



## Investigating The Impact of Brand Awareness and Brand Image on Repeat Purchase in The Fast-Food Industry of Georgia

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### ABSTRACT

The fast-food restaurant sector has been growing quickly on a global scale in recent years. Restaurants constantly encounter challenges, including shifting consumer preferences, in addition to the ongoing fierce competition and high turbulence in the external environment, such as eating practices, establishing dynamic and faithful connections with clients, and boosting their allegiance. The success of fast-food restaurant chains is thus greatly contingent upon the brand's understanding of its brand image and awareness, as well as the factors that influence these aspects in the case of repeat purchase. This study aims to examine how brand awareness and brand image influence repeat purchasing behavior in Georgia's fast-food industry, with a particular focus on the mediating effect of customer satisfaction. Methodologically speaking, the quantitative research employed an internet-based survey research approach. The sample comprised Georgian consumers aged 15 to 60 who use fast-food restaurant chains. According to the analysis of the results, consumers prefer international fast-food brands as opposed to national alternatives. Moreover, the analysis using structural equation modeling demonstrates that brand awareness, trust, brand image, and perceived credibility significantly contribute to customer loyalty and repeated purchasing behavior in globally recognized quick-service restaurant chains. Knowledge of fast-food and uniqueness-seeking characteristics was relevant both directly and through mediation when predicting fast-food purchasing intentions. The recommendations proposed based on the analysis and discussion of the results can assist both international and national fast-food brands in Georgia to improve their product and service offerings, brand image, and awareness, and increase repeat purchases among consumers.

**Keywords:** Brand Awareness, Brand Image, Repeat Purchase, Satisfaction, Fast-Food Industry.

## INTRODUCTION

In recent years, the fast-food restaurant industry has been a popular topic of interest to the public, including company managers, academics, and practitioners. The popularity and rapid expansion of the industry all over the world can be attributed to several factors: aging, more women entering the workforce, dual and rising household disposable income, consumer trends affecting eating patterns and habits, time poverty, and changing lifestyles (Prasetyo et al., 2021; Singh & Nanda, 2022). In order to influence consumer views and direct their purchasing decisions, brand awareness and brand image have become crucial factors (Watson, 2024; Sharma & Dey, 2023). Apart from ongoing strong competition, restaurants constantly face challenges: changing consumer preferences, tastes, and eating trends, market conditions, and environmental development and adoption of new technologies and different innovations such as delivery services, mobile apps, online ordering, etc. (Singh & Nanda, 2022; Alam et al., 2023). Consequently, the success of fast-food restaurant chains is greatly dependent on how well brands comprehend their consumers' behaviors, preferences, and loyalty and factors affecting them, continuously develop and improve their marketing strategies, products, and service offerings in domestic and international markets (Khan et al., 2023; Prasetyo et al., 2021).

The main purpose of this study is to explore how consumer knowledge and familiarity level with a fast-food brand and perceptions of its image influence the tendency to repurchase within Georgia's fast-food sector (Uddin, 2019; Prasetyo, Ong, & Nadlifatin, 2021; Singh & Nanda, 2022). It specifically looks at how these brand-related elements affect customer satisfaction, which is thought to moderate the effect of the aforementioned elements on intentions to make more purchases (Watson, 2024; Sharma & Dey, 2023). Although extensive research has been conducted into related subjects in other industries, there is a notable absence of academic literature that focuses specifically on these factors in the fast-food industry in Georgia. This study has multiple important implications for marketers and business strategists practicing in Georgia. By understanding

deeply how and which brand recognition and brand perception impact customer satisfaction and loyalty, fast-food companies can develop more targeted and effective strategies for retaining their customers (Alam, Ahmad, & Omar, 2023; Slack, Chambers, & Johnston, 2020). Secondly, in placing established marketing concepts in a limited geography and cultural context, this study adds to conversations in the wider academic literature (Kotler, Keller, & Chernev, 2022; Keller & Swaminathan, 2020). The three main objectives of this study are: to evaluate the influence of brand awareness on consumer satisfaction and repurchase behavior; to assess the role of brand image in shaping customer perceptions and loyalty; and to determine the mediating effect of customer satisfaction on the relationship between brand perception and repeat purchasing (Singh et al., 2021; Prasetyo, Ong, & Nadlifatin, 2021). Through this inquiry, this study aims to offer both theoretical and practical contributions to the field of marketing.

