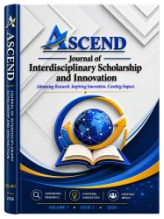
Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026



RELATIONSHIP BETWEEN BRAND EQUITY DIMENSIONS AND PURCHASE BEHAVIOR AMONG CONSUMERS OF EMERGING LOCAL BEVERAGE BRANDS IN MINGLANILLA, CEBU

Reamuel R. Bañados, Regin M. Suarez, and Daryl V. Panerio

Authors' Affiliation:

Department of Business Administration and Management Accounting, St. Cecilia's College-Cebu, Inc., Minglanilla, Cebu, Philippines

Corresponding Author:
reamuelbanados@gmail.com

Article History:

Date Submitted: September 22, 2026
Date Accepted: October 25, 2026
Date Published: November 17, 2026

APA 7th Edition Reference:
Bañados, R. R., Suarez, R. M., & Panerio, D. V. (2026). Relationship between brand equity dimensions and purchase behavior among consumers of emerging local beverage brands in Minglanilla, Cebu. *Ascend: Journal of Interdisciplinary Scholarship and Innovation, 2(2),* 111-123. https://doi.org/10.5281/zenodo.24297953

Abstract. Brand equity has become an important strategic asset that influences consumer decision-making and supports the competitiveness of emerging local brands in increasingly dynamic markets. This study examined the relationship between brand equity dimensions and consumer purchase behavior among consumers of emerging local beverage brands in Minglanilla, Cebu, Philippines. Specifically, it assessed brand awareness, brand image, perceived quality, and brand loyalty and examined their relationship with consumer purchase behavior. The study employed a quantitative-correlational research design, with 100 consumers selected through purposive sampling. Data were collected using a structured survey questionnaire and analyzed using descriptive statistics and Pearson Product-Moment Correlation. The findings revealed that respondents generally held favorable perceptions of the examined brand equity dimensions ($M = 4.99$, $SD = 0.66$). Among these dimensions, perceived quality received the highest evaluation ($M = 5.10$, $SD = 0.59$), followed by brand awareness ($M = 5.02$, $SD = 0.64$), brand image ($M = 4.96$, $SD = 0.68$), and brand loyalty ($M = 4.89$, $SD = 0.71$). Consumers also rated purchase behavior favorably ($M = 5.01$, $SD = 0.63$). Correlation analysis indicated that all dimensions of brand equity were significantly and positively associated with consumer purchase behavior, namely brand awareness ($r = .64$, $p < .001$), brand image ($r = .68$, $p < .001$), perceived quality ($r = .71$, $p < .001$), and brand loyalty ($r = .73$, $p < .001$). Among the dimensions, brand loyalty demonstrated the strongest relationship with consumer purchase behavior. The results suggest that while consumers value product quality, sustained purchasing behavior is more strongly influenced by customer loyalty and brand commitment. These findings support the Customer-Based Brand Equity Theory and underscore the importance of fostering customer loyalty while maintaining high product quality, favorable brand image, and strong brand awareness. The study contributes to the growing body of literature on brand equity in emerging local beverage enterprises. It offers practical implications for strengthening consumer retention, business competitiveness, and long-term market sustainability.

Keywords: *brand awareness, brand image, brand loyalty, perceived quality, purchase behavior*

Introduction

In today's increasingly competitive marketplace, brands have become valuable strategic assets that shape consumers' perceptions, purchasing decisions, and long-term loyalty. According to Paschina (2025), as markets become saturated with similar products, businesses must differentiate themselves not only through product attributes but also through strong brand equity.

Brand equity refers to the value added to a product or service through consumers' awareness, perceptions, experiences, and loyalty toward a brand. This study is anchored on Aaker's Brand Equity Model (1991), which conceptualizes brand equity as a multidimensional construct

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

composed of brand awareness, perceived quality, brand associations, and brand loyalty. These dimensions collectively enhance the value that a brand provides to both consumers and firms, enabling organizations to establish favorable consumer perceptions, strengthen competitive advantage, and achieve sustainable growth (Aaker, 1991; Gutiérrez et al., 2024; Paschina, 2025).

