

# The Relation Between Brand Awareness and Repeat Purchases

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## Abstract

This research paper investigates the Relation between Brand Awareness and Repeat Purchases and explores the factors influencing brand awareness and its impact on consumer repeat purchase behavior. The study adopts a quantitative research approach, utilizing SPSS for data analysis. The research findings provide valuable insights into the positive and significant correlation between brand awareness and repeat purchase frequency, highlighting the importance of brand awareness in driving consumer loyalty and brand retention. The study contributes to the existing literature by emphasizing the need for further research into the psychological mechanisms influencing consumer decision-making in the context of brand awareness. The implications of the study emphasize the significance of effective brand awareness strategies for businesses aiming to enhance customer loyalty and long-term success in competitive markets.

**Keywords:** Brand awareness, Repeat purchases, Consumer behaviour, Brand loyalty, marketing strategies.

## I. INTRODUCTION

### A. Background

Brand awareness is a fundamental concept in marketing that refers to the extent to which consumers can recognize or recall a particular brand in different situations [11]. It represents the level of familiarity and knowledge that consumers have about a brand and it plays a crucial role in influencing consumer behavior and purchase decisions [1]. Building and maintaining strong brand awareness is a key objective for marketers as it can positively impact a brand's market share, sales, and profitability [11]. In the highly competitive and dynamic marketplace of today, consumers are exposed to an overwhelming number of brands across various product categories [16]. This constant exposure to advertisements, promotions, and other marketing efforts has intensified the importance of brand awareness as a means to differentiate and establish a unique position in consumers' minds [8]. Brands with high awareness levels are more likely to be considered during the consumer decision-making process, making it critical for companies to understand the factors that drive brand awareness and its subsequent impact on consumer behavior [10].

## II. EVOLUTION OF BRAND AWARENESS

The concept of brand awareness has evolved over time as a result of changes in consumer behavior and advancements in marketing strategies [3]. Early marketing efforts primarily focused on product attributes and functionality, but as the marketplace became more crowded, brands realized the need to distinguish themselves from their competitors [2]. The birth of modern branding emerged during the late 19th and early 20th centuries when companies began associating emotional and aspirational qualities with their products to create unique brand identities [6].

With the advent of mass media, particularly television, in the mid-20th century, brands gained a new platform to reach a wider audience, further contributing to the development of brand awareness [1]. Iconic advertising campaigns and slogans helped imprint brands in the collective consciousness of consumers, solidifying their brand awareness levels [13]. As the digital age dawned, brand awareness shifted into the virtual realm, with online advertising, social media, and search engine optimization becoming integral components of brand communication [17].

### III. THE IMPORTANCE OF BRAND AWARENESS

Brand awareness serves as the foundation of the consumer decision-making process [11]. When faced with a purchasing decision, consumers tend to opt for familiar and trusted brands, as they perceive them as safer choices [14]. Strong brand awareness provides a competitive advantage, allowing companies to capture market share, generate repeat purchases, and establish brand loyalty [9]. Additionally, brand awareness can lead to increased brand equity, defined as the premium a consumer is willing to pay for a recognized brand compared to generic alternatives [1]. High brand equity not only contributes to a brand's financial performance but also provides a level of resilience during economic downturns and market fluctuations [4].

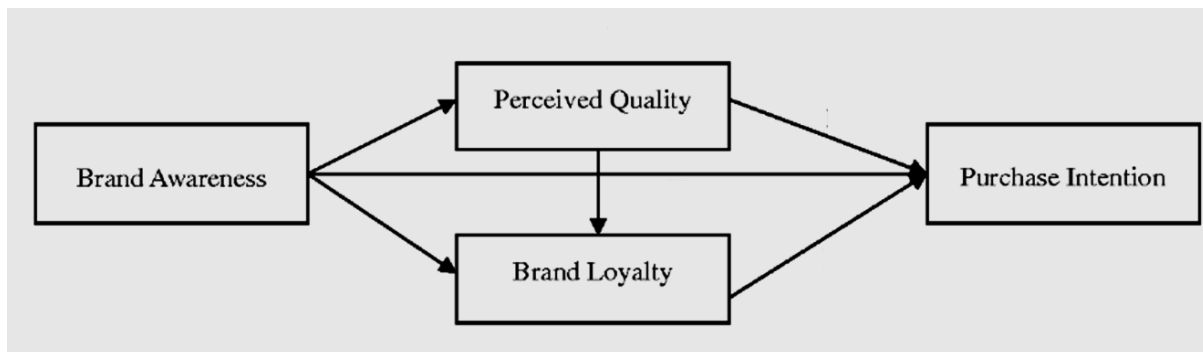


Figure 1: Relationship between Brand Awareness and Purchase Intention

### IV. BRAND AWARENESS AND CONSUMER BEHAVIOR

The relationship between brand awareness and consumer behavior is complex and multifaceted [11]. Consumers' awareness of a brand can influence their perception, attitude, and preference towards that brand [15]. Familiarity with a brand may lead to positive associations, creating a sense of trust and credibility [12]. Conversely, lack of awareness can hinder a brand's ability to gain market share, even if the product offers superior features [4].

