



## Enhancing Sustainable Consumer Behavior through Eco-Friendly Packaging Innovations: A Case Study of Dairy industry

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### Abstract

*They may stay relevant in the experience economy, changing marketing landscape, and evolving psychological demands of consumers by providing a great user experience. To improve product values and build trust in brands, this study looks at how user experience affects product brand image, brand trust, and brand loyalty. Through case study research, we determined which brands were most popular with consumers. Then, we used that information to do positioning studies on variables like brand color, image, packaging design, etc. The research used a made-up user experience model to examine the effects of brand loyalty and surveyed 357 consumers. We used Structural Equation Modelling (SEM) to check the relational model of how user experience affects customers. Sensory, emotional, behavioral, and cognitive experiences all have a role in shaping consumers' perceptions of brands; these perceptions, in turn, seem to affect consumers' trust in those brands, and the interplay between these two variables is shown to influence consumers' loyalty to those brands significantly. Product package design, brand loyalty theory, and the ever-changing consumer products industry can all benefit from incorporating user experience into their respective fields. Marketers can glean valuable strategies from the study's findings to increase product market competitiveness and customer brand stickiness.*

**Keywords:** *User experience, Brand loyalty, Product package design, Structural equation model, Milk package, Brand design, User behavior perception*

### Introduction



The four pillars of the customer-centered 4C theory, proposed in the 1990s by American marketing scientist Robert F. Lauterborn, are customer, cost, convenience, and communication (Syrjälä et al., 2020). By centering on consumer requirements and striving for consumer pleasure, the 4C philosophy helps to design goods that delight consumers. The best way to gauge consumer interest and satisfaction with a brand is to hear directly from its consumers. The primary goal of user experience research in product design is to discover unfulfilled user needs and to develop brand design strategies that support product positioning.

Within the framework of this research, it exhibits a robust association with FMCG. Fast-moving consumer goods (FMCG) are popular because they are inexpensive, sold frequently, and spoiled quickly. They often only remain operational for a year at the most. Regularly bought goods include food, drink, toiletries, clothing, and other commonplace items available in supermarkets (CHA & LEE, 2021). Stores see a high turnover rate for dairy products because consumers buy them often, spoil quickly, and are cheap. Companies in this sector focus more on promoting and packaging fast-moving consumer goods (FMCG) than those that make long-term investments in infrastructure (Mostafa & Kasamani, 2021).

With a per capita consumption that increased from 100 g in 1962 to 88.8 kg in 2020 (Cetin, 2020), it is clear that the dairy industry in South Korea has grown substantially over the past forty years. South Korea's dairy industry responds to consumer demand with various products, including interest-package and function-enhanced items.

Brand design embodies a product's value and is thus a perfect reflection of a company's brand. It has the potential to boost product sales and aesthetically direct customers' desire to purchase. Brands are crucial to the realization of commodity and product use value. Packaging design is one typical medium for showcasing product brand identity. Consequently, the impact of package design on sales, production, distribution, and consumption is highly valued by businesses and design teams.

So, for this study, we used eight different brands of milk products currently sold in Busan, South Korea, as our samples for the comparison analysis. Finally, to investigate customer loyalty in product packaging from a UX perspective, one brand's items were selected for empirical inquiry on visual components, including package form, color, and layout design (Chuenban et al., 2021). This study set out to answer a few questions about consumer product design and its effect on brand loyalty:



