



From Perception to Loyalty: The Mediating Role of Brand Awareness in Consumer Behavior

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ABSTRACT

This study explores the mediator part of Brand Awareness (BA) in the link between Perceived Value (PV) and two critical consumer behaviors: Purchase Intention (PI) and Brand Loyalty (BL), based on a sample of 318 consumers in Punjab. The study uses SMART PLS (Partial Least Squares Structural Equation Modeling) to test the suggested hypotheses. The findings suggest that Brand Awareness is a strong mediator in the effect of Perceived Value on both Purchase Intention and Brand Loyalty. Specifically, higher perceived value leads to increased brand awareness, which, in turn, enhances purchase intentions and develops brand loyalty. The study highlights the importance of brand awareness as a critical mediator in the consumer decision-making process. These results have significant implications for marketers who aim to increase both short-term sales and long-term customer loyalty via the strengthening of perceived value and brand awareness.



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1. Introduction

Consumer behavior is the most important for businesses that wish to thrive and prosper in competitive markets. This phenomenon involves the examination of the economic and psychological factors that shape the consumers' purchasing commitment and loyalty. Among the various benchmarks, perceived value has attracted significant attention as a primary motivator of consumer behavior. Perceived value is the purchaser total estimate of the usefulness of a product hinge on perception of what is gained and what is contributed (Misra, et al. 2022). Affordability, trust and value are some of the fundamentals that influence purchase intention, which measures the chances that purchaser will purchase a specific item for consumption. (Kabir, et al. 2024). On the other side, Brand loyalty entitles purchaser resolve to engage with a brand even when there are opposing options (Henry et. al., 2020). Both of these objectives are essential for businesses in quest of long-term achievements and sustainability. According to (Azzari, et al. 2021) Brand awareness and knowledge about brands is anvery important mediating factor in buyer and consumer decision making. It identifies and measures the magnitude to which public and consumers can recall or can differentiate a brand, which strongly determines and provoke a spotlight on their inkling and feeling of signficance and importance. According to (Zia, et al. 2021) When brand consciousness is strong and more reliable, consumers are more liable to perceive brand positively and they will be attracted more towards the brand, ensuing in advanced purchase intention and loyalty and it will improve more consistency among the consumers. By understanding and knowing and ensures the connection and relation between perceived value, brand awareness and consumer desire outcomes is significant for businesses and others organizations working in regions with multiple and diverse consumer bases.

Consumer attitude and behavior has long been a spotlight for researchers and practitioners looking to comprehend how people make buying decisions and shape brand preferences (Parsons et. al., 2023). According to Ayub & Mantilake, (2024), as global and regional markets become more spirited, firms place a greater weight on characteristics that sway purchase intention and brand loyalty. Punjab, with its diversified consumer base and rising economic doings, provides an exceptional framework for studying and focusing these dynamics.

According to Sinha et al. (2020), Perceived value is a primary and important construct in consumer behavior research, consumer attitudes and dealings. Cankul et al., 2024 said that perceived value is a consumer consideration of product quality in relation to its outlay (price). This approach or procedure is especially vital and momentous in markets and bazaar like Punjab region of Pakistan Country, where consumer of products repeatedly balances price and excellence in their acquisition decisions. According to Akkaya, et al., (2021) Studies and researches have regularly tinted and focused the effect of perceived value on purchase intention, which represents and shows the consumers chances of purchasing a given manufactured goods or service. Furthermore, according to Tran et al., (2023), perceived value has been established to uphold and maintain brand loyalty, customers have a propensity and tendency to stay loyal to businesses that convey and delivers constant value.

In spite of extensive global study on consumer behavior, there is still a lack of considerate of these links in Punjab region of Pakistan exceptional socioeconomic and cultural environment. Accessible research has repeatedly determined on mature markets, ignoring the unambiguous challenges and opportunities that rising economies face. This study aims to tackle and cover this gab by investigating the affiliation and relationship between perceived value, brand awareness, purchase intention and brand loyalty among Punjab region of Pakistan consumers. Using a quantitative research method of research, this study aims to give data driven insights that can lend

a hand or help businesses and organizations in improving their strategy and making plans related to product manufacturing and building stronger and improved consumer connections in this vibrant and dynamic region.

In competitive markets, businesses attempt to comprehend how consumers construct buying decisions and sustain, engage in brand loyalty (Amankona et al., 2024). While this distinctiveness is extensively researched, explored worldwide, the context of factors such as perceived value and brand awareness remains unexplored, uncharted in specific regional settings such as Punjab, Pakistan. Consumers and buyers in this region are impacted not only by product functionality but also by local culture, ethnicity, economic and social factors and fundamentals. Despite enlarged introduction to global brands, local businesses in Punjab frequently resist to create purchaser loyalty and regular purchase intention due to misunderstandings about these behavioral variables.