## LITERATURE REVIEW

### Consumer Behavior in the Fast-Food Industry

Consumer behavior is about recognizing and understanding the psychological, social, cultural, and emotional factors that influence these decisions (Solomon, 2018; Blackwell, Miniard, & Engel, 2021). This very area of study helps marketers and business analytics to predict future or changed consumer needs, the preferences of consumers, the configuration of marketing strategies to suit the needs, as well as create products that coincide with the target audience (Solomon, 2020; Peter & Olson, 2019). Consumer behavior encompasses several key elements, including the Decision-Making Process. First, the primary problem is that how consumers buy a product is affected by the steps involved. These are problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Engel, Blackwell, & Miniard, 2019). Other psychological factors are the inner feelings, thoughts, beliefs, and values of the customer, which are his/her behavior determinants. For example, by perceiving a brand a certain way, a consumer can have greater odds of choosing it over others (Solomon, 2020; Hawkins

& Mothersbaugh, 2020). Social and Cultural Factors encompass the effect of family, friends, social groups, and cultural norms and have an important impact on consumer behavior. Consumer preferences tend to reflect the current social and cultural trends, and group influences play a major role in the consumer's buying decision (Schiffman & Wisenblit, 2019; Arnould & Thompson, 2018). Personal Factors, characteristics relating to an individual that might include age, occupation, lifestyle, and economic status, either separately or in combination can impact consumer behavior. For instance, younger consumers often gravitate toward fashionable or technologically advanced products, while older consumers may prioritize practicality and reliability in their purchasing decisions (Hoyer, MacInnis, & Pieters, 2021; Hawkins & Mothersbaugh, 2020). External Influences are strategies like marketing, advertising, promotions, and media that are responsible for the sway they may hold on consumers' decisions. If the ads' content is well-suited, it will lead to the effect of increased brand recognition in consumers and will enable them to make purchases more confidently and speedily (Belch & Belch, 2021).

When companies investigate consumer behavior, they can outline their marketing strategies effectively, upgrade customer satisfaction, and cultivate brand loyalty, all of which are indispensable elements for long-term success (Solomon, 2020). Nowadays, one of the most crucial factors that influences fast-food restaurants' consumer behavior is convenience and speed. Due to their hectic schedules, consumers frequently want quick, simple, and hassle-free dining options. As a result, fast-food businesses customize their offerings to satisfy the need for quick, easy meals. Drive-thru services, home delivery, and the usage of smartphone apps for ordering are all examples of this (Lovelock & Wirtz, 2016; Hwang & Lorenzen, 2008; Yeo, Goh, & Rezaei, 2017). In today's market, consumer decisions are heavily influenced by the above factors, especially for those looking for quick solutions during lunch breaks, road trips, or after work (Rajagopal, 2019).

In a competitive marketplace, brand awareness and image are vital factors that impact repeat purchase behavior and consumer actions. Shoppers are inclined to select brands they recognize and trust, prompting major fast-food chains to invest significantly in advertising and

brand positioning. A brand's image, which may be linked to qualities such as quality, reliability, and social responsibility, can significantly affect consumer loyalty. For example, consumers may favor a particular brand due to its association with a positive experience or a distinctive product offering, such as healthier options or premium quality ingredients (Iglesias, Singh, & Batista-Foguet, 2011; Nam, Ekinci, & Whyatt, 2011).

### **Branding as a Strategic Driver in the Fast-Food Industry**

Branding roles are important strategies for fast-food companies as they can distinguish companies from one to another, create strong attachments with customers and help achieve sustainable growth (Iglesias, Singh, & Batista-Foguet, 2011). The fast-food industry has low switching costs, defines standardized products and empowers repeated consumption decisions; therefore, effective branding can help capture and retain consumers (Kapferer, 2012; Nam, Ekinci, & Whyatt, 2011). Branding allows firms to create consumer perceptions that lead to long-lasting loyalty (Chaudhuri & Holbrook, 2001). Brands create a unique brand identity, connect brands with audiences' feelings and attitudes, and highlight attributes and promises of higher quality, convenience, and experiences (de Chernatony & McDonald, 2019; Keller, 2001).

