

The Interplay Between Brand Image, Brand Loyalty, and Repurchase Intention: Implications for Consumer Behaviour in Convenience Stores

Ming-Yu Liao\*<sup>1</sup>, Yen-Tse Cheng<sup>2</sup>

<sup>1</sup>Department of International Business, National Kaohsiung University of Science and Technology, Taiwan  
Email ID: [mygliao@nkust.edu.tw](mailto:mygliao@nkust.edu.tw)

\*Corresponding Author

Ming-Yu Liao  
Department of International Business, National Kaohsiung University of Science and Technology, Taiwan  
Email ID: [mygliao@nkust.edu.tw](mailto:mygliao@nkust.edu.tw)

Cite this paper as: Ming-Yu Liao, Yen-Tse Cheng (2025) The Interplay Between Brand Image, Brand Loyalty, and Repurchase Intention: Implications for Consumer Behaviour in Convenience Stores *Advances in Consumer Research*, 2 (4), 288-299.

<b>KEYWORDS</b> <i>Brand Image, Brand Loyalty, Repurchase Intention, Consumer Behaviour, Brand Management</i>	<b>ABSTRACT</b> This study aims to explore the inter-relationships among three marketing constructs, namely brand image, brand loyalty, and repurchase intention, and assess how these constructs influence consumer behaviours. A case study with a quantitative analysis on an ice cream product of a Taiwanese convenience store chain, i.e., FamilyMart, is conducted. Based on data samples from a questionnaire survey, statistical methods, which include correlation and regression analyses, are conducted to examine and deduce insights into consumers' purchasing characteristics. The results indicate that brand image positively impacts brand loyalty, while brand loyalty strengthens repurchase intention. Overall, the findings highlight the interconnected influence of brand image, brand loyalty, repurchase intention, illustrating their combined impact on consumer behaviours. This study provides practical recommendations for market promotion and brand building, offering insights to help merchants maintain a competitive edge in the market and achieve sustainable growth.  . ...
--	---

1. INTRODUCTION

In today's highly competitive and saturated markets, understanding the psychological and behavioural mechanisms that drive consumer purchasing decisions is paramount. Key constructs such as brand image, brand loyalty, and repurchase intention have been identified as critical factors influencing consumer behaviour. Recent studies have highlighted the significant impact of brand image on customer satisfaction and loyalty (Owusu, et. al., 2025), the role of consumer satisfaction in enhancing repurchase intentions (Rui, et. al., 2024), and the mediating effect of customer engagement between brand image and repurchase intention (Tahir, et. al., 2024). These insights are particularly vital in fast-moving consumer goods sectors, where brand differentiation and customer engagement are essential for sustaining business success.

Taiwan's subtropical climate, characterized by high temperatures and humidity, creates a strong demand for ice products, especially during the extended warm period from March to November. Ice cream, a staple in the dessert market, has become a preferred way for consumers to cool down and enjoy a sweet indulgence. With a dense network of convenience stores, Taiwan offers convenient accessibility to such products, making it a competitive and dynamic market for ice cream.

Among convenience store chains in Taiwan, FamilyMart is a prominent player in the ice cream segment. In 2013, it introduced the Fami!ce brand, developed in collaboration with Japan's renowned ice cream producer NISSEI and Taiwan's largest manufacturer, NANQIAO Group. This partnership combined international expertise and local craftsmanship,.



resulting in a product line that immediately captured consumer interest. Since its launch, FamilyMart has introduced over 100 unique flavours, establishing itself as an innovator in the Taiwanese ice cream market

Despite its initial success, FamilyMart faced challenges as competitors such as 7-11 and other retailers entered the market with their ice cream offerings. The heightened competition led to a temporary decline in FamilyMart's sales. Recognizing the need for differentiation, the brand introduced unconventional flavours like beer and cactus in 2018, which reinvigorated consumer interest and boosted sales. Additionally, FamilyMart capitalized on social media platforms and aesthetic product designs to attract attention, further solidifying its position as a market leader.

The success of FamilyMart's ice cream is not just a result of flavour innovation but also strategic brand management. Factors such as brand image and brand loyalty play pivotal roles in influencing the repurchase intention of customers. These factors are critical for brands looking to sustain growth in a competitive market. While there are many studies on the convenience store industry in Taiwan, investigations specifically on FamilyMart's ice cream products are limited. As such, this study contributes toward examining the underlying factors that have led to its success and the associated implications on consumer behaviours.

Using FamilyMart's FamilyMart ice cream as a case study, the main aim of this study is to assess the roles of brand image, brand loyalty, and repurchase intention on marketing strategies pertaining to retail and food products, shedding insights into their impact on brand management. To achieve this aim, a systematic research approach has been employed. A web-based questionnaire has been designed, ensuring relevance and validity. The collected data samples have been analysed using statistical methods to evaluate the relationships among the variables and validate the proposed hypotheses. The findings provide insights into the dynamics of consumer preferences and the effectiveness of marketing strategies.