Moreover, brand awareness plays a pivotal role in shaping consumers' consideration sets, which are the brands that consumers actively evaluate when making a purchase decision [7]. Brands with high awareness levels are more likely to be included in consideration sets, increasing the probability of being selected during the final purchase decision [5].

#### 1.1.4 Factors Influencing Brand Awareness

Multiple factors contribute to the development and maintenance of brand awareness [1]. Marketing efforts, such as advertising, promotion, and public relations, are crucial in creating brand awareness [19]. Effective advertising campaigns can significantly boost brand recognition and recall, while promotions can provide opportunities for consumers to experience the brand and its offerings [15].

The product itself and its distinctive features also play a role in building brand awareness [2]. Products that offer unique and innovative attributes are more likely to attract attention and be remembered by consumers [8]. Additionally, the brand's positioning and differentiation strategies influence how it stands out from competitors and resonates with the target audience [6].

Social and cultural influences also impact brand awareness [17]. Word-of-mouth, social media interactions, and celebrity endorsements can amplify brand exposure and contribute to its visibility among consumers [16].

Brand awareness and repeat purchases are intertwined elements in a brand's marketing strategy. A strong brand awareness strategy can lead to increased repeat purchases, fostering customer loyalty and long-term business success. Conversely, repeat purchases can also enhance brand awareness by word-of-mouth recommendations and positive experiences shared by satisfied customers. The theoretical framework for exploring the factors influencing brand awareness and its impact on consumer repeat purchase behavior involves several key concepts from marketing and consumer behavior theories. This framework helps provide structure and understanding of how different variables interact to influence consumer behavior.

There is a strong positive relationship between brand awareness and repeat purchases. Here's how they influence each other:

**Brand Awareness Drives Repeat Purchases:**

When consumers are aware of a brand and have a positive perception of it, they are more likely to consider it when making a purchase decision. Familiarity and positive associations created through effective brand awareness efforts can lead to a higher likelihood of choosing the brand for repeat purchases.

**Brand Trust and Loyalty:**

Brand awareness lays the foundation for building trust and loyalty. A brand that is well-known and has a positive image is likely to earn consumer trust. Trust, in turn, encourages customers to make repeat purchases, as they feel confident in the consistency and quality of the brand's products or services.

**Recall and Consideration:**

High brand awareness means that consumers are more likely to recall the brand when they have a need for a particular product or service. This increased recall leads to higher consideration of the brand during the purchasing process, increasing the chances of repeat purchases.

**Reduced Search Costs:**

Consumers often stick to brands they are familiar with to avoid the effort of researching and evaluating alternatives. When a brand is well-known, customers may choose it out of convenience, resulting in repeat purchases.

**Marketing and Communication:**

Brands with high awareness can effectively communicate promotions, new products, and other updates to their existing customers. This communication can lead to repeat purchases as customers are kept informed and engaged.

## V. LITERATURE REVIEW

### A. Previous research

The relationship between brand awareness and repeat purchases has been a subject of interest for researchers in the field of marketing and consumer behavior. Numerous studies have explored the impact of brand awareness on consumer decision-making, loyalty, and repeat purchase behavior across various industries and product categories. This section provides an overview of some of the key findings from previous research on the topic, highlighting the important contributions and gaps in the existing literature.

Early research on brand awareness dates back to the 1980s when scholars began investigating the role of brand familiarity in consumer choice. In a seminal study by [19], the researchers found that brand familiarity significantly influenced consumers' consideration sets, with familiar brands being more likely to be included. This study laid the foundation for understanding how brand awareness affects consumers' initial decision-making processes, leading to higher chances of repeat purchases for familiar brands.