Brand awareness, defined as how well consumers can identify or remember a brand, is informed by marketing (e.g., advertising, promotions, packaging, and digital presence) (Holliman & Rowley, 2014; Aaker, 1996). Brand awareness is particularly important in low-involvement decision-making contexts, specifically, where consumers usually utilize heuristics and automatic recall when assessing and choosing brands. Brands that are top-of-mind are more commonly chosen in place of competing brands, regardless of other attributes (Keller, 2023; Macdonald & Sharp, 2000). Furthermore, brand image encompasses consumers' associations and beliefs about the brand, developed through marketing communications, consumer interactions, and the person's cultural context (de Chernatony & Riley, 2020; Keller, 2013). The value of the brand image depends on its positivity and favorability. In the fast-food industry, positive branding usually signifies to consumers trust, convenience, affordability, or indulgence, which are associated with consumer satisfaction and emotional

commitment (Nam, Ekinici, & Whyatt, 2011). Satisfaction, also, acts as a mediator in the space between brand beliefs and loyalty in encouraging repeat visits (Mittal & Kamakura, 2001; Oliver, 1999). In addition, branding in the fast-food industry transcends image or promotional efforts; it is a comprehensive strategy that defines a total customer experience, and it includes product quality, service, atmosphere, and digital image (Schlegelmilch, 2022). In the case of the Georgian market that consists of both international and domestic fast-food brands, branding also has both a cultural and contextual role since consumer perceptions in Georgia include both global components and local elements (Kotler, Kartajaya, & Setiawan, 2021). The definition, antecedents, and metrics of brand loyalty have been the subject of much debate in recent years as several academics have expressed differing opinions on it (So et al., 2013; Windsperger et al., 2015). The most widely held beliefs regarding loyalty are behavioral, attitude, as well as composite or combined loyalty (Nyadzayo et al., 2018; So et al., 2013; Jothi Krishnan, 2021). According to the behavioral perspective, repeat business indicates brand loyalty. Despite providing a more realistic view of brand performance in comparison to rivals, it is insufficient as a measure of loyalty (So et al., 2013). For instance, if the brand is the only one that is offered, conveniently accessible, reasonably priced, etc., some consumers might buy goods or services out of necessity (Keller and Swaminathan, 2020). Additionally, consumers might not buy a home or a car again (Jothi Krishnan, 2021). Psychological factor argues that because attitudes and purchase behavior are linked, brand loyalty evaluation must take both into account at the same time (So et al., 2013) (Jothi Krishnan, 2021). As a subdimension of the brand resonance building block, the brand resonance model also takes behavioral loyalty and attitude attachment into account (Keller and Swaminathan, 2020). Affective (satisfaction, involvement, and preference with its components), cognitive (quality, cost, benefit, and belief), attitudinal (perceived value, satisfaction, trust, and commitment), and behavioral (word-of-mouth communication, purchase intentions, price insensitivity) dimensions are frequently used in studies to assess customer loyalty (Jothi Krishnan, 2021; Windsperger et al., 2015). In general, assessing brand loyalty aids companies in identifying their advantages, disadvantages, and chances to win over and keep devoted consumers. Another factor in today's market is finances, and if

a company has it over its competitors. Having long-term relationships with loyal consumers is a financial benefit because they are more likely to spend more money than short-term customers. They can use social media or websites like TripAdvisor to share information, thoughts, experiences, and loyalty with other members of the brand community. Also, campaigns to increase equity, preference, loyalty, brand recognition, and knowledge (Hill and Jones, 2012; Kotler and Armstrong, 2021). Companies use sales promotions, such as discounts or freebies to devoted clients, in addition to advertising to build brand loyalty (Hoyer et al., 2023).