The swapping between what consumers achieve and what they mislay when making a purchase is known as perceived value, and it has been renowned as a key constituent of consumer decision making (Blut et al., 2024). However, perceived value alone is inadequate to explain consumer loyalty and purchase intentions. Consumers' ability to identify and retain information a brand, or brand awareness, is a decisive mediator that enhances and encouraged the impact of perceived value on behavioral outcomes (Alqaysi et al., 2024). In Punjab, where economic and consumer preferences are diverse, the absence of scientific knowledge on these linkages makes rising focused marketing strategies complex (Kaur, 2024). Businesses brazen out issues in escalating consumer loyalty because they repeatedly misunderstand the significance of brand equity components such as brand awareness and its capacity to moderate perceived value manipulate (Jain & Jain, 2024). Cultural variations and mixed amounts of spotlight to branding initiatives make it challenging to look forward to purchase intentions and loyalty in this surroundings

2. Literature Review

2.1 Perceived value and brand awareness

Perceived value has been broadly known as an essential element in consumer decision building. It states that the consumer's whole evaluation of a product or service build on what they rely on and they will be given contrast to what they are giving up, which comprises both touchable and immaterial factors (Wu & Ren, 2021). According to Zeitsman et al. (2020) proposing a multidimensional context that contains emotional, social, and functional value. These several sides of perceived value generate a significant understanding of how consumers assess the value of a product.

Brand awareness, known as the degree to which a brand is acknowledged by customers and properly related with a specific product or service, is one of the most imperative precursors to brand equity (Ilyas et al., 2020). In the framework of perceived value, brand awareness use as a key factor that supports the consumer's understanding of the brand's worth. Girard & Pinar, (2021) declare that brand awareness is an important element of brand equity since it lays the foundation for the formation of trust, reliability, and preference.

Experimental research has established that perceived value directly impacts brand awareness by enhancing customer involvement and remembering. If customers perceive a brand as offering more value, they will be likely to notice, remember, and refer to the brand in subsequent purchasing behaviors (Choirisa et al., 2025). Chen et al. (2022) believe that awareness is a pre-condition for the comprehension of perceived value. Without awareness, the potential value of perceived value goes unnoticed. Similarly, Avinash (2024), found that in extremely competitive markets, perceived value acts as a solid differentiator

that raises a brand's reflectivity, making it easier for customers to distinguish it among countless choices.

Moreover, the significance of perceived value in increasing brand awareness is obvious in digital marketing tactics (Puriwat & Tripopsakul, 2021). In today's flooded digital space, brands that suggest important perceived value over quality content, user experience, and consumer-centric services are more expected to attract attention. For example, a study by Dabbous (2020) proved that customers who observed a brand as proposing value through constant digital contact were 50% more likely to identify and remember the brand throughout a buying decision. Thus, perceived value not only boosts brand awareness but also creates a series of repeat commitment and deeper consumer brand relations.

H1: Perceived Value (PV) positively impacts Brand Awareness (BA).

2.2 Brand awareness and purchase intention

The connection between brand awareness and purchase intention is effectively recognized in consumer behavior writings. Brand awareness affects customer judgment by providing understanding, belief, and remembrance, which in turn surges the possibility of purchase. Chakkaravarthy & Chandramohan, (2024) highlight that brand awareness functions as a perceptive shortcut that impacts purchase intention by dropping insecurity and allowing for faster, more assured decisions. When customers are responsive to a brand and its features, they are extra motivated to consider it at the time of making purchase decisions.

Brand awareness not only assists remembrance but also nurtures positive approaches toward the brand. According to Chen et al., (2020), greater levels of brand awareness result in stronger relations, and thus, more positive attitudes, which eventually interpret into greater purchase intention. This opinion is reinforced by experimental studies, such as that of Ihzaturrahma & Nurrani (2021), who establish that improved brand awareness lead to a 25% rise in purchase intentions amongst participants. Their study also emphasized that in a mixed-up market with numerous competing substitutes, brand awareness act as a significant factor when customers are confronted with making a decision.

In addition, the role of brand awareness in influencing purchase intentions has been amplified by online marketing networks. Through the utilization of targeted advertisements, social media marketing, and influencer marketing, brands are in a position to connect with consumers and create long-lasting impressions (Rizvanovic et al., 2023). Brand awareness not only increases recognition but also consumer trust, thereby increasing their probability of making a purchase. This can be seen particularly in industries like fashion and technology, where consumers make purchase decisions based on brand recognition (Ho-Mai et al., 2024).

Furthermore, it is significant to note that the influence of brand awareness on purchase intention can be affected by several controlling factors. For instance, the nature of product, customer demographics, and market circumstances can all modify the power of this association. In their study, Mohammed (2024) propose that for great contribution products, where important emotional or financial investments are necessary, brand awareness might have an even resilient influence on purchase intentions, as customers seek acquainted and trustworthy choices.

H2: Brand Awareness (BA) positively influence on Purchase Intention (PI).

2.3 Perceived value and brand loyalty

Brand loyalty is a fundamental result of perceived value, and accepting this relationship is essential for companies looking to foster long lasting consumer relationships. Kim et al. (2020) describes

brand loyalty as a customer's constant preference for a specific brand over periods, even in the aspect of challenging substitutes. The role of perceived value in nurturing loyalty can be assumed through the lens of customer contentment, which has been exposed to directly influence brand loyalty (Nguyen et al., 2021)

The worth that customers observe in a brand impacts their satisfaction stages, which in turn effects their devotion to the brand. Learning by Devi and Yasa (2021) establish that when customers consider they are receiving higher value, whether through product superiority, service, or emotional assistances, they are more expected to stay dedicated to the brand. For instance, a study by Khawaja et al. (2021) emphasized that perceived value associated to service quality was a resilient interpreter of brand loyalty. Customers who sensed that they were getting superior value were more expected to reappear and recommend the brand to others.