While Aaker (1991) identified brand associations as a core dimension of brand equity, this study adopts Keller's Customer-Based Brand Equity (CBBE) Model (1993) to explain consumers' perceptions of brands further. Aaker's Brand Equity Model serves as the study's primary theoretical framework, while Keller's CBBE Model supports conceptualizing brand image as an operational representation of brand associations. Keller (1993) defined brand image as consumers' perceptions of a brand, reflected in the associations stored in their memory. Together with brand awareness, perceived quality, and brand loyalty, brand image contributes to a brand's overall strength by influencing how consumers recognize, evaluate, and relate to it. As a representation of the meanings, beliefs, and impressions attached to a brand, brand image serves as an important indicator of consumers' overall evaluation and can significantly influence their attitudes and behavioral responses (Keller, 1993; Foroudi, 2019). Accordingly, this study adopts brand image as an operational representation of the brand association dimension, enabling a more comprehensive assessment of consumer perceptions and their potential influence on purchase behavior.

The beverage industry represents one of the most dynamic and competitive sectors globally. Consumers are exposed to numerous local and international beverage brands, making brand-related factors increasingly important in influencing purchasing decisions. While established brands often possess significant market advantages due to extensive advertising and customer recognition, emerging local beverage brands face the challenge of building awareness, developing a positive brand image, communicating product quality, and cultivating customer loyalty. These dimensions matter because consumers often use brand cues as indicators of product value, reliability, and overall satisfaction when making purchase decisions (Foroudi, 2019).

Among the dimensions of brand equity, brand awareness serves as a foundation for consumer decision-making because consumers are more likely to consider and purchase brands they can easily recognize and recall. When a brand occupies a prominent position in consumers' minds, it becomes part of the set of alternatives evaluated during the purchasing process. Similarly, brand image reflects the set of perceptions and associations consumers hold about a brand, influencing their attitudes and preferences. A favorable brand image can create emotional connections and enhance consumers' confidence in purchasing a product. Recent studies have demonstrated that brand awareness and brand image significantly influence consumer attitudes, purchase intentions, and buying behavior, particularly in competitive consumer markets (Bilgin, 2018).

Perceived quality is another critical dimension that shapes how consumers evaluate products and services. It represents consumers' judgment regarding a product's overall excellence or superiority relative to competing alternatives. In highly competitive beverage markets, consumers often rely on perceived quality to evaluate whether a product meets their expectations. Previous research has shown that perceived food quality positively influences perceived value and customer satisfaction, which in turn affect consumers' behavioral intentions (Konuk, 2019). Similarly, Santoso et al. (2023) found that perceived quality significantly and positively influences

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

consumer purchase decisions, emphasizing its importance in shaping purchasing behavior. Brand loyalty, meanwhile, reflects a consumer's commitment to purchase a preferred brand despite competing alternatives. Loyal consumers contribute significantly to organizational success because they are more likely to make repeat purchases, recommend products to others, and resist competitors' marketing efforts. Previous studies have consistently demonstrated that strong brand loyalty contributes to favorable purchase intentions, customer retention, and long-term business performance (Khamitov et al., 2019).

Consumer purchase behavior refers to the process through which individuals select, evaluate, and purchase products that satisfy their needs and preferences. Contemporary marketing literature suggests that brand-related perceptions significantly influence purchasing behavior because consumers tend to prefer brands they recognize, trust, and perceive positively. Studies show that stronger brand equity leads to favorable consumer responses, including increased purchase intentions, repeat purchases, customer retention, and positive word-of-mouth communication (Rambocas et al., 2018). Consequently, understanding how brand equity dimensions influence consumer behavior remains an important area of inquiry for academics and practitioners alike.