### **Consumer Decision-Making in the Fast-Food Industry**

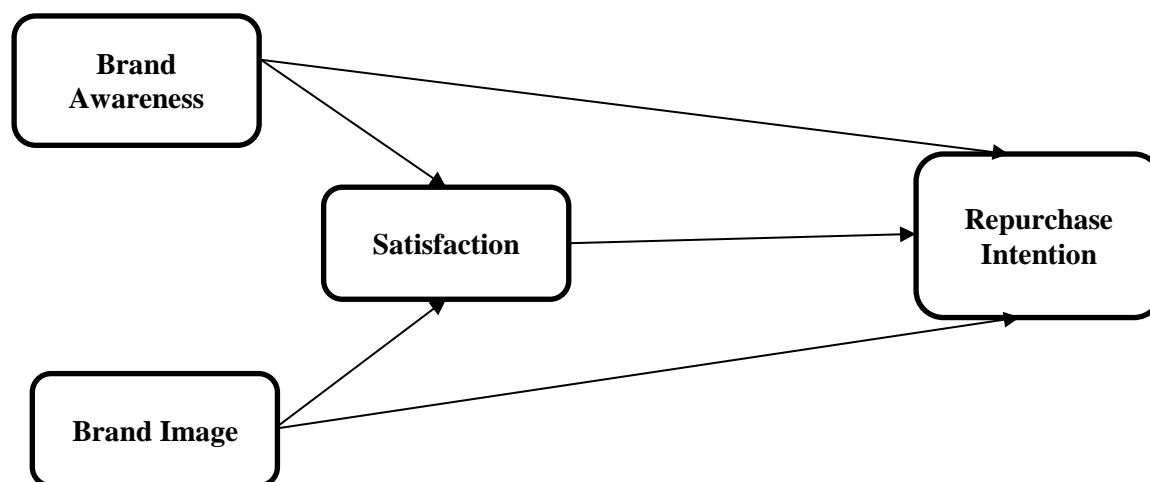
Consumer decision-making in the quick-service segment is shaped by a mix of psychological, situational, and brand-based influences which meld together to define preferences and actions (Hoyer, MacInnis, & Pieters, 2021). Generally, fast-food choices are characterized by low-involvement, habitual, and quick-processed decisions driven by issues of convenience and price sensitivity, as well as emotional forms of stimuli like craving or stress (Solomon, 2020; Hawkins & Mothersbaugh, 2020). In this situation, consumers are less likely to conduct substantial information searches or deliberation, and are more likely to rely on stock stimuli (brands), prior experiences, or stock familiarity when processing their decisions (Schiffman & Wisenblit, 2019; Blackwell, Miniard & Engel, 2021). Also, when it involves fast-food decision making, different external situational variables can alter consumer behavior, such as time-thrust scenarios, peer-related influences, accessible location, and promotional elements related to brands (Hoyer, MacInnis, & Pieters, 2021; Hawkins & Mothersbaugh, 2020). In a multi-brand and multi-competitor market structure, such as Georgia which contains both international chains and more localized brands, these situational contexts converge with brand design methodologies to alter purchase behavior (Solomon, 2020). For example, one consumer may decide on a multinational brand based on assumed consistency and hygiene, while another may choose a localized dining option based on perceived value or a culturally coded taste ingredient (Schiffman & Wisenblit, 2019). Brand knowledge, branding and brand-associated satisfaction uniquely associated to present a choice for making a choice act with a repeatable

experience or creating an unknown option ultimately expound to matter. It's essential to understand how the decision-making process works and how important it is for interpreting how branding efforts shape consumer responses, which is at the core of the present study (Hoyer et al., 2021).

### Conceptual Model

The conceptual model based on the thesis variables was made for further clarification. It helps to show more clearly the relationships among brand awareness, brand image, customer satisfaction, and repeat purchase behavior, specifically with respect to the fast-food industry of Georgia. According to Figure 1, brand awareness and brand image are independent variables, customer satisfaction serves as a mediating variable from both brand factors toward customer intention to repeat purchase the product. Based on the conceptual model, brand awareness is the leading factor that increase repeating purchasing

decisions because this component allow consumers to take this brand in their mind and have a good word-of-mouth. Amounting to the positive brand image contains favorable impressions, perceptions, and associations individuals have formed with a specific brand, these positive associations are expected to increase customer satisfaction because it is aligned with the expectations and preferences of the consumers. The model examines brand awareness and brand image has direct influencing effects toward repeat purchasing behavior. meaning that strong brand awareness or brand image can impact and influence customers repurchase behavior even with a lack of customer satisfaction. Overall, this conceptual framework offers a systematic target for exploring brand described factors on consumer behavior within the competitive landscape of fast-food in Georgia, with an emphasis on the mediator of customer satisfaction.



**Figure 1: Conceptual Model of the Study**

This figure represents strong associations between brand awareness, brand image, customer satisfaction and repeat purchase behavior. Shown as conceptual model, customer satisfaction is a mediating variable.