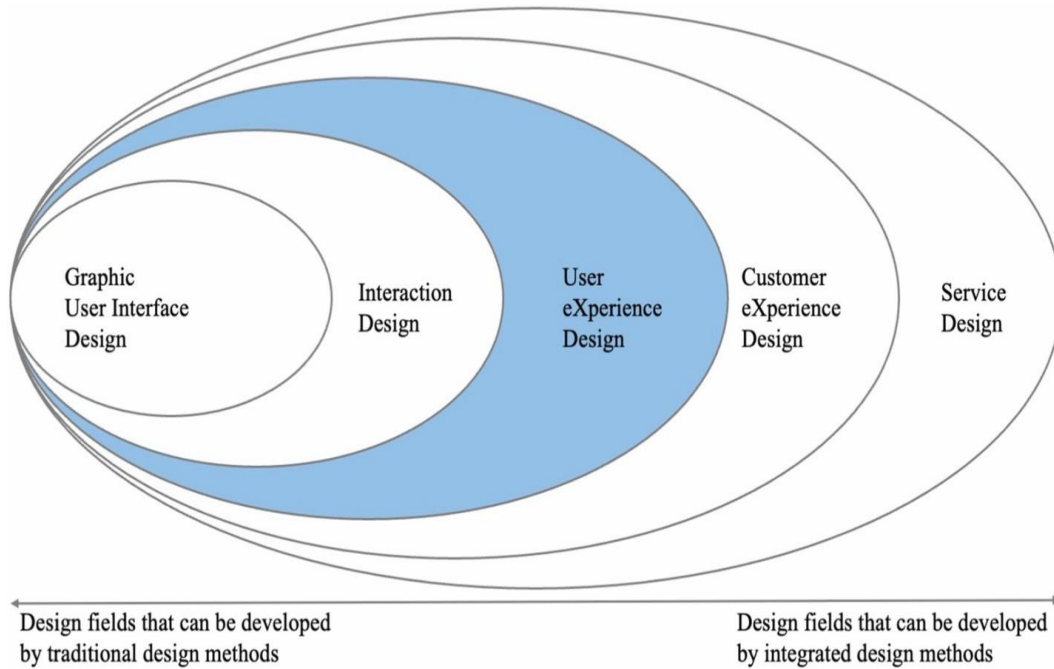
1. It aimed to examine the relationship between user experience and brand image.
2. This study conducted a comprehensive and systematic survey of the target market to determine what is most important for getting people to respond so that we can explore potential product development paths.
3. The study discussed the role of shape and color in brand design, which are visual elements that impact consumer purchase decisions, and looked at the appearance of dairy products.

### **Literature Review**

#### **User experience and brand image**

When it comes to ISO9241-210, everything people react to or are impacted by when they use or plan to use a product, service, or system is known as the user experience or ergonomics of human-system interaction (Braxton & Lau-Gesk, 2020). It stresses that the interaction between products and consumers creates the user experience, including the users' physical and mental experiences and the user experience results. Physiological and emotional responses and the user's perceptions are the main results of the experience (Stein & Ramaseshan, 2020). "Customer experience in the service industry" is another name for this subject. It is more accurate to say a customer's "user experience" rather than their "consumer experience" when describing the overall impression and evaluation they get from a service. Although all experiences are born out of service provision, this paper's focus on user experience aims to solve the problem of a particular service interaction. User experience (UX) is thus the foundational notion of this research (Fig. 1).

Figure 1  
*Classification of experience design*



Due to changes in consumer psychology, changes in the marketing landscape, the emergence of an experience economy, and the gradual replacement of conventional marketing and commercial practices with strategies centred around the customer's actual experience. Chadwick & Piartrini, (2019) "Experimental Marketing," Schmitt presented the concept of customer-centric experience marketing. In his "Strategic Experience Modules (SEMs)," Schmitt arranged the following elements: perception, emotion, cognition, behavior, and connection. He et al., (2019) developed a four-factor scale for measuring brand experiences, including sensory, emotional, cognitive, and behavioral. One of these dimensions is the experiential dimension the number ten. Experiential marketing allows customers to have meaningful encounters that leave a lasting impression. Consumers will be able to engage their senses in meaningful ways with companies, products, and services, according to the International Experience Marketing Association. Packaging design, the in-store shopping experience, and the service provided during sales allow consumers to form an impression of the brand before purchasing.