As emerging local brands enter increasingly crowded markets, it becomes essential to understand how brand equity dimensions relate to consumer purchase behavior. Such understanding helps explain why consumers choose certain brands over others and how emerging brands can establish a competitive advantage. Brand awareness, brand image, perceived quality, and brand loyalty collectively influence how consumers evaluate products, develop trust, and make purchasing decisions. Research indicates that these dimensions work together to shape consumer responses and determine brand performance in competitive environments (Foroudi, 2019; Buil et al., 2013). Likewise, studies have shown that stronger brand awareness, favorable brand image, positive quality perceptions, and customer loyalty contribute significantly to consumers' purchase intentions and purchasing behavior (Severi & Ling, 2013). Therefore, understanding these relationships can provide valuable insights into how businesses can strengthen consumer trust, encourage repeat purchases, and enhance their market presence.

In the Philippines, the beverage industry has emerged as a significant contributor to consumer spending and entrepreneurial growth. According to the Philippine Statistics Authority (PSA, 2024), the manufacturing sector, including food and beverage production, continues to play a vital role in the country's economic performance. The growing popularity of local beverage products has intensified competition among emerging brands, pushing businesses to adopt effective branding strategies that boost visibility, customer engagement, and market acceptance. The success of these brands largely depends on how consumers recognize, perceive, and repeatedly choose their products, which relates directly to brand awareness, brand image, perceived quality, and brand loyalty. Strengthening these dimensions can positively influence consumer purchase behavior while supporting the growth of local enterprises and economic development.

Despite the growing body of literature on brand equity and consumer behavior, few studies have examined these relationships in the context of emerging local beverage brands in Minglanilla, Cebu. Most existing studies focus on established national and international brands or are conducted in highly urbanized settings, leaving a contextual gap in understanding how consumers perceive and respond to emerging local beverage brands operating in smaller communities. Furthermore,

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

although previous studies have largely examined the influence of brand equity dimensions on purchase intention, fewer studies have investigated their relationship with actual consumer purchase behavior, particularly among emerging local beverage brands. As a result, empirical evidence remains limited on how brand awareness, brand image, perceived quality, and brand loyalty relate to consumer purchase behavior among consumers of emerging local beverage brands in the Philippine setting.

To address these gaps, this study examines the relationship between brand awareness, brand image, perceived quality, and brand loyalty and consumer purchase behavior among consumers of emerging local beverage brands in Minglanilla, Cebu. The findings are expected to contribute to the literature on brand equity and provide practical insights for local beverage entrepreneurs in developing effective branding strategies.

Research Questions

Brand equity and consumer purchase behavior are important factors that influence the success and competitiveness of emerging local beverage brands. Consumers' perceptions of a brand, particularly in terms of brand awareness, brand image, perceived quality, and brand loyalty, may affect their purchasing decisions and overall support for local products. Understanding these factors can help emerging beverage brands strengthen their market position and foster long-term consumer relationships.

The beverage industry in Minglanilla, Cebu has seen the rise of numerous emerging local brands offering distinct products that cater to local market preferences. However, succeeding in this competitive environment is challenging. While many new brands enter the market, only a few manage to capture consumer interest, establish a solid market presence, and achieve sustainable growth. These brands' ability to thrive largely depends on how well consumers perceive and accept them, and how those perceptions influence purchasing behavior.

Therefore, this study seeks to determine the level of brand equity dimensions and consumer purchase behavior toward emerging local beverage brands in Minglanilla, Cebu. It also aims to examine the significant relationships between brand equity dimensions and consumer purchase behavior.

Accordingly, this study is guided by the following research questions:

1. What is the level of brand equity dimensions of emerging local beverage brands in terms of:
    1.1 Brand Awareness;
    1.2 Brand Image;
    1.3 Perceived Quality; and
    1.4 Brand Loyalty?
2. What is the level of consumer purchase behavior toward emerging local beverage brands in Minglanilla, Cebu?
3. Is there a significant relationship between:
    3.1.Brand Awareness and Consumer Purchase Behavior;
    3.2.Brand Image and Consumer Purchase Behavior;
    3.3.Perceived Quality and Consumer Purchase Behavior; and
    3.4.Brand Loyalty and Consumer Purchase Behavior?

