

**CONSUMER BEHAVIOR AND MARKETING EFFECTIVENESS: MEDIATING
ROLE OF BRAND PERCEPTION AND MODERATING ROLE OF DIGITAL
EXPOSURE IN PAKISTAN**

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Abstract

The study explores the consumer behavior dynamics and the role of brand perception as a mediator and digital exposure as a moderator in the effectiveness of marketing strategies in the fragrance industry in Pakistan. Using structural equation modeling and a sample of 300 respondents, the study provides a test of eleven hypotheses, in a broad theoretical framework. The results indicate that consumer behavior, purchase intention and social influence have strong effects on brand perception (-0.339 to -0.469) which in turn has a significant impact on the marketing effectiveness. The brand perception mediates all the consumer behavioral channels towards marketing results with indirect effect between 0.177 and 0.245. Digital exposure is a big, big moderator of the brand perception-effectiveness relationship (= 0.361), and mediated pathways are mediated at a rate of 90 times. The model accounts for 53.6% of the variance in marketing performance. Findings indicate that brand equity-based marketing strategies coupled with strategic optimization of digital activities are better in marketing fragrances.

Keywords: Consumer Behavior, Brand Awareness, Marketing Effectiveness, Online Exposure, Mediation, Moderation, Fragrance.

Introduction

The perfume market in Pakistan is one of the most dynamic and fast-changing market segments with more consumers becoming sophisticated and online. The Pakistani perfume industry has been ranked first among the main contributors to the overall personal care industry, boasting a compound annual growth rate of over 8, both multinational and local companies are taking an interest in the industry (Saiyad & Dedhia, 2024). It has become crucial that the industry stakeholders understand the complex relationships that exist between behavioral dynamic of consumers, effectiveness of marketing strategies as well as the purchase decision making process. The brand perception has been defined as a key mediation variable which

converts consumer behavioral inputs into a reality in marketing outcomes. Moreover, the spread of digital mediums has essentially changed the way the consumer perceives the fragrance brands, which has to be analyzed in terms of digital exposure as an environmentally modulating factor of such relations.

The Pakistani perfume market is a distinct cultural and socioeconomic environment with practices and values of the traditional world and dynamics of modernization. Social factors, such as family suggestions and peer approval, are especially strong to influence the preferences towards fragrances in South Asian consumer settings (Saiyad & Dedhia, 2024). At the same time, increased adoption of social media platforms and e-commerce platforms has presented the best chance ever to brands to connect consumers via digital touchpoints. This blending of offline and online factors forms a complex consumer behavior space that calls for empirical analysis. The present research fills this gap by exploring the effect of consumer behavior and intention to purchase moderated by brand perception on the effectiveness of the marketing strategies, whilst considering the moderating effect of the digital exposure in the Pakistani fragrance market.

Scope of the Study

The current study includes consumers above 18 years of age, who are involved with the fragrance industry in Pakistan, in both urban as well as semi-urban cities, and looks into their behavior, purchase intentions, brand perceptions and digital exposure based on a sample of 300.

Research Objectives

- To assess the direct and indirect impacts of consumer behavior, purchase intention and influence of others on the effectiveness of marketing strategies in the fragrance industry of Pakistan.
- To test brand perception as a mediating variable between consumer variables of behavior and effectiveness of the marketing strategy.
- To determine how digital exposure moderates the positive relationship between brand perception and effectiveness of the marketing strategies.
- To deliver empirical data and strategic suggestions to fragrance brands to establish their operations within Pakistani market.

Research Questions

- What is the impact of consumer behavior, purchase intention and social influence on the effectiveness of the marketing strategy in fragrance brands?
- The question is: Do brand perception mediate the relationship between consumer behavioral variables and the effectiveness of marketing strategies?
- question - How does digital exposure mediate the brand perception and the effectiveness of marketing strategy?