Moreover, perceived value and brand loyalty are associated through the perception of trust. Brands that constantly deliver on their worth propositions build faith, which is a solid driver of loyalty (Cardoso et al, 2022). In a study by Ali & Muller (2023), it was originating that perceived value in the arrangement of constant product quality directly affected trust, which in turn lead to brand loyalty in the FMCG segment. Correspondingly, brands that bargain value over consumer centric creativities, such as modified services or loyalty agendas, encourage repeat buying and foster emotional affections.

Perceived value is not merely a driver of customer satisfaction but as well an important element of brand loyalty. As customers become extra discriminating and discerning, brands must focus on constantly providing value to guarantee long lasting loyalty.

H3: Brand Awareness (BA) positively impacts on Brand Loyalty (BL).

2.4 Mediation Effect:

Purchase intention is frequently observed as an antecedent to brand loyalty. Purchase intention reveals a customer possibility of purchasing a product or service in the nearby future (Hien et al., 2020). Though, the evolution from intention to loyalty is not continuously upfront, and some elements mediate this process, comprising satisfaction, expectation, and emotional affection. Dash et al., (2021) emphasize the significance of satisfaction in altering purchase intentions into brand loyalty. When customers make a purchase built on their intention and their hopes are encountered or surpassed, satisfaction is produced, which consequently toughens brand loyalty. In disparity, if customers practice dissatisfaction, their early purchase intention might not result in future loyalty.

Studies by Dam & Dam (2021) strengthen this theory, presenting that purchase intention and brand loyalty are certainly linked, predominantly when the brand encounters or beats customer potentials in expressions of quality and experience. They originate that for products in the luxury section, resilient early purchase intention frequently leads to replication of purchases and brand loyalty, as customers are eager to pay superior prices for perceived quality and uniqueness. Furthermore, a study by Atulkar, (2020) revealed that purchase intention, when combined with resilient brand trust, lead to greater loyalty. Their study found that consumers who planned to purchase from reliable brands were more expected to involve in repeat purchases and form long lasting loyalty.

H4: Brand Awareness (BA) mediates the relationship between Perceived Value (PV) and Purchase Intention (PI).

The mediation influence, predominantly the character of brand awareness in the association between perceived value, purchase intention, and brand loyalty, is a significant feature of consumer behavior. Brand awareness intervenes the influence of perceived value on purchase

intention and loyalty by growing consumer acknowledgement, increasing perceived trust, and strengthening brand relations.

Coelho et al. (2020) explain that the effect of perceived value on customer decisions might not entirely occur without brand awareness. Brand awareness enhances the reflectivity of the brand, facilitating customers to recollect the brand at the time of purchase decision. Brand awareness not only develops trust but also significantly enhances the effect of perceived value on purchase intent, resulting in more brand loyalty (Foroudi et al., 2018). Abbas et. al., (2023) conducted a study and originate that brand awareness strengthened the effect of perceived value by 45%, causing robust purchase intentions and loyalty. This suggests that brand awareness is a crucial mediator that aids adaptation of perceived value into tangible consumers' behavior. Brands that progress in generating awareness can maximize the impact of their value propositions, affirming larger consumers' commitment and brand loyalty.

H5: Brand Awareness (BA) mediates the relationship between Perceived Value (PV) and Brand Loyalty (BL).

Theoretical basis for this research is drawn from perceived value theory, which deals with how consumers assess the value obtained from a product or service relative to the price or cost paid. Perceived value theory has been discovered to be essential in describing consumer behavior, especially in the domains of purchase intention, brand loyalty, and brand awareness. The key assumption of Perceived Value Theory is that consumers make choices based on perceived value obtained from a product or service, which can be based on varied attributes, such as emotional, practical, and social attributes.

Perceived value is the customer complete valuation of a goods or service built on the assistances they obtain relation to the charges they experience (Lin et al., 2020). The concept proposes that customers assess a goods or service not only on its neutral qualities but based on their particular assessment of the assistances and sacrifices related with it. This particular assessment includes a variety of dimensions: practical, emotional, public, and financial. According to Yudanegara (2023), perceived value is multidimensional, comprising the subsequent key magnitudes: emotional value, social value, quality/performance value, and price value. These measurements highlight that customers reflect more than just the value or product characteristics when estimating the worth of a brand or product.

While initial models of perceived value concentrated primarily on transactional fundamentals, more latest methodologies highlight the empirical and personal features of value perception. Saputra (2021) discusses that customers not only estimate tangible product structures but also the expressive and personal benefits that arisen with a brand, which enhances complication to their perception of value. Hence, Perceived Value Theory recognizes that both balanced and emotional features play an important role in customer decision making procedures. This theory is contributory in accepting brand loyalty, as consumers who observe a great level of cost from a brand are expected to make emotional and relational connections with it (Singh et al., 2021). Loyal consumers, in turn, are extra expected to acclaim the brand to others, generating a positive response twist that strengthens the brand's equity. Truthfully, brand loyalty can be understood as a consequence of a customer perceived value, as loyal consumers tend to repurchase and constantly involve with the brand over time.

Furthermore, perceived value spreads outside the direct contract and includes the long lasting consumer involvement with the brand, surrounding current satisfaction, consumer service,

and the quality of connections. Hence, the value perception of a brand is not restricted to a one time purchase but constructs over time with constant positive understandings (Seibert et al., 2020).