This research not only sheds light on the factors influencing consumer loyalty and purchasing decisions but also offers practical recommendations for enhancing marketing strategies in the competitive ice cream market. The outcomes of this study contribute to the literature on brand management in the retail and food sector, while serving as a reference for practitioners aiming to optimize their product offerings and marketing initiatives.

## 2 Literature Review

This section presents a review on existing literature studies that are related to the three key business constructs investigated in this study, namely brand image, brand loyalty, and repurchase intention. A description of each construct is as follows.

### 2.1 Brand Image

Brand image continues to be a core focus in marketing research, defined as the collective perceptions, emotions, and attitudes of consumers toward a brand (Keller & Swaminathan, 2020). This concept encapsulates the symbolic and functional attributes that create associations in consumers' minds, influencing their purchasing decisions. For instance, brand image can evoke emotional connections and trust through consistent messaging and consumer experiences (Kapferer, 2012). These associations are particularly pivotal when objective differentiation among products is minimal, guiding consumer choices based on perceived brand value. Recent studies further emphasize that brand image plays a critical role in shaping customers' beliefs and perceptions, with attributes such as brand meaning and associations contributing significantly to perceived brand equity and value (Tahir et. al., 2024).

Recent research underscores that brand image is a multidimensional construct shaped by functional, symbolic, and experiential attributes (Singh, et. al., 2023). Functional attributes address consumers' practical needs, such as quality and reliability; symbolic elements relate to identity, social status, or personal values; and experiential dimensions involve sensory perceptions and emotional responses generated through brand interactions. Collectively, these dimensions enhance brand equity by fostering stronger consumer-brand relationships and delivering differentiated value in competitive markets (Dinnie, 2022). Sang & Cuong (2024) identified four critical dimensions of brand experience in e-commerce services: sensory, affective, intellectual, and behavioural experiences. These components positively influence brand equity, particularly in terms of brand association, brand trust, and brand loyalty. On the other hand, Pratiwi et. al. (2021) investigated the direct effect of brand experience and the perceived value of customers on brand loyalty. The indirect effect through brand trust as a mediating variable also revealed a positive and significant effect, both on the brand experience and perceived value.

The role of brand image in decision-making aligns with theories such as the Theory of Planned Behaviour, which suggests that attitudes, subjective norms, and perceived behavioural control shape consumer intentions (Ajzen, 1991; Ajzen & Driver, 1992). Positive brand image is able to enhance consumer trust and purchase intention, especially for consumers with a low promotion focus (Rose et al., 2016). Studies have also explored the mediating role of brand image in fostering brand awareness, satisfaction, and trust, highlighting its strategic importance in building long-term consumer relationships (Dwivedi et al., 2021).

### 2.2 Brand Loyalty

Brand loyalty has evolved beyond repeat purchasing to include emotional and cognitive attachments to a brand. Research studies define brand loyalty as the degree of consumer attachment and trust towards a brand, which has been shown to influence purchase behaviours and long-term relationships (Harris & Goode, 2004; Chaudhuri & Holbrook, 2001).



Consumers who exhibit strong brand loyalty are less sensitive to price changes and more willing to pay premium prices due to perceived value and brand trust (Zhang, 2015).

Brand loyalty can be divided into two main aspects: attitudinal loyalty and behavioural loyalty (Chaudhuri & Holbrook, 2001). Jacoby & Kyner (1973) differentiated true brand loyalty from mere repeat purchasing behaviour. This distinction continues to hold relevance in contemporary studies, where the psychological aspects of loyalty, such as emotional attachment, are seen as critical components (Keller & Swaminathan, 2020; Ghorbanzadeh & Rahehagh, 2020). In addition, loyal consumers tend to develop an emotional connection with brands, making them less likely to switch, even when faced with cheaper alternatives (Ghorbanzadeh & Rahehagh, 2021).

Brand loyalty also appears as a multi-faceted construct, influenced by various factors, including trust, satisfaction, and perceived value (Lu et al., 2022; Bae & Kim, 2023). For instance, brand trust has been recognized as a key driver of loyalty, with studies showing how it moderates the relationship between perceived value and customer retention (Al-Gharaibah, 2020). Research has also focused on the dual dimensions of brand loyalty: attitudinal loyalty (intention to repurchase) and behavioural loyalty (actual repurchasing behaviour). Emotional factors, such as a consumer's personal affinity for a brand, play an increasingly important role in fostering loyalty (Sathyanarayan & Subburaj, 2021).

### 2.3 Repurchase Intention

Repurchase intention represents a consumer's decision-making pattern regarding repeat purchases of a particular brand. According to Seber (2018), this concept reflects a consumer's tendency to repurchase a specific product under certain conditions. The concept encompasses more than simple repeat buying. Dodds et al. (1991) established that repurchase intention specifically refers to a consumer's willingness to buy a product or service again after initial purchase. This makes it a critical metric for assessing customer loyalty and predicting long-term business success. As Mittal & Kamakura (2001) observed, consumers with established repurchase patterns show less sensitivity to satisfaction fluctuations compared to those with low brand loyalty. This complexity underscores the importance for businesses to maintain consistent service quality and offer diverse product options to foster repurchase intention.

