

THE IMPACT OF CUSTOMER EXPECTATIONS, CUSTOMER LOYALTY, CUSTOMER BRAND LOYALTY, AND CUSTOMER SATISFACTION ON PURCHASE INTENTION IN THE FMCG SECTOR OF PAKISTAN

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ABSTRACT

This study investigates the impact of customer expectations, customer loyalty, customer brand loyalty, and customer satisfaction on purchase intentions within the fast-moving consumer goods (FMCG) sector of Pakistan. In today's competitive market, understanding the factors that drive customer behaviour is critical for businesses to remain competitive and foster long-term relationships. The research adopts a quantitative approach, utilizing a structured questionnaire to collect data from 358 respondents, primarily from FMCG firms listed on the Pakistan Stock Exchange. The study explores the extent to which these four independent variables influence customers' purchase intentions, using statistical analysis techniques such as correlation and regression analysis. The results demonstrate that customer expectations, loyalty, brand loyalty, and satisfaction all have a significant and positive impact on purchase intentions, with customer loyalty and brand loyalty playing a particularly pivotal role. The study provides essential insights for managers in the FMCG sector, emphasizing the importance of addressing and enhancing these customer-driven factors to boost purchase intentions and maintain competitive advantage. Moreover, the research fills existing gaps in the literature by examining the specific context of Pakistan's FMCG market, offering both theoretical contributions and practical implications. The findings suggest that improving customer loyalty and satisfaction can lead to increased customer retention and higher sales, making these areas crucial for strategic planning and customer relationship management in the sector. This study's implications extend to policy makers and marketing professionals who are seeking to create stronger brand loyalty and foster lasting customer relationships in an evolving marketplace.

1.1 INTRODUCTION

This chapter provides a background for the subject and summarizes various concepts and impact of customer satisfaction, customer expectations, customer brand loyalty, and customer loyalty on

purchase intentions from the perspectives of academics and organizations. The purpose and significance of this research has also been pondered in this chapter. This chapter elaborates

the various aspects of factors which are considered as viable factors while customers making purchase decisions, and the research issue that emerges from this.”

1.2 Background of the study:

It's a casual customer behavior that people have expressed favorable and adverse remarks on goods and services after buying and using them in the past and in the present. When individuals are considering purchasing a product, they want to learn about other people's experiences with similar products (DÜLEK & AYDIN, 2020). To stay aware of the opposition, contemporary corporates necessary to steadily work on the nature of the executives they deal to their clients (Akıl & Urgan, 2022). Potential buyers form opinions about businesses based on ads and other sources, such as word of mouth from current customers. Building a strong buying decision, it is especially critical for service firms that do not sell real goods to clients. As a result, service providers utilize corporate reputation as a tool to shape consumer behavior in order to encourage repeat purchases from them. Customer expectations are described as attitudes about a product or service that are focused on the potential before it is consumed. Similarly, expectancy of a product or services are highly viable for any marketing team to capture the purchase intention of a customer. Therefore, there are several advertisements and promotions carried out to maintain and enhance the expectancy of product/services among targeted audiences. Moreover, customer loyalty is an indication of a customer's positive approach toward a supplier and their desire to use the same supplier whenever they require the same service. Client loyalty can range from a customer who is completely loyal to one who will never use the same service again (Akıl & Urgan, 2022). On the other hand, Dami defined that Customer loyalty has also been defined as a strong willingness to buy or patronize a favorite product/service in the future, resulting in recurring purchases of the same products/brands. Hence occupying customer loyalty, it is necessary to make the audience aware and maintain it for better buying intentions towards services and products. Brand loyalty has a positive impact on the company, because if consumers are always loyal to

certain brands, then the sales turnover of the product or business will certainly increase and provide higher profits (Suartina et al., 2022). Furthermore, brand loyalty seems to be an important character while discussing customer purchase objectives towards a specific product or services. Organizations pay a lot of concentration and organize huge budgets and activities to grab the brand loyalty of customer towards themselves. Hence a strong brand loyalty brings loyal customers which directly influences the buying or purchasing of rendered services and manufactured goods.