Perceived Value Theory bargains significant implications for marketing and branding tactics. First, brands that need to form long lasting relations with consumers must emphasis on constantly delivering value. This involves not only proposing superior products but also supporting the brand with customer needs and requirements on an emotional level. As Gomez-Rico et al. (2023) stress, brands must balance both practical and emotional value magnitudes to make a convincing offer.

Additional, the theory claims the significance of communication tactics. Brands must obviously communicate their value intentions to customers, guaranteeing that the perceived value supports with customer expectations. Digital marketing shows a critical part in this concern, where personalized marketing messages, social media engagement, and influencer collaborations can efficiently rise brand awareness and increase perceived value.

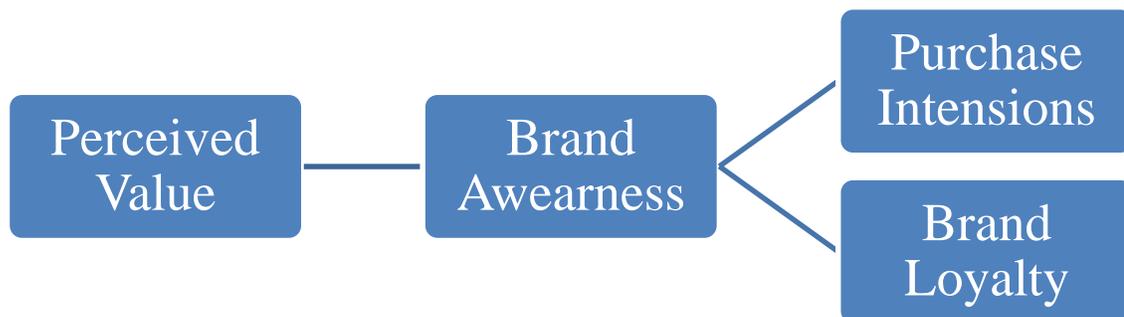


Figure. 1: Conceptual Framework

Source: Author work

3. Methodology

The study employs a quantitative research design, using a cross-sectional approach to examine the relationships between perceived value, purchase intention, brand awareness, and brand loyalty among consumers in Punjab. Data were collected through a standardized questionnaire, utilizing a five-point Likert scale, and targeting a diverse population based on age, profession, and gender. A non-probability convenience sampling method was used, with both physical and electronic surveys distributed to reach a broad audience, resulting in a sample size of 318 respondents. To analyze the data, Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied, allowing for the examination of complex relationships, mediation effects, and robust handling of non-normal data distributions. Smart PLS was chosen for its suitability with medium sample sizes, capability to manage intricate models, and user-friendly interface, enabling a detailed exploration of direct and indirect relationships while ensuring statistical rigor and reliability.

3.1. Measurement

The scales used to measure the variables in the study were carefully adapted from established research to ensure validity and reliability. Perceived value was assessed using scales adapted from Sweeney & Soutar, (2001). reflecting the importance of value perception in consumer decision-making. Brand awareness and brand loyalty were measured using frameworks from Sasmita, & Suki, (2015) emphasizing recognition and commitment to a brand. Lastly, purchase intention was evaluated using scales from Dinh and Mai (2015), focusing on consumers' likelihood of buying a product. These established scales provide a robust foundation for measuring critical constructs in the study, ensuring alignment with previous research.

4. Analysis and Findings

4.1. Demographical Statistics:

We distributed 318 physical and electronic questionnaires to consumers in Punjab and got 305 responses. An overall of 305 questionnaires were utilized for data examination. The demographical distribution of respondents is given below,

Table 1: Demographic Characteristics

Demographic Characteristics	Number	Percentage	Total
<i>Gender</i>			
Male	147	48.2	48.2
Female	158	51.8	100
<i>Age</i>			
10Y-18Y	105	34.4	40.3
18Y-30Y	123	40.3	74.7
30Y-40Y	46	15.1	89.8
Above 40Y	31	10.2	100
<i>Occupation</i>			
Student	188	61.6	61.6
Professional	37	12.1	73.7
Business Man	55	18	91.7
Others	25	8.2	100

Source: SPSS output

4.3. PLS-SEM Model:

As highlighted by Zhang et al (2020), In advanced study approaches, different software tools are utilized to analyze data outcomes and results. Among these, PLS-SEM stands out due to its user-friendly interface and being used widely by researchers, Nallaluthan et al. (2024). In this study, PLS-SEM models are employed and used: a measurement model and a structural model to smooth the findings. It is essential to subject the measurement model to exact validity and reliability tests, more than ever when considering the presence of mediating and moderating impacts in the model (Ghasemy et al., 2020; Andrej et al., 2023). According to Purwanto et al. (2021), the primary aim of PLS-SEM is to enhance and encourage the aware of fluctuations in diverse variables by predicting innermost constructs." The significance (importance) of assumptions is evaluated from side to side the structural model in this research attempt.