The relationship between customer satisfaction and repurchase intention has been extensively studied. Research by Ting (2014) demonstrated how different satisfaction levels affect the interplay between switching costs and repurchase intention. This connection is further explored by Ganaie and Bhat (2021), who reviewed the relationship between switching costs and customer loyalty in their International Journal of Management and Development Studies article.

Current understanding emphasizes that mere satisfaction is not enough - Kotler et al. (2022) argued that satisfaction must exceed expectations to drive repeat purchases. Fernandes and Moreira (2019) highlighted the crucial role of emotional satisfaction beyond functional fulfillment in maintaining long-term loyalty. The physical shopping experience also plays a significant role, with Chatzoglou et al. (2022) showing how retail environment enhancements - including layout, ambiance, and product value - can substantially increase repeat patronage.

### 3. Research Methodology

The aim of this study is to explore the inter-relationships among brand image, brand loyalty, and repurchase intention. Two hypotheses derived from existing studies are formulated for evaluation in this study:

*H1 Brand image positively affects brand loyalty*

*H2 Brand loyalty positively affects repurchase intention*

A questionnaire survey on the relationships among three marketing constructs, namely brand image, brand loyalty, and repurchase intention, pertaining to the FamilyMart convenience store chain in Taiwan was conducted. The questionnaire was designed to capture consumer perceptions and attitudes towards FamilyMart's ice cream products. Each construct was measured using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

#### 3.1 Survey Analysis

The survey was administered via online platforms such as LINE, Facebook, and Instagram, targeting primarily those residing on the main island of Taiwan. Demographic data, including gender, education level, occupation, average income, and the most frequently visited convenience stores, were collected to examine the potential variations in consumer perceptions. Conducted from March 22, 2024 to April 22, 2024, a total of 302 questionnaires were collected, with 21 invalid responses, leaving 281 valid questionnaires for analysis. Table 1 depicts a summary on demographic and other related characteristics of all 281 valid questionnaire responses. An analysis of the data samples is as follows.

**Table 1 Analysis of Questionnaire Responses**

Variable	Category	Sample Size
Gender	Male	94 (33.5%)



	Female	187 (66.5%)
Age	<= 20 years old	39 (13.9%)
	21-30 years old	120 (42.7%)
	31-40 years old	19 (6.8%)
	41-50 years old	34 (12.1%)
	51-60 years old	46 (16.4%)
	61-70 years old	20 (7.1%)
	>=71 years old	3 (1.1%)
Education Level	Senior secondary and vocational colleges	44 (15.7%)
	Tertiary institutions	181 (64.4%)
	Research institutes	56 (19.9%)
Occupation	Students	93 (33.1%)
	Information technology sector personnel	15 (5.3%)
	Military personnel, public servants, and teachers	59 (21%)
	Finance and Insurance sector personnel	11 (3.9%)
	Service sector personnel	39 (13.9%)
	Freelancers	11 (3.9%)
	Others	53 (18.9%)
Place of Residence	North (Shuangbei, Taoyuan, Hsinchu)	43 (15.3%)
	Central Region (Miaoli, Taichung, Changhua, Nantou, Yunlin)	152 (54.1%)
	Southern (Chiayi, Tainan, Kaohsiung, Pingtung)	83 (29.5%)
	East (Yilan, Hualien, Taitung)	3 (1.1%)
Average Income	<= NT\$24,000	99 (35.2%)
	NT\$24001-NT\$30000	26 (9.3%)
	NT\$30001-NT\$40000	66 (23.5%)
	NT\$40,001-NT\$50,000	37 (13.2%)
	>=NT\$50,001	53 (18.9%)
Most Frequently visited Convenience Store	Family Mart	159 (56.6%)
	7-11	120 (42.7%)
	Hi-Life	2 (0.7%)

**Gender Distribution:** Out of the total respondents, 94 (33.5%) are male and 187 (66.5%) are female. This indicates a clear gender imbalance, with female consumers being more likely to purchase ice cream than their male counterparts. This observation is consistent with general trends in consumer behaviour, where women are often the primary purchasers of food-related products.



**Age Distribution:** The majority of ice cream consumers fall within the age group of 21-30 years old, i.e., 120 participants (42.7%). This is followed by 46 respondents (16.4%) aged 51-60, and 20 respondents (7.1%) aged 61-70. This distribution suggests that young adults are the predominant consumers, with a notable representation from the older demographic, indicating a wide appeal of Family Mart's ice cream products across age groups.