Also, to the most important characteristics that leaders should focus on is customer satisfaction. The firm's competitiveness is that it satisfies the clients better than its competitors, going above and beyond their requirements and wishes (DAMI, 2021). Moreover, customer satisfactions identify and remain customer attach to buying decisions in favorable for the products. However, satisfactions can be achieved by fulfilling the needs and wants of customers in a better and opportunistic way than other competitors in the market. Concisely, this study provides a broader aspect of the relationship of these factors and their influences on customer purchase intention, which is the leading origin among marketing attributes. Purchase intention indicates a purpose of buying a product to fulfil the necessity of customers.

1.3 Problem statement:

As the global market is advancing, a strong competition is evolving in each sector. However, the new entrants and other political, economic, and technological advancements have become severe threats toward the persisting market competitors. According to (Mgiba & Madela, 2020), there are conflicting perspectives on the feasibility and influence of loyalties on consumer buying behavior throughout the world. The key reason is that newbies are entering with better technologies and tools which definitely grabs customers towards themselves. And this uplifts the customer expectations, and endangered the brand loyalty, customer loyalty, customer satisfaction of a persisting market competition or service. Therefore, this may cause a prominent shift in the purchase intention of customers. However,

economic, and political shifts are also prominent in threatening the market dynamics.

In this era, purchasing has digitized extensively its progression actually continues (Oksa et al., 2021). By and large, youthful buyers are bound to have a more inspirational perspective towards innovation (Frey and Osborne, 2017). The economy of Pakistan in the advancement stage (Khan et al., 2021). Most firms focus on developing a strong brand since it has various advantages in terms of generating corporate identity in the market and achieving a competitive edge (Shafique-ur-Rehman, 2019).

Therefore, after considering these gaps in research studies and to make a practical note in the field of affected purchase intention, different firms in Pakistan have been selected for this study. This effect could be measured by influential relation of four independent variables which include customer expectation, customer loyalty, brand loyalty and customer satisfaction. This study will add to the empirical and managerial literature as dependent variable in the construct of purchase intention.”

1.4 Research questions:

Generally, dedication advancement empowers higher future buy expectation, so it has been pointed by supervisors as a goal customarily (Shafique-ur-Rehman, 2019). However, as a result, over time, expectancy, loyalty, and satisfaction has been recognized as a critical aspect in achieving long-term viability and business potency (Xiao et al., 2018). According to the views of different scholars, there is an extent of research objectives and goals to identification the significance of factors affecting purchase intentions in the local market of Pakistan. Some important research questions that will help researcher to develop better understanding of the study, are as under.

1. What will be the impact of customer expectations on the customer purchase intention?
2. Does purchase intention could be affected by the brand loyalty of customers?
3. Does customer loyalty bring a strong purchase intention towards services or product?
4. Is customer satisfaction being an influential factor of customer purchase intentions

1.5 Purpose of the study:

The purpose of this study is to find the impacts of different customer behaviors such as customer expectations, customer loyalty, brand loyalty and customer satisfaction on the purchase intentions, in the context of fast-moving consumer goods (FMCG) firms in Pakistan. The objective is also to reveal the challenges that are linked with the strong bond among them. The focus will be on the independent variables that can have impact on the purchase intentions in term of expectancy, loyalty, and satisfaction.

1.6 Significance of study:

The findings of this study are significant for the managers in FMCG market who want to enhance the customer buying decisions and gain a strategic advantage in the industry. The study investigates the impact of four different variables on the purchase intention. Subsequently, this study adds up a knowledge base in the fast-moving consumer goods (FMCG) sector, in context of loyalties, expectations, and satisfaction and their impact on buying intentions. Findings from this study can help to achieve a more better customer relationships as tackling the gaps can also higher the expectancies and loyalties of customer and the strengthen the customer satisfaction. Also, for improving the supply to consumer needs, the study focuses on decision-making and cooperation which is significant for entering in new markets or achieving to special abilities.

1.7 Outline of study:

The structure of this report is organized into five chapters as follows: “Literature Review” discusses the main grounded theories in the context of consumer purchase intentions and the hypothesis development based on the previous studies. Also, we put forward a theoretical research framework to explain the correlation between customers’ expectations, brand loyalty, customer loyalty, satisfaction of customers and organizational performance along with a discussion on dependent and independent variables. The next chapter is “Research Method” which describes the method used in the research and the qualitative approach is used. It also shows the data collection procedure.

