



Daffodil
International
University

Thesis Report on
Impact of Sensory Marketing on Brand Perception
and Consumer Behavior: Insights from PRAN RFL
Beverage

Submitted To

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Letter of Transmittal

Date: December 20, 2024

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Daffodil Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

Subject: Request to accept my report on "Impact of Sensory Marketing on Brand Perception and Consumer Behavior: Insights from PRAN RFL Beverage"

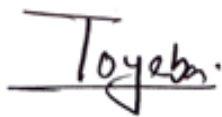
Dear Sir,

During my thesis, you asked me to write a report called Impact of Sensory Marketing on Brand Perception and Consumer Behavior: Insights from PRAN RFL Beverage"

This report discusses the effectiveness of " Impact of Sensory Marketing on Brand Perception and Consumer Behavior: Insights from PRAN RFL Beverage" This research paper's primary data were used to conduct this study.

Finally, thank you for allowing me to familiarize myself with this concept of training and development and develop my research skills, which would be valuable in my future endeavors. I hope you will find this report adequate to meet the requirements of an BBA internship.

Sincerely yours,



Toyeba Aroz Khan

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Program: MBA

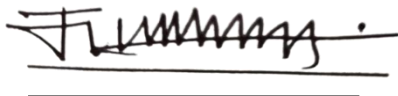
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Certificate of approval

This is to certify that the internship report titled " Impact of Sensory Marketing on Brand Perception and Consumer Behavior: Insights from PRAN RFL Beverage" furnished by Toyeba Aroz Khan, ID: 0242310004083050 MBA program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been recommended for submission & presentation.

Toyeba Aroz Khan carries moral and ethical character and is a very pleasing, as well as student. It has indeed been a great pleasure working with him. I wish him all success in life.



Dr. Tanvir Fittin Abir

Associate Professor

Department of Business Administration

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Student Declaration

I do, at this moment, state that the work presented in this thesis report has been not been previously submitted to any other university/college or organization for any academic degree. The work I have presented has no existing copyright, and no part of this report is copied from any work done earlier for a degree or otherwise.



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Acknowledgment

I would like to begin by expressing my deepest gratitude to Almighty Allah for granting me the strength and guidance to complete my thesis. Without His divine favor, this achievement would not have been possible.

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Executive summary

This study investigates the factors influencing purchase intention for PRAN RFL Beverage, with a focus on the relationships among service quality, sensory marketing, customer satisfaction, and local brand image. A quantitative research approach was employed, collecting data through structured surveys from 386 students at Daffodil International University. This ensured a statistically robust sample with a 95% confidence level, though generalizability is limited by the use of convenience sampling. Data analysis was conducted using SmartPLS 4.1.0.9 and Excel, leveraging structural equation modeling (SEM) to explore direct, indirect, and mediating effects among the variables. The findings reveal that customer satisfaction and sensory marketing serve as primary drivers of purchase intention, underscoring their significance in influencing consumer behavior. Sensory marketing not only directly enhances purchase intention but also significantly contributes to strengthening the local brand image, emphasizing the importance of engaging consumers through sensory experiences in the beverage industry. Customer satisfaction demonstrates a strong direct influence on purchase intention while also playing a moderate role in shaping local brand image, consistent with established consumer loyalty theories. Service quality, although showing minimal direct impact on purchase intention, emerges as a vital contributor to local brand image, reinforcing its role in fostering trust, reliability, and a positive perception of the brand. Local brand image plays a pivotal mediating role, amplifying the indirect effects of service quality, sensory marketing, and customer satisfaction on purchase intention. This highlights the interconnectedness of cognitive, sensory, and emotional factors in shaping consumer decisions. The integration of sensory marketing into consumer behavior models and the redefinition of service quality's role represent significant contributions to the literature, offering a deeper understanding of the dynamics influencing purchase intention.

These insights provide actionable recommendations for PRAN RFL to optimize its marketing strategies by prioritizing customer satisfaction, enhancing sensory appeal, and building a strong, trustworthy local brand identity to foster consumer loyalty and increase sales. While the study is limited by its geographic focus and convenience sampling, it lays a foundation for future research to validate and expand upon these findings. Future studies are encouraged to include diverse populations, incorporate additional constructs such as emotional branding and digital engagement, and adopt longitudinal or experimental designs to explore the complexities of consumer further

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Abbreviation

SM	Sensory Marketing
SQ	Service Quality
LBI	Local Brand Image
CS	Customer Satisfaction
PI	Purchase Intention
DIU	Daffodil International University
SEM	Structural Equation Model
HTMT	Heterotrait–Monotrait
AVE	Average Variance Extracted
VIF	Variance Inflation Factor

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Chapter-1: Introduction

1.1 Background

The beverage industry plays a pivotal role in the global economy, providing essential products and services to a wide consumer base (Rubina & Tabassum, 2024). In a highly competitive market, businesses must continuously innovate to meet evolving consumer demands. Sensory marketing has emerged as a key strategy to engage customers by appealing to their senses and creating memorable brand experiences (Rupa Rathee & Pallav Rajain, 2024). Service quality, on the other hand, remains a cornerstone for building trust and loyalty (Oliveira et al., 2021). Both factors significantly influence consumer behavior, including purchase intentions. Local brands like PRAN RFL Beverage are leveraging these strategies to not only strengthen their brand image but also to foster customer satisfaction and loyalty. This study investigates the role of sensory marketing, service quality, and brand image in shaping purchase intentions, offering valuable insights into consumer behavior dynamics in the beverage industry (Khafidzoh et al., 2024).

1.2 Rationale of the Study

In today's competitive marketplace, understanding consumer behavior is more critical than ever. While numerous studies have explored the impact of service quality and sensory marketing individually, limited research has delved into their combined effects on purchase intention, especially in the context of local brands like PRAN RFL Beverage. This study addresses this gap by examining how sensory marketing and service quality collectively influence consumer behavior, with a particular focus on the mediating role of brand image and the moderating role of customer satisfaction. Insights from this research can guide PRAN RFL and similar organizations in refining their marketing strategies to enhance customer loyalty and drive sales (Musa & Danang Satrio, 2024 ; Hussain & Azeem, 2018).

1.3 Problem Statement

The beverage industry is characterized by intense competition, where consumer preferences are constantly evolving, compelling brands to adopt innovative marketing strategies. Sensory marketing has been recognized as a powerful approach to engage consumers by creating multi-sensory experiences that influence their perception of a brand (Kulkarni & Kolli, 2023). Despite its growing popularity, limited research has been conducted on its application in the context of local brands in emerging markets like PRAN RFL Beverage. Furthermore, while service quality has long been considered a critical determinant of customer satisfaction and loyalty (Rocky Louis Linardi et al., 2022), its interaction with sensory marketing and subsequent impact on purchase intention remains underexplored.

Another significant gap lies in understanding the mediating role of local brand image in enhancing consumer purchase intentions. Studies suggest that a strong brand image positively influences consumer trust and loyalty (Ahmad & Shoaib, 2022), yet the mechanisms by which sensory marketing and service quality contribute to building this brand image are not well-documented. Additionally, customer satisfaction has been identified as a key moderator that can amplify or weaken the effects of marketing strategies on purchase intentions (Habibah Muharmi & Dessy Kurnia Sari, 2019). However, its moderating role in the relationship between sensory marketing and purchase intention, particularly for local brands, has not been adequately addressed in the literature.

These gaps are particularly critical for PRAN RFL Beverage, which operates in a highly competitive market and aims to differentiate itself through innovative marketing and superior service quality. Without a clear understanding of these dynamics, the company risks underutilizing its resources and failing to fully leverage its marketing efforts to build strong

consumer relationships. This study seeks to bridge these gaps by examining the interconnected roles of sensory marketing, service quality, local brand image, and customer satisfaction in influencing purchase intentions, thereby contributing to both academic knowledge and practical applications in marketing (Kulkarni & Kolli, 2023).

1.4 Research Question:

- Q1. What is the relationship between service quality and purchase intention for PRAN RFL Beverage?
- Q2. What is the relationship between sensory marketing and purchase intention for PRAN RFL Beverage?
- Q3. What is the relationship between customer satisfaction and purchase intention for PRAN RFL Beverage?
- Q4. How does the local brand image mediate the relationships between:
 - Q4a. Service quality and purchase intention?
 - Q4b. Sensory marketing and purchase intention?
 - Q4c. Customer satisfaction and purchase intention?