**Educational Attainment:** A total of 44 participants (15.7%) have completed high school education, 181 participants (64.4%) have completed tertiary education, and 56 participants (19.9%) have obtained graduate degrees. The majority of respondents are tertiary-educated, indicating a more educated consumer base, which is crucial for understanding the preferences and purchasing behaviour of these individuals.

**Occupational Distribution:** The occupational analysis shows that 93 respondents (33.1%) are students, 39 (13.9%) work in the service sector, and 59 (21.0%) are in the military and civil service. Students are the largest group, followed by military and civil servants. This suggests that Family Mart's ice cream appeals to individuals from diverse professional backgrounds, with students forming a particularly significant portion of the consumer base.

**Place of Residence:** In terms of geographical location, most respondents (54.1%) reside in Taiwan's central region, followed by 29.5% from the southern region, and 15.3% from the northern region. The lack of respondents from Taiwan's outlying islands (0%) suggests that the study's focus on urban areas. Central Taiwan is the main consumer base for FCS' ice cream products.

**Average Income:** Income distribution reveals that the majority of respondents (35.2%) earn below NTD\$24,000, followed by 23.5% earning between NTD\$30,001 and NTD\$40,000. This indicates a predominance of lower-income consumers, which may reflect the affordability of ice cream as a treat or snack, especially in convenience stores.

**Most Frequently Visited Convenience Stores:** In terms of store preference, 159 respondents (56.6%) visit FamilyMart most frequently, followed by 120 respondents (42.7%) who prefer 7-11. This strongly indicates that FamilyMart is the leading convenience store for ice cream consumption among the surveyed respondents.

### 3.2 Remarks

The data statistics provide important insights into the demographic composition of FamilyMart's ice cream consumers. The predominance of female consumers, young adults (aged between 21-30), and tertiary-educated individuals suggests that this product resonates most with younger, more educated demographics, which aligns with general trends in consumer behaviour for products in convenience stores. The income distribution further supports the idea that FamilyMart's ice cream appeals to a broader consumer base, especially those with lower incomes. The fact that FamilyMart is the most frequently visited store by respondents also reinforces the importance of this convenience store chain in the ice cream market in Taiwan.

In short, the data samples provide a strong foundation for further analysis on the relationships between brand image, brand loyalty, and repurchase intention. The demographic characteristics of the data samples are essential for understanding how these constructs affect consumer behaviours in the context of FamilyMart's ice cream offerings. The resulting analyses underscore the need for targeted marketing strategies that appeal to young, educated, and budget-conscious demographics, while considering FCS' strong position within Taiwan's convenience store landscape.

Further statistical analyses are performed to deduce insights into the factors that influence consumer loyalty and repurchase intention.

## 4. Results and Discussion

IBM SPSS Statistics 27 was employed for data analysis in this study. The following methods are applied to analyse the data samples collected from the questionnaire survey.

### 4.1 Statistical Analyses

Based on a five-point Likert scale to capture the responses from respondents on the questions for each construct. Table 2 depicts the mean and standard deviation of each question related to brand image, brand loyalty, and repurchase intention. A mean value greater than 3 indicate the respondents have positive feelings on a particular question. The results show that the respondents' feelings towards the three constructs are all greater than 3; therefore, it can be concluded that the respondents' feelings are positive. A discussion on the observations is as follows.

**Table 2(a) Analysis of Brand Image Responses**

Question	Mean	Standard Deviation	Standardised Factor Load	t-value
I feel lucky when I am able to taste FamilyMart ice cream	4.22	0.646	0.739	24.882
I am in a better mood when I eat FamilyMart ice-cream.	4.17	0.652	0.733	24.113



I am satisfied with the overall experience when I go to FamilyMart to buy ice-cream.	4.07	0.623	0.795	32.408
When FamilyMart launches a new flavor of ice-cream, it will become one of the topics of conversation with my friends	4.04	0.827	0.643	17.337
I look forward to FamilyMart launching new ice cream flavors next time	4.19	0.754	0.706	21.965
FamilyMart ice-cream is my first choice of ice cream.	3.93	0.846	0.777	29.641
FamilyMart can be trusted when launching new flavors of ice cream.	3.97	0.670	0.697	21.198
The price of FamilyMart ice cream is in line with market demand.	3.97	0.651	0.605	15.120
Every time I eat FamilyMart ice-cream, it is a satisfying experience.	4.05	0.613	0.753	26.680
FamilyMart will launch limited flavor ice-cream selections in collaboration with well-known brands in different seasons.	4.34	0.621	0.637	16.938