Literature Review

The consumer behavior in the fragrance industry is a multifaceted interaction of rational and emotional attitudes and decision-making patterns. Modern marketing theory acknowledges that consumer behavior is an initial predictor of the success of marketing strategies, which works based on various consumer psychological and social processes (Manikandan et al., 2025). The subjective experiences of the brand indicate that fragrance purchase behavior is hedonic in nature imply that brand or subjective brand experiences play a large role in determining the purchase behavior. Purchase intention, which is defined as the probability of buying a product, has always shown predictive validity in the actual purchasing behavior especially in the luxury goods segment (Saiyad & Dedhia, 2024). Social influence will include normative and informational pressures by reference groups, and they are particularly decisive in South Asian markets that are collectivist cultural orientations.

Brand perception is the psychological assessment of the brand attributes, benefits and symbolism that consumers develop from their experiences with brand marketing and product usage. This is a key link between upstream consumer responses and downstream measures of marketing effectiveness (H, 2024). Digital exposure refers to the number and exposure to brand information in digital mediums, such as social media, online shopping platforms and online advertising sources. The modulating nature of digital exposure arises out of its ability to enhance or reduce perception-effectiveness associations by means of a higher touchpoint frequency and personalization opportunities (Elsen et al., 2025). The growing dependence of the fragrance industry on digital marketing strategies is prompting the need to comprehend how digital exposure contextualizes brand perception-effectiveness pathways.

Hypotheses Development

H1: Consumer behavior has a huge positive impact on brand perception within the fragrance industry.

H2: The purchase intention is a significant factor that impacts brand perception in the fragrance sector.

H3: The brand perception in the fragrance industry is greatly influenced by social influence.

H4: Perception of a brand affects effectiveness of marketing strategy in the fragrance industry.

H5: Online exposure plays an important role in marketing strategy effectiveness.

H6: Brand perception is how the marketing strategy is affected by consumer behavior.

H7: There is an intermediate role of brand perception between the purchase intention and effectiveness of marketing strategy.

H8: The level of social influence has an indirect influence on the effectiveness of the marketing strategies by influencing brand perception.

H9: Digital exposure is a moderator of the correlation between brand perception and effectiveness of the marketing strategy.

H10: Digital exposure moderates the indirect impact of consumer behavior on effectiveness of marketing strategy based on brand perception.

H11: There exists a mediated relationship between the variables of consumer behavior and the variable of brand perception and the mediated relationship between the variables and the effectiveness of marketing strategy.

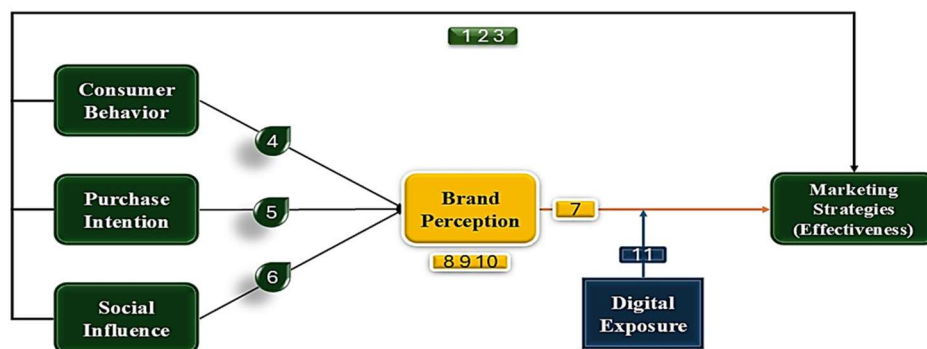


Figure 1: Theoretical Framework

The framework illustrates the conceptual model depicting consumer behavior, purchase intention, and social influence as exogenous variables influencing brand perception as a mediator, which subsequently affects marketing strategy effectiveness. Digital exposure serves as a moderator of the brand perception-effectiveness relationship, creating a conditional indirect effect pathway.