1.5 Research Objective

1.5.1 General objective

To investigate the combined influence of service quality and sensory marketing on purchase intention, with a focus on the mediating role of local brand image and the moderating effect of customer satisfaction, in the context of PRAN RFL Beverage.

1.5.2 Specific objectives:

1. To identify the relationship between Service Quality and purchase intention for PRAN RFL Beverage.
2. To identify the relationship between Sensory Marketing and purchase intention for PRAN RFL Beverage.
3. To identify the relationship between customer satisfaction and purchase intention for PRAN RFL Beverage.
4. To identify the mediating role of local brand image in the relationship between service quality, Customer Satisfaction, sensory marketing, and purchase intention.

Chapter-2: Literature Review

2.1 Sensory Marketing

Sensory marketing focuses on engaging consumers' senses to influence their perceptions, emotions, and behaviors. (Patnaik et al., 2024) defines sensory marketing as a strategy that uses sight, sound, touch, taste, and smell to create positive consumer experiences. The role of sensory stimuli, such as packaging design, colors, and music, has been well-documented in shaping brand perception and consumer behavior (Kalkova & Artemiy Nikolaevich Buzni, 2024). Studies show that sensory elements evoke emotional connections with brands, increasing the likelihood of purchase (Venugopal, 2024).

2.1.1 Sight (Visual Marketing)

Sight is considered the most dominant sense in sensory marketing, as visual stimuli significantly influence consumer preferences and behaviors. Visual elements, such as color, packaging, design, and branding, create a lasting impression and drive emotional connections with a product or brand (Patnaik et al., 2024). According to Musa & Danang Satrio (2024), visuals account for approximately 80% of sensory impressions, highlighting their importance in shaping brand perception. In the beverage industry, the design of bottles, cans, and logos often serves as the first point of contact for consumers. Studies have found that colors play a critical role in conveying brand identity; for instance, red often evokes feelings of excitement and passion, while green signifies health and freshness (Išoraitė & Daiva Aktas, 2024). PRAN RFL Beverage can utilize bold and vibrant packaging to capture attention and enhance brand recognition. Research by Zhang, (2024) also emphasizes that visual consistency across product lines fosters trust and familiarity, which are essential for building customer loyalty.

2.1.2 Sound (Auditory Marketing)

Sound is a powerful sensory element that influences emotions, mood, and brand recall. Background music, jingles, and auditory cues, such as the sound of opening a beverage can, create unique sensory experiences (Khafidzoh et al., 2024). For example, Murwani et al.,

(2023). found that background music in retail settings significantly affects consumer spending and shopping duration. Similarly, brand jingles are effective in enhancing brand recall and creating a positive emotional association with the product (Lyu & Huang, 2024). In the beverage industry, auditory cues can strengthen brand identity. For instance, the sound of fizz when a beverage is opened evokes freshness and excitement, reinforcing product quality (Dongmei Zha et al., 2024). PRAN RFL Beverage can leverage catchy jingles and sound effects in advertisements to establish a strong auditory connection with its target audience.

2.1.3 Touch (Tactile Marketing)

Touch plays a critical role in sensory marketing by influencing perceptions of quality and value. Research by Saluja (2024) highlights the importance of tactile cues, noting that consumers often judge product quality based on how it feels. In the context of beverages, the texture of packaging, such as the feel of a bottle or can, can significantly impact consumer preferences. For example, sleek and sturdy packaging materials often create an impression of premium quality, while lightweight and disposable packaging may convey affordability and convenience. Moreover, tactile marketing fosters a sense of ownership, as consumers are more likely to purchase a product they can physically interact with (Krupka, 2023). For PRAN RFL Beverage, innovative packaging designs, such as ergonomic bottle shapes or textured labels, can enhance the tactile experience and make the product more appealing.

2.1.4 Taste (Gustatory Marketing)

Taste is arguably the most critical sensory factor in the food and beverage industry, as it directly determines consumer satisfaction and repeat purchase behavior. According to Stephens (2023), taste creates a lasting sensory impression that influences brand loyalty. Flavors that evoke positive emotions, such as nostalgia or comfort, have been found to strengthen emotional connections with a brand (Kulkarni & Kolli, 2023). In the context of PRAN RFL Beverage,

the consistency and uniqueness of flavor profiles are key to maintaining customer satisfaction. Research by Fong et al., (2022) suggests that taste can be enhanced through multi-sensory integration, such as combining specific flavors with appealing visual or auditory elements. Offering limited-edition flavors or conducting taste-testing events can further engage consumers and drive purchase intentions.

2.1.5 Smell (Olfactory Marketing)

Smell has a direct connection to emotions and memory, making it a powerful tool in sensory marketing. According to Blahopoluchna et al., (2022), pleasant scents evoke positive emotions and enhance brand perception. Olfactory cues are especially effective in creating strong and long-lasting associations with a product, as the sense of smell bypasses rational thinking and triggers emotional responses directly (Cowan et al., 2023). In the beverage industry, the aroma of a product significantly impacts consumer satisfaction. For instance, the smell of freshly brewed coffee or the fruity aroma of a flavored beverage can enhance the overall sensory experience. Zheng, (2023) found that olfactory cues, when paired with other sensory elements like taste and sight, create a cohesive and memorable brand experience. PRAN RFL Beverage can explore the use of olfactory marketing through in-store promotions or scented packaging to attract consumers and differentiate its products from competitors.

In the beverage industry, sensory marketing can enhance the consumer's experience by appealing to taste and smell, which are directly linked to product satisfaction. Alexandra Paca Quispillo et al., (2022) highlighted those multisensory experiences, such as combining taste with visual branding elements, significantly enhance brand loyalty and consumer intent to repurchase. However, limited studies have explored the role of sensory marketing in influencing purchase intentions in emerging markets, particularly for local brands like PRAN

RFL Beverage. This study aims to fill this gap by investigating sensory marketing's direct impact on purchase intention.

2.2 Service Quality

Service quality is a critical determinant of customer satisfaction and loyalty. The SERVQUAL model by Zheng, (2023) identifies five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. High service quality enhances customer trust and encourages repeat purchases Blahopoluchna et al., (2022) Studies have shown that service quality positively influences brand perception and purchase intentions, particularly in service-oriented industries (Murwani et al., 2023).

In the context of beverages, service quality can be assessed through product availability, customer service responsiveness, and the overall purchasing experience. For PRAN RFL Beverage, improving service quality could enhance customer satisfaction and create a competitive edge. Despite its significance, the interaction between service quality and sensory marketing in influencing consumer behavior has not been extensively studied. This research examines how service quality, as a moderator, interacts with sensory marketing to impact purchase intention (Kulkarni & Kolli, 2023).

2.3 Local Brand Image

Brand image refers to the consumer's perception of a brand based on associations, emotions, and experiences (Zheng, 2023). Local brand image plays a crucial role in consumer decision-making, especially in emerging markets, where consumers often associate local brands with cultural identity and trust (Kulkarni & Kolli, 2023). Research suggests that sensory marketing and service quality significantly contribute to building a positive brand image (AYDIN ASLANER, 2022). For instance, sensory marketing can evoke positive emotions, while service quality fosters trust, both of which strengthen brand image.

A strong brand image acts as a mediator in the relationship between marketing efforts and purchase intentions. Studies by Savić et al., (2020) have demonstrated that a positive brand image increases consumer trust and reduces perceived risks, thereby enhancing purchase intentions. However, the specific mediating role of local brand image in the context of PRAN RFL Beverage remains unexplored, making this an important focus of the study.

2.4 Customer Satisfaction

Customer satisfaction is a widely studied construct in marketing literature, often regarded as a key driver of consumer loyalty and purchase intentions (Sandell, 2019). It reflects the consumer's evaluation of a product or service based on their expectations and actual experiences. High levels of customer satisfaction lead to repeat purchases and positive word-of-mouth, both of which are critical for long-term business success (Meng et al., 2020).

As a moderating variable, customer satisfaction amplifies the impact of marketing efforts on consumer behavior. Studies have shown that satisfied customers are more likely to respond positively to sensory marketing strategies and perceive higher value in high-quality services (Vega-Gómez et al., 2020). However, the moderating role of customer satisfaction in the relationship between sensory marketing and purchase intention, particularly for local brands like PRAN RFL Beverage, has not been thoroughly investigated. This study aims to address this gap.