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

Methodology

Design

This study employed a descriptive-correlational quantitative research design to examine the relationship between brand equity dimensions and consumer purchase behavior toward emerging local beverage brands in Minglanilla, Cebu. The descriptive component was utilized to determine the level of brand equity dimensions, specifically brand awareness, brand image, perceived quality, and brand loyalty, as well as the level of consumer purchase behavior. The correlational component was used to determine whether significant relationships exist between each brand equity dimension and consumer purchase behavior.

This research design was deemed appropriate because it allows for the quantitative measurement and analysis of the variables under study without manipulating them. Using statistical techniques, the study seeks to describe consumers' perceptions of emerging local beverage brands and examine the extent to which brand awareness, brand image, perceived quality, and brand loyalty are associated with consumer purchase behavior. The findings are expected to deepen understanding of how brand equity dimensions influence consumer purchasing decisions for emerging local beverage brands in Minglanilla, Cebu.

Locale

This study was conducted in Minglanilla, Cebu, a first-class municipality in the Province of Cebu that has experienced increasing commercial activity and the emergence of various local beverage enterprises. The locality was selected because it provides a suitable setting for examining consumer perceptions and purchasing behavior toward emerging local beverage brands.

The respondents were consumers residing in Minglanilla, Cebu, who were familiar with and had purchased products from emerging local beverage brands. Their experiences and perceptions provided valuable data for assessing brand awareness, brand image, perceived quality, brand loyalty, and consumer purchase behavior. The findings of this study are limited to consumers within Minglanilla, Cebu. As such, the results may reflect the characteristics and experiences of consumers in the locality and may not be generalized to other municipalities or regions.

Respondents

The study respondents were consumers residing in Minglanilla, Cebu, who had purchased or consumed products from emerging local beverage brands. A pilot test with 20 respondents was conducted before the main survey to assess the instrument's reliability and clarity. Following the pilot testing, data were collected from 100 qualified respondents.

A convenience sampling technique was used because it was practical and accessible. Participants were selected based on their availability and willingness to participate. To ensure the relevance of the data gathered, the study included only individuals with prior experience purchasing or consuming products from emerging local beverage brands.

Instrument

The primary research instrument used in this study was a structured questionnaire administered through Google Forms. The questionnaire was designed to measure the respondents'

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

perceptions of the brand equity dimensions of emerging local beverage brands, namely brand awareness, brand image, perceived quality, and brand loyalty, as well as consumer purchase behavior. Each construct consisted of several statements intended to assess the respondents' perceptions and experiences regarding the study variables. All items were measured using a six-point Likert scale ranging from 1 (Strongly Disagree) to 6 (Strongly Agree).

The questionnaire items were adapted from related studies and modified to suit the context of emerging local beverage brands in Minglanilla, Cebu. Before administering the main survey, a pilot test with 20 respondents was conducted to assess the instrument's reliability. The results showed satisfactory internal consistency, with all constructs exceeding the acceptable reliability threshold. The overall Cronbach's Alpha coefficient was 0.949, indicating excellent reliability. Hence, the questionnaire was deemed appropriate and reliable for gathering data on brand awareness, brand image, perceived quality, brand loyalty, and consumer purchase behavior among consumers of emerging local beverage brands in Minglanilla, Cebu.

Data Gathering Procedure

The data gathering process was conducted in three phases: pre-data gathering, actual data gathering, and post-data gathering.

During the pre-data gathering phase, the researchers prepared the research instrument based on the identified study variables, namely brand awareness, brand image, perceived quality, brand loyalty, and consumer purchase behavior. The researchers conducted a pilot test among 20 consumers familiar with and having purchased products from emerging local beverage brands in Minglanilla, Cebu, to assess the questionnaire's clarity, consistency, and reliability. The pilot test yielded satisfactory reliability coefficients, with an overall Cronbach's alpha of 0.949, indicating excellent internal consistency. Based on the findings and feedback obtained during pilot testing, the necessary revisions were incorporated into the questionnaire before its final administration. Subsequently, respondents who met the established inclusion criteria were identified and selected using convenience sampling.