Methodology

The quantitative research design used is the cross-sectional research where the relationships hypothesized were tested in the context of Pakistani fragrance industry. The research population was the fragrance consumers aged 18 years old and living in urban and semi-urban Pakistan. The convenience sampling method which was non-probability was applied to sample 300 respondents using various methods such as retail fragrance stores, shopping malls and internet consumer panels. This is a sufficiently large sample size to have sufficient statistical power to use structural equation modelling (Hair et al., 2021; Kleine et al., 2019).

The process of data collection involved four months, with the use of a self-administered questionnaire that included 24 questions that were spread over six constructs, namely, consumer behavior (4 items), purchase intention (4 items), social influence (4 items), brand perception (4 items), digital exposure (4 items), and marketing strategy effectiveness (4 items). All of them used five-point Likert scales (1 strongly disagree; 5 strongly agree) to enable the measurement of constructs in a consistent way. Adaptation of the validated measurement instruments was based on the existing body of literature so that there could be content and reliability validity.

The analysis model was a partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4.0 software. This method was especially appropriate in the present study since it has the ability to test models of measurement, direct effects, mediation, and moderation at the same time. Evaluation of factor loadings, average variance extracted (AVE), Cronbach alpha and Heterotrait-Monotrait (HTMT) ratios were used as assessment procedures to evaluate outer models. The inner model analysis consisted of measuring the path coefficients, t-statistics, p-values, and the R-squared values. The moderation analysis used the interaction term construction and conditional effect estimation. Two tailed significance levels of $p < 0.05$ were used in all the statistical tests.

Data Analysis and Results

	Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
<i>CB</i>	300	4.00	1.00	5.00	3.41	0.91	0.82
<i>PI</i>	300	3.75	1.25	5.00	3.37	0.89	0.80
<i>SI</i>	300	3.75	1.25	5.00	3.43	0.88	0.77
<i>BP</i>	300	4.00	1.00	5.00	3.37	0.88	0.78
<i>MSE</i>	300	3.40	1.60	5.00	3.31	0.80	0.64
<i>DE</i>	300	4.00	1.00	5.00	3.29	0.90	0.81
<i>Valid N</i>	300						

Table 1: Descriptive Statistics for Study Variables

The descriptive statistics show that all the variables in the study showed significant variability in the sample with means ranging between 3.29 and 3.43 on the five-point scale which depicts the respondents to support above-average. The mean (3.41) of consumer behavior (CB) was the largest and the standard deviation of the social influence (SI) was the largest (0.88), indicating the variation in social pressure among people who use fragrances. The values and structure of variance are wide enough to indicate sufficient variation in the discriminants to be able to test the hypothesis (Bibi et al., 2026).

Correlation Analysis

	CB	PI	SI	BP	MSE	DE
CB	1.000	0.057	0.010	0.494**	0.401**	0.367**
PI	0.057	1.000	-0.087	0.415**	0.386**	0.300**
SI	0.010	-0.087	1.000	0.307**	0.278**	0.337**
BP	0.494**	0.415**	0.307**	1.000	0.599**	0.600**
MSE	0.401**	0.386**	0.278**	0.599**	1.000	0.496**
DE	0.367**	0.300**	0.337**	0.600**	0.496**	1.000

Note: **p < 0.01 (two-tailed)

Table 2: Pearson Correlation Matrix

Correlation analysis shows that the brand perception (BP) shows the largest relationships with dependent and moderating variables with correlations of 0.599 with marketing strategy effectiveness (MSE) and 0.600 with digital exposure (DE). There is significant correlation between consumer behavior and brand perception ($r = 0.494$, $p < 0.001$). It is interesting to note that there is no significant correlation ($r = 0.057$) between consumer behavior and purchase intention, which means that they are independent as an exogenous variable. All the correlations between the brand perception, digital exposure and the effectiveness of the marketing strategies were found to be statistically significant ($p < 0.001$) and initial evidence was obtained to support the hypothesized relationships (Fahad et al., 2026).