4.4. Review of Measurement Model and Factor Loading:

According to Hair et al. (2021), several criteria assess the sufficiency of the measurement model. Individual item reliability and composite reliability were used to establish consistency, while convergent validity was tested using the Average Variance Extracted (AVE). Composite reliability values above 0.70, factor loadings exceeding 0.7, and AVE values greater than 0.50 were considered acceptable (Hair et al., 2011). Following Comrey and Lee (1992), factor loadings of 0.71 were deemed excellent, 0.63 good, 0.45 average, and 0.32 poor. Construct validity and measurement structure were assessed using AVE, and Cronbach's Alpha evaluated reliability, with a threshold of 0.60 considered acceptable (Nunnally, 1978). All Cronbach's Alpha values in this study exceeded 0.7, and AVE values were above 0.5. Duarte & Raposo (2010) and Hulland (1999) emphasized that factor loadings indicate item reliability, with a minimum threshold of 0.70, though values above 0.50 are acceptable (Hair et al., 2014). Two items had loadings below 0.5, while the rest exceeded this threshold. The results, including reliability, convergent validity, and cross-loadings, were obtained using SmartPLS software.

Table 2:

Variables	Items	VIF	Cross Loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Perceived Value	PV1	3.318	0.847	0.925	0.930	0.938	0.627
	PV2	2.906	0.833				
	PV3	3.116	0.856				
	PV4	1.813	0.670				
	PV5	2.428	0.791				
	PV6	2.251	0.795				
	PV7	2.188	0.773				
	PV8	2.350	0.771				
	PV9	2.170	0.774				
Brand Awareness	BA1	2.512	0.863	0.898	0.901	0.925	0.711
	BA2	3.215	0.880				
	BA3	2.700	0.861				
	BA4	1.966	0.777				
	BA5	2.500	0.831				
Purchase Intention	PI1	3.307	0.876	0.905	0.909	0.927	0.680
	PI2	3.060	0.877				
	PI3	2.224	0.802				
	PI4	1.930	0.775				
	PI5	2.269	0.802				
	PI6	2.335	0.829				
Brand Loyalty	BL1	2.151	0.822	0.879	0.883	0.912	0.674
	BL2	2.600	0.867				
	BL3	2.356	0.832				
	BL4	1.979	0.775				
	BL5	1.971	0.805				

Source: PLS SEM Measurement model

4.5. Fornell-Larcker Criterion:

To evaluate the validity of variables, the Fornell-Larcker criterion was used (Fornell & Larcker, 1981). Initially, the square root of the average variance extracted (AVE) was computed and analyzed for each variable used in the study. Following this, the interrelationships along with

different variables in the framework were examined clearly. The square root of AVE is highlighted in bold in the table given and is compared with various constructs and elements. Furthermore, the Fornell-Larcker criterion was applied to the data, confirming strong validity as the square root of (AVE) exceeds the correlations of each construct.

Table 4.3:

	BA	BL	PI	PV
BA	0.843			
BL	0.892	0.821		
PI	0.915	0.910	0.825	
PV	0.888	0.867	0.891	0.792

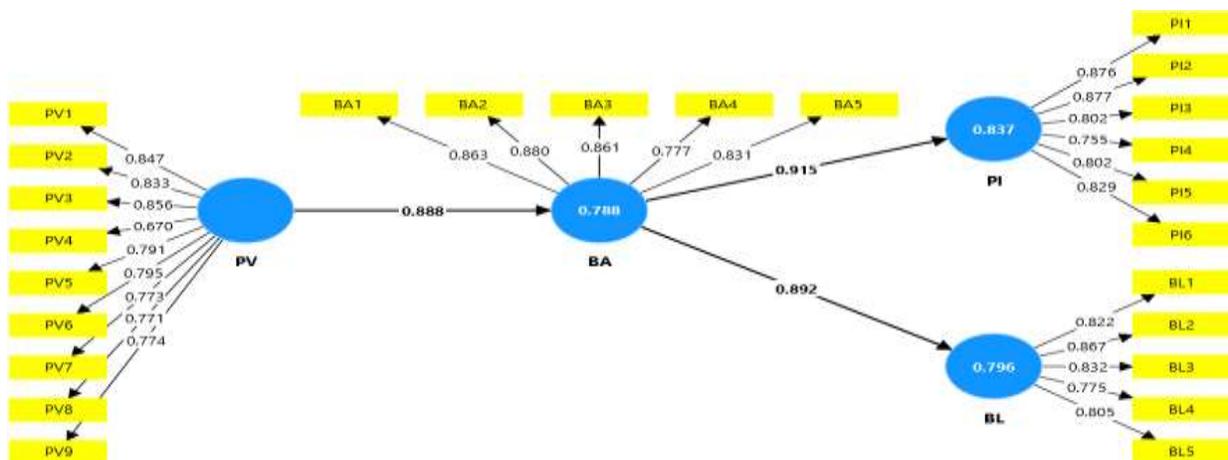
4.6. Heterotrait – Monotrait (HTMT):

During this study, The HTMT correlation ratio can also be referred to as utilized to evaluate discriminant validity. Heterotrait-Monotrait values near 1 indicate a be deficient in of discriminant validity. Through a study of Monte Carlo simulation, (Henseler et al., 2015) recommended that the HTMT method exhibits superior performance, achieving greater specificity and sensitivity rates. Utilizing HTMT as a benchmark involves comparing HTMT correlations to a predefined threshold. If the value surpasses or exceed this threshold, it suggests that constructs are not sufficiently distinctive. Based on the current analysis findings, HTMT values are below 00.9, suggesting strong discriminated validity, as illustrated and given in the table below.