During the data-gathering phase, the finalized questionnaire was distributed through Google Forms to qualified respondents residing in Minglanilla, Cebu. Before answering the survey, participants received an informed consent statement explaining the study's purpose, the voluntary nature of participation, the confidentiality of responses, and their right to withdraw at any time without penalty. Only respondents who voluntarily provided their consent were allowed to proceed with the survey. The researchers monitored data collection to ensure they reached the target number of respondents and that all responses were complete and valid for analysis.

During the post-data-gathering phase, the researchers reviewed, organized, coded, and encoded all completed questionnaires into statistical software for data processing and analysis. Data cleaning procedures identified incomplete responses, inconsistencies, and encoding errors. Descriptive statistical tools, including the weighted mean and standard deviation, were used to determine the level of brand awareness, brand image, perceived quality, brand loyalty, and consumer purchase behavior. Pearson Product-Moment Correlation Coefficient (Pearson's r) was then employed to determine whether significant relationships existed between brand awareness and consumer purchase behavior, brand image and consumer purchase behavior, perceived quality and consumer purchase behavior, and brand loyalty and consumer purchase behavior. The results

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

were subsequently interpreted and discussed in relation to existing theories and empirical literature, providing the basis for the study's conclusions and recommendations.

Data Analysis

The data gathered in this study were analyzed using both descriptive and inferential statistical methods to examine the relationship between brand equity dimensions and consumer purchase behavior toward emerging local beverage brands in Minglanilla, Cebu. Descriptive statistics, particularly the weighted mean and standard deviation, were used to determine the level of brand awareness, brand image, perceived quality, brand loyalty, and consumer purchase behavior.

To determine whether significant relationships existed between the brand equity dimensions and consumer purchase behavior, the Pearson Product-Moment Correlation Coefficient (Pearson's r) was employed. This statistical tool measured the strength and direction of the relationship between brand awareness and consumer purchase behavior, brand image and consumer purchase behavior, perceived quality and consumer purchase behavior, and brand loyalty and consumer purchase behavior. The statistical analysis results served as the basis for interpreting the findings and drawing conclusions about the relationship between brand equity dimensions and consumer purchase behavior among consumers of emerging local beverage brands in Minglanilla, Cebu.

Ethical Considerations

This study adhered to established ethical principles throughout the research process. Participation was voluntary, and respondents were informed of the study's purpose, procedures, and their right to withdraw at any time without penalty. Informed consent was obtained prior to data collection.

To ensure confidentiality and anonymity, respondents were not required to disclose personally identifiable information. All data collected were used solely for academic purposes, securely stored, and accessed only by the researchers. The study involved no deception, coercion, or collection of sensitive personal information, and every effort was made to protect participants' privacy, rights, and well-being.

Results and Discussion

Table 1.
Descriptive Statistics of Brand Equity Dimensions

Variables	Mean	Sd	Interpretation

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

Brand Awareness	5.02	0.64	Agree
Brand Image	4.96	0.68	Agree
Perceived Quality	5.10	0.59	Agree
Brand Loyalty	4.89	0.71	Agree
Overall	**4.99**	**0.66**	**Agree**

Legend: 1.00 – 1.82 Strongly Disagree; 1.83 – 2.66 Disagree; 2.67 – 3.49 (Slightly Disagree); 3.50 – 4.32 Slightly Agree; 4.33 – 5.16 Agree; 5.17 – 6.00; Strongly Agree

Table 1 presents the descriptive statistics of the brand equity dimensions of emerging local beverage brands. The overall mean score of 4.99 (SD = 0.66), interpreted as Agree, indicates that respondents generally hold favorable perceptions of these brands across brand awareness, brand image, perceived quality, and brand loyalty. This finding suggests that emerging local beverage brands have established a positive position in consumers' minds and possess relatively strong brand equity.

Among the dimensions, Perceived Quality obtained the highest mean score (M = 5.10, SD = 0.59), indicating that respondents perceive these brands as capable of delivering reliable products and satisfactory quality. The relatively low standard deviation further suggests consistency in respondents' evaluations. This result implies that product quality serves as a key strength of emerging local beverage brands and may contribute significantly to customer satisfaction and favorable brand evaluations. This finding supports Abualbasal and Hasan's (2024) assertion that perceived quality is a critical determinant of consumer attitudes, purchase intentions, and overall brand equity.