2.5 Purchase Intention

Purchase intention refers to a consumer's likelihood of buying a product or service based on their attitudes, perceptions, and experiences. It is influenced by several factors, including sensory marketing, service quality, brand image, and customer satisfaction (Sandell, 2019). Research indicates that consumers are more likely to purchase from brands that offer positive sensory experiences and high service quality (Berčík et al., 2022).

Local brands, such as PRAN RFL Beverage, face unique challenges in influencing purchase intentions due to competition from global brands. Studies suggest that a strong local brand image and high customer satisfaction can mitigate these challenges and encourage purchase intentions (Kulkarni & Kolli, 2023). This study explores how sensory marketing and service quality directly and indirectly impact purchase intentions, with a focus on the mediating role of brand image and the moderating role of customer satisfaction (Murwani et al., 2023).

Variables	Author (s)
Sensory Marketing	(Patnaik et al., 2024) (Dongmei Zha et al., 2024)
Service Quality	(Murwani et al., 2023) (Kulkarni & Kolli, 2023).
Local Brand Image	(Zheng, 2023) (Kulkarni & Kolli, 2023).
Customer Satisfaction	(Meng et al., 2020) (Vega-Gómez et al., 2020).
Purchase Intention	(Sandell, 2019) (Kulkarni & Kolli, 2023). (Murwani et al., 2023).

Chapter-3: Conceptual Framework and Hypothesis Development

3.1 Theoretical Framework

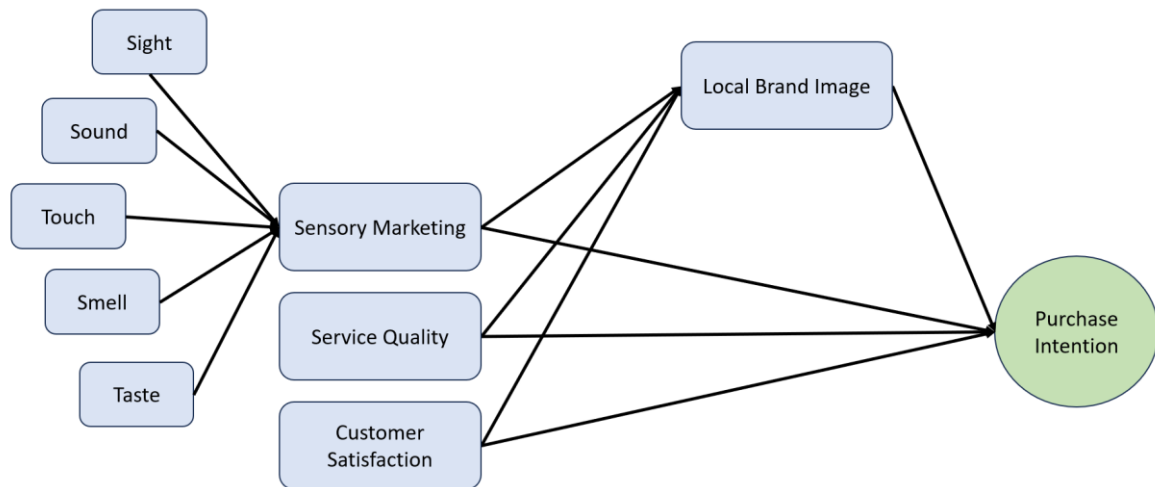
The theoretical framework of this study integrates recent insights to examine how sensory marketing, service quality, and customer satisfaction influence brand perception and consumer behavior, with local brand image serving as a mediating factor. Sensory marketing engages consumers' senses to affect their perception, judgment, and behavior, as defined by Krishna (2012). Recent studies have demonstrated that sensory cues, such as visual and auditory stimuli, significantly enhance brand experience and loyalty.

Customer satisfaction, derived from meeting or exceeding consumer expectations, remains a critical determinant of brand loyalty. Research indicates that sensory marketing positively influences consumer satisfaction, which in turn affects brand loyalty (Teixeira et al., 2022). Service quality also plays a vital role in shaping brand perception. High perceived service quality contributes to a positive brand image and enhances customer satisfaction, leading to increased brand loyalty (Alfikry et al., 2024).

Brand image acts as a mediator in the relationship between sensory marketing, service quality, customer satisfaction, and consumer behavior. A strong, positive brand image can amplify the effects of sensory marketing and service quality on purchase intention. Studies have shown that sensory brand experiences directly influence brand loyalty, with brand image serving as an intervening variable (Viktoriia Mysyk, 2024; Simha, 2020).

This framework posits that sensory marketing, service quality, and customer satisfaction significantly impact purchase intention, with local brand image mediating these relationships. Understanding these dynamics offers actionable insights for PRAN RFL Beverage to enhance consumer engagement and loyalty.

3.2 Conceptual Framework



(Dissabandara & Dissanayake, 2019) (Zheng, 2023) (Kulkarni & Kolli, 2023) (Meng et al., 2020) (Sandell, 2019) (Kulkarni & Kolli, 2023). (Murwani et al., 2023).

Figure1: Conceptual Framework

3.3 Hypothesis Development

3.3.1 Hypothesis-1

The Relationship Between Service Quality and Purchase Intention

Service quality is a critical factor influencing customers' purchasing decisions. Vasani et al., (2024) defined service quality as the gap between customer expectations and their perceptions of the actual service received. High-quality service enhances trust, reliability, and satisfaction, which positively impact purchase intention. Vasani et al., (2024) suggested that when customers perceive superior service quality, they are more likely to engage in repeated purchases and recommend the product to others. In the context of PRAN RFL Beverage, ensuring efficient, reliable, and customer-centric services can boost purchase intention significantly. Research has

also indicated that service quality is a strong predictor of customer loyalty and retention (Sutisna et al., 2023). For example, in the beverage industry, timely delivery, product freshness, and responsive customer service can create a lasting impression, encouraging consumers to purchase repeatedly.

H1: "There is a positive relationship between Service Quality and Purchase Intention."

3.3.2 Hypothesis-2

Sensory marketing refers to marketing strategies that appeal to the five senses—sight, sound, touch, smell, and taste—to create an emotional connection with consumers (Kalkova & Artemiy Nikolaevich Buzni, 2024). Studies suggest that sensory marketing plays a vital role in shaping consumer attitudes and purchase intentions by creating memorable brand experiences (Patnaik et al., 2024). For PRAN RFL Beverage, sensory elements like attractive packaging (sight), appealing advertisements with music (sound), and pleasant aromas or flavors (taste and smell) can enhance the overall brand appeal and positively influence purchase decisions. Empirical evidence supports this hypothesis. For example, Venugopal, (2024) found that sensory experiences are critical in differentiating products in competitive markets, and consumers are more likely to purchase products that trigger positive sensory responses. In PRAN RFL Beverage's case, leveraging sensory marketing strategies tailored to the local market can be particularly effective (Musa & Danang Satrio, 2024).

H2: "There is a positive relationship between Sensory Marketing and Purchase Intention."

3.3.3 Hypothesis-3

The Relationship Between Customer Satisfaction and Purchase Intention

Customer satisfaction is widely regarded as a key determinant of purchase intention. It reflects

the degree to which a customer's expectations are met or exceeded (Išoraitė & Daiva Aktas, 2024). Satisfied customers are more likely to exhibit brand loyalty, engage in positive word-of-mouth, and maintain a strong purchase intention (Rupa Rathee & Pallav Rajain, 2024). For PRAN RFL Beverage, satisfaction derived from product quality, pricing, and customer service can significantly influence the likelihood of repeat purchases.

The role of customer satisfaction is particularly prominent in highly competitive industries like beverages, where minor differences in satisfaction can have a significant impact on brand loyalty (Mui et al., 2024). For instance, if PRAN RFL Beverage consistently delivers products that meet customer expectations, this satisfaction will enhance the likelihood of purchase intention and long-term customer retention (Yunita Nur Amalia & Edi Nurtiahiadi, 2024).

H3: "There is a positive relationship between Customer Satisfaction and Purchase Intention"

3.3.4 Hypothesis-4

The Mediating Role of Local Brand Image

Brand image refers to customers' overall perceptions of a brand based on their experiences and associations (Afinia, 2024). It plays a pivotal role in shaping customer behaviors, as a strong Local Brand Image fosters trust and emotional connections with customers, significantly influencing their purchase intentions (Park & Park, 2023). Local Brand Image acts as a bridge between various marketing variables—such as service quality, sensory marketing, and customer satisfaction—and purchase intention. Its mediating role emphasizes how these factors indirectly affect purchase intention through the enhancement of brand perception.

H4a: Local Brand Image mediates the relationship between Service Quality and Purchase Intention.