Table 4.4:

Variable	BA	BL	PI	PV
1.BA	1			
2.BL	1.000	1		
3.PI	1.013	1.018	1	
4.PV	0.969	0.954	0.971	1

Figure. 2. Measurement Model



Source: PLS SEM Measurement Model.

4.8. Evaluation of Structural Model:

The consideration of the structural model involves measuring the direct correlations linking independent and dependent variables. The significance and importance of the relationships between hypotheses was determined and analyzed using the bootstrapping approach and the PLS-SEM algorithm was used to dissect the pertinent path coefficients. To build the structural model, the statistics undergo bootstrapping with a number of 5000 samples. The findings exposed a significant relationship between the independent and dependent variables at a significance level of $p < 0.05$. with a critical T 1.650. Precise outlier effects are illustrated and described in the subsequent given table, indicating that an assured number out of the entire hypotheses anticipated in the study were supported and fitted.

Table. 4.5:

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>	<i>Decision</i>
PV -> BA	0.888	0.888	0.018	50.343	0.000	Supported
BA -> PI	0.915	0.915	0.014	64.885	0.000	Supported
BA -> BL	0.892	0.893	0.017	53.779	0.000	Supported

Table. 4.6: Mediation Effect

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>	<i>Decision</i>
PV -> BA -> PI	0.812	0.813	0.023	35.180	0.000	Supported
PV -> BA -> BL	0.792	0.794	0.024	32.700	0.000	Supported

Figure. 3: Path coefficient and P-values

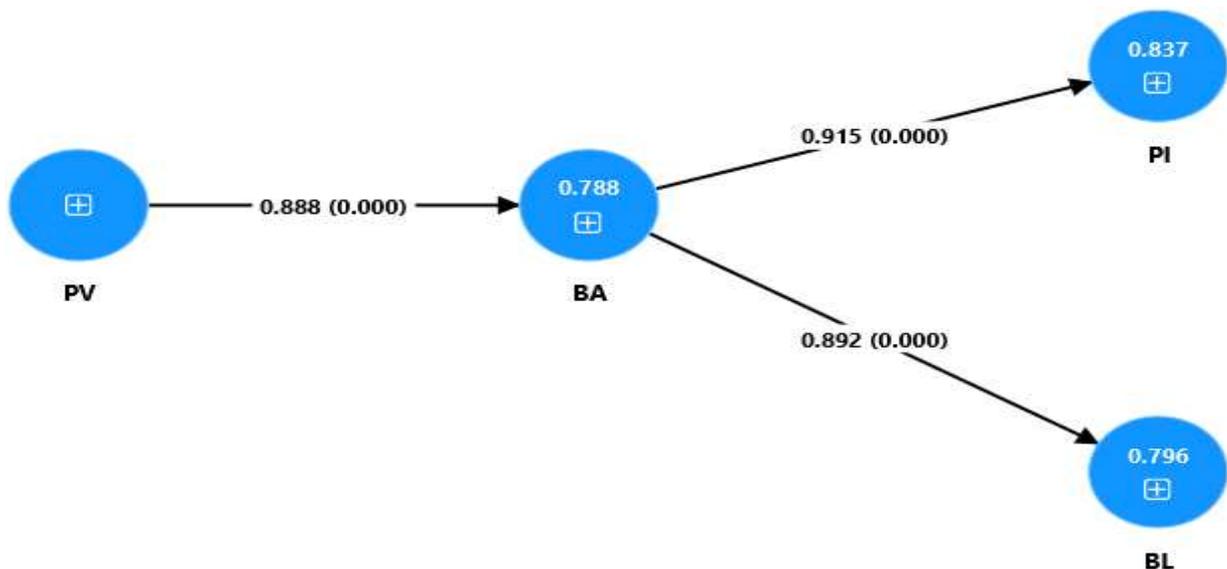
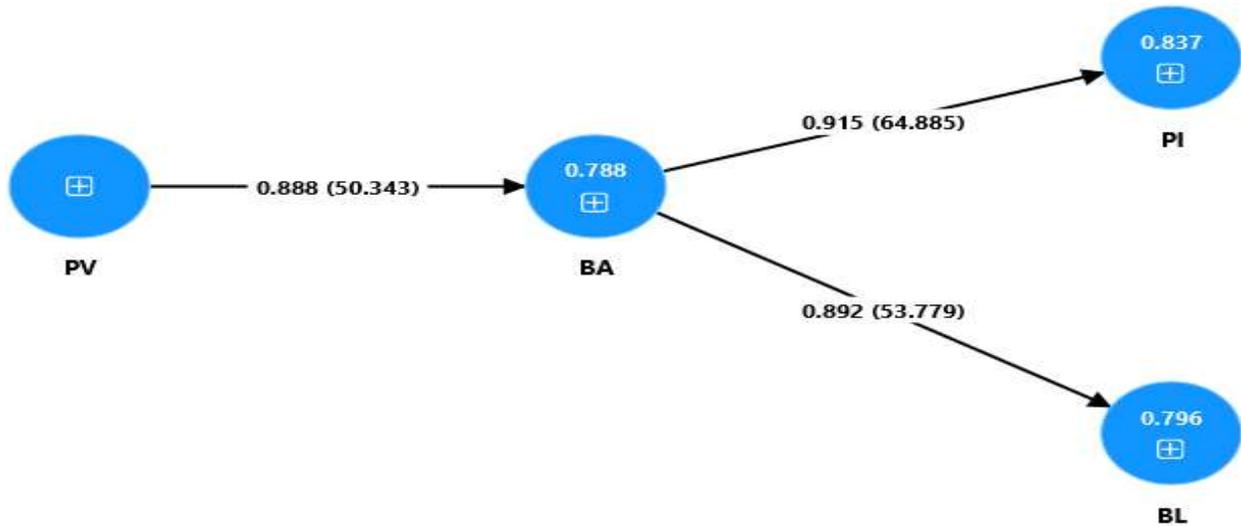