### METODOLOGY

Quantitative research was selected for the research because to analyze the relationships between measurable variables this method is the best. Also, quantitative design assists in a structured way of obtaining data in an orderly manner. This research has used a survey-based

quantitative method that provided numerical data, which was important for addressing the hypotheses. The population of this study was Georgia, and the sampling strategy was non-probability convenience sampling of needed subjects, which helped facilitate valid data collection on participants who were most practicable to contact, but may limit generalizations of the characteristics of the sample. A self-administrated questionnaire was chosen to collection data, because it is effective in collecting data in a short time. The questionnaire was originally designed to consist of five sections:

demographic information, brand awareness, brand image, customer satisfaction, and repurchase intention. The questionnaire was additionally designed to consist of a combination of closed-ended questions and a five-point Likert scale. The next stage, after collecting data via a structured questionnaire, involved analyzing the questionnaire. Structural Equation Modeling, with two main analysis tools was used: SPSS and SmartPLS (Moayery Fard et al., 2020).

### Descriptive Statistics: Mean and Standard Deviation

The descriptive statistics indicate participants reported high average scores on all items related to Brand Awareness, Brand Image, Satisfaction, and Repurchase Intentions (means ranged from 4.00 to 4.32), suggesting that participants generally endorsed the positive statements regarding fast-food brands

**Table 1: Descriptive Statistics for Key Survey Items**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BA1	313	1	5	4.00	1.355
BA2	313	1	5	4.15	1.331
BI1	313	1	5	4.08	1.352
BI2	313	1	5	4.12	1.195
BI3	313	1	5	4.26	1.103
SAT1	313	1	5	4.24	1.241
SAT2	313	1	5	4.11	1.240
SAT3	313	1	5	4.32	1.103
RP1	313	1	5	4.15	1.306
RP2	313	1	5	4.13	1.250
RP3	313	1	5	4.08	1.342
Valid N (listwise)	313				

Descriptive statistics were computed for the study variables Brand Awareness (BA1, BA2), Brand Image (BI1–BI3), Satisfaction (SAT1–SAT3), and Repurchase Intentions (RP1–RP3) based on responses by 313 participants in Georgia's fast-food industry.

Overall, the range of mean scores for all of the items was between 4.00 to 4.32, indicating that participants generally had a positive perception of

brand awareness, brand image, satisfaction, and intentions to repurchase.

### Scale Validation (Reliability and Validity):

All constructs of the thesis's main variables have acceptable to good reliability and validity. To establish the reliability, as well as the convergent validity of the constructs- Brand Awareness, Brand Image, Satisfaction, and Repurchase Intention- multiple indices were examined.

**Table 2: Construct Reliability and Validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
<b>Brand Awareness</b>	0.774	0.781	0.898	0.815
<b>Brand Image</b>	0.849	0.851	0.909	0.768
<b>Repurchase Intention</b>	0.774	0.785	0.868	0.687
<b>Satisfaction</b>	0.834	0.840	0.900	0.751

Discriminant validity was assessed by the Fornell-Larcker criterion, which indicates whether the square root of the average variance extracted (AVE) for each construct is greater than its correlations with the other constructs (Fornell & Larcker, 1981).

**Table 3: Discriminant Validity (Fornell- Larcker Criterion)**

	Brand Awareness	Brand Image	Repurchase Intention	Satisfaction
Brand Awareness	0.903			
Brand Image	0.800	0.877		
Repurchase Intention	0.798	0.836	0.829	
Satisfaction	0.748	0.857	0.826	0.867

**Path Analysis**

All paths hypothesized to exist in the model are statistically significant ( $p < 0.05$ ), which means that Brand Awareness and Brand Image positively influence Repurchase Intention directly and indirectly through Satisfaction. Of all the hypothesized paths, the strongest effect was for Brand Image to Satisfaction, which illustrates that how consumers perceive brand image is vital in determining their satisfaction and repeat purchase behavior.

**Table 4: Hypothesis testing (p and t values)**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Awareness -> Repurchase Intention	0.300	0.300	0.073	4.117	0.000
Brand Awareness -> Satisfaction	0.173	0.172	0.074	2.349	0.009
Brand Image -> Repurchase Intention	0.302	0.303	0.091	3.330	0.000
Brand Image -> Satisfaction	0.719	0.721	0.066	10.967	0.000
Satisfaction -> Repurchase Intention	0.343	0.343	0.088	3.883	0.000

The structural model was examined based on the bootstrapping estimated path coefficient estimates, t-statistics, and p-values. The results indicate that all predicted relationships were found to be statistically significant supporting the proposed theoretical model of the study.

