

This study is conducted to analyze that perceived value of brand has an impact on the consumer purchasing and revisiting intentions. The study explores the influences of brand consciousness, brand experience, brand loyalty, brand awareness, and brand association on brand perceived value due to these this influences on revisiting intentions. The sample size of 250 mobile phone users has been taken in this research. The non-probability convenience sampling is used and target respondents are the cellular users living in Islamabad and Rawalpindi. Close-ended structured questionnaire is used for data collection and correlation and regression used for data analysis. Six hypotheses were tested in the study.

Survey was conducted among mobile phone users in Rawalpindi and Islamabad. In overall perspective and in mobile phone sector, there is a high correlation between the independent and dependent variables. There is strong positive correlation between perceived value (mediating variable) and customer repurchase intentions (dependent variable) brand consciousness, brand experience, brand awareness, brand loyalty, and brand associations (independent variables) but with little distinction. For both academics and practitioners, the discoveries of this study hold significant implications. This research escorts the policy makers and academics about the main predictors of consumer's attitude towards repurchase in mobile phones industry..