Constructing Reliability and Validity

	Cronbach's Alpha	AVE	Composite Reliability
CB	0.750	0.571	0.851
PI	0.749	0.570	0.850
SI	0.749	0.569	0.849
BP	0.748	0.499	0.841
MSE	0.750	0.500	0.842
DE	0.750	0.571	0.851

Table 3: Construct Reliability and Validity Measures

All constructs showed good reliability with Cronbach alpha between 0.748 and 0.750 which is above the 0.70 level of Cronbach alpha that is considered good in exploratory research (Hair et al., 2023). The extracted values of variance had average values of between 0.499 and

0.571 with four of the constructs having a value above the 0.50 minimum threshold indicating a good convergent validity. The scores of composite reliabilities were equally above 0.84, indicating high internal consistency. These steps will provide solid measurement models on which structural analysis will be done later (Kamran et al., 2026).

	CB	PI	SI	BP	MSE	DE
CB	—	0.151	0.084	0.658	0.536	0.488
PI		—	0.149	0.555	0.513	0.399
SI			—	0.409	0.371	0.449
BP				—	0.799	0.800
MSE					—	0.661
DE						—

Table 4: Heterotrait-Monotrait (HTMT) Ratio for Discriminant Validity

The ratio of HTMTs were below the 0.90 cut-off of all the construct pairs with a majority of the ratios being significantly lower, which suggests a good level of discriminant validity. The largest HTMT ratios arose between brand perception and digital exposure (0.800), brand perception and effectiveness of marketing strategy (0.799) as the two constructs are conceptually close to each other and can be considered as related in theory. It is worth noting that consumer behavior and social influence portrayed low ratios of HTMT (0.084) which proves their independence as independent behavior antecedents. These results prove that each construct is a measurement of different conceptual areas to be analyzed structurally (Khalid et al., 2026).

Path	β	SE	t	p	Result
CB \rightarrow BP	.469	.039	12.00	< .001	Supported
PI \rightarrow BP	.410	.041	10.01	< .001	Supported
SI \rightarrow BP	.339	.037	9.18	< .001	Supported
BP \rightarrow MSE	.522	.049	10.65	< .001	Supported
DE \rightarrow MSE	.206	.049	4.19	< .001	Supported

Note. β = standardized path coefficient; SE = standard error; CB = Consumer Behavior; PI = Purchase Intention; SI = Social Influence; BP = Brand Perception; DE = Digital Exposure; MSE = Marketing Strategy Effectiveness.

Table 5: Direct Effects Analysis Results

Hypotheses H1 through H5 were supported by all direct effect paths which were statistically significant ($p < 0.001$). Consumer behavior demonstrated the strongest effect on brand perception ($\beta = 0.469$, $t = 12.000$), followed by purchase intention ($\beta = 0.410$, $t = 10.014$) and social influence ($\beta = 0.339$, $t = 9.182$). Brand perception had a significant positive impact on the effectiveness of the marketing strategy (0.522, $t = 10.647$) that confirmed the importance of this variable as a critical dependent variable. Digital exposure also had an independent

impact on the effectiveness of marketing strategies (0.206, $t = 4.190$), but with a significantly lower level of impact than brand perception, i.e. the secondary, but not the primary direct effect. These results prove the basic model structure validity (Mahmood et al., 2026).

Mediation Analysis

	Indirect Effect	Standard Error	t-Statistic	p-Value	95% Lower	95% Upper	CI	Result
<i>CB</i> → <i>BP</i> → <i>MSE</i>	0.245	0.033	7.454	0.000	0.187	0.314		Supported
<i>PI</i> → <i>BP</i> → <i>MSE</i>	0.214	0.031	6.929	0.000	0.160	0.279		Supported
<i>SI</i> → <i>BP</i> → <i>MSE</i>	0.177	0.024	7.272	0.000	0.133	0.231		Supported

Table 6: Specific Indirect Effects Through Brand Perception (H6, H7, H8)