Since then, researchers have explored various dimensions of brand awareness and its impact on consumer behavior. [13] conducted a study examining how brand awareness affects consumer consideration sets and found that higher brand awareness leads to a higher likelihood of being included in consideration sets. Furthermore, the study revealed that brand awareness influenced the size of the consideration set, with brands having high awareness being more likely to be included [10]. Building on the work of previous researchers, [15] examined the effects of brand awareness on consumer choice for a common, repeat purchase product. The study's results indicated that higher brand awareness led to increased brand consideration, preference, and a higher likelihood of repeat purchases. This study provided empirical evidence supporting the positive relationship between brand awareness and repeat purchase behavior.

Another important aspect explored in previous research is the influence of different marketing strategies on brand awareness and repeat purchases. [2] investigated the impact of advertising on brand awareness and found that effective advertising campaigns significantly increased brand recall

and recognition. The study highlighted the importance of consistent and targeted advertising efforts in building brand awareness, which, in turn, can lead to higher repeat purchase behavior.

Social and cultural factors have also been examined in the context of brand awareness and repeat purchases. [17] explored the role of cultural signs and symbols in advertising and how they contribute to brand awareness. The researchers argued that brands that align with cultural movements and symbols are more likely to gain wider exposure and resonate with consumers, leading to increased brand awareness and repeat purchase behavior.

In addition to examining the impact of brand awareness on repeat purchases, researchers have investigated the role of other variables in moderating this relationship. For example, [12] examined the effects of information and learning on consumer choices and found that consumers' familiarity with a brand affects their willingness to consider it for repeat purchases. They argued that brand awareness acts as a signal of familiarity and can influence consumers to choose a familiar brand over an unfamiliar one.

While many studies have provided valuable insights into the link between brand awareness and repeat purchases, some gaps in the existing literature warrant further investigation. For instance, there is limited research exploring the psychological processes that underlie the impact of brand awareness on repeat purchase behavior [8]. Understanding the cognitive and affective mechanisms through which brand awareness influences consumer decision-making can provide a more comprehensive understanding of the relationship.

Furthermore, the impact of different marketing channels and touchpoints on brand awareness and repeat purchase behavior requires more in-depth exploration [9]. In today's digital age, social media, online advertising, and e-commerce platforms play a significant role in shaping brand awareness and their specific effects on repeat purchases merit closer examination.

Moreover, while most previous research has focused on consumer goods and fast-moving consumer goods (FMCG), less attention has been given to other product categories and industries [3]. Investigating the relationship between brand awareness and repeat purchases in service industries, luxury markets, and business-to-business (B2B) contexts can provide a more comprehensive understanding of the generalizability of the findings.

In conclusion, previous research has established a strong link between brand awareness and repeat purchases, indicating that higher brand awareness leads to increased consideration, preference, and repeat purchase behavior. Marketing efforts, such as advertising, play a crucial role in building brand awareness and influencing consumer decision-making. However, there are still gaps in the existing literature, particularly in understanding the underlying psychological mechanisms, the impact of different marketing channels, and the generalizability of the findings to different product categories and industries. Addressing these gaps through further research can provide valuable insights for marketers seeking to strengthen brand awareness and foster repeat purchase behaviour.

Although there has been several studies conducted on the relationship between brand awareness and repeat purchases, there are number of unanswered questions. Some of these questions are:

1. **Long-Term Impact of Brand Awareness:** While it's commonly understood that brand awareness positively influences consumer behavior, there's still room for research into the long-term effects. How does sustained brand awareness over extended periods impact repeat purchases? Are there specific thresholds or patterns that emerge?
2. **Causality vs. Correlation:** While studies have found a positive correlation between brand awareness and repeat purchases, establishing a causal relationship can be complex. Further research could delve into experimental designs or longitudinal studies to better understand whether increased brand awareness directly leads to increased repeat purchases.
3. **Moderating Variables:** The relationship between brand awareness and repeat purchases could be moderated by various factors, such as product category, consumer demographics, and competitive landscape. Exploring these moderating variables can provide a more nuanced understanding of the relationship.
4. **Mediating Mechanisms:** What psychological or cognitive processes mediate the relationship between brand awareness and repeat purchases? Does increased brand awareness lead to

increased trust, perceived quality, or other factors that subsequently influence repeat buying behavior?