The sum of the associations that consumers have formed with a brand is its image (Ali, 2019). According to Budi et al., (2021), a customer's mental representation of a brand is the sum of their experiences with the goods. It helps buyers tell things apart, develop an attachment to the product, and maintain use. It means that the intangible asset of a product's reputation plays an



increasingly important role in the administration of product standardization (Shahid et al., 2022) and is a crucial driver of brand assets (Marliawati & Cahyaningdyah, 2020). When consumers have a favorable impression of a brand, they are likelier to buy the product and think highly of its quality and value (Madeline & Sihombing, 2019). A brand's image includes its name, logo, colors, packaging, advertisements, and more, impacting consumers' perceptions (Ting et al., 2021). The opposite is true with brand experience, characterized as the emotional response, mental impression, and behavioral response elicited by brand-related stimuli. Brand loyalty develops in customers when they are immersed in all aspects of the brand experience, from sight to sound (Nastasoiu & Vandenbosch, 2019). In other words, consumers' past interactions with a brand influence their opinions of that brand in the future.

### **User behavior perception of consumers**

Problems with design can stem from clients' or designers' hazy ideas. Designers make products that people want because they listen to their needs. The primary objective of design is to ensure that all members of society, irrespective of age, gender, or profession, have access to first-rate services. Incorporating well-designed elements into everyday life should be a right for all people (Yang & Lee, 2019). To better comprehend target consumers and address challenges connected to their behavior and cognition, research on user behavior and cognition seeks to understand them better. In addition to reducing losses for both businesses and products, it improves the connection between items and their users, which in turn help customers, understand products better when they consume information.

User experience research on product brand design looks at how the product is used, perceptions, and psychological components as they manifest in the target audience's memories, thinking, decision-making, perceptions, and other domains. It follows the definition of the target population. In doing so, it reframes user expectations in a way that product designers can follow, bringing the product into harmony with how people use it and learn from their experiences. By considering human behavior and thought during the design process, businesses may create products that customers love and trust more. It, in turn, increases the product's value and makes people feel like they're getting something new.

### **Brand trust and loyalty**

Bernarto et al., (2020) identified brand trust as a constructive mental process that develops in the minds of consumers as a result of brand awareness. An individual's level of trust in a brand



depends on their emotional investment in that brand (Atulkar, 2020). After comparing and satisfying expectations with multiple brands, brand trust generation occurs when consumers are more likely to recognize and trust one brand than another, even when faced with ambiguity. Brand trust promotes the expansion of brand assets, according to previous research (Shin et al., 2019). The bond between the customer and the brand is strengthened simultaneously. Experiences, attitudes, connections, and innovations related to a brand are all part of multi-level content in brand loyalty today (Diputra & Yasa, 2021). According to recent trends in the industry, brand loyalty has transformed into an attachment between the brand and its stakeholders, most often shown through participation, cooperation, advertising, or repeats purchases (Akoglu & Özbek, 2022).

Cuong, (2020) found that trust in the brand is the main factor that drives customer loyalty. According to the results, brand loyalty is a function of trust in brand, with higher levels of trust leading to stronger brand loyalty from consumers (Azizan & Yusr, 2019). However, out of the 107 brands researched and studied, none dealt with all products, even though they are intrinsic to everyday living (Nasir et al., 2020).

The visual elements of product packaging design partially impacted brand preference, according to (Villagra et al., 2021), while brand loyalty significantly impacted the desire to repurchase a product. Customers learn more about their favorite brands through interactive consumption experiences, which fosters brand loyalty. Researchers could better understand customers in marketplaces with various segmentations by studying Generation Z consumers in emerging nations and finding that confidence in luxury brands substantially influenced brand loyalty (Pandiangan et al., 2021). On a more philosophical and emotional level, customers appreciate well-designed products. Product design boosts brand loyalty even when it doesn't directly affect it (Kwon et al., 2021).