Brand Awareness ranked second (M = 5.02, SD = 0.64), reflecting respondents' familiarity with and recognition of emerging local beverage brands. This suggests that consumers can readily identify these brands in the marketplace, which is essential for establishing competitive advantage and influencing purchasing decisions. Consistent with Utama et al. (2023), higher brand awareness enhances consumer confidence and increases the likelihood of brand consideration during purchase.

Similarly, Brand Image recorded a mean score of 4.96 (SD = 0.68), indicating that consumers maintain favorable perceptions of these brands. A positive brand image reflects the extent to which consumers associate the brands with desirable attributes, credibility, and overall value. The result suggests that emerging local beverage brands have successfully cultivated positive impressions among their target market. This finding aligns with Sari et al. (2024), who emphasized that a favorable brand image strengthens consumer preference and contributes positively to overall brand equity.

Meanwhile, Brand Loyalty obtained the lowest mean score (M = 4.89, SD = 0.71), although it remained within the Agree category. While consumers generally express continued support for and preference toward these brands, the comparatively lower mean indicates that loyalty is less developed than the other brand equity dimensions. This may suggest that despite positive awareness, image, and quality perceptions, consumers remain open to alternative beverage options. Nevertheless, the result supports Patel (2025), who highlighted that brand loyalty fosters repeat

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

purchasing behavior and long-term consumer relationships that are essential for sustained business growth.

Overall, the findings show that respondents rate emerging local beverage brands positively, with perceived quality as the strongest dimension and brand loyalty as the weakest. These results suggest that while the brands have successfully established awareness, positive image, and quality perceptions, greater emphasis on customer retention and relationship-building strategies may further strengthen consumer loyalty and enhance overall brand equity.

Table 2.
Level of Consumer Purchase Behavior

Variables	Mean	Sd	Interpretation
Consumer Purchase Behavior	5.01	0.63	Agree

Legend: 1.00 – 1.82 Strongly Disagree; 1.83 – 2.66 Disagree; 2.67 – 3.49 (Slightly Disagree); 3.50 – 4.32 Slightly Agree; 4.33 – 5.16 Agree; 5.17 – 6.00; Strongly Agree

Table 2 shows that respondents agreed that they exhibit favorable purchase behavior toward emerging local beverage brands, as indicated by the mean score of 5.01 (SD = 0.63). This finding suggests that consumers are generally willing to purchase and support emerging local beverage products. The result indicates a positive tendency among consumers to patronize local beverage brands, reflecting their acceptance of these products in the market.

This finding is consistent with Yoo and Donthu (2001), which emphasized that higher levels of brand equity positively influence consumers' preferences, purchase intentions, and overall buying behavior.

Table 3.
Relationship Between Brand Equity Dimensions and Consumer Purchase Behavior

Variables	R	P-value	Interpretation
Brand Awareness and Consumer Purchase Behavior	0.64	< .001	Strong Positive Relationship
Brand Image and Consumer Purchase Behavior	0.68	< .001	Strong Positive Relationship
Perceived Quality and Consumer Purchase Behavior	0.71	< .001	Strong Positive Relationship
Brand Loyalty and Consumer Purchase Behavior	0.73	< .001	Strong Positive Relationship

Legend: 0.00 – 0.19 Very Weak; 0.20 – 0.39 Weak; 0.40- 0.59 Moderate; 0.60 – 0.79 Strong; 0.80- 1.00 Very Strong

Table 3 reveals that all dimensions of brand equity were significantly and positively associated with consumer purchase behavior, indicating that consumers with higher levels of brand awareness, brand image, perceived quality, and brand loyalty are more likely to exhibit favorable purchasing behavior toward emerging local beverage brands. These findings support Keller's (1993) Customer-Based Brand Equity Model, which suggests that positive brand knowledge and favorable consumer perceptions contribute to stronger behavioral responses, including purchase decisions.