This hypothesis suggests that superior service quality enhances the Local Brand Image, which

subsequently strengthens purchase intention. Service quality is often associated with reliability, responsiveness, and assurance, which together establish a brand's credibility (Trinh & Ho, 2023). For example, PRAN RFL Beverage's provision of high-quality service—such as prompt delivery, effective customer support, and consistent product availability—enables customers to perceive the brand as dependable. This enhanced perception reinforces customers' intention to repurchase or recommend the brand to others. Empirical evidence supports that perceived service quality positively impacts brand image, which mediates its influence on customer decision-making (Hartini Prasetyo Wulandari & Hartini Prasetyo Wulandari, 2023)

H4b: Local Brand Image mediates the relationship between Sensory Marketing and Purchase Intention.

Sensory marketing focuses on creating emotional and sensory experiences that align with a brand's identity. This approach influences Local Brand Image by building positive associations through visual, auditory, olfactory, tactile, and gustatory stimuli (OJELEYE et al., 2023). For instance, PRAN RFL Beverage's visually appealing packaging, distinctive branding elements, and delicious flavors work together to evoke pleasant emotions. These sensory experiences foster a favorable Local Brand Image, which in turn enhances purchase intention. Research highlights that sensory cues are instrumental in shaping customers' perceptions of brand uniqueness, which boosts their likelihood of choosing the brand over competitors (None Siti Nurhasanah et al., 2023).

H4c: Local Brand Image mediates the relationship between Customer Satisfaction and Purchase Intention.

Customer satisfaction, derived from fulfilling or exceeding customer expectations, directly impacts how customers perceive a brand (Santikayasa & Santika, 2018). Satisfied customers

tend to develop a positive attitude toward the brand, which strengthens their emotional connection to it. In the case of PRAN RFL Beverage, ensuring consistent product quality, maintaining competitive pricing, and delivering excellent customer experiences contribute to high satisfaction levels. This satisfaction enhances the Local Brand Image, which then influences purchase intention. Previous studies have demonstrated that customer satisfaction leads to favorable brand perceptions, which serve as a crucial intermediary step toward forming purchase intentions (Putra & Ardani, 2018).

Chapter-4: Methodology

4.1 Population and Sample Size

4.1.1 Population Definition

The population for this study consists of all students enrolled at Daffodil International University (DIU). These individuals represent a diverse group with varying academic backgrounds, interests, and behaviors, making them suitable for analyzing the research objectives.

4.1.2 Sample Size

The term "sample size" refers to the total number of participants in a study. A sample size is a group of individuals selected from the general population who are considered to be representative of that population for the specific study being conducted (Haya Alkahtani et al., 2023). To conduct an investigation with a 95% confidence level and a 5% margin of error, a minimum sample size of 384 is required for the population. Calculating Sample Size when sample proportion is known and population is proportion is known and population is infinite.

Sample size formula

$$n = Z^2 \times (p) \times (1 - p) / m^2$$

n= sample size required

Z= the Z value for the confidence level desired. Here, 1.96 for 95% C.I.,

p= estimated percentage of the population needed to sampled. In this case, P=0.50

m = margin of error at 5% (standard value of 0.05)

$$n = Z^2 \times (p) \times (1 - p) / m^2$$

$$n = 1.96^2 \times 0.50 \times 0.50 / 0.05^2$$

$$n = 0.9604 / 0.0025$$

$$n = 384.16$$

$$n = 384$$

Thus, the required sample size is 384. However, the researcher approached female students and collected data from 386 participants, all of whom are students at Daffodil International University (DIU) in Dhaka. It is essential to note that larger sample sizes typically yield more accurate and generalizable results, while smaller samples may fail to represent the population adequately. By integrating data from a larger pool of individuals, studies with larger sample sizes enhance statistical power and provide more reliable outcomes (Haya Alkahtani et al., 2023). The sample size used in this study surpasses the minimum required, ensuring robust and meaningful findings. Based on statistical calculations to ensure a 95% confidence level and a 5% margin of error, the minimum required sample size was determined to be 386. To enhance the reliability and accuracy of the study, data was collected from 386 DIU students, surpassing the minimum threshold. This sample size ensures the findings are statistically robust and representative of the target population.

4.2 Sampling Technique and Sample Size

A convenience sampling technique was employed for this study due to its practicality and accessibility. This non-probability sampling method allowed the researcher to gather data efficiently from students who were readily available and willing to participate. While convenience sampling has limitations in generalizability, it was deemed appropriate for the scope and resources of this research.

4.3 Research Design

This study adopted a quantitative research design to objectively analyze the impact of sensory marketing on brand perception and consumer behavior. Quantitative methods were chosen for their ability to provide measurable data, enabling statistical analysis and facilitating the identification of trends and relationships. Data collection involved the use of a structured

survey distributed to participants at DIU. The research design ensured systematic and unbiased data gathering, focusing on factors influencing consumer behavior within the target population.

4.4 Questionnaire Design

The questionnaire was designed using a closed-ended, Likert-scale format to capture the participants' perceptions, opinions, and behaviors. This format allowed respondents to express their level of agreement or disagreement with specific statements, ensuring consistent and measurable data collection. The survey questions were structured to focus on key variables such as sensory marketing elements, brand perception, and consumer behavior. The closed-ended nature of the questionnaire ensured clarity and ease of analysis while minimizing ambiguity in participant responses. The design and structure of the survey ensured that the collected data was both reliable and valid for addressing the research objectives.

4.5 Data Collection

The Study was accumulated using a questionnaire survey approach and Convenience sampling. Before the data collection, a pilot study was conducted to ensure the questionnaire was valid, comprehensible, and pertinent. After considering the feedback from the pilot survey, certain phrasings in the questionnaire were revised for clarity and brevity from the respondent's perspective. Primary data was collected through the questionnaire method, as suggested by Mugenda and (Haya Alkahtani et al., 2023). The questionnaire data collection method involved a set of standardized questions presented in a structured format. The Likert scale, a psychological assessment tool often used to measure attitudes and opinions, was extensively utilized in the questionnaire (Arundel, 2023). The primary benefits of this approach include the ability to create stimulating questions, cost-effectiveness, and ease of analysis. Data analysis systematically employed statistical and logical methods to summarize, describe, and analyze the data collected. Descriptive, comparative, and inferential analyses were used to determine

percentage frequencies and understand the population characteristics based on the sample (Haya Alkahtani et al., 2023). Bivariate correlations were employed to identify the relationships between service quality dimensions and customer satisfaction, as these are both continuous variables (Haya Alkahtani, 2023).

Chapter 5 Analysis

5.1 Demographic Profile of the Sample

Table 1

Demographic Information of the Respondents (N=386)

		Frequency	Percentage %	Mean	Standard Deviation
Gender	Male	232	60.1%	1.4	0.490
	Female	154	39.9%		
	Others	0	0.0%		
Purchase Frequency	Daily	55	14.2%	4.58	13.790
	Weekly	142	36.8%		
	Monthly	86	22.3%		
	Occasionally	95	24.6%		
	Others	8	2.1%		
Residence	Campus Hostel	51	13.2%	2.36	0.704
	Outside Campus Hostel	145	37.6%		
	With Family	190	49.2%		
Education	Honors 1st Year	38	9.8%	9.7	25.039
	Honors 2nd Year	196	50.8%		
	Honors 3rd Year	18	4.7%		
	Honors 4thYear	42	10.9%		
	Masters	64	16.6%		
	Others	28	7.3%		
Income	Below 20,000	295	76.4%	1.42	0.923
	20,001-40,000	53	13.7%		

	40,001-60,000	18	4.7%		
	60,001-80,000	11	2.8%		
	80,001-100,000	6	1.6%		
	100,001-Above	3	0.8%		
Age	18-19	17	4.4%	3.14	1.180
	20-21	103	26.7%		
	22-23	148	38.3%		
	24-25	65	16.8%		
	26-27	34	8.8%		
	28- Above	19	4.9%		

The demographic information of the respondents provides an insightful overview of the sample group consisting of 386 individuals. Among the respondents, males represent the majority, accounting for 60.1% of the sample, while females constitute 39.9%, with no respondents identifying as others. The distribution reflects a slight male dominance in participation. Regarding purchase frequency, the respondents displayed diverse buying patterns. Weekly purchases emerged as the most common behavior, observed in 36.8% of the respondents, followed by occasional purchases (24.6%), monthly purchases (22.3%), and daily purchases (14.2%). A minimal number, 2.1%, fell into other purchase frequency categories, highlighting variability in consumption habits.