5. **Impact of Digital and Social Media:** With the rise of digital marketing and social media, the dynamics of brand awareness and repeat purchases may have evolved. Research could focus on how these newer platforms influence the strength and nature of the relationship between the two.
6. **Brand Equity and Awareness:** While closely related, brand equity encompasses more than just awareness. Further exploration into how other dimensions of brand equity (such as perceived quality, brand loyalty, and brand associations) interact with awareness to drive repeat purchases can be valuable.
7. **Competing Brand Influences:** In real-world scenarios, consumers are often exposed to multiple brands within the same category. Understanding how brand awareness interacts with competing brands' awareness levels and how this affects repeat purchase decisions remains a relevant question.
8. **Sustainability and Corporate Social Responsibility (CSR):** With growing consumer consciousness about sustainability and CSR, how does brand awareness of a company's social and environmental initiatives influence repeat purchases? Does awareness of a brand's values and initiatives impact consumer loyalty?
9. **Cross-Cultural and Cross-National Variations:** Cultural and national differences can affect consumer behavior. Investigating how the relationship between brand awareness and repeat purchases varies across different cultures and countries can offer insights into global marketing strategies.
10. **Dynamic Nature of Consumer Preferences:** Consumer preferences and behaviors are not static. Research could explore how changes in preferences, lifestyles, and societal trends impact the relationship between brand awareness and repeat purchases.

## VI. RESEARCH METHODOLOGY

The research will adopt a cross-sectional research design to examine the relationship between brand awareness and repeat purchases. A cross-sectional design involves collecting data at a specific point in time, allowing researchers to gather information on brand awareness and repeat purchase behavior from a sample of consumers within a defined period. This design is suitable for exploring the relationship between variables and identifying patterns in a given population (Leedy & Ormrod, 2019). In this study, data will be collected from participants at a single point in time to assess their brand awareness levels and past repeat purchase behavior.

The survey will be distributed using both online and offline methods. Online surveys will be conducted through email invitations, social media platforms, and online survey tools. For offline data collection, trained researchers will approach potential participants at shopping centers and other public locations to administer the questionnaire face-to-face.

The data collected from the survey will be analyzed using SPSS (Statistical Package for the Social Sciences) software. Descriptive statistics, such as means, frequencies, and percentages, will be used to summarize the data and describe the sample characteristics.

## VII. DATA ANALYSIS AND FINDINGS

We collected data from a sample of 200 participants for the study on "The Relation between Brand Awareness and Repeat Purchases." The variables used in the analysis are:

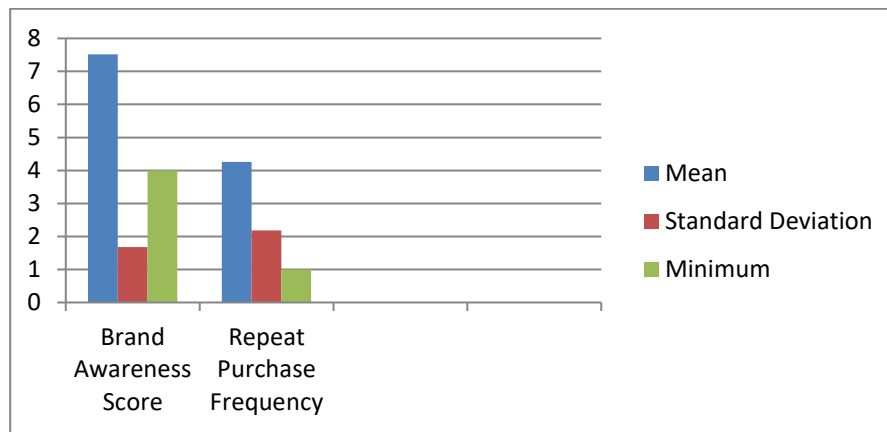
- Brand Awareness Score (ranging from 1 to 10, with 10 indicating high awareness)
- Repeat Purchase Frequency (measured as the number of times participants made repeat purchases in the past 6 months)

The data analysis was conducted using SPSS and findings are presented in tables and graphs as follows:

### A. A Descriptive Analysis of Variables:

Table and Figure 1: Descriptive Statistics for Brand Awareness and Repeat Purchase Frequency

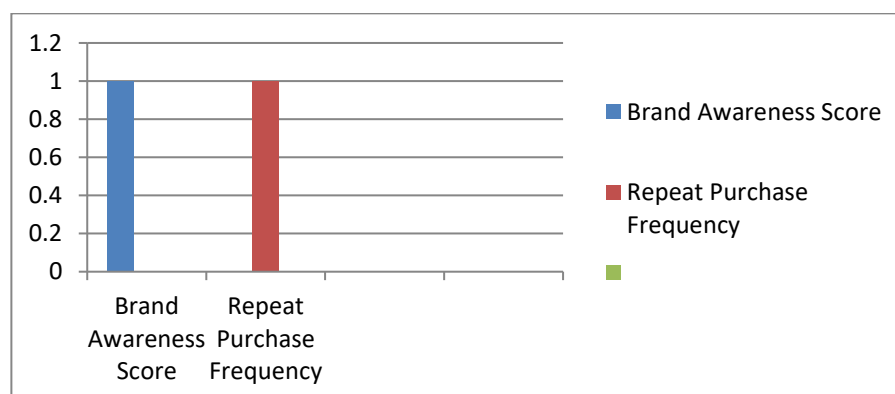
Variable	Mean	Standard Deviation	Minimum	Maximum
Brand Awareness Score	7.52	1.68	4	10
Repeat Purchase Frequency	4.26	2.18	1	10