**Evaluating Relationships between Latent Variables**

With  $R^2$  of 77.5% for Repurchase Intention and 74.6% for Satisfaction, the model shows strong predictive power. That is, the independent variables (Brand Awareness and Brand Image) collectively do a poor job of explaining how satisfied consumers will be, and how much they will repeat purchasing behavior, for the consumers of fast food in Georgia overall.

**Table 5: R2 Values of Dependent Variables**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Repurchase Intention	0.775	0.781	0.026	29.838	0.000
Satisfaction	0.746	0.750	0.036	20.482	0.000

**Path Coefficients and Significance of Hypotheses**

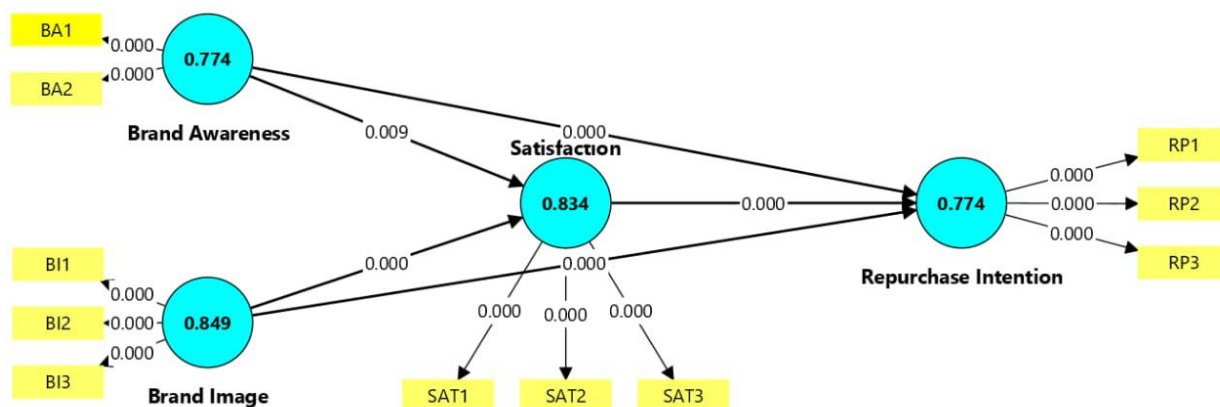
Every assumed relation in the structural model was statistically significant ( $p < .05$ ), giving evidence to the proposed relations. Specifically, Brand Awareness and Brand Image both positively impact on Satisfaction and Repurchase Intention.

**Table 6: Hypothesis Testing**

Path	$\beta$ (Path Coefficient)	t-value	p-value	Hypothesis Support
Brand Awareness $\rightarrow$ Repurchase Intention	0.300	4.117	.000	Supported
Brand Awareness $\rightarrow$ Satisfaction	0.173	2.349	.009	Supported
Brand Image $\rightarrow$ Repurchase Intention	0.302	3.330	.000	Supported
Brand Image $\rightarrow$ Satisfaction	0.719	10.967	.000	Supported
Satisfaction $\rightarrow$ Repurchase Intention	0.343	3.883	.000	Supported

Based on the analysis of hypothesis testing, it suggests that Brand Awareness positively and significantly influenced Repurchase Intention ( $\beta = 0.300$ ,  $t = 4.117$ ,  $p < .001$ ) and Satisfaction ( $\beta = 0.173$ ,  $t = 2.349$ ,  $p = .009$ ). As for Brand Image, it had a direct effect on Satisfaction ( $\beta = 0.719$ ,  $t = 10.967$ ,  $p < .001$ ), and a significant effect on Repurchase Intention ( $\beta = 0.302$ ,  $t = 3.330$ ,  $p < .001$ ), as well as Satisfaction has on Repurchase Intention ( $\beta = 0.343$ ,  $t = 3.883$ ,  $p < .001$ ), meaning that satisfied customers are likely to engage in repurchase behavior (as theorized).

These results support all five hypothesized relationships (also including Satisfaction), supporting the study's theoretical model. The results identify and explain the important roles Brand Awareness and Brand Image play on Satisfaction and Repurchase Intention in the fast-food restaurants within Georgia. The results also identify Satisfaction as an important mediator on the direct factors on customer loyalty behavior.

**Figure2: Path Analysis Diagram for Hypothesis Testing**

The figure displayed above, shows the structural model constructed through SmartPLS, and depicts the relationships of key study constructs: Brand Awareness, Brand Image, Satisfaction, and Repurchase Intention.