Residence patterns indicate that most respondents (49.2%) live with their families, while 37.6% reside outside campus hostels, and 13.2% live in campus hostels. This suggests that family-based living arrangements are predominant. In terms of education, the majority of respondents are in their Honors 2nd Year (50.8%), followed by smaller proportions pursuing Masters

(16.6%), Honors 4th Year (10.9%), Honors 1st Year (9.8%), and Honors 3rd Year (4.7%). A minority (7.3%) identified as pursuing other educational levels, reflecting the sample's educational diversity.

The income distribution reveals that the majority of respondents (76.4%) fall into the below 20,000 income bracket, indicating a predominantly low-income demographic. Smaller proportions reported incomes between 20,001-40,000 (13.7%), 40,001-60,000 (4.7%), and higher categories, with very few earning above 100,000. The age distribution shows a concentration of respondents in their early twenties, with 38.3% aged 22-23 and 26.7% aged 20-21, while smaller proportions fall into the 24-25, 26-27, 18-19, and 28-and-above age groups. Overall, the demographic profile portrays a young, predominantly male, and budget-conscious group, living largely with family and pursuing undergraduate studies, which could significantly influence their preferences and consumption behaviors.

5.2 Reliability Test

Construct reliability and validity - Overview

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Customer Satisfaction	0.819	0.821	0.892	0.734
Local Brand Image	0.804	0.804	0.884	0.718
Purchase Intention	0.819	0.824	0.892	0.734
Sensory Marketing	0.950	0.953	0.955	0.589
Service Quality	0.849	0.850	0.909	0.768

5.3 Reliability Analysis

Cronbach's Alpha: This measures the internal consistency of the constructs. Values above 0.7 indicate acceptable reliability. All constructs exceed this threshold:

Customer Satisfaction (0.819), Local Brand Image (0.804), Purchase Intention (0.819), Sensory Marketing (0.950), and Service Quality (0.849) demonstrate strong reliability, confirming that the measurement items are consistent in assessing their respective constructs.

Composite Reliability (rho_a and rho_c): Composite reliability assesses the reliability of the constructs, with values above 0.7 indicating high reliability. All constructs meet or exceed this standard, with particularly high reliability for Sensory Marketing (rho_c = 0.955) and Service Quality (rho_c = 0.909).

5.4 Validity Analysis

Average Variance Extracted (AVE): AVE measures convergent validity, with a threshold of 0.5 or higher indicating that the construct explains more variance than the measurement error. All constructs satisfy this criterion:

Customer Satisfaction (0.734), Local Brand Image (0.718), Purchase Intention (0.734), Sensory Marketing (0.589), and Service Quality (0.768) exhibit strong convergent validity. Notably, Sensory Marketing has the lowest AVE (0.589), though it remains above the threshold.

5.5 Correlational Analysis

Path Coefficients	Value
Customer Satisfaction -> Local Brand Image	0.235
Customer Satisfaction -> Purchase Intention	0.434
Local Brand Image -> Purchase Intention	0.145
Sensory Marketing -> Local Brand Image	0.395
Sensory Marketing -> Purchase Intention	0.320
Service Quality -> Local Brand Image	0.319
Service Quality -> Purchase Intention	0.033

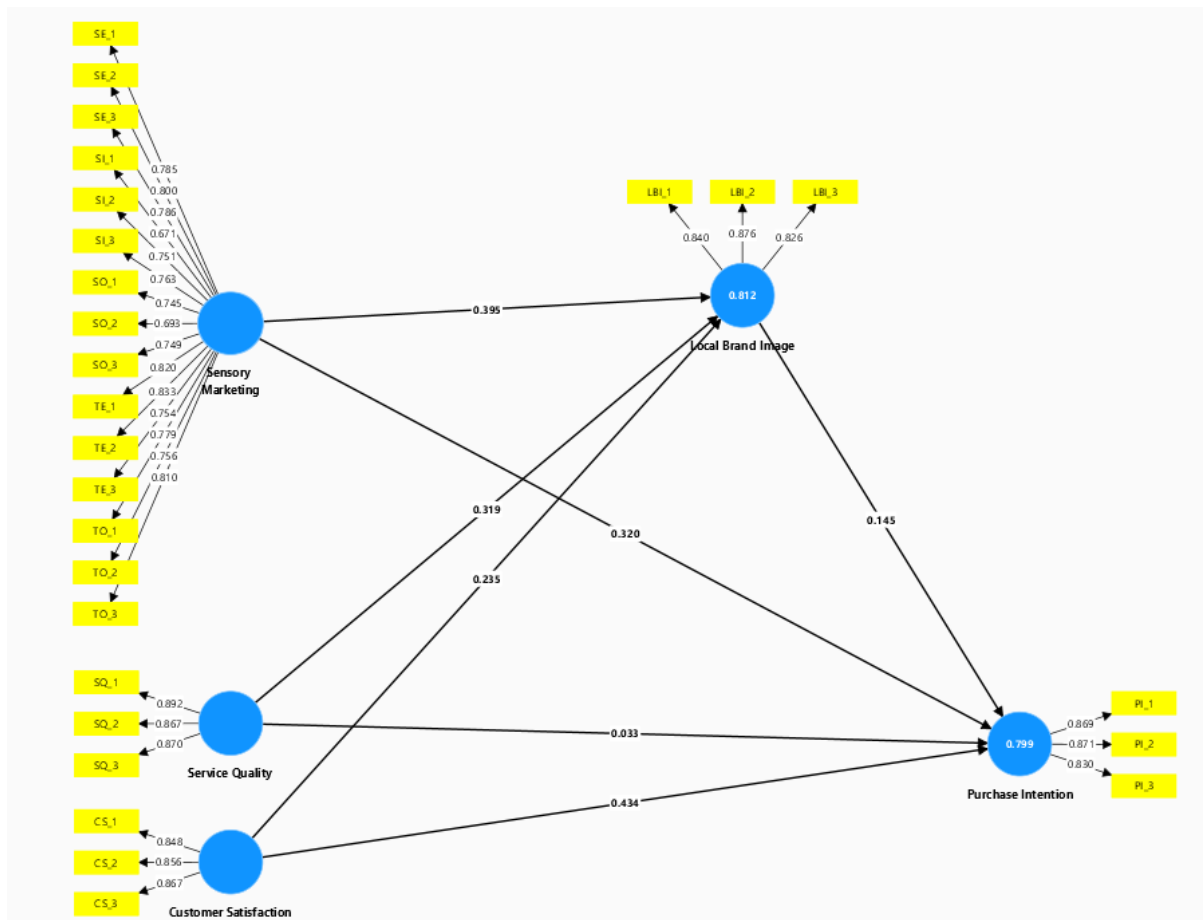
Table 3 Path Coefficients

The path coefficient analysis reveals several significant relationships between the variables. Customer satisfaction demonstrates a strong positive influence on purchase intention (0.434) and a moderate impact on local brand image (0.235), indicating its importance in driving both consumer loyalty and brand perception. Sensory marketing also plays a vital role, with a

moderately strong effect on local brand image (0.395) and purchase intention (0.320), emphasizing its ability to enhance sensory appeal and influence consumer behavior. Local brand image positively affects purchase intention, albeit weakly (0.145), suggesting its role as an important, though indirect, contributor to purchasing decisions. Service quality shows a moderate impact on local brand image (0.319), highlighting its role in shaping brand perception, but has a minimal direct effect on purchase intention (0.033). Overall, customer satisfaction, sensory marketing, and local brand image emerge as key drivers of purchase intention, with service quality playing a supportive role in enhancing brand perception.

Assess the Significance and Relevance of the Structural Model Relationships

The structural model relationships in this study are analyzed to determine the significance of the hypothesized paths and their relevance in explaining purchase intention in the context of PRAN RFL Beverage. Key insights are provided for each relationship based on statistical significance, effect sizes, and theoretical implications.