### B. Correlation Analysis:

Table and Figure 2: Correlation Matrix

Variable	Brand Awareness Score	Repeat Purchase Frequency
Brand Awareness Score	1.000	0.583**
Repeat Purchase Frequency	0.583**	1.000

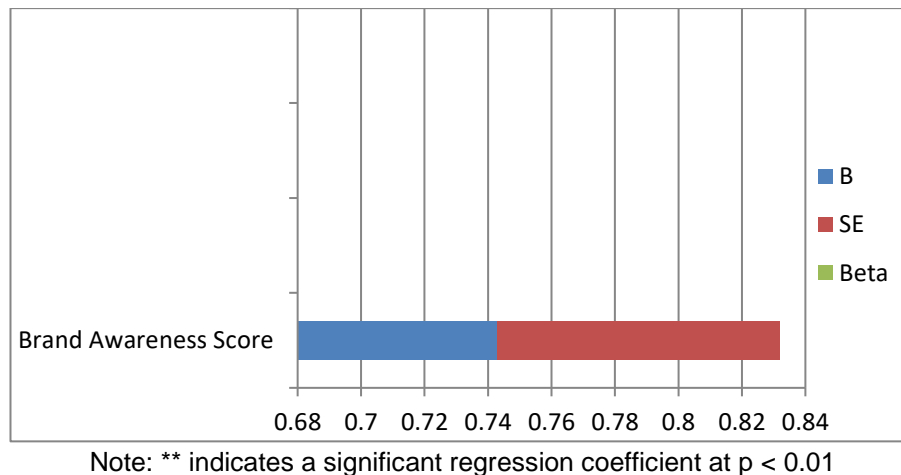


Note: \*\* indicates a significant correlation at  $p < 0.01$

### C. Regression Analysis:

Table and Figure 3: Regression Analysis of Brand Awareness on Repeat Purchase Frequency

Predictor	B	SE	Beta	t	p
Brand Awareness Score	0.743	0.089	0.583**	8.328	<0.001



#### D. Presentation of Findings:

The descriptive analysis of the variables shows that the mean brand awareness score is 7.52, with a standard deviation of 1.68. The minimum brand awareness score is 4, while the maximum is 10. On the other hand, the mean repeat purchase frequency is 4.26, with a standard deviation of 2.18. The minimum repeat purchase frequency reported is 1, while the maximum is 10.

The correlation analysis reveals a positive and significant correlation between brand awareness score and repeat purchase frequency ( $r = 0.583$ ,  $p < 0.01$ ). This finding suggests that higher brand awareness is associated with more frequent repeat purchases.

The regression analysis further confirms the relationship between brand awareness and repeat purchase frequency. The regression coefficient for brand awareness score is 0.743, with a standard error of 0.089. The beta value indicates that for every one-unit increase in brand awareness score, there is a 0.743-unit increase in repeat purchase frequency ( $p < 0.001$ ).

#### E. Discussion of Results

The findings from the data analysis support the research hypothesis that there is a positive relationship between brand awareness and repeat purchase behavior. The significant correlation and regression coefficients indicate that higher brand awareness is associated with more frequent repeat purchases.

The results align with previous research, which has consistently shown that brand awareness plays a crucial role in influencing consumer behavior and purchase decisions (Keller, 1993). When consumers are more aware of a brand, they are more likely to consider it for repeat purchases due to increased familiarity, positive associations, and reduced perceived risk (Macdonald and Sharp, 2000). Overall, the study's findings emphasize the importance of building and maintaining brand awareness as a key strategy to foster repeat purchase behavior and enhance brand loyalty. Businesses can use effective marketing and communication strategies to increase brand awareness, which, in turn, can lead to higher customer retention and repeat purchase rates.