### **Hypotheses development**

Those in the know believe that consumers can become more engaged in a conversation with a brand through its interactive dynamics. Crucial to the brand's growth through this link is the involvement of customers (Al-Adwan et al., 2020). The importance of experiential marketing to brands is growing. According to research by Schmitt et al., consumers' impressions of a brand's authenticity can be impacted by their reactions to brand encounters across different channels and media while consuming (Sukendia & Harianto, 2021). A customer's unique relationship with a



brand might also have a role in the credibility of that brand (Azzahra & Fachira, 2022).

Everything that occurs before, during, and after a customer's interaction strengthens the brand's credibility. A brand's credibility is proportional to its value in the eyes of consumers (Othman et al., 2020). The more time and effort customers put into interacting with brands, the more their opinions about those brands would evolve. Although individuals have different impressions of companies, manufacturers are more concerned with creating a cohesive or enthusiastic brand image than customers (Bae et al., 2020). Customers' actual impressions of restaurants helped brand image development was positively correlated with their awareness of certain eateries (Ceyhan, 2019). Therefore, how a user perceives various elements of that experience influences a brand. Many components of the customer experience increase the possibility of a consumer making a purchase. Accordingly, improving consumers' sensory experiences and forging a stronger connection between products and consumers can significantly impact consumers' capacity to identify and appreciate the brand image (Su et al., 2022). In this study, we assume the following from the debate up top:

**H1:** Brand image is positively impacted by sensory experience..

**H2:** Positive emotional experiences enhance a brand's reputation..

**H3:** Brand image benefits from action experience.

**H4:** Experience thinking positively affects brand perception

Brand image is critical in both the study and application of brands. In recent decades, a plethora of studies have investigated the question of whether or not customers have a positive relationship with brand image (Indarto et al., 2022). Attractive colors, pictures, and font styles strongly linked with the brand image are common ways to attract customers, along with product names, trademarks, and other relevant information. Developing an emotional connection to a brand isn't enough to make consumers loyal to it; they also need to trust the brand (Jin et al., 2019).

Building brand credibility has been aided by extensive research that has sought out external sources (Shalehah et al., 2019). Promoting a brand effectively requires careful attention to the brand's image. Brand communication is enhanced when the brand image is congruent with consumer cognition, which in turn motivates customers to continue purchasing from these businesses (Fang et al., 2021). Customers are more likely to be satisfied and loyal to a brand if they have a favorable impression of it, which is a valid assumption to make (Yu & Huang, 2020). In light of this finding, the current investigation proposes the following theories:



**H5:** Brand trust is positively impacted by brand image.

**H6:** Brand loyalty is positively impacted by brand image.

According to the research, brand trust is associated with increased customer loyalty. Yulistiana et al., (2021) state that when consumers trust a brand, it makes them feel more comfortable, influencing their ideas, feelings, and actions towards the brand, ultimately leading to more purchases. There is less of a perceived chasm between the brand and the consumer when brand awareness rises among consumers, which makes the user feel better. It makes people feel good about the brand, increasing their understanding and desire to purchase it (Naeem & Sami, 2020). Building trust is crucial for achieving cooperation. When people have faith in one another, they are more likely to be loyal to that person or group (Arif & Syahputri, 2021). Several factors influence brand loyalty, both directly and indirectly, beyond consumer satisfaction and perceived quality.

On the contrary, consumer trust in the brand has a more direct impact (Tanveer et al., 2021). According to the factors above, customer loyalty to a brand is built on solid brand trust. This leads us to propose the following theory:

**H7:** Brand loyalty is positively impacted by brand trust.

## **Research Design.**

### **Questionnaire design and data collection**

In his concept for service branding, (Uddin, 2019) emphasized the role of the consumer's experience in developing a brand. This study examined the possibility of measuring customers' brand experiences using (Brakus et al., 2009) Customer Experience Scale and adjusted it to account for the specific needs of those who use dairy products. Johnson & Grayson, (2005) developed a set of four questions to gauge consumers' trust in brands. Using the (Aaker, 1996) scale, research yielded three questions on brand perception and four about brand devotion based on the perceived worth and character of the brand association. There are three parts to the finished survey. One of them is measuring the brand experience. The second is a review of the reputation, reliability, and devotion to a brand. Step three entails compiling demographic information from the respondents, including their age, gender, income, level of education, and other relevant factors. A formal questionnaire was procured after preliminary interviews and surveys. A 5-point Likert scale was utilized in this research. Based on their real-life experiences,





the respondents ranked the questions. The indication "1" means "strongly disagree." To "2" is to "disagree." A score of 3 is "average," 4 agree, and 5 strongly agree.

Seoul Milk is showing signs of robust growth momentum amid a declining market, according to market research organization Nielsen Korea. In their empirical analysis, researchers focused on "Seoul Milk," the best-selling brand. Stratified sampling was used for the official poll in May and June 2023. Street intercept interviews were conducted with samples in public places, including park plazas and big malls in the Nam District of Busan. For this pick, we used the convenience sampling technique. At the same time, a separate subset of the sample was intentionally selected by employing non-probability selection methods, including snowball sampling and distributing questionnaires through alternative and social media channels. The data collection process was completed 20 days after the study's objective was explained to the respondents to ensure consistency in the sample time range. The actual relationship between the data can be better understood with a big enough statistical sample (Li et al., 2020). Structural equation modeling calls for a sample size of at least 300, and an evaluation study with 500 or more is considered top-notch. With a recovery percentage of 93.9%, 357 out of 380 questionnaires sent out during the formal survey for this study were valid. The sample size provides statistical power.

### **Data Analysis**

#### **Results**

To demonstrate effectiveness of research findings, survey data was subjected to multivariate statistical analysis using SPSS 25.0 and AMOS 25.0.

#### **Respondent's demographic profile**

Table 1 displays the demographic profile of the respondent.



Table 1  
Respondent descriptive statistics (n = 357).

Variable	Categories	N	%
Gender	Male	174	49.01
	Female	183	50.99
Age	18–24	131	36.69
	25–29	79	22.12
	30–39	103	28.85
	40–49	37	10.36
	50–59	6	1.68
	60 and above	1	0.28
	Educational level	High school and below	48
Junior college		143	40.06
Undergraduate		154	43.14
Graduate		12	3.36
Income	2000 ¥	66	18.49
	2001-4000 ¥	73	20.45
	4001-6000 ¥	110	30.81
	6001-8000 ¥	66	18.49
	8001 and above	42	11.76

### Reliability and validity

The researchers used confirmatory factor analysis to make sure data was flexible enough to be based on how people felt about, thought about, and trusted the brand. Table 2 shows that all of the measured concept items had Cronbach's value of more than 0.7, which means that the scale is reliable and has significant internal consistency.

Table 2  
Results of the Scale Reliability test



Item	Sensory Experience	Emotional Experience	Action Experience	Thinking Experience
SE1	.829			
SE2	.686			
SE3	.754			
EE1		.571		
EE2		.776		
EE3		.848		
AE1			.831	
AE2			.825	
AE3			.812	
TE1				.851
TE2				.839
TE3				.841
AVE	.576	.549	.671	.712
Cronbach $\alpha$	.731	.725	.772	.812
Eigen Value	2.11	1.79	2.13	2.19
Variance (%)	17.29	15.59	17.12	18.39

Each model variable in this study had strong convergence validity, according to the results of the factor analysis and Average Variance Extracted (AVE) analysis. It means that if each item on the questionnaire has a factor load value greater than 0.7 for the relevant component variable, then convergence validity is assured. Table 2 shows that all survey items had factor load values higher than the standard value. Any claim of convergence must be based on an AVE value higher than 0.5. The AVE values of the study's constituent variables range from 0.658 to 0.673, which is higher than the standard value, as shown in Table 3. This suggests that there is a strong level of convergent validity.