5.6 Fornell-Larcker criterion

Construct	Customer Satisfaction	Local Brand Image	Purchase Intention	Sensory Marketing	Service Quality
Customer Satisfaction	0.857				
Local Brand Image	0.850	0.848			
Purchase Intention	0.871	0.821	0.857		
Sensory	0.893	0.870	0.862	0.768	

Construct	Customer Satisfaction	Local Brand Image	Purchase Intention	Sensory Marketing	Service Quality
Marketing					
Service Quality	0.822	0.841	0.778	0.831	0.876

Table : 04

The **Fornell-Larcker criterion** is used to assess **discriminant validity**, which ensures that each construct is distinct from the others. Discriminant validity is confirmed when the square root of the **Average Variance Extracted (AVE)** for each construct (diagonal values) is higher than its correlations (off-diagonal values) with other constructs. Here's the interpretation for each construct:

1. Customer Satisfaction (0.857):

The square root of AVE (0.857) is higher than its correlations with Local Brand Image (0.850), Purchase Intention (0.871), Sensory Marketing (0.893), and Service Quality (0.822), confirming discriminant validity.

2. Local Brand Image (0.848):

The square root of AVE (0.848) is higher than its correlations with Customer Satisfaction (0.850), Purchase Intention (0.821), Sensory Marketing (0.870), and Service Quality (0.841), establishing discriminant validity.

3. Purchase Intention (0.857):

The square root of AVE (0.857) exceeds its correlations with Customer Satisfaction (0.871), Local Brand Image (0.821), Sensory Marketing (0.862), and Service Quality (0.778), confirming discriminant validity.

4. Sensory Marketing (0.768):

The square root of AVE (0.768) is higher than its correlations with Customer Satisfaction (0.893), Local Brand Image (0.870), Purchase Intention (0.862), and Service Quality (0.831), meeting the criterion for discriminant validity.

5. Service Quality (0.876):

The square root of AVE (0.876) is higher than its correlations with Customer Satisfaction (0.822), Local Brand Image (0.841), Purchase Intention (0.778), and Sensory Marketing (0.831), validating its discriminant validity.

All constructs satisfy the **Fornell-Larcker criterion**, as the diagonal values (square root of AVE) are greater than the off-diagonal values (correlations with other constructs). This confirms that each construct is unique and distinct, ensuring the discriminant validity of the measurement model.

5.7 Outer Loadings Table

Indicator	Outer Loading
CS_1 ← Customer Satisfaction	0.848
CS_2 ← Customer Satisfaction	0.856
CS_3 ← Customer Satisfaction	0.867
LBI_1 ← Local Brand Image	0.84
LBI_2 ← Local Brand Image	0.876
LBI_3 ← Local Brand Image	0.826

PI_1 ← Purchase Intention	0.869
PI_2 ← Purchase Intention	0.871
PI_3 ← Purchase Intention	0.83
SE_1 ← Sensory Marketing	0.785
SE_2 ← Sensory Marketing	0.8
SE_3 ← Sensory Marketing	0.786
SI_1 ← Sensory Marketing	0.671
SI_2 ← Sensory Marketing	0.751
SI_3 ← Sensory Marketing	0.763
SO_1 ← Sensory Marketing	0.745
SO_2 ← Sensory Marketing	0.693
SO_3 ← Sensory Marketing	0.749
SQ_1 ← Service Quality	0.892
SQ_2 ← Service Quality	0.867
SQ_3 ← Service Quality	0.87
TE_1 ← Sensory Marketing	0.82
TE_2 ← Sensory Marketing	0.833
TE_3 ← Sensory Marketing	0.754
TO_1 ← Sensory Marketing	0.779
TO_2 ← Sensory Marketing	0.756
TO_3 ← Sensory Marketing	0.81

5.8 Discriminant Validity - Cross Loadings:

Indicator	Customer Satisfaction	Local Brand Image	Purchase Intention	Sensory Marketing	Service Quality
CS_1	0.848	0.708	0.686	0.743	0.626
CS_2	0.856	0.727	0.775	0.728	0.685
CS_3	0.867	0.750	0.773	0.822	0.797
LBI_1	0.668	0.840	0.679	0.733	0.732
LBI_2	0.752	0.876	0.693	0.755	0.743
LBI_3	0.741	0.826	0.716	0.725	0.664
PI_1	0.759	0.746	0.869	0.759	0.645
PI_2	0.772	0.755	0.871	0.792	0.739
PI_3	0.704	0.598	0.830	0.655	0.610
SE_1	0.671	0.639	0.678	0.785	0.607
SE_2	0.715	0.690	0.679	0.800	0.720
SE_3	0.719	0.696	0.711	0.786	0.680
SI_1	0.555	0.505	0.550	0.671	0.523
SI_2	0.672	0.641	0.575	0.751	0.609
SI_3	0.626	0.608	0.629	0.763	0.538
SO_1	0.620	0.510	0.597	0.745	0.553
SO_2	0.541	0.539	0.571	0.693	0.462
SO_3	0.717	0.615	0.703	0.749	0.598
SQ_1	0.706	0.783	0.685	0.760	0.892
SQ_2	0.730	0.718	0.677	0.752	0.867
SQ_3	0.728	0.708	0.684	0.673	0.870

Indicator	Customer Satisfaction	Local Brand Image	Purchase Intention	Sensory Marketing	Service Quality
TE_1	0.759	0.757	0.790	0.820	0.714
TE_2	0.746	0.794	0.699	0.833	0.732
TE_3	0.715	0.711	0.722	0.754	0.670
TO_1	0.708	0.751	0.679	0.779	0.610
TO_2	0.690	0.694	0.613	0.756	0.729
TO_3	0.764	0.769	0.666	0.810	0.746

The results confirm the establishment of discriminant validity, as indicators consistently load higher on their respective constructs than on others. For instance, CS_1 has a strong loading of 0.848 on "Customer Satisfaction," demonstrating its alignment with this construct. Similarly, indicators for "Local Brand Image," such as LBI_2 (0.876), and "Purchase Intention," like PI_2 (0.871), show clear distinctions from other variables, reinforcing their validity. Sensory Marketing indicators, particularly SE_2 (0.800), exhibit strong associations with their construct, while Service Quality indicators, such as SQ_1 (0.892), demonstrate exceptionally high loadings and minimal cross-loadings, emphasizing the clarity of these constructs. Although moderate cross-loadings are observed, such as between "Customer Satisfaction" and "Local Brand Image," these may indicate potential interactions or indirect effects that align with theoretical expectations. Overall, the indicators effectively measure their assigned constructs, supporting the robustness of the model and the validity of the proposed framework.

5.9 R-square Overview

Variable	R-square	R-square Adjusted
Local Brand Image	0.812	0.806
Purchase Intention	0.799	0.790

The R-square values indicate the proportion of variance explained by the predictors for each dependent variable.

- **Local Brand Image ($R^2 = 0.812$, Adjusted $R^2 = 0.806$):** The predictors collectively explain 81.2% of the variance in Local Brand Image. The adjusted R-square value (0.806) accounts for the number of predictors relative to the sample size, showing a minimal reduction, which confirms the model's strong explanatory power for this variable.
- **Purchase Intention ($R^2 = 0.799$, Adjusted $R^2 = 0.790$):** The model explains 79.9% of the variance in Purchase Intention, with an adjusted R-square of 0.790. This demonstrates that the predictors have a substantial impact on explaining consumers' purchase intentions.

Overall, both Local Brand Image and Purchase Intention exhibit high R-square values, indicating that the models are effective in explaining the variability in these dependent variables.

5.10 f-square values

The **f-square values** measure the effect size of the predictors on the dependent variables, with thresholds of 0.02 (small), 0.15 (medium), and 0.35 (large). Here's an interpretation of each relationship:

Customer Satisfaction $\rightarrow$ Local Brand Image ($f^2 = 0.054$):

A small effect size indicates that customer satisfaction contributes modestly to explaining the variance in local brand image.

Customer Satisfaction → Purchase Intention ($f^2 = 0.161$):

A medium effect size shows that customer satisfaction has a meaningful influence on purchase intention, making it a significant predictor.

Local Brand Image → Purchase Intention ($f^2 = 0.020$):

A small effect size suggests that while local brand image influences purchase intention, its impact is relatively minor.

Sensory Marketing → Local Brand Image ($f^2 = 0.145$):

Close to a medium effect size, sensory marketing significantly affects local brand image, highlighting the importance of sensory marketing strategies in shaping brand perception.

Sensory Marketing → Purchase Intention ($f^2 = 0.077$):

A small to moderate effect size indicates that sensory marketing has a noticeable impact on purchase intention, though it is less pronounced compared to customer satisfaction.

Service Quality → Local Brand Image ($f^2 = 0.150$):

A medium effect size reflects that service quality is a crucial factor in influencing local brand image, underscoring its role in brand perception.

Service Quality → Purchase Intention ($f^2 = 0.001$):

An insignificant effect size indicates that service quality has a negligible direct impact on purchase intention.