Figure 4: Path Coefficients and T-Value



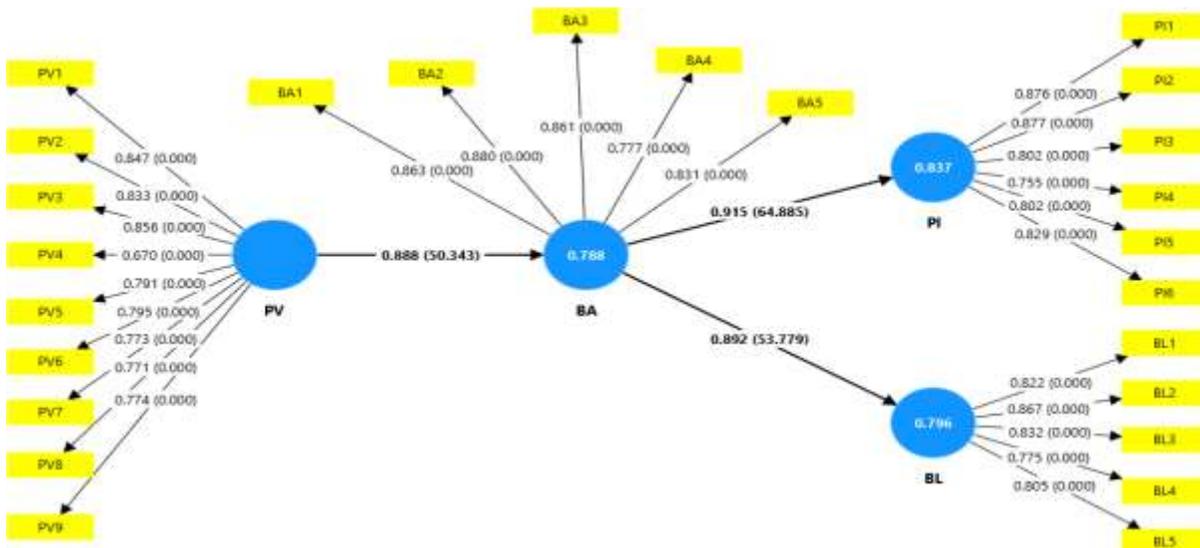
4.9. R Square Value:

The coefficient of determination, fortitude, also referred to as R-squared, serves as a metric for assessing model goodness, decency and signifies the variance explained and determined by the model (Hair et al., 2010). Chin (1998) categorizes R-squared values of 0.60, 0.33, and 0.19 as substantial, moderate, and weak, correspondingly. For endogenous underlying variables, R-squared values of 43.00% and 20% point out moderate to weak model suitability. Elliott and Woodward (2007) stated in the studies that R-squared represents and shows the degree of variation in the dependent construct explained by independent factors.

Table. 4.8:

Variables	R-square	R-square adjusted
BA (Brand Awareness)	0.788	0.787
PI (Purchase Intention)	0.796	0.795
BL (Brand Loyalty)	0.098	0.095

Figure 4.3:



Discussion

The findings of the present study are congruent with the existing literature, i.e., the study of Graciola et al. (2020), which arrived at the conclusion that perceived value (PV) positively influences brand awareness (BA). The findings suggest that whenever consumers perceive a brand as valuable either through its quality, price, or emotional connections it has a significant influence on their awareness and recall of the brand. This suggests that perceived value acts as a cognitive driver, increasing brand recall and recognition among consumers. Our study also supports this by showing that customer who value a brand more are likely to capture with and recall it. The results suggest that companies that want to increase brand awareness need to focus on measures that increase perceived value, such as improving product quality, adopting competitive pricing, and improving spiritual branding activities. Moreover, our study contributes to the overall theoretical framework to come at the conclusion that perceived value does not work in isolation but interacts with other things of brand equity to determine customer perceptions.

The results of this study verify the hypothesis that purchase intention (PI) is positively impact by brand awareness (BA), consistent with previous research in this region. Our results concur with those reported by Zeqiri et al. (2025), which tells that increased brand awareness, fueled by social media promotion, significantly increase consumer engagement and, in turn, purchase intention in emerging economies. Their findings tell the manner in which increased brand recognition forms trust, credibility, and familiarity, which are critical in framing consumers' choice. Theoretically, the findings validate the Theory of Consumer Behavior, which suggests that increased awareness move to stronger brand association and perceived value, ultimately culminating in consumers' higher likelihood of making a purchase. Consumers favour brands with which they have familiarity, and repeated uncovering to a brand across different marketing avenues reinforces their confidence in the buying decision. In practice, these findings tell that firms should invest in brand awareness campaigns, i.e., via digital marketing, social media outreach, and brand messaging consistency, to increase purchase intentions among target consumers. Through the provision of high visibility and strong brand recall, organizations can make consumer confidence and build lasting brand loyalty, ultimately translating to increased sales and marketplace success.