**Table 2(b) Analysis of Brand Loyalty Responses**

Question	Mean	Standard Deviation	Standardised Factor Load	t-value
I will buy FamilyMart ice-cream even if its price is higher than those of other ice-creams.	3.57	0.830	0.624	16.465
I will buy new flavor of FamilyMart ice-cream every time it is introduced.	3.77	0.877	0.710	22.858
I buy ice-cream more often from FamilyMart than from other convenience stores.	4.06	0.847	0.773	30.278
I will shop for FamilyMart's ice cream deal	4.20	0.802	0.725	24.423
I look forward to FamilyMart's new ice cream in the future	4.05	0.750	0.817	38.182
When I want to eat ice-cream, the first thing that comes to mind is FamilyMart ice-cream.	4.04	0.776	0.772	30.208
FamilyMart ice-cream is better than ice-cream from other convenience store.	4.01	0.756	0.812	36.985
FamilyMart offers the best ice-cream among all convenience stores.	4.12	0.729	0.826	40.267
I will share my FamilyMart ice-cream experience with my friends and family.	4.06	0.662	0.801	35.053

**Table 2(c) Analysis of Repurchase Intention Responses**



Question	Mean	Standard Deviation	Standardised Factor Load	t-value
I will buy FamilyMart ice-cream again.	4.16	0.649	0.849	46.608
I will buy the same flavour of ice cream from FamilyMart again	4.05	0.820	0.739	25.988
I will recommend FamilyMart ice-cream to my family and friends	4.04	0.709	0.881	58.465
I will keep supporting FamilyMart ice-cream	4.07	0.695	0.845	45.846
When others ask me to recommend ice cream, I will first recommend FamilyMart	3.99	0.758	0.869	53.893

**Brand Image:** The mean score for brand image is 4.09, indicating a generally positive perception of FamilyMart's ice cream. The highest-rated statement is that respondents look forward to new flavour releases (mean = 4.34), suggesting that consumers are excited about the brand's innovation and its ability to offer new experiences. The satisfaction level (mean = 4.22) also highlights that FamilyMart successfully delivers a positive, memorable interaction with its customers. These results indicate that FamilyMart's brand image is closely tied to its reputation for novelty, product quality, and customer satisfaction. However, the lowest score on FamilyMart's ice cream being the first choice (mean = 3.93) suggests that while FamilyMart is a preferred choice, it may not yet dominate all consumers. This presents an opportunity for FamilyMart to strengthen its market position by leveraging its positive brand attributes to create deeper brand loyalty.

**Brand Loyalty:** With an overall mean score of 3.98, brand loyalty towards FamilyMart's ice cream products is relatively high. Respondents express a strong willingness to shop for FamilyMart's deals (mean = 4.20). This reflects that consumers who purchase FamilyMart ice cream are likely to continue doing so. Respondents also express confidence in FamilyMart's ice cream products as the best ice-cream among all convenience stores (mean = 4.12), underscoring the brand's competitive advantage in the marketplace. The lowest score (mean=3.57) reflects that customers are concerned on the price of ice-cream, since the majority of customers are students. The results suggest that FamilyMart has succeeded in cultivating a loyal customer base that is enthusiastic about the brand's offerings and consistently engages with it.

**Repurchase Intention:** Repurchase intention has an overall mean score of 4.03. Respondents indicate a strong likelihood of purchasing FamilyMart ice cream again (mean = 4.16) and keep supporting FamilyMart ice cream, suggesting a high level of satisfaction and loyalty. The willingness to recommend FamilyMart ice cream to others (mean = 3.99) indicates that there is room for improvement in strengthening the brand. The outcomes suggest that FamilyMart has effectively cultivated a loyal customer base that is likely to continue purchasing its ice cream products.

## 4.2 Factor Analysis

In this study, an analysis is conducted for factor extraction, and the maximum variation method is applied for factor transformation. It is required that the absolute value of the factor loadings be greater than 0.5, and the amount of variation explained by these factors together is more than 60% of the total variation. The factor analysis results are presented in Table 2. A discussion of the observation is as follows.

**Brand Image:** The factor analysis for brand image shows that all items have standardized factor loadings greater than 0.5, which demonstrates a high degree of reliability across the questions. The highest loading is observed on satisfaction of the overall experience when customers buy ice creams from FamilyMart (a standardized factor loading of 0.795). This suggests that the overall consumer experience is a key determinant in shaping their perception of the brand. In contrast, the lowest loading item is related to the price of the ice cream against market demand (a standardized factor loading of 0.605). Although this is still above the threshold of 0.5, it indicates that the perceived pricing of FamilyMart ice creams may be less important as compared with factors like product experience and variety. These results indicate the importance of non-price factors—such as satisfaction with the product's quality, presentation, and variety—in building a favourable Brand Image. Moreover, consumers' trust in the brand's ability to introduce new flavours and their overall satisfaction with the product experience are influential in shaping their positive perceptions of the brand. Therefore, enhancing brand image could focus on reinforcing customer satisfaction and building excitement for future product innovations.

**Brand Loyalty:** This construct is assessed with a series of questions that focused on the consumers' commitment to repurchasing and recommending the brand. The results indicate that all items related to brand loyalty have standardized factor loadings exceeding 0.5, demonstrating the reliability of the construct. Among the questions, the highest loading (0.826) suggests that consumers not only prefer FamilyMart Ice Cream but also view it as superior to those in other convenience stores. On the other hand, the lowest loading item (0.624), suggests that while consumers exhibit a general sense of loyalty,



price sensitivity may influence their purchase decisions to some degree. Nevertheless, the overall reliability of the brand loyalty items suggests that the brand has successfully cultivated a loyal customer base that values its unique offerings.