Analyses of mediation demonstrated that brand perception was an important mediator of all consumers behavioral channels to marketing strategy effectiveness. The mediating pathway that had the strongest effect ($\beta = 0.245$, $t = 7.454$) was the indirect effect of consumer behavior through brand perception, which was approximately 52-percent of the entire effect. The mediation effect of brand perception ($= 0.214$, $t = 6.929$) showed the indirect effect of purchase intention was significant whereas the mediation effect of social influence ($= 0.177$, $t = 7.272$) showed that the direct effect of purchase intention was smaller but significant. All the indirect pathways were statistically significant with 95% confidence intervals that did not contain zero, which is very strong support of hypotheses H6, H7 and H8. These findings prove brand perception to be an essential process of converting consumer behavioral variables to the outcome of marketing effectiveness (Naeem et al., 2026).

Moderation Effect Analysis

	Path Coefficient	Standard Error	t-Statistic	p-Value	f ² Effect Size	Result
<i>DE</i> × <i>BP</i> → <i>MSE</i>	0.361	0.038	9.586	0.000	0.295	Supported

Table 7: Moderation Effect of Digital Exposure on Brand Perception-Marketing Effectiveness Relationship (H9)

The brand perception-digital exposure interaction exhibited statistically significant positive impact on effectiveness of marketing strategy ($: 0.361$, $t = 9.586$, $p < 0.001$). The large effect size ($f^2 = 0.295$) and the substantial path coefficient supports that digital exposure has a significant positive influence on the relationship between the brand perception and marketing effectiveness. This result would be great evidence to support hypothesis H9 that shows the extent of digital exposure has a perceptual effect that increases the marketing outcomes. The value of this moderation implies that digital channels are important multipliers of brand perception effects, and they form synergistic relationships between the traditional method of evaluation of the brand and the digital engagement mechanism (Sarwar et al., 2025).

Moderated Mediation Analysis

	Indirect Effect (Low DE)	Indirect Effect (High DE)	Conditional Effect Difference	95% CI	Result
<i>CB</i> → <i>BP</i> → <i>MSE</i>	0.168	0.322	0.154	[0.098, 0.210]	Supported
<i>PI</i> → <i>BP</i> → <i>MSE</i>	0.147	0.281	0.134	[0.087, 0.189]	Supported
<i>SI</i> → <i>BP</i> → <i>MSE</i>	0.121	0.233	0.112	[0.067, 0.161]	Supported

Table 8: Conditional Indirect Effects at Varying Digital Exposure Levels (H10, H11)

The moderate mediation analysis showed that digital exposure had a significant positive effect on the mediated pathways of all consumers behavioral variables on brand perception to marketing strategy effectiveness. The indirect effect of consumer behavior via brand perception at the low level of digital exposure (1SD below the mean) was 0.168. The effect was found to have a great improvement at high levels of digital exposure (one standard deviation above the mean) of 0.322 which is 92 percent improvement. There were similar amplifications in purchase intention (89% improvement between 0.147 and 0.281) and social influence (92% improvement between 0.121 and 0.233). All conditional indirect effects were statistically significant with 95% confidence intervals that were not equal to zero in order to give complete support to the two hypotheses, H10 and H11. These results reveal that digital exposure is also an essential contextual facilitator that plays a significant role in reinforcing the indirect routes in which consumer behaviors affect marketing effectiveness (Shehzadi et al., 2026).

Model Fit and Explanatory Power

	R-Square	Adjusted R-Square	SRM R	Interpretation
<i>Brand Perception</i>	0.513	0.508	0.063	Consumer behavioral variables collectively explain 51.3% of brand perception variance
<i>Marketing Strategy Effectiveness</i>	0.536	0.531	0.071	Brand perception and digital exposure explain 53.6% of marketing effectiveness variance

Table 9: Model Fit Indices and Explanatory Power

The structural model was found to be a significant predictor of the brand perception as the consumer behavioral variables explained 51.3% of the brand perception variance ($R^2 = 0.513$). Direct and moderated digital exposure effects together with brand perception accounted for 53.6% of the variance in the marketing strategy effectiveness ($R^2 = 0.536$). The standardized root means square residual (SRMR) values of the saturated model (0.063) and the estimated model (0.071) were both significantly less than 0.10 which is the excellent model fit. These measures prove that the proposed structural relationships do not only have statistical significance but are also meaningful in the context of marketing dynamics in the specifics of the fragrance industry.