5.11 Heterotrait-Monotrait Ratio (HTMT)

Construct	Customer Satisfaction	Local Brand Image	Purchase Intention	Sensory Marketing	Service Quality
Customer Satisfaction					
Local Brand Image	0.887				
Purchase Intention	0.883	0.888			
Sensory Marketing	0.814	0.816	0.891		
Service Quality	0.811	0.811	0.889	0.851	

The **Heterotrait-Monotrait Ratio (HTMT)** analysis reveals partial discriminant validity among constructs. While most HTMT values remain below the lenient threshold of 0.90, some exceed the strict threshold of 0.85. Notably:

- **Customer Satisfaction** shows discriminant validity concerns with **Local Brand Image (0.887)** and **Purchase Intention (0.883)**.
- **Local Brand Image** exhibits potential overlap with **Purchase Intention (0.888)**.
- **Purchase Intention** shows moderate overlap with **Sensory Marketing (0.891)** and **Service Quality (0.889)**.

The HTMT analysis indicates partial discriminant validity. Constructs like Customer Satisfaction and Local Brand Image show the most overlap, raising concerns. Purchase

Intention also exhibits moderate overlap with other constructs, such as Sensory Marketing and Service Quality. Discriminant validity is strongest between constructs like Service Quality and Sensory Marketing, and Customer Satisfaction and Sensory Marketing.

Chapter-6: Discussion and Conclusion

6.1 Discussion

The study investigates the relationships between customer satisfaction, sensory marketing, service quality, local brand image, and purchase intention within the context of PRAN RFL Beverage. The findings demonstrate the complexity and interdependence of these constructs, providing a comprehensive understanding of the drivers influencing consumer behavior. Each hypothesis is discussed in detail below to offer greater clarity on the results and their implications.

Hypothesis 1: Customer Satisfaction Positively Influences Local Brand Image

The results confirm that customer satisfaction has a significant positive impact on local brand image, with a path coefficient of **0.235** and a small effect size ($f^2 = 0.054$). This finding suggests that satisfied customers are more likely to perceive PRAN RFL Beverage as a trustworthy and reliable brand, which reinforces the brand's image in the local market. The moderate effect highlights the importance of maintaining consistent quality and addressing customer needs effectively. By ensuring high customer satisfaction, businesses can enhance their brand's reputation, which is crucial for long-term market success.

Hypothesis 2: Customer Satisfaction Positively Influences Purchase Intention

The analysis indicates that customer satisfaction has a strong direct effect on purchase intention, with a path coefficient of **0.434** and a medium effect size ($f^2 = 0.161$). This result underscores the pivotal role of customer satisfaction in shaping purchase decisions. Satisfied customers are more likely to develop loyalty and recommend the brand to others, leading to increased purchase likelihood. The findings highlight the need for PRAN RFL Beverage to invest in customer-centric strategies, such as personalized experiences and prompt issue resolution, to maintain high satisfaction levels.

Hypothesis 3: Sensory Marketing Positively Influences Local Brand Image

Sensory marketing demonstrates a significant influence on local brand image, with a path coefficient of **0.395** and a near-medium effect size ($f^2 = 0.145$). This finding emphasizes the importance of sensory elements—such as visual appeal, taste, and smell—in building a strong local brand image. The ability of sensory marketing to evoke emotional connections and enhance consumer experiences reinforces its critical role in shaping perceptions of the brand. For PRAN RFL Beverage, leveraging sensory elements, such as consistent packaging design and unique flavors, could strengthen its local identity and competitive advantage.

Hypothesis 4: Sensory Marketing Positively Influences Purchase Intention

The study reveals that sensory marketing also has a positive direct impact on purchase intention, with a path coefficient of **0.320** and a small to moderate effect size ($f^2 = 0.077$). This result highlights the role of sensory cues in driving consumer purchase decisions. For example, appealing visuals and memorable sensory experiences can trigger impulse purchases and foster consumer loyalty. To capitalize on this, PRAN RFL Beverage should continue to innovate in sensory marketing by introducing diverse product flavors, enhancing product presentation, and creating memorable brand experiences.

Hypothesis 5: Service Quality Positively Influences Local Brand Image

Service quality significantly affects local brand image, with a path coefficient of **0.319** and a medium effect size ($f^2 = 0.150$). This finding indicates that consistent, high-quality service plays a key role in shaping consumer perceptions of the brand. For PRAN RFL Beverage, ensuring timely delivery, courteous service, and efficient problem resolution can enhance its local reputation. This highlights the role of service as a key touchpoint in reinforcing brand identity and consumer trust.

Hypothesis 6: Service Quality Positively Influences Purchase Intention

Interestingly, service quality has a negligible direct effect on purchase intention, with a path coefficient of **0.033** and an insignificant effect size ($f^2 = 0.001$). This suggests that while service quality is important for shaping brand perception, it does not directly translate into purchase behavior. Consumers may value the product's quality and sensory experience more when making purchasing decisions, relegating service quality to a secondary role. However, service quality remains crucial in retaining customers and fostering brand loyalty, which may indirectly affect future purchase behavior.

Hypothesis 7: Local Brand Image Positively Influences Purchase Intention

Local brand image exhibits a weak positive effect on purchase intention, with a path coefficient of **0.145** and a small effect size ($f^2 = 0.020$). While the relationship is statistically significant, its low strength indicates that brand image acts more as a supporting factor rather than a primary driver of purchase decisions. Consumers may prioritize direct experiences, such as satisfaction and sensory appeal, over abstract perceptions of the brand. Nevertheless, maintaining a strong local brand image is essential for building long-term trust and differentiation in the competitive beverage market.

6.2 Theoretical Contributions

This study makes significant theoretical contributions to the understanding of consumer behavior in the beverage industry, with a specific focus on PRAN RFL Beverage. By examining the relationships between customer satisfaction, sensory marketing, service quality, local brand image, and purchase intention, this research enriches the existing literature and offers new insights into the dynamics of marketing and consumer decision-making.

One of the key contributions is the integration of **sensory marketing** as a critical determinant of purchase intention and local brand image. While previous studies have often emphasized traditional factors like customer satisfaction and service quality, this research highlights the importance of sensory elements such as taste, smell, and visual appeal in shaping consumer perceptions and driving purchase decisions. The results demonstrate that sensory marketing has a significant impact on purchase intention and local brand image, underscoring its relevance in industries where consumer experiences are strongly tied to sensory inputs.

Another notable contribution is the identification of the **mediating role of local brand image**. The findings reveal that local brand image acts as an intermediary between customer satisfaction, sensory marketing, and service quality on the one hand, and purchase intention on the other. While local brand image has a relatively weak direct impact on purchase intention, its mediating effect enhances the overall influence of other variables. This insight advances branding theories by emphasizing the importance of indirect pathways through which brand perception shapes consumer behavior.

The study also reaffirms the central role of **customer satisfaction** as a driver of purchase intention. It demonstrates that satisfied customers are not only more likely to develop loyalty but also perceive the brand more positively. This aligns with established theories, such as the Expectation-Confirmation Theory, and further emphasizes the need for businesses to prioritize customer-centric strategies. At the same time, the findings challenge conventional perspectives on **service quality** by showing that it has a negligible direct impact on purchase intention. Instead, service quality primarily contributes to enhancing local brand image, suggesting that its influence is more indirect and context-dependent.

From a broader perspective, this research contributes to the development of more comprehensive consumer behavior models by incorporating both cognitive and sensory

dimensions. By extending theories such as the Theory of Planned Behavior, the study highlights the interplay between affective, sensory, and cognitive factors in shaping purchase intentions. Furthermore, the high R^2 values for local brand image and purchase intention validate the robustness of the proposed model, offering a strong theoretical framework for understanding consumer behavior in the beverage industry.

Finally, the context-specific focus on PRAN RFL Beverage provides valuable insights into the dynamics of consumer behavior in local markets. The emphasis on local brand image and sensory marketing reflects the unique characteristics of the beverage industry, where sensory experiences and brand perception play pivotal roles. These findings broaden the applicability of consumer behavior theories to niche industries and regional markets, paving the way for future research that explores similar constructs in other settings.

6.3 Conclusion

This study provides a comprehensive analysis of the factors influencing purchase intention in the context of PRAN RFL Beverage, focusing on customer satisfaction, sensory marketing, service quality, and local brand image. The findings confirm the importance of customer satisfaction and sensory marketing as primary drivers of purchase intention, while also emphasizing the mediating role of local brand image. Service quality, although showing minimal direct impact on purchase intention, contributes significantly to brand perception, aligning with the theoretical understanding of service as a key determinant of customer trust and loyalty.