**Repurchase Intention:** The results indicate extremely strong loadings across all items, suggesting that repurchase intention is a reliable indicator of consumer behaviours. The highest loading item (0.881) indicates that consumers are highly likely to engage in positive word-of-mouth marketing. This suggests that FamilyMart Ice Cream has established a strong reputation and customer base that values the product enough to recommend it to others. Similarly, the lowest loading item (0.739) show that consumers are likely to continue buying the product in the future. Overall, these results imply a high degree of brand loyalty and customer satisfaction, which are key drivers of repurchase behaviour.

#### 4.3 Credibility Analysis

To ensure the reliability and consistency of the measurement scales used in this study, Cronbach's alpha is utilized as a metric for assessing internal consistency. Cronbach's alpha is a commonly used statistic to evaluate the reliability of a set of survey or test items. Table 3 presents the results, showing all items have excellent scores of over 0.9 (George & Mallery, 2003), indicating that the scales used to measure these constructs are of high reliability and internal consistency.

**Table 3 Credibility Analysis of Responses**

Construct	Cronbach's $\alpha$	CR	AVE
Brand Image	0.906	0.91	0.71
Brand Loyalty	0.925	0.93	0.76
Repurchase Intention	0.922	0.93	0.82

Further analysis is conducted by calculating the composite reliability (CR) and average variance extracted (AVE) values. CR is a measure of the internal consistency of a set of indicators, while AVE represents the amount of variance captured by a construct in relation to the variance due to measurement error. Fornell & Larcker (1981) suggested that the CR should be above 0.6, and the AVE should be above 0.5 for a construct to be considered reliable.

The CR values in this study are above 0.9, demonstrating excellent reliability. Additionally, the AVE values are all above 0.7, meeting the required threshold. These results confirm that the constructs exhibit strong convergent validity and are reliable measures for capturing the respective dimensions. The high reliability and consistency across all variables suggest that the measurement model is well-suited for capturing the key constructs. These results are consistent with the literature on scale development, where high Cronbach's alpha and CR values are indicative of robust and reliable constructs.

#### 4.4 Pearson's Correlation Analysis

Pearson's correlation analysis is employed to examine the linear relationships between the constructs. A significant correlation between two variables implies that changes in one variable are associated with changes in the other, whereas the strength of the correlation indicates the degree of association. Table 4 summarizes the results.

**Table 4 Pearson's Correlation Analysis of Responses**

Pearson's correlation analysis (two-tailed)	Brand Image	Brand Loyalty	Repurchase Intention
Brand Image	1		
Brand Loyalty	0.810	1	
Repurchase Intention	0.803	0.889	1



In line with Cohen (1992) where a correlation coefficient between 0.5 and 1.0 is considered a high correlation. The results, presented in Table 4, show that all the correlations between the variables are significant, with each coefficient exceeding 0.8, signifying strong positive relationships between the constructs. The strongest correlation (0.889) indicates that brand loyalty is a critical driver of repurchase intention. This finding emphasizes the pivotal role of customer loyalty in fostering customer retention and repeat purchase behaviour (Oliver, 1999; Zeithaml, 1988).

#### 4.5 Regression Analysis

Two regression models are established to validate the two hypotheses formulated in Section 3. The results and analysis are as follows.

**Brand Image on Brand Loyalty:** A regression model is developed to investigate the effect of brand image (independent variable) on brand loyalty (dependent variable), validating the hypothesis (H1) that a positive and strong brand image would lead to increased brand loyalty. The results of the regression analysis are shown in Table 5(a). The coefficient of 0.810 indicates that as brand image improves, consumers' loyalty to the brand increases accordingly. The statistical significance of the effect is evidenced by the t-value of 23.065 (p-value < 0.001), which confirm that this relationship is not due to chance. Both R-squared and adjusted R-squared values (more than 0.65) indicate that the model could explain over 65% of the variation in brand loyalty, supporting the robustness of the developed model. The Durbin-Watson statistic of 1.878, indicating no significant auto-correlation, further imply validity of the results. In summary, the results validate **Hypothesis H1**, confirming that brand image has a strong positive effect on brand loyalty.

**Brand Loyalty on Repurchase Intention:** Another regression model is established to examine the effect of brand loyalty (independent variable) on repurchase intention (dependent variable) and validate **Hypothesis H2** that posits strong brand loyalty leads to high repurchase intention. The regression results, shown in Table 5(b), strongly support this hypothesis. The coefficient of 0.889 indicates that as brand loyalty increases, consumers' intention to repurchase also increases correspondingly. The statistical significance of the relationship is confirmed by a t-value of 32.491 (p-value < 0.001). Both R-squared and adjusted R-squared values indicate brand loyalty accounts for 79% of the variation in repurchase intention, indicating the importance of brand loyalty in influencing consumers' future purchasing behaviour. With a Durbin-Watson statistic of 1.940, there is no significant auto-correlation in the residuals, ensuring the model reliability.