Chapter four is the “Results and Findings” from the data and test of hypothesis along with the hypothesis assessment summary. And in the end “Conclusion, Discussion, Implication, Limitation and Recommendations” are discussed where previous research are linked. Also, some limitations in the research are provided so that scope for future research can be discussed.

Literature Review

This chapter is explaining and framing the theoretical background of the independent variables. Furthermore, in this study, researcher will elaborate the customer expectations, customer brand loyalty, and customer loyalty will be defined as the independent variables. And the intentions towards buying will be targeted as the dependent variable which would be influenced by the described independent variables. However, the fast-moving consumer goods i.e., FMCG will be targeted sector to investigate the influences between the respected variables.

2.1 Customer loyalty:

According to Ahmed, A., & Othman, I. L. (2016), in the FMCG sector, businesses have been more focused on retaining their existing clients rather than seeking fresh clients. Customer loyalty enables consumers to buy more while also being inclined to pay more for it and, most vitally, recommend more about the firm. Companies strive to fulfil their customers' requirements and want in order to increase customer loyalty and develop long-term relationships with them.

Specifically, Customer loyalty's behavioural aspects include purchase intent, word-of-mouth communication, and organizational recommendation. Furthermore, behavioural loyalty can be described as recurring purchases of branding, the regularity of purchases made by regular clients, and the quantity of brand preference supplied over time (Othman, A. K., 2020).

Ahmed A., 2016 categorizes the customers into three types, including hardcore customers, softcore customers, and switchers. The hardcore customers are those who have strong sincerity and loyalty to the goods. These customers always stick to only one product. On the contrary, softcore customers

are those who purchase few products. While the switchers are those who are not loyal to any product and rapidly switch one to another.

In addition, because of its importance in corporate performance, consumer loyalty has become an important determinant in the corporate world. Customer loyalty, on the other hand, does not come easily (Khan et al., 2020). It necessitates a significant amount of effort, energy, and time on the part of businesses. Given the importance of loyalty to the business, commercial enterprises have placed a high priority on improving loyalty and have so invested much in human resource management (Chiang et al., 2018). Nonetheless, many firms have failed to gain client loyalty due to a lack of plans and resources.

There are many prior researches which defined the different factors affecting customer loyalty. Firstly, customer engagement is the most prominent factor that amazes a customer to attract toward a product (So et al., 2016). On the other hand, product/service quality seems to be an effective aspect of a product to attain the loyalty of customers (Kasiri, L, 2017). However, customer trust brings attention and sticks the customer toward the branded goods (Stathopoulou & Balabanis, 2016). Customer satisfaction is another highlighted factor that impacts customer loyalty (Schirmer et al., 2018).

In addition, Sundström & Hjelms-Lidholm, 2020, claimed three aspects to maintaining the loyalty of customers in the FMCG market. The buyer cannot be replaced, is the first claim. However, customers like being in a rewarding connection instead of a trade, which is the second claim of the researcher. Similarly, Customers must feel enthusiastic, committed, and identify with the firm.

2.2 Customer brand loyalty:

According to Dülek & Aydin, 2020, Brand loyalty is the most important part of loyalty for firms, not cost or negotiation. According to Oliver (1999: 34), brand loyalty is a profound commitment to purchasing that product in the future, regardless of conditions and monetization strategies that may influence customer purchase behaviour. These researches highlight the brand loyalty of a brand as the most important aspect of purchase intentions.

Furthermore, brand loyalty gives meaningful economic and competitive benefits to the business, such as diminished perceived weakness to challenging marketing initiatives, lower marketing expenses, increasing costs of return on capital through increased market shareholdings, better collaboration with financial intermediaries, favourable word of mouth, and greater enhanced version advantages; marketing strategy with satisfied customers is important tactically for marketing executives (Kumar M., 2016). In these aspects, brand loyalty enhances, and executives have become more attentive while planning for future moves.