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

Among the dimensions, brand loyalty demonstrated the strongest relationship with consumer purchase behavior ($r = 0.73$, $p < .001$). This finding suggests that consumers who develop a strong attachment to a brand are more likely to make repeat purchases and maintain long-term patronage. For emerging local beverage brands, cultivating customer loyalty may therefore be a critical strategy for sustaining competitiveness in a crowded marketplace. The result aligns with previous studies that identified brand loyalty as a key determinant of consumer purchasing decisions because loyal customers are less likely to switch to competing brands and are more likely to advocate for brands they trust.

Perceived quality also exhibited a strong positive relationship with consumer purchase behavior ($r = 0.71$, $p < .001$), indicating that consumers place considerable importance on product quality when making purchasing decisions. This finding suggests that consumers are more willing to purchase beverage products they perceive as reliable, safe, and able to meet their expectations. Because beverage products are consumed directly, quality perceptions may play a particularly important role in reducing uncertainty and increasing consumer confidence.

Similarly, brand image was strongly associated with consumer purchase behavior ($r = 0.68$, $p < .001$). This result implies that favorable brand associations enhance consumers' willingness to purchase products from emerging local beverage brands. A positive brand image may influence consumers by creating perceptions of credibility, distinctiveness, and value, all of which contribute to stronger purchase intentions and actual buying behavior.

Brand awareness also demonstrated a significant positive relationship with consumer purchase behavior ($r = 0.64$, $p < .001$). This finding indicates that consumers are more likely to consider and purchase brands that they can easily recognize and recall. Increased brand familiarity may reduce perceived risk and simplify decision-making, particularly in markets with numerous competing beverage options.

Overall, the findings suggest that brand equity is an important driver of purchase behavior among consumers of emerging local beverage brands in Minglanilla, Cebu. The results highlight the importance of developing strong consumer awareness, maintaining a favorable brand image, delivering consistent product quality, and fostering customer loyalty. Collectively, these dimensions can strengthen consumer preference and encourage sustained purchasing behavior, thereby contributing to the long-term growth and competitiveness of local beverage enterprises.

Conclusion

This study provides empirical evidence that brand equity significantly influences consumer purchase behavior among emerging local beverage brands in Minglanilla, Cebu. The findings indicate that consumers generally view these brands positively across brand awareness, brand image, perceived quality, and brand loyalty. Among these dimensions, perceived quality emerged as the most highly evaluated attribute, underscoring the importance of delivering consistent product value.

More importantly, the study confirms that all brand equity dimensions are significantly associated with consumer purchase behavior. The strongest relationship was between brand loyalty and purchase behavior, suggesting that consumers with a deeper commitment to a brand are more likely to make repeat purchases and engage in long-term patronage. This finding reinforces the

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Journal of Interdisciplinary Scholarship and Innovation
Advancing Research. Inspiring Innovation. Creating Impact.
Volume 2 | Issue 2 | November | 2026

proposition of customer-based brand equity theory that favorable brand perceptions translate into stronger behavioral outcomes.

The study contributes to the literature by extending brand equity theory to emerging local beverage brands operating in a developing local market context. It highlights that while product quality remains an important driver of consumer evaluation, cultivating customer loyalty is the most influential factor in sustaining purchasing behavior. Consequently, the long-term competitiveness of emerging local beverage enterprises depends not only on delivering quality products but also on building enduring consumer relationships that foster trust, preference, and brand commitment.

Recommendations

The findings suggest that emerging local beverage enterprises should prioritize customer retention strategies that strengthen brand loyalty, as this dimension showed the greatest influence on consumer purchase behavior. Loyalty-building initiatives such as membership programs, personalized promotions, customer engagement campaigns, and community-based brand activities may encourage repeat purchases and strengthen long-term consumer relationships.

Business owners should continue investing in product quality improvement and quality assurance practices to maintain favorable consumer perceptions. Given that perceived quality received the highest evaluation among the brand equity dimensions, maintaining consistency in taste, safety, packaging, and product innovation is essential to preserving customer confidence and competitive advantage.