**Table 5(a) Regression Analysis of Brand Image on Brand Loyalty**

	Brand Loyalty			
	Non-standardization coefficient	Standardized Coefficients	t-value	Significance
(Constant)	0.069		-0.389	0.698
Brand Image	0.991	0.810	23.065	<0.001
F = 531.998, R-squared = 0.656, adjusted R-squared = 0.655, Durbin-Watson = 1.878				

**Table 5(b) Regression Analysis of Brand Loyalty on Repurchase Intention**

	Repurchase Intention			
	Non-standardization coefficient	Standardized Coefficients	t-value	Significance
(Constant)	0.382		3.353	<0.001
Brand Loyalty	0.917	0.889	32.491	<0.001
F = 1055.650, R-squared = 0.791, adjusted R-squared = 0.790, Durbin-Watson = 1.940				

#### 4.6 Implications



In this study, the strong relationships between the three key constructs suggest that creating a positive brand image is important to foster strong customer loyalty, which in turn can drive repurchase behaviour from customers. Marketing strategies that focus on emphasising brand image are likely to yield substantial benefits in terms of both customer loyalty and long-term business success.

Specific to the FamilyMart ice-cream products, we can observe that consumers are increasingly seeking innovative and diverse product offerings, including those that cater to dietary restrictions such as lactose intolerance or vegan preferences. By offering a variety of ice-cream products, such as plant-based options or alternative ingredient options, FamilyMart can cater to a wider range of consumer preferences. Focusing on healthy ingredients and dietary choices can help FamilyMart create a distinctive market position. By building a reputation as a brand that promotes health and wellness, it can attract a loyal customer base that values these attributes. Strong brand loyalty, in turn, increases repurchase intention, as consumers are more likely to choose a brand that aligns with their health and wellness beliefs.

While the study provides significant insights into the relationships between brand image, brand loyalty, and repurchase intention, there are some limitations. Firstly, the study relies on self-reported data, which may be subject to biases such as social desirability or response bias. Future studies could explore the use of objective measures of brand performance to complement the subjective perceptions of consumers. Secondly, the study's cross-sectional design limits the ability to draw causal inferences. Longitudinal studies that track changes in consumer attitudes and behaviours over time could provide more robust insights into the causal relationships between these variables.

In addition, as the convenience store sector is competitive, with other players such as 7-Eleven offering similar products, it is beneficial to include competitors in the analysis. Comparing consumer perceptions and preferences across different brands would provide valuable insights into the competitive dynamics of the convenience store industry. Understanding how consumers perceive different brands can help FamilyMart to refine their marketing strategies and better position themselves in the marketplace.

## 5 Conclusions and Suggestions for Further Research

This study has investigated the intricate relationships between brand image, brand loyalty, and repurchase intention, specifically within the context of Taiwanese convenience stores, with a focus on FamilyMart's ice cream products. Through empirical testing and data analysis, several significant insights can be derived, which not only contribute to the existing body of literature on consumer behaviours in the convenience store and food service sectors but also offer practical recommendations for managers and marketers in the industry.

The results of this study indicate that a positive brand image has a direct and significant effect on brand loyalty, which in turn results in enhanced repurchase intention. This finding emphasizes the importance of brand image not only in attracting new customers but also in fostering long-term relationships with existing ones. Consumers who perceive FamilyMart as a reliable and trustworthy brand are more likely to develop a sense of loyalty to the brand, leading to repeat purchases and a higher likelihood of recommending the product to others. As such, industries could invest in their brand image consistently, as a strong image can lead to greater consumer trust and loyalty over time.

Despite the significant contributions from this study, it is important to acknowledge several limitations that should be addressed in future research. The data collection is limited by the use of a web-based questionnaire survey. To improve generalizability of the findings, future research should aim to collect samples from a broader demographic, including different age groups, genders, and geographical locations. Including more diverse consumer profiles would provide a more accurate representation of consumer behaviour and improve the external validity of the study's results.

While the study focuses on key factors such as brand image and brand loyalty, there are other variables that could influence consumer behaviour, such as social media influence, online reviews, and promotional activities. Incorporating these variables in future research would provide a more comprehensive understanding of the factors driving consumer decisions and help researchers better capture the complex dynamics of consumer behaviour in the modern digital age. In short, future research should seek to address the limitations outlined in this study and expand the scope of the research to provide a deeper understanding of the factors influencing consumer behaviour in the convenience store and food sectors.