According to Wijekoon, W., & Fernando, I. (2020) on the characteristics of brand loyalty, there are two types of loyalty: behavioural and attitudinal loyalty. The brand's behaviour loyalty is defined by their behavioural or intense repurchase of a certain brand. However, the extent of brand attachment tied to some distinguishing attribute is referred to as attitudinal brand loyalty. It includes brand commitment and trust measurements.

Costa F, 2020, cited that there are four types of loyalties regarding brands. These are true loyalty, spurious loyalty, latent loyalty, and no loyalty as depicted in figure 1.

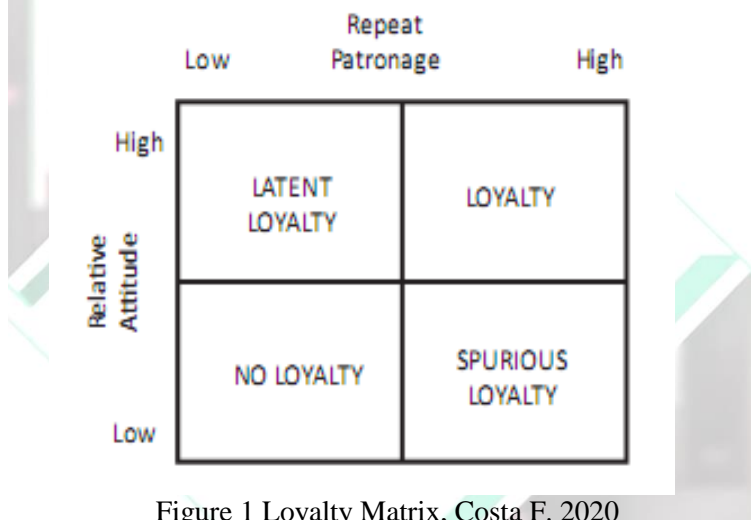


Figure 1 Loyalty Matrix, Costa F. 2020

2.3 Customer satisfaction:

Khatoun, S., 2020, stated that customer satisfaction is a better effect of customer fulfilment of good or service expectation. Any successful organization will always priorities a happy and pleased consumer. The more the customer's association with the bank, the greater growth and market share. Therefore, a growing business always focused on customer satisfactions. Customer satisfaction always help to maintain and remind the brand equity of a product or service in the customers' consciousness. In FMCG sector, products have a large number of repurchases which usually attain by maintaining customers' satisfaction level. This helps and corporate to compete in the market. Similarly, the effect of customer happiness rises, and so does the level of clients' repurchases. It has also been shown that

satisfied consumers would also suggest and patronize other consumers when it comes to selecting that firm's goods (Islam, T. et. al, 2017). Additionally, Customer satisfaction refers to how pleased consumers are with a company's products, offerings, and qualities. Businesses may obtain a significant advantage and preserve their market dominance by improving the quality of services/products to deliver that fulfil customers' requests by predicting client requirements (Akil & Urgan, 2022). With this reference, the researcher can highlight different attributes that could help a business to obtain better customer satisfaction. Quality of product could be one of these attributes. In addition, Akil S., 2020, further illustrate the relationship between customer satisfaction and purchase intentions. The researcher stated that Customer satisfaction and repurchase intent are

specifically correlated in a positive strong correlation.

In other words, A product's or service's user satisfaction is impacted by a variety of elements, including quality of service, marketing mix, brand name, corporate image and reputation, and consumer personality attributes. Customer satisfaction occurs when the perceived effectiveness of a product/service exceeds expectations. Customer discontent will develop if the observed performance falls short (Pham et al., 2020).

In short, the customer satisfaction seemed to be an import factor that affects the purchase intentions for fast-moving consuming goods. Therefore, researcher will investigate the significance of customer satisfaction on purchase intentions

2.4 Customer expectations:

The customer's perception of the service is difference between the maximum from the customer's expectations. The specific knowledge about the customer's perceptions and expectations enables the recognition of differences in various aspects and their explicit placement (Kadlubek, & Grabara, 2015). With respect to different attributes, the customers' expectations can be affected. Therefore, it is necessary to identify the attribute which increases customers' expectations of products and services. Some of them are the perceived quality of the product/services. However, better fulfilment of customer expectations brings strong and loyal customers. In this way corporate enhance their businesses to uplift the customer's perceptions and their fulfilments.

Additionally, customer expectations are described as future-oriented ideas about a product or service prior to consumption. the phenomena of buyer expectations before and after purchase Customer loyalty is shifting as a result of changing customer expectations (Adisak, 2022). Moreover, customer loyalty is an attribute that enhances repurchasing and attracts a customer to invest in the product. Therefore, the customer expectations bring loyal customers which develops an effective influence on purchase intentions.

2.5Purchase intentions:

Xiao et al., 2018, cited that purchase intention promotes new profitable businesses to enter the market, particularly when customers are delighted with the goods. As a result, buy intent has emerged as one of the most essential commercial categories. Therefore, the FMCG market of Pakistan is directly influenced by different variables. In the above discussion customer expectations, customer loyalty, customer brand loyalty and customer satisfaction have a direct influence on purchase intentions.

Purchase intentions would be used to launch a new revenue stream, assisting managers in determining if the concept merits further growth and deciding which geographic regions and customer categories to pursue through the stream (Peña-García et al., 2020). Therefore, while a business is expanding its revenue streams then the purchase intentions will be an influential factor.

Additionally, Understanding the link between a customer's assessment of his or her real and desired self and marketing efforts, which leads to purchase intention, may help managers make long-term choices with consumers. Furthermore, social issues must be considered, since being along with and being accepted by others is extremely important to us. Our purchasing and consuming habits are influenced by our family members, relations, social norms, social standing, and function in society (Sarwary & Chaudhry, 2015).

Similarly, Adisak, 2022 studied the pre-purchase and post-purchase expectations of the customers and concluded a significant relationship between purchase intention and the customer expectations.

2.6 Research gaps:

Extensive study has already been undertaken in the relationship between combining numerous impacts of consumer expectations, customer loyalty, customer brand loyalty, and customer satisfactions in the FMCG sector of Pakistan. A significant amount of study has been devoted to evaluating the impact of these variables on purchase intentions and its implementation for diversified products and markets. However, there is a gap in the theoretical and realistic literature about the application of best practices in relation to the purchase intentions of consumers in Pakistan's FMCG market. Hence this

study will explain the relationship as well as the significance level of these components on the purchase behaviour of locals.

2.6 Hypothesis development:

According to the above literature review, the researcher will propose a hypothesis based on the relationship between independent and dependent variables of the study. These theoretical statements will be:

H1; There is a positive correlation between customer expectations and purchase intentions.

H2; The purchase intentions are influenced by customer loyalty.

H3; Purchase intentions have significant relation with customer brand loyalty.

H4; Customer satisfaction positively impacts purchase intentions.

2.7 Conceptual framework:

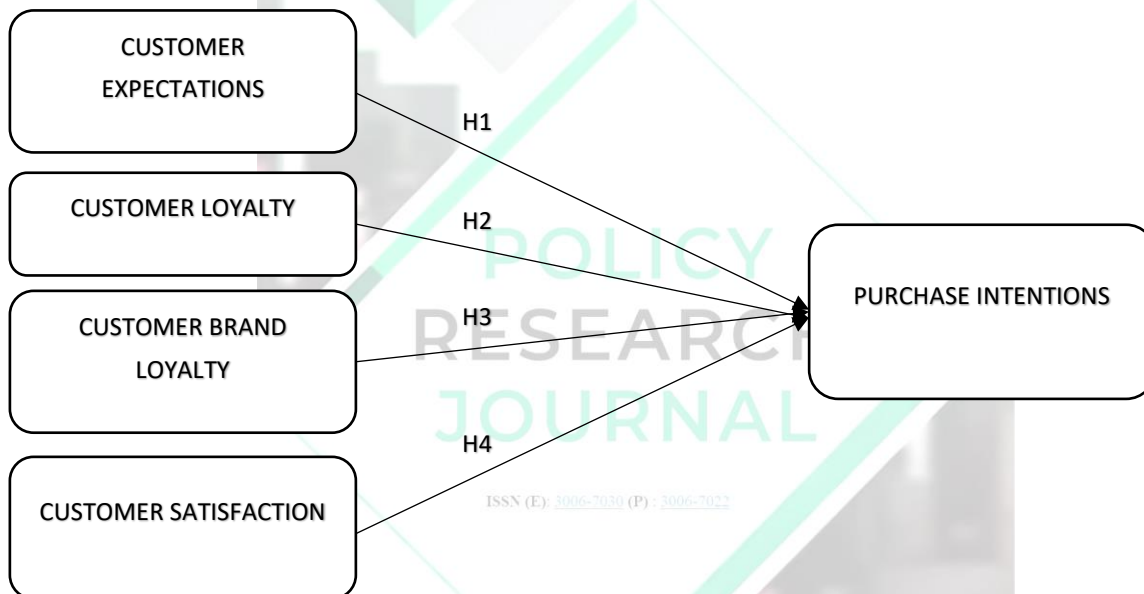


Figure 2 CONCEPTUAL FRAMEWORK, Adisak, 2022

3.1 Research Methodology:

The research purpose, methods, and research approach, as well as the study's overarching trajectory, are all highlighted in this section. It also covers the sampling procedure, the target audience, the market sector targeted, and the sample size. It also stresses data processing statistical methodologies and quantitative techniques, as well as key ethical standards for contributors.

3.2 Study Purpose:

Exploratory analysis" is the study's goal. Explanatory analysis aids in the development of preferences and expectation, as well as the creation of a better functioning model. It's frequently followed with proof of a forecast or interpretation.

It's a frequent technique for determining the link between several characteristics of a phenomena under investigation. We will investigate the impact of customer satisfaction, customer expectations, customer brand loyalty, customer loyalty on purchase intentions.

3.4 Study Approach:

A quantitative technique was used by the researcher. At its most basic level, quantitative analysis approaches are focused with acquiring and evaluating datatypes that can be understood quantitatively (Melissa J. Goertzen, 2017). A predetermined data collecting device is used in this investigation. We will use a questionnaire to collect data for this analysis, which will then be

analyzed. This strategy bypasses the philosophical debate and does not address which way is far more appropriate.

“3.5 Study Design:

Correlation research is a form of study design. The significance of customer satisfaction, customer expectations, customer brand loyalty, customer loyalty techniques to better buying intentions metrics is determined by calculating means and variance. These figures for mean and variance are approximated (Sahoo, 2018) We explore the link between two closely connected variables in this design, and collecting statistics is utilised to assess the impact of one variable on the other. The purpose of this study is to assess the link among the dependent variable purchase intentions and the independent variables customer satisfaction, customer expectations, customer brand loyalty, customer loyalty (Adisak, S., 2022).

3.6 Sampling Technique:

Since there is unpredictability the personnel of the FMCG industry, the non-probability approach will be implemented in this study. This sample method is commonly utilised because it's much more cost-effective and easier. Survey participants will fill out this questionnaire both online and in person.

3.7 Target Audience:

The target audience for this survey will be clients interested in improving purchase intentions, whether they work in any industry or sector. Since customer may belong to any cast, demographics, income class and other diversity, that will be the topics of discussion. They might be from the FMCG industry or from any other industrial industry.

3.8 Sample Size:

Shafiq-ur-Rehman supposes that a sample size of 101 to 200 people is sufficient (Shafiqur Rehman,

2017). As a result, the analyst will establish a sample size of 100 to 150 returned questionnaires. These responders will work for companies that are publicly traded on the Pakistan Stock Exchange. Questionnaires will be used to get responses from experts.

3.9 Statistical Techniques

SPSS will be used to examine the data (Sahoo, 2018). The Statistical Package for Social Sciences (SPSS) is used to examine demographic data as well as other correlation, reliability, and Anova tests (Sahoo, 2018). Furthermore, the same programmed employs both dependability and discriminating techniques.

4.0 Ethical Consideration of Study:

The evidence acquired from responses will be kept private. The secrecy and identification data of the investigator are only accessible to the researcher. It's critical to maintain monitoring of activity and response. Interview questions should not injure attendees' intellect or thoughts. This data is displayed honestly by the respondents. This data will not be used to compromise the privacy of anyone who participated in the study.

Results and Findings

4.1 Descriptive Profile of Data:

Here, we made use of a number of strategies to shed light on the data in the profiles, including the names, ages, genders, workplaces, departments, organization's, e-mail addresses, educational backgrounds, and credentials of the responders. A total of 358 people answered to this survey's module and component. The majority of responders are equivalent to M-PHILL, have an MBA, and work in the industry as in the same field exposure

4.2 Demographics:

GENDER: Male: 244 Female : 114	
AGE: 22 - 30 31 – 40 Above -40	
EDUCATION: Undergraduate: 109 Graduates: 122 Postgraduates:122	

Table 1 Demogrphics

No age restrictions or gender bias have been used in this place to establish the demographic outcome.

Reliability Statistics

Cronbach's Alpha	N of Items
.812	4

Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

Reliability Statistics

Cronbach's Alpha	N of Items
.839	4

Reliability Statistics

Cronbach's Alpha	N of Items
.822	4

Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PI1	187	1	5	2.97	1.227
PI2	186	1	5	2.81	1.116
PI3	187	1	5	2.93	1.169
PI4	187	1	5	3.09	1.170
CE1	186	1	5	3.62	1.002
CE2	187	1	5	3.78	.916
CE3	187	1	5	3.70	.988
CE4	187	1	5	3.65	1.001
CL1	187	1	5	3.62	.967
CL2	187	1	5	3.54	1.038
CL3	186	1	5	3.62	.986
CL4	186	1	5	3.65	.919
CS1	187	1	5	3.35	1.079
CS2	187	1	5	3.39	1.183
CS3	185	1	5	3.62	1.184
CS3	187	1	5	3.73	1.060
CBL1	187	1	5	3.35	1.079
CBL2	186	1	5	3.40	1.182
CBL3	185	1	5	3.62	1.184
CBL4	187	1	5	3.73	1.060
Valid N (listwise)	180				

The above figure displays the (M) means and (SD) standard deviations for the parameters used in the descriptive analysis. It serves in illustrating how

trend and variety are related. The labelled columns indicate the common types of figure sets: number, raised, lowered, or S-d format.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.325 ^a	.106	.086	.78867
a. Predictors: (Constant), costumer_bl, costumer_expectation, costumer_loyalty, costumer_satisfaction				

The data in the upper table's numbers show how crucial and vital data are in assessing how much variance can be adequately explained by expected parameters. In the first, the relationship between leads, intent, and the desired variable is established using (R) statistics. An absolute, perfect appraisal of the district that represents the community's

slogan, ADJUSTED, implies that the population of R-SQUARE is immaculate and clearly defined (R.S). The number illustrates the existence of a substantial degree of sustained oscillation by the independent variables component and determinants.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.401	4	3.350	5.386	.000 ^b
	Residual	113.203	182	.622		
	Total	126.604	186			
a. Dependent Variable: purchase_intensionmean						
b. Predictors: (Constant), costumer_bl, costumer_expectation, costumer_loyalty, costumer_satisfaction						

The full chart's story is provided by the total variance models in the ANOVA table. The value of F describes and precludes any doubt about the correlation between the independent and dependent variables, proving the IV's competence and ability to predict the DV accurately. Because it conflicts against their methodology, regressions

will not be able to link these constructs to the subject of the study. On the other hand, it was found that the issues were brought on by the variables; significance parameters that indicate the dependent variable have been denoted by values of F, but sig value is < 0.05.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.566	.354		4.426	.000
	costumer_expectation	-.016	.102	-.014	-.153	.006
	costumer_loyalty	.121	.107	.104	1.134	.002
	costumer_satisfaction	-.938	2.377	-.885	-.395	.001
	costumer_bl	1.223	2.382	1.153	.513	.000
a. Dependent Variable: purchase_intensionmean						

The parameters in this column disclose the predictors, even though the model defines the constant values and the prior table of results from regular regression gives a thorough description of each predictor's effects. Beta is the ideal coefficient in this case just because it accurately describes the

different scales and natural units and shows how well a link exists or not. This chart of the examples highlights the inverse link between the variations, indicating that if anything changes in X (IV), we will definitely observe changes in Y.