To enhance brand awareness and brand image, local beverage firms should leverage digital marketing platforms, social media engagement, influencer partnerships, and localized promotional campaigns. These strategies can expand market reach, strengthen brand recognition, and create meaningful consumer-brand connections in increasingly competitive beverage markets.

Policymakers and local economic development agencies should support branding capacity, entrepreneurial training, market access, and digital marketing adoption among local beverage enterprises. Such interventions may contribute to the growth and sustainability of local businesses while strengthening the broader local economy.

Future researchers are encouraged to develop more comprehensive models by incorporating variables such as customer satisfaction, brand trust, perceived value, consumer engagement, and electronic word-of-mouth. Employing larger sample sizes, probability sampling techniques, and comparative studies across different geographic locations may further enhance the generalizability and robustness of findings related to brand equity and consumer behavior.

References

Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press ; Maxwell Macmillan Canada ; Maxwell Macmillan International.

Abualbasal, A., & Hasan, C. (2024). The impact of brand quality and brand innovativeness on the purchase intention of local brands. Qubahan Academic Journal. https://doi.org/10.48161/qaj.v4n4a656

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, *6*(1), 128–148. https://doi.org/10.15295/bmij.v6i1.229

Buil, I., De Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, *66*(1), 115–122. https://doi.org/10.1016/j.jbusres.2011.07.030

Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, *76*, 271–285. https://doi.org/10.1016/j.ijhm.2018.05.016

Gutiérrez, M. M. G., Perona Páez, J. J., & Gutiérrez Bonilla, F. D. P. (2024). Models of brand equity. A systematic and critical review. *Cogent Business & Management*, *11*(1), 2433168. https://doi.org/10.1080/23311975.2024.2433168

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, *57*(1), 1–22. https://doi.org/10.1177/002224299305700101

Khamitov, M., Wang, X. (Shane), & Thomson, M. (2019). How well do consumer-brand relationships drive customer brand loyalty? Generalizations from a meta-analysis of brand relationship elasticities. *Journal of Consumer Research*, *46*(3), 435–459. https://doi.org/10.1093/jcr/ucz006

Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value, and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, *50*, 103–110. https://doi.org/10.1016/j.jretconser.2019.05.005

Patel, S. (2025). The role of brand loyalty in consumer purchasing decisions. *International Scientific Journal of Engineering and Management*, *04*(05), 1–9. https://doi.org/10.55041/ISJEM03613

Philippine Statistics Authority. (2024). *Annual Survey of Philippine Business and Industry (ASPBI): Manufacturing sector highlights*. Philippine Statistics Authority. https://psa.gov.ph

Rambocas, M., Kirpalani, V. M., & Simms, E. (2018). Brand equity and customer behavioral intentions: A mediated moderated model. *International Journal of Bank Marketing*, *36*(1), 19–40. https://doi.org/10.1108/IJBM-09-2016-0139

Santoso, M. H., Nugraha, J. P., Nawiyah, N., Zed, E. Z., & Tarigan, M. I. (2023). Influence of brand loyalty and perceived quality analysis on consumer purchase decisions. *Quantitative Economics and Management Studies*, *4*(3), 464–473. https://doi.org/10.35877/454RI.qems1635

Sari, I. T. P., Rahayu, A., Hendrayati, H., & Rauf, M. I. A. (2024). An analysis of brand image implications to consumer-based brand equity: An evidence of a smartphone product. *Almana : Jurnal Manajemen Dan Bisnis*, *8*(3), 615–622. https://doi.org/10.36555/almana.v8i3.2728

Severi, E., & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image, and perceived quality on brand equity. *Asian Social Science*, *9*(3), p. 125. https://doi.org/10.5539/ass.v9n3p125

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0

Utama, A. P., Sihaloho, S., & Nabila, S. N. (2023). The importance of brand awareness as a marketing strategy for business sustainability. *ICCD*, *5*(1), 523–527. https://doi.org/10.33068/iccd.v5i1.601

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, *52*(1), 1–14. https://doi.org/10.1016/S0148-2963(99)00098-3

© 2026 The Author(s). Published by ASCEND: Journal of Interdisciplinary Scholarship and Innovation.
Licensed under CC BY 4.0