Table 3  
 Results of confirmatory factor analysis.



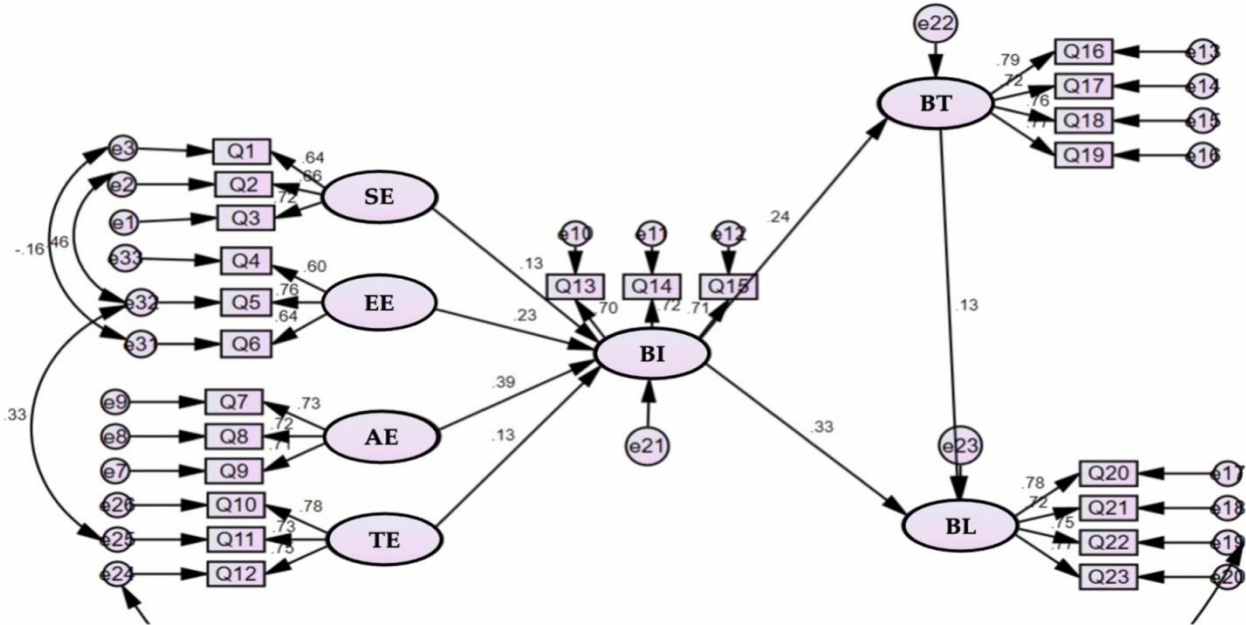
Item	Brand Image	Brand Trust	Brand Loyalty
BI1	.773		
BI2	.869		
BI3	.823		
BT1		.842	
BT2		.832	
BT3		.841	
BT4		.825	
BL1			.812
BL2			.813
BL3			.815
BL4			.835
AVE	.671	.664	.649
Cronbach $\alpha$	.769	.861	.839
Eigen Value	2.12	2.68	2.69
Variance (%)	19.75	25.91	25.64

### ***Verification results***

To ensure that the study model adequately tested the effect of user experience on trust in and loyalty to dairy brand names, researchers turned to Structural Equation Model (SEM) analysis. It was possible to infer the model's parameters from Figure 2.

Figure 3

*Analysis of structural equation models.*



With an overall fit index of 2.313, structural equation model meets minimum requirement 3.

According to these measures, the model is adequate: TLI = 0.885 < 0.90; NFI = 0.839 < 0.90; AGFI = 0.886 > 0.80; RMSEA = 0.061 < 0.08; CFI = 0.901 > 0.90; IFI = 0.902 > 0.90.

We can conclude that H1/H2/H3/H4/H5/H6/H7 are correct because P-values for the pathways in Table 4 are more significant than 0.05, indicating that the path coefficients are substantial.