Hypotheses Assessment:

Hypothesis	Sig	Empirical conclusion
Customer expectation is significant associated with purchase intension	0.006	Accepted
Customer loyalty has the significant impact on purchase intentions	0.002	Accepted
Brand loyalty have significant influence on purchase intentions.	0.000	Accepted
Customer satisfaction have significant influence on purchase intentions.	0.001	Accepted

5. Conclusion and Implications

5.1 Discussion:

We all know that the importance of purchase intension and how's the consumer come back to buy again due to the prior positive experience, most of the work has been done by WOM word of mouth, people get more attractive towards the product or service when they understand and heard about services, it always help to shows the behavior of costumer towards the attraction of the common consumer who is willing to buy, these studies help out to catteries the effects and impact of different factors who influences the satisfaction and trust of the product and creates the proper and clean image of the brand. It promotes and raises the level of consciousness by simulating, promoting the development of novel and creative concepts to hold and gather goods or services. It was discovered that the independent variables show positive impacts by establishing interactions in the qualities that have demonstrative value and then exerting control on the condition. The FMCG sector in Pakistan has been working to develop cutting-edge methods and strategies to attract and keep customers by emphasizing immortality to make them reliable and loyal to their customers. On a global platform, the fashion industry has expanded in depth. The investigation identified and provided specific examples of internal and external factors that have influenced customer mindset and perception. Purchasing intensity (PI) potentially raises awareness and brand loyalty of the product. By replicating, encouraging the formation of fresh and original concepts to hold and collect commodities or services, it empowers and enhances the degree of awareness. It was revealed that the independent variables exhibit favorable effects by causing interactions in the characteristics that have demonstrative value and consequently taking over the situation.

5.2 Conclusion:

Assessing the learning process as it pertains to the resolution and determination of the studies is the study's primary goal. Brand image creates both factor in the mind –set of consumer, the buyer is the one person whose helping the company to make its image of the products in market place, they have to know about the needs and wants of the costumer

and then go give efforts accordingly, Our variables and constructors both function and interact favorably with one another. The sample and population that we have chosen are very advantageous in describing the norms and value of our project, in recognizing the attitude of the consumer towards the intention of purchasing, and in evaluating how well the buyer is aware of market trends, which improves the buyer's ability to make knowledgeable purchasing decisions. We also spoke about our results and tried to fill in the gaps left by earlier and earlier explorations of the research.

5.3 Implications:

Both the user and the marketer are generating a wide assortment of ideas and possibilities, and this study highlights those justifications that are strongly attentive and assist to Today's consumers are better informed and knowledgeable about the goods they wish to buy, and they can identify the difference between the actual thing and a fake one. Just because it aims to eliminate several myths, this research is challenging, but techniques and regression have already made it possible. Customers keep showing their level of satisfaction with their providers by treating everything with respect and excellent manners. Our entire body of research which builds links the effects of factors on the DV, (dependent variables) both positive and negative, The main goal of this work is to determine a comparative analysis in developing appropriate content and superb quality of information that is presented in the public domain and creates the alluring item that places a focus on clients in Pakistan's FMCG market.

5.4 Recommendation:

The good quality of the product make the signify image in the decision-making by using advertising we gather many people for greet to buy their favorites things, costumer gets dissatisfaction when he or she did not able to buy the same product which they want and it turns to unhappiness and disappointments and from this stage the trust of the buyer breaks and his willing power off buying will move to another trusty brand in the market, so this studies give an idea to us that the same thing we have to provide which we displays to our clients

although through this strategy our clients are become more feasible and to buy. providing the greatest ever services by keeping calm communications to satisfy both the seller and the consumer, helping to form strong relationships with customers utilizing the loyalty and transparency factor, and moving towards particular objectives with the best contents, quality, and attractiveness. The commercial sector changes the rules in this case by talking about culture, trends, and a curve of rising engagement.

By increasing sample, size will be more helpful in achieving the intended and positive outcomes. Individuals should be required to work on other sectors as well, where planned conduct sets the benchmark and where using this IV AND DV (independent and dependent) will support people in providing the excellent direction of their connections.

5.5 References

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