The findings of this research corroborate the hypothesis that brand awareness (BA) has a positive impact on brand loyalty (BL), and this is consistent with literature in the field. These results are consistent with research conducted by Zia et al. (2021) and Alkhaldeh et al. (2017), whose findings concur in highlighting the pin point role of brand awareness in building brand loyalty through consumer trust, commitment, and emotional connection. Zia et al. (2021) results that brand awareness is a major determinant of brand equity, where loyalty is a significant mediating construct, while Alkhaldeh et al. (2017) proved that brand awareness increase brand commitment, ultimately leading to increase customer loyalty. Theoretically, the findings are consistent with brand resonance theory, where it is hypothesized that heightened brand awareness leads to heightened emotional relation with customers, and this, in turn, start long-term loyalty. As long as customers can identify and remember a brand comfortably, they tend to develop a preference, demonstrate consistent usage, and resist brand switching. This connection is particularly significant in sectors where familiarity and trust by the consumer are important in decision-making. Practically, these findings highlight the importance of brand visibility, message consistency, and customer engagement strategies to build brand loyalty. Businesses must prioritize utmost attention to enhance their brand awareness via social media, marketing, and experience marketing to ensure, not only that customers know their brand, but also, over time, build a sense of trust and commitment. Through the application of these measures, organizations can acquire a loyal customer base, enhance retention levels, and develop a sustainable competitive advantage.

Brand awareness is a key in determining customer decision-making behavior. As consumers allocate more value to a product or brand, that value perception would then affect the awareness of the brand, ultimately impacting purchase intention. High brand value perception is typically an indicator to higher brand familiarity, thus move forward to higher awareness. As brand awareness is higher, so is the possibility for consumers to recall and identify the brand, thus making them more willingness to purchase. This situation is key in marketing communications, as the perceived value is increase to raise purchase intentions with higher brand awareness. By strategically placing the brand to help maintain consumers' value perceptions, firms can help foster long-term presence in consumers' minds, hence inducing higher purchase intentions.

Brand loyalty is significant outcomes sustain achievement by companies, and brand awareness is a major factor towards building such loyalty. When customers admit great value within a product or service, it affects the ability to remember and identify the brand. Greater brand awareness not only results in increased buying intentions but also stimulates repetition in buying, hence stimulating brand loyalty in the long run. Customers with brand awareness are prone to build emotional attachment towards the brand, particularly when they frequently find the brand valuable. Emotional attachment, paired with positive interactions, aids the building of brand loyalty. The more customers become familiar with the brand, the less they change to other brands, hence leading to long-term loyalty.

Conclusion

The results of this research achieve that perceived value is a significant element of customer behavior, straightly affecting purchase intention and brand loyalty although also increasing brand awareness. Brand awareness shows a mediating role, linking the perception of value to customer movements by dropping improbability, increasing belief, and raising positive emotional relations. When customers perceive value in a product or service, they are extra expected to identify and trust the related brand, leading to resilient purchase intentions and long lasting loyalty. This deduction supports with the hypothetical groundwork of value perception theory and validates its applicability in understanding consumer behavior in Punjab. By highlighting the double role of perceived value and brand awareness, the research offers concrete understandings into how businesses can efficiently form customer behavior.

Limitations

Regardless of its important conclusions, the research has numerous boundaries that must be addressed in future study. The geographical emphasis on Punjab bounds the generalizability of the consequences to other areas or cultural frameworks. Customer likings and actions may vary considerably in regions with changing socio economic circumstances. Moreover, the cross sectional policy of the research offers a snapshot of customer behavior at a particular point in time, which might not reveal variations over time. A longitudinal methodology in future researches might deliver deeper understandings into the dynamic forces of perceived value, brand awareness, purchase intention, and loyalty. Additionally, the model mainly comprised of students and young adults, theoretically excluding understandings from older and more varied demographic sets. One more limitation is the belief on self-reported figures, which might introduce partialities such as over reporting positive attitudes or under reporting negative experiences. These limitations offer opportunities for further investigation to improve the strength and applicability of the results.

Implications

This research underwrites to the hypothetical understanding of customer behavior by authenticating value perception theory in a regional framework. It highlights the serious role of

brand awareness as a mediator, inspiring current contexts on customer behavior. By representing how perceived value converts into purchase intention and loyalty through brand awareness, the research offers a basis for future study in other geographical and traditional surroundings. These hypothetical developments widen the understanding of how value and awareness jointly effect customer movements. For businesses and marketers, the results highlight the significance of increasing perceived value and constructing resilient brand awareness. Businesses need to focus on generating value over great quality products, reasonable pricing, and emotional demand to meet customer expectations. Instantaneously, constant branding and engaging marketing movements are important to strengthen brand awareness, which pushes consumer trust and loyalty. In the framework of Punjab, businesses must pay special consideration to the younger demographic, leveraging digital platforms and social media to associate with their likings efficiently. A joined method that combines value formation with brand building tactics can benefit businesses accomplish sustainable progress and long lasting customer loyalty.

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