## REFERENCES

- [1] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- [2] Ajzen, I., & Driver, B. L. (1992). Application of the theory of planned behaviour to leisure choice. *Journal of Leisure Research*, 24(3), 207–224.
- [3] Al-Gharaibah, O. (2020). Brand equity and loyalty in the airline industry: The role of perceived value and online word of mouth. *International Journal of Innovation, Creativity and Change*, 14(9), 1–18
- [4] Bae, B.R. & Kim, S.E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: The moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics*, 35 (10), 2412–



- [5] Cohen, J. (1992). A power primer. *Psychological Bulletin*, 112 (1), 155-159
- [6] Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), Article No. e10619
- [7] Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93.
- [8] Dinnie, K. (2022). *Nation Branding: Concepts, Issues, Practice* (3rd ed.). Routledge.
- [9] Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319.
- [10] Dwivedi, Y. K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A.S., Kumar, V., Rahman, M.M., Raman, R., Rauschnabel, P.A., Rowley, J. Salo, J., Tran, G.A., Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions, *International Journal of Information Management*, 59, Article No.: 102168
- [11] George, D., & Mallery, P. (2003). *SPSS for Windows Step by Step: A Simple Guide and Reference*. 11.0 Update (4th ed.). Boston: Allyn & Bacon.
- [12] Fernandes, T. & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships, *Journal of Product & Brand Management*, 28(2), 274-286.
- [13] Ganaie, T.A. & Bhat, M.A., (2021) Switching costs and customer loyalty: A review of literature. *International Journal of Management and Development Studies*. 10 (5), 7-14.
- [14] Ghorbanzadeh, D., & Rahehagh, A. (2020). The role of emotional structures in the relationship between satisfaction and brand loyalty. *Cogent Psychology*, 7(1). Article No.: 1782098
- [15] Ghorbanzadeh, D. & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty, *Rajagiri Management Journal*, 15(1), 16-38
- [16] Harris, L. C., & Goode, M. M. H. (2004). The four levels of loyalty and the pivotal role of trust: A study of online service dynamics. *Journal of Retailing*, 80(2), 139-158
- [17] Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behaviour. *Journal of Marketing research*, 10(1), 1-9.
- [18] Kapferer, J.N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th ed.). Kogan Page.
- [19] Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson Education.
- [20] Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- [21] Lu, B., Yan, L., Chen, Z., (2022). Perceived values, platform attachment and repurchase intention in on-demand service platforms: A cognition-affection-conation perspective, *Journal of Retailing and Consumer Services*, 67, Article No., 103024
- [22] Mittal, V., & Kamakura, W. A. (2001). Satisfaction, repurchase intent, and repurchase behaviour: Investigating the moderating effect of customer characteristics. *Journal of Marketing Research*, 38(1), 131-142.
- [23] Owusu, P., Li, Z., Omari-Sasu, A.Y. (2025). Optimizing consumer engagement and repurchase intentions: The role of consumer satisfaction. *Journal of Retailing and Consumer Services*, 82, Article No.: 104095
- [24] Pratiwi, R.S. Salim, U., Sunaryo, S. (2021). The effect of brand experience and perceived value on brand loyalty mediated by brand trust. *Jurnal Aplikasi Manajemen* 19(2), 310-318
- [25] Rose, G.M., Merchant, A., Orth, U.R., Horstmann, F., (2016). Emphasizing brand heritage: Does it work? And how? *Journal of Business Research*, 69 (2), 936-943.
- [26] Rui, L., Sriboonlue, U., Onputtha, S. (2024). The impact of brand image on repurchase intention in Chinese tea brands: A study on the mediating role of customer engagement. *Journal of Multidisciplinary in Humanities and Social Sciences*, 7(3), 1409-1429.
- [27] Sang, V. M., & Cuong, M. C. (2024). The influence of brand experience on brand loyalty in the electronic commerce sector: the mediating effect of brand association and brand trust. *Cogent Business & Management*, 12(1), Article No. 2440629
- [28] Sathyanarayan, K. & Subburaj, P. (2021). Role of consumers emotional attachment towards brands. *Psychology and Education*, 58(2), 9925-9935



- [29] Seber, V. (2018). The effect of interaction via social media and past online shopping experience on repurchase intention Through trust in Tokopedia application users in Surabaya. *Research In Management and Accounting*, 1(2), 92-113.
- [30] Singh, N., Yu, J., Ariza-Montes, A., Han, H. (2023) Exploring the impact of functional, symbolic, and experiential image on approach behaviors among state-park tourists from India, Korea, and the USA. *Humanities and Social Science Communications*, 10, Article No.: 36
- [31] Tahir, A.H., Adnan, M., Saeed, Z. (2024) The impact of brand image on customer satisfaction and brand loyalty: A comprehensive study. *Heliyon*, 10(16), Article No.: e36254
- [32] Ting, S. (2014) The Relationship between customers' switching cost and repurchase intention: The moderating role of satisfaction. *Journal of Service Science and Management*, 7, 313-322.
- [33] Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open Journal of Business and Management*, 3(1), 58–62.