will repurchase products from the same brand. Positive consumer experiences related to product quality will result in satisfaction, which in turn increases their loyalty and intention to repurchase the product. Therefore, companies must ensure that the products they offer are of good quality in order to retain customers and increase the likelihood of repurchase. Finally, brand associations also play an important role in determining repurchase intention, although with a slightly lower influence compared to brand awareness and perceived quality. Positive brand associations can be images or images of the brand that are associated with quality, prestige, or certain values that are valued by consumers. Consumers who have positive associations with the brand are more likely to make repeat purchases, because they feel that the brand meets their emotional and functional needs. Therefore, companies need to build strong emotional relationships with their consumers through effective marketing, which creates positive associations with the brand. Overall, the results of this study indicate that to increase repurchase intention, companies in the fashion industry need to focus on three main factors: building strong brand

awareness, ensuring good perceived quality, and creating positive brand associations. These three factors work together to strengthen consumer loyalty and encourage repeat purchases. Therefore, marketing strategies that strengthen brand awareness, improve product quality, and build positive brand associations will greatly contribute to increasing repeat sales and maintaining long-term relationships with consumers.

Conclusion

This study aims to examine the effect of brand awareness, perceived quality, and brand associations on repurchase intention among women who use fashion products in Badung Regency, Bali. Based on the results of multiple regression analysis conducted using SPSS, it was found that the three independent variables have a significant effect on repurchase intention. Specifically, perceived quality shows the greatest influence, followed by brand awareness, and brand associations. This indicates that the level of brand awareness, perceived product quality, and positive brand associations have a very important role in encouraging consumers to make repeat purchases in the future.

Thus, it can be concluded that fashion companies need to focus on building strong brand awareness, ensuring good quality products, and creating positive brand associations to increase consumer loyalty and their intention to repurchase products from the same brand. These three factors work together to build consumer loyalty and increase repeat sales.

Theoretical Implications

This study makes significant contributions to consumer behavior theory and brand equity theory. By confirming that brand awareness, perceived quality, and brand associations influence repurchase intention, this study enriches the understanding of the factors that shape consumer loyalty, especially in the context of the fashion industry. The results of this study also support the Theory of Planned Behavior (TPB) which shows that brand awareness, perceived quality, and brand associations influence consumer behavioral intentions, in this case the intention to repurchase. This study also strengthens the concepts in Brand Equity Theory, which states that brands that have positive awareness, quality, and associations will have high brand value, which in turn drives loyalty and repurchase intention.

Practical Implications

For business practitioners, especially companies in the fashion sector, this study provides practical insights into the importance of building brand awareness, maintaining and improving perceived quality, and creating positive brand associations. Companies need to strengthen brand awareness through more effective marketing, both offline and online, such as digital advertising, social media, and collaboration with influencers to increase their brand visibility. In addition, companies must ensure that the quality of the products they offer always meets or exceeds consumer expectations. This can be done with strict quality control and providing a satisfying customer experience. Finally, to strengthen brand associations, companies can focus on creating a brand image that is in line with the values valued by consumers, such as sustainability, modern lifestyle, or premium quality, which can strengthen emotional connections with consumers.

Suggestions for Future Research

This study has several limitations that can be the basis for further research. First, this study only involved female consumers in Badung Regency, Bali, who certainly have specific cultural characteristics and market preferences. Therefore, further research can expand the scope of the sample by involving consumers from various regions or by considering variations in gender and age groups to see whether the influence of these variables remains consistent. In

addition, this study only measures the influence of three variables on repurchase intention. Further research can examine other factors that can influence repurchase intention, such as price, promotion, customer experience, or customer satisfaction.

In addition, the research method used in this study is a quantitative design using a questionnaire. Future research can consider the use of qualitative methods, such as in-depth interviews or focus group discussions, to gain deeper insight into consumer perceptions and motivations towards fashion brands and products.

Overall, this study provides a strong foundation for understanding the factors that influence repurchase intention and provides useful guidance for companies in designing more effective marketing strategies to increase consumer loyalty and maximize repeat purchases in the fashion industry.

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