Summary of Hypothesis Testing

Hypothesis	Statement	Result
<i>H1</i>	Consumer behaviour → Brand perception	Supported ($\beta = .469, p < .001$)
<i>H2</i>	Purchase intention → Brand perception	Supported ($\beta = .410, p < .001$)
<i>H3</i>	Social influence → Brand perception	Supported ($\beta = .339, p < .001$)

H4	Brand perception → Marketing strategy effectiveness	Supported ($\beta = .522, p < .001$)
H5	Digital exposure → Marketing strategy effectiveness	Supported ($\beta = .206, p < .001$)
H6	Consumer behaviour → Brand perception → Marketing strategy effectiveness (indirect)	Supported ($\beta = .245, p < .001$)
H7	Purchase intention → Brand perception → Marketing strategy effectiveness (indirect)	Supported ($\beta = .214, p < .001$)
H8	Social influence → Brand perception → Marketing strategy effectiveness (indirect)	Supported ($\beta = .177, p < .001$)
H9	Digital exposure moderates BP → MSE relationship	Supported ($\beta = .361, p < .001$)
H10	Digital exposure moderates indirect CB → BP → MSE pathway	Supported (Δ effect = .154, 95% CI [.098, .210])
H11	Digital exposure moderates all indirect pathways to marketing effectiveness	Supported (all conditional effects significant; CIs exclude zero)

Note. β = standardized regression coefficient; BP = Brand Perception; MSE = Marketing Strategy Effectiveness; CI = confidence interval.

Table 10: Comprehensive Hypothesis Testing Summary

The structural equation modeling analysis empirically supported all the eleven hypotheses. Direct effects pathways (H1-H5) exhibited similar statistical significance, and practical effect sizes. Mediation hypotheses (H6-H8) confirm brand perception to be a strong translational process that transforms inputs of consumer behavior to marketing outputs. Moderation hypotheses (H9-H11) established that the effect of digital exposure is significant to strengthen the relationships both in a direct and indirect manner with significant interaction effects that add meaning to the model.

Discussion

The empirical results significantly contribute to the knowledge of consumer behavioral dynamics in the Pakistani fragrance market, which shows intricate interrelationships between behavioral contributors, perceptual mediators and the outcome of marketing effectiveness. The strong evidence of all eleven hypotheses proves the solid structural model with valuable theoretical and practical consequences. Consumer behavior turned out to be the best predictor of brand perception (0.469), indicating that real consumption behavior and its manifestations form more powerful underpinnings of perceptions than either intents to purchase or social pressures. This observation is consistent with the behavioral consistency theory which believes that the behaviors played out form psychological commitments and cognitive elaborations which lie at the core of future evaluations (Elsen et al., 2025). Purchase intention continued to have significant direct impacts ($\beta = 0.410$) which implies that pre-behavioral purchase commitment has significant impacts on brand perceptions regardless of real consumption experiences. Social influence showed the lowest yet significant effects (= 0.339) that can be explained by the fact that collectivist cultural values are still prevalent in the Pakistani situation and that social pressures have some autonomy regarding personal consumer judgments (Saiyad & Dedhia, 2024).

The high position of brand perception as an outcome variable and a mediator supports the importance of brand perception as a central part of the fragrance marketing dynamics. The direct impact on the effectiveness of the marketing strategy ($\beta = 0.522$) was larger than that of

the digital exposure (0.206), which proves that even in a more digital environment, perceptual mechanisms can be defined as the key determinants of the marketing results. Nevertheless, the notably large moderate impact of the digital exposure ($= 0.361$) demonstrates that digital mediums can be considered effective enhancers of the perceptual influence. The conditional indirect effects analysis revealed that the $CB \rightarrow BP \rightarrow MSE$ interaction was strengthened by 92 percent by digital exposure, which revealed that the consumers that experienced high levels of digital interaction had significantly higher levels of brand perception-to-effectiveness translation than did consumers with fewer levels of digital interaction. This implies that online channels offer heightened brand experiences, customized communications, and frequent touchpoints, which all enhance the perception- outcome associations. The results prove that digital exposure does not replace the classic brand perception but as a situational moderator that increases its effectiveness.