Table 4

Path coefficient and hypothesis verification results.

Hypothesis	B	P	Decision
H1	.141	.052	Confirmed
H2	.231	***	Confirmed
H3	.375	***	Confirmed
H4	.141	.029	Confirmed
H5	.239	***	Confirmed
H6	.331	***	Confirmed
H7	.142	.028	Confirmed

## Conclusions



This study aims to learn more about the relationship between consumer perceptions and experiences with brands, how those factors impact consumers' trust and loyalty to dairy products, and how brands may be better communicated through packaging. It presupposes that before influencing brand image, it is essential to improve customer experience. Results show that sensory, emotional, behavioral, and cognitive experiences all significantly impact consumers' perceptions of brands.

The combination of product packaging's many elements including symbols, pictures, messages, colors, and materials—creates a brand image that appeals to consumers' senses. It shapes how consumers see the brand and inspires them to identify with it emotionally (Zhang & Zheng, 2021). Dairy products can boost their reputation by continuously making them visually appealing to customers. It includes making the product more eye-catching and stands out from the competition. While the study's findings were unremarkable, they do support the idea that thought experience might help dairy products build a positive reputation. Consumers don't give enough thought to brand clarity because fast-moving consumer goods (FMCG) offer a consistent positioning, image, personality, look, and feeling to better adapt to the market (Tuti & Sulistia, 2022). Dairy products provide a behavioral experience that customers can relate to. The main reason is that the company's reputation can only improve if it offers things that appeal to customers' emotions and fulfill their desires. This finding accords with earlier studies on the topic of brand associations and brand perceptions (Ferreira et al., 2019). Since the principal experience mode for FMCGs like dairy products is the planning of promotional efforts and reliance on customers' behavioral experiences to purchase, this conclusion is vital for many of these products. Customer behavior can significantly improve brand perception, as shown in the study. As a result, providing consumers with first-rate initiatives about their behavioral experiences with dairy products will play a role in shaping the brand and boosting profits. Customer loyalty can only be won over by incredibly remarkable products, meaning emotional experiences also impact the brand image of dairy goods. Consistent with earlier research, this conclusion states that customers are more likely to maintain a long-term engagement with a brand if they feel an emotional connection to it (Zhou et al., 2019). The impact of subjective emotional experiences on the sensory experience of a product was also found to be higher in this study. According to Santos & Schlesinger, (2021) a unique and unforgettable brand experience



has the potential to stir up strong emotions in customers and leave a lasting impression on their feelings.

Consequently, our analysis strengthens the findings of previous research (Hussain et al., 2024). Because of the high positive association, the H1\H2\H3 and H4 hypotheses supported the experiment. An excellent brand experience makes more than an impression; it lays the groundwork for a long-term bond between the client and the company.

Users' impressions of a brand are a key factor in determining their level of trust and loyalty to that brand, according to this study's findings. Trust and loyalty to a brand are not immediately impacted by the user experience. How consumers perceive a brand's quality while making a purchase greatly influences the brand's reputation, which fosters loyalty and trust. Consequently, merchants aim to promote brand value and trust by using sales, discounts, and other marketing initiatives for branded items. These techniques create a delightful shopping experience for customers, enhancing their opinions of the brand. Based on the results, the H5 and H6 hypotheses regarding the investigation were correct. It is an excellent chance for milk products to boost their reputation among consumers in terms of user experience. Firsthand experience is the best way for customers to trust a brand (Torres et al., 2022). Brand perception significantly impacts consumers' trust in dairy product brands (Wassouf et al., 2020). Customers are more likely to be loyal and trusting if they have a positive impression of the brand (Hwang et al., 2021). Thus, the brand strives to meet consumer demand by emphasizing the customer's perception of the brand's merchandise to strengthen the link between the brand and the client. Faith in a brand is crucial for attracting and maintaining customers (Aslam et al., 2020). Brand loyalty is high when consumers have faith in a company's products. Hypothesis 7 thus supported the study. Brand trust is a significant factor in determining brand loyalty, and consumer-facing product brand imagery conveyed in different methods typically enhances the company's identity. Customers who have a strong affinity for and trust in a brand are more likely to buy from that brand again, as seen in this link.

Since distinct brand experiences result in a more thorough understanding of the brand identity, consumers may display brand loyalty along several perceptual axes. Accordingly, the interplay between highly engaged consumers' brand experiences and brand images substantially impacts their trust and loyalty to the business. A favorable customer experience and perception of a brand almost always lead to a positive attitude toward the brand, increasing customer trust and loyalty.



### **Theoretical significance**

This article looks at how consumers' perceptions and experiences with a brand affect their level of loyalty and confidence in that brand. Results show that consumers' perceptions of a brand are affected by their experiences with that brand, which affects their trust in the brand and encourages them to remain loyal to it. These findings lend credence to the FMCG consumer brand experience theory and bolster the theoretical contribution, facilitating the establishment of a conceptual model. This work builds on previous research by examining the construction of brand experience, brand image, trust, and loyalty in the context of fast-moving consumer goods (FMCG) retail.

Consumers' expectations for the brand experience are on the rise. Therefore, ensuring they have a positive emotional connection with the brand is essential. This effort strengthens our understanding of brand experience by developing and conducting research to confirm the concept. The proposed model, when finalized, can propel state-of-the-art research into creating a brand experience for the next generation.

### **Managerial significance**

This research presents essential insights on how firms can establish brand loyalty. Brands of dairy products have a considerable following. Customers who interact positively with a brand are more likely to remember it and buy more of its products. Brand loyalty can only be achieved when companies take an active role in shaping customer perceptions. Businesses should immediately enhance design components that can improve consumer experience to address the perceived quality of items during consumption. Customers are more likely to have faith in well-known brands when their products' packaging reflects their values and history. Therefore, to create a unique design for a brand and keep it competitive in the market, it is essential to know how customers perceive the product's packaging from a sensory, emotional, behavioral, and cognitive perspective.

Furthermore, designers should be aware that to persuade consumers to buy a product, they must first create engaging and high-quality sensory, emotional, and other interactions with the package. As part of the brand communication phase, marketing should outline the experiential tactics of brand activities regarding how people think and act. So, this research provides new insight into the role of brand experience strategies as directives and sheds light on the innovative use of experience design in fast-moving consumer goods. Despite the rapid changes in the





consumer products industry, this study demonstrates that a great brand image and strong brand trust are still attainable goals. Recommendations for enhancing the loyalty of dairy product consumers are offered about the brand's image and trustworthiness.

### **Limitations, future research**

Specific problems persist, and this study still has opportunities for improvement. To begin, the impact of milk product experiences on customer behavior is the exclusive focus of this study. We need to conduct more validation before we can say whether our results apply to other RMCGs. Dairy product quality is rising, but there's still room for innovation thanks to increasing customer demand for novel items. Future research should concentrate on the FMCG market to broaden the scope of the study's conclusions. Second, several limitations exist to the survey samples used in this work. The study's results might have been skewed because of the inherent subjectivity in group cognition. Future research should incorporate a broader scope and a larger sample size to enhance the external validity of the results.

Additionally, it should be noted that this study requires users to have an opinion on FMCG within the brand experience category. There is a risk of bias in studies investigating aspects related to brand image, trust, and loyalty due to the absence of mediating variables. Therefore, additional investigation is required to ascertain whether or not external factors will influence the study. The primary focus of this research is the consumer experience. But the truth is that the second a consumer touches an item, they have gained experience. The brand is the sum of all the experiences that consumers have with the product. It follows you through all of your interactions with clients. Advertising, the buying process, and the experiences after the purchase all shape consumer behavior. Thus, it's vital to discuss these topics.

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