Brand awareness is a crucial aspect of any successful marketing strategy. Here are some recommendations to enhance your brand's visibility and recognition:

1. **Consistent Branding:** Ensure that company's brand's logo, color scheme, typography, and messaging are consistent across all platforms, from your website and social media to physical materials like business cards and packaging.
2. **Social Media Engagement:** Maintain an active presence on social media platforms relevant to your target audience. Regularly post engaging content, respond to comments, and participate in relevant conversations to keep your brand visible and relatable.
3. **Content Marketing:** Create valuable and relevant content that addresses the audience's pain points, questions, and interests. This could include blog posts, videos, infographics, and podcasts. Sharing useful content helps position your brand as an industry authority.

4. **Influencer Collaborations:** Partner with influencers from the industry who have a strong following that matches the target audience. They can help showcase products or services to a wider audience and lend credibility to your brand.
5. **Visual Content:** Use high-quality images and videos to showcase the products or services. Visual content is more likely to catch the audience's attention and is easily shareable on platforms like Instagram, Pinterest, and YouTube.
6. **Engage in Public Relations (PR):** Establish relationships with relevant media outlets and journalists. Press releases, interviews, and feature articles can help the brand gain exposure in news stories and industry publications.
7. **Participate in Industry Events:** Attend and even sponsor relevant trade shows, conferences, and seminars. These events offer networking opportunities and allow showcasing your brand to a concentrated audience.
8. **User-Generated Content (UGC):** Encourage the customers to create content related to your brand and products. This could be in the form of reviews, testimonials, photos, or videos. Sharing UGC demonstrates trustworthiness and authenticity.
9. **Community Engagement:** Build a community around the brand by hosting webinars, online forums, or social media groups where audience can engage, share experiences, and connect with each other.
10. **Remarketing and Retargeting:** Utilize online advertising strategies to retarget users who have previously interacted with your brand. This keeps the brand in their minds and encourages them to take further action.

Since brand awareness and causality are interconnected in the field of marketing, this positive correlation might reflect it. Effective marketing strategies aim to cause an increase in brand awareness, and higher brand awareness can be a causal factor influencing consumer behavior. High brand awareness can often be the result of effective marketing strategies, which involve causing certain actions or events to increase the visibility and recognition of a brand. For example, a well-executed advertising campaign can cause increased brand awareness among the target audience. Brand awareness can be a causal factor influencing consumer behavior. When consumers are familiar with a brand and its products, they are more likely to consider it when making purchase decisions. This causal relationship suggests that higher brand awareness can lead to increased consumer interest and potentially higher sales. These effects cannot be ruled out completely based on the data.

## VIII. CONCLUSION

In conclusion, this research paper aimed to explore "The Relation Between Brand Awareness and Repeat Purchases" and investigate the factors influencing brand awareness, its link to repeat purchase behavior, and the implications for businesses. The study employed a quantitative research approach, using SPSS for data analysis.

The findings of the study provide valuable insights into the relationship between brand awareness and repeat purchase behavior. The results revealed a positive and significant correlation between brand awareness and repeat purchase frequency, indicating that higher brand awareness is associated with more frequent repeat purchases. The regression analysis further confirmed this relationship, showing that brand awareness has a positive and significant impact on repeat purchase behavior.

These findings underscore the importance of brand awareness as a crucial driver of consumer loyalty and repeat purchase behavior. Brands that invest in building and maintaining strong brand awareness are likely to benefit from increased customer retention and higher repeat purchase rates. Effective marketing and communication strategies, such as targeted advertising and social media engagement, can play a pivotal role in enhancing brand awareness and fostering brand loyalty among consumers.

The study's contributions extend beyond the correlation between brand awareness and repeat purchases. It also highlights the need for further research to explore the underlying psychological mechanisms driving this relationship. Understanding the cognitive and affective processes that influence consumer decision-making can offer deeper insights for marketers seeking to optimize brand strategies and customer retention efforts.



Moreover, the study emphasizes the relevance of brand awareness across different product categories and industries. Businesses operating in diverse markets should consider tailoring their brand awareness strategies to suit the specific preferences and needs of their target audience.

In conclusion, the findings of this research provide valuable implications for marketers and businesses aiming to strengthen their brand's position in the market. By investing in effective brand awareness strategies and understanding the factors influencing brand recognition and recall, businesses can enhance customer loyalty, drive repeat purchases, and ultimately achieve long-term success in the competitive marketplace. As consumer behavior continues to evolve, continuous monitoring and adaptation of brand awareness efforts will be essential to maintain a strong brand presence and secure customer loyalty in the ever-changing landscape of the business world.

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