Brand Awareness and Brand Image are modeled as exogenous latent variables, each measured by multiple reflective indicators (BA1-BA2 for Brand Awareness and BI1-BI3 for Brand Image). The outer loadings for these indicators are significantly reliable ( $p < 0.001$ ), indicating a reliable and valid measurement model. Brand Awareness ( $R^2=0.774$ ) and Brand Image ( $R^2=0.849$ ) are complete with the greatest internal consistency. Satisfaction, modeled as a mediating variable, is measured through three factors (SAT1-SAT3) displaying a high level of explanatory power ( $R^2=0.834$ ). The figure above identifies that both Brand Awareness ( $\beta=0.009$ ,  $p=0.000$ , while also considering both Brand Image ( $\beta=0.000$ ,  $p=0.000$ )

prove impact on Satisfaction.

The dependent variable, Repurchase Intention, is measured with three items (RP1-RP3) and the  $R^2$  result is 0.774. The path coefficients indicate that Satisfaction variable has a direct and statistically significant positive impact on Repurchase Intention ( $\beta = 0.000$ ,  $p = 0.000$ ); Brand Awareness and Brand Image both positively and directly affect Repurchase Intention ( $p = 0.000$ ) - these findings lend support to the hypothesized relationships.

In summary, this type of model performs well in the case of predictive studies and also in a theoretical framework, which includes Satisfaction's mediating role in the association with brand perceptions and buyers' intention to repurchase in the fast-food industry.

### Conclusion And Recommendation

The present thesis aimed to analyze the role brand awareness and brand image play in influencing

repeat purchase intention in the Georgia fast food sector, where customer satisfaction was analyzed as a mediating variable. The quantitative results collected through survey items and assessed through structural equation modeling supported this, demonstrating that both brand awareness and brand image were positively related to customer satisfaction, which in turn, played an important mediating role in the consumers' repeat purchase intentions. Specifically, customer satisfaction was a strong driver of loyalty, based on positive brand awareness and image. These results highlighted the need for fast food operators to continuously invest in their brands so they are considered a respectable, identifiable entity, and viewed positively while maintaining customer satisfaction. This will help retain customers and increase future profitability.

Overall, the research would contribute to understand more deeper the behavior of the consumers and how they make decisions in the fast-food industry of Georgia while providing practicing marketers and brand managers with critical insights on how to link consumers closer to their brands through brand and satisfaction initiatives.

The structural model tested provided unambiguous statistical evidence for relationships among brand awareness, brand image, satisfaction, and repurchase intentions in the context of Georgia fast food. All paths were statistically significant at the .05 level except for the direct relationship of brand awareness on satisfaction ( $p=.009$ ), which indicated that brand awareness did influence satisfaction at a statistically significant level albeit at a lesser degree than other relationships. The path coefficients indicated that both brand awareness and brand image did direct to customer satisfaction which then positively impacted customer repurchase intention. The path coefficients also indicated that brand image impacted repurchase intention directly as well as having a mediating effect through customer satisfaction. These findings support of theoretical model which strongly indicates of the importance of the consumers satisfaction and how it plays an important role about how brand perceptions can be translated to behavioral intent. The model confirmed the major hypothesis that as brand image and brand awareness are increased more customers would be satisfied resulting in higher repeat purchase behavior. This finding has

important implications for fast food brand managers in Georgia.

### Managerial Recommendations

Assuming the study's conceptual framework is valid, there are meaningful propositions for practice relevant to Georgian fast-food companies. Brand image, and brand awareness (as mediators), are expected to be strong predictors of customer satisfaction and repeat purchasing; therefore, practitioners should be focused on methods to create a positive brand while enhancing the quality, blend, and image (i.e., emotions) they create.

Brand awareness can be developed in many ways, including digital marketing, online and social engagement and promotions, and community initiatives to increase brand recall; along with the affective and mental bundles of awareness developed, will hopefully strengthen cognitive-based attitudes and ultimately loyalty.

Customer satisfaction is important to both the brand development and image; we assume it is in a mediating role, whereby efficiency, service experience, and overall experience of eating are still important.

In practice, customer feedback systems, loyalty programs, and the development of experience-based differentiating strategies, may encourage better customer satisfaction and convenience in developing a memorable customer experience. These factors could lead to better competitive positioning in an overcrowded market.

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