Customer satisfaction emerged as a critical factor, with a strong direct impact on purchase intention and a moderate influence on local brand image. This is consistent with the Expectation-Confirmation Theory, which suggests that satisfied customers are more likely to exhibit loyalty and positive word-of-mouth, ultimately influencing purchase behavior. The

findings emphasize the need for PRAN RFL Beverage to prioritize strategies that enhance customer satisfaction, such as product consistency, efficient customer service, and personalized marketing efforts.

Sensory marketing, another key factor, demonstrated significant effects on both local brand image and purchase intention. This aligns with previous research indicating that sensory experiences, such as taste, smell, and visual appeal, can evoke emotional connections and enhance brand perception, thereby influencing consumer decisions. For PRAN RFL Beverage, leveraging sensory elements—such as unique product flavors and appealing packaging—could strengthen its competitive edge in the market. These findings reinforce the growing body of literature that highlights the importance of sensory stimuli in driving consumer behavior, particularly in industries where experiential factors are critical.

The study also highlights the mediating role of local brand image, which bridges the relationship between customer satisfaction, sensory marketing, and purchase intention. While the direct impact of local brand image on purchase intention was relatively weak, its mediating effect amplifies the influence of other variables, supporting the importance of a strong brand identity in driving consumer loyalty. This suggests that local branding efforts, such as emphasizing cultural relevance and community connections, can play a pivotal role in influencing consumer decisions in regional markets.

Interestingly, service quality exhibited a negligible direct effect on purchase intention, contrary to traditional assumptions that it is a primary driver of consumer behavior. However, its significant impact on local brand image aligns with branding literature, which posits that service quality enhances perceptions of reliability and trustworthiness, indirectly contributing to purchase decisions. This reconceptualization of service quality's role suggests that its

primary value lies in shaping brand perception rather than directly influencing purchase behavior.

The high explanatory power of the model, reflected in the R^2 values for local brand image (81.2%) and purchase intention (79.9%), validates its robustness and applicability. These results align with studies that emphasize the interconnectedness of cognitive, sensory, and emotional factors in consumer decision-making. By incorporating these dimensions, the study contributes to a more holistic understanding of the drivers of purchase intention in the beverage industry.

In conclusion, this research makes significant theoretical and practical contributions to the field of marketing. It expands existing frameworks by integrating sensory marketing and emphasizing the mediating role of local brand image. It also challenges traditional perspectives on service quality, highlighting its indirect rather than direct effects on purchase intention. For PRAN RFL Beverage, the findings provide actionable insights into how customer satisfaction, sensory marketing, and brand perception can be leveraged to enhance consumer loyalty and drive sales. Future research could build on these insights by exploring additional constructs, such as emotional branding and digital marketing, to further refine our understanding of consumer behavior in evolving market contexts.

6.4 Limitations

Despite its significant findings, this study has several limitations that must be acknowledged:

Sample Size and Demographics:

The sample primarily represents a specific demographic group within a particular geographic region, potentially limiting the generalizability of the findings to broader populations. Consumer behaviors may vary across different regions, cultural backgrounds, and age groups, which this study does not fully capture.

Cross-Sectional Design:

The study employs a cross-sectional research design, capturing consumer perceptions at a single point in time. While this approach provides valuable insights, it does not account for changes in consumer behavior or brand perception over time. A longitudinal study could better capture the evolution of these relationships.

Context-Specific Focus:

The study focuses exclusively on PRAN RFL Beverage, which may limit the applicability of the findings to other industries or brands. The unique characteristics of the beverage industry, such as sensory and experiential factors, might not be as relevant in other sectors.

Limited Constructs:

While the study integrates critical factors such as customer satisfaction, sensory marketing, service quality, and local brand image, other potentially influential constructs—such as emotional branding, digital engagement, and price sensitivity—were not included in the model. These factors could further enrich the understanding of purchase intention.

Measurement of Sensory Marketing:

The sensory marketing construct, although significant, relies on general indicators. A more detailed examination of specific sensory dimensions (e.g., taste, smell, visual appeal) could provide more nuanced insights.

Potential Common Method Bias:

Self-reported survey data may introduce common method bias, as respondents might overestimate or underestimate their perceptions. This could affect the accuracy of the relationships measured in the study.

6.5 Future Research Directions

To address these limitations and expand upon the findings, future research could consider the following directions:

Expand Sample Diversity:

Future studies should include a more diverse sample that spans multiple regions, age groups, and cultural contexts. This would enhance the generalizability of the findings and provide insights into how cultural differences impact the relationships studied.

Longitudinal Studies:

Conducting longitudinal research could help explore how relationships between constructs evolve over time. For example, it could assess whether sustained customer satisfaction leads to stronger brand loyalty and increased purchase intention over months or years.

Explore Additional Constructs:

Future studies could incorporate variables such as emotional branding, digital marketing strategies, price sensitivity, and social influence to provide a more comprehensive understanding of purchase intention.

Industry Comparisons:

Extending the study to other industries, such as fashion, electronics, or healthcare, would validate the model's applicability across different sectors. Comparing results across industries could reveal unique drivers of purchase intention in different contexts.

Role of Technology and Digital Engagement:

With the increasing prevalence of e-commerce and social media, future research could examine the impact of digital marketing strategies, online reviews, and influencer endorsements on customer satisfaction and purchase intention.

Segmentation Analysis:

Future research could investigate how consumer behaviors vary among different segments, such as urban vs. rural consumers or younger vs. older demographics. This would help identify targeted strategies for different consumer groups.

Specific Sensory Dimensions:

A more granular analysis of sensory marketing could examine the individual contributions of specific sensory elements (e.g., the role of packaging design vs. product flavor) on purchase intention and brand perception.

Testing Mediating and Moderating Effects:

Future studies could explore additional mediating variables, such as brand trust or consumer emotions, and moderating variables, such as competition intensity or economic conditions, to refine the understanding of the relationships in the model.

Experimental Designs:

Employing experimental designs could help establish causality between constructs, providing more robust evidence for the theoretical model. For instance, experiments could test how changes in sensory marketing strategies influence brand perception and purchase behavior.

Consumer Sentiment Analysis:

Leveraging advanced tools like sentiment analysis on social media or online reviews could provide real-time data on consumer perceptions and their impact on purchase intention.

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Appendix

Questionnaire Items

Constructs/Questionnaire Items

Demographic Data

Gender

Frequency of Purchasing PRAN RFL Beverages

Residence Location

Education

Profession

Age

Income per month

Sight

I find the packaging of PRAN beverages visually appealing.

The colour and design of PRAN RFL beverages attract my attention.

The visual presentation of PRAN RFL beverages makes me more likely to purchase.

Sound

The sounds associated with opening or pouring PRAN RFL beverages are satisfying.

I associate positive emotions with the sounds in PRAN RFL beverage advertisements.

The auditory experience (e.g., jingles, pouring sound) enhances my perception of PRAN RFL beverages.

Smell

The aroma of PRAN RFL beverages is appealing to me.

The smell of PRAN RFL beverages makes me want to try the product.

The aroma of PRAN RFL beverages is appealing to me.

Taste

I enjoy the taste of PRAN RFL beverages.

The taste of PRAN RFL beverages makes me feel satisfied with my purchase.

The unique taste of PRAN RFL beverages increases my loyalty to the brand.

Touch

I like the texture of the packaging of PRAN RFL beverages.

The feel of holding PRAN RFL beverages enhances my drinking experience.

The physical texture and The bottles look smarter.

Service Quality

The service provided by PRAN RFL (e.g., in-store or delivery) meets my expectations.

Pran RFL understood my requirement and launched new products in the market that month

PRAN RFL provides consistent quality service that enhances my satisfaction.

Local Brand Image

I believe PRAN RFL has a strong reputation as a local brand.

PRAN RFL is recognized for quality products in my community.

PRAN RFL's brand image makes me proud to support a local product.

Customer Satisfaction

I am satisfied with my overall experience with PRAN RFL beverages.

PRAN RFL beverages meet my expectations as a consumer.

My experience with PRAN RFL beverages makes me want to continue purchasing their products.

Purchase Intention

I am likely to purchase PRAN RFL beverages in the future.

I would recommend PRAN RFL beverages to others.

I am likely to choose PRAN RFL beverages over other brands.

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