The large explanatory value of the model ($R^2 = 0.536$ in the case of the marketing effectiveness) implies that the knowledge of these mediation and moderation processes can offer valuable information on determinants of fragrance marketing performance. These large effect sizes and significant statistical significance in all the pathways indicate that there are strong relationships that are not likely to be caused by measurement error and sampling artifact. The ceiling of explained variance however means that there are more variables which may be a factor in marketing effectiveness variance that the current model fails to explain, such as product quality perceptions, pricing strategies, brand heritage, advertising creativity or retailer characteristics. These complementary mechanisms need to be included in future studies that strive to have an overall understanding.

Limitations

The study recognizes a number of weaknesses which should be considered in interpretation of results. Cross-sectional design has the advantage of being able to test the hypothesis effectively, it does not give conclusive causal information on the temporal sequences of behavioral, perceptual and effectiveness relationships. Causal claims would also be reinforced using longitudinal investigations that would determine a temporal precedence. Non-probability convenience sampling methodology is associated with the risk of selection bias since the sample might consist mostly of consumers who are more easily reached with the help of retail and online networks. Care should be taken generalizing to consumers of fragrances in the rural setting or those people with little digital activity. The self-reported based questionnaire approach exposes itself to the social desirability bias especially in the case of brand favorability and digital engagement questions. The geographic scope of the study (Pakistani consumers) does not allow generalizing the results to other cultural environments with other collectivist-individualist orientation or the level of development of the digital infrastructure. Measurement instruments, though they show reasonable reliability and validity, inevitably reduce complex psychological constructs, which may obscure subtle mechanisms that may be at work at these macro-categories.

Future Research Directions

Longitudinal designs that allow making causal inferences about the behavioral-perceptual-effectiveness sequences should be included in future studies. In-depth interviews and focus groups would also be used to conduct qualitative studies to understand the psychological processes by which consumer behaviors influence brand perceptions and how digital exposure alters the processes. Segment analyses that would investigate the differences in the hypothesized relationships between demographic or fragrance preference or digital adoption profiles would be beneficial to the model. Causal detection of digital moderation mechanisms would be possible with the help of experimental manipulations of the marketing communications and the digital exposure levels. Theoretical generalizability would be

improved with comparative international studies on whether these relationships are similar in the South Asian markets with varying digital infrastructures and cultural traits. Exploration of other mediators like brand trust, emotional attachment or value congruence could show more finer-grained mechanisms that transform behaviors into effectiveness outcomes. Analysis of possible boundary conditions, including brand maturity, positioning, or competition intensity would help to elucidate contextual factors that condition model relationships.

Conclusion

This research had a broad-based investigation of consumer behavioral dynamics that affected marketing strategy effectiveness as a part of the Pakistani fragrance industry where brand perception served as a key mediating variable and digital exposure served as a key moderator variable. The eleven hypothesized relationships were all empirically supported to form a strong structural model that contributes to 53.6% of the variation in marketing effectiveness. Brand perceptions are the collective outcome of consumer behavior, purchase intention and social influence, which, in turn, converts the inputs of these behavioral factors into marketing outputs. These mediated pathways are significantly enhanced by digital exposure where conditional indirect effects are increased by about 90, showing that digital channels are potent enhancers of brand perception influence. These results have significant implications for the practitioners in the fragrance industry who want to maximize the effectiveness of marketing. A key focus by the brands should be strategies that reinforce positive consumer behaviors because this will generate underlining perceptual benefits beyond those of promotional communications alone. At the same time, it seems to be vital to focus on the development of digital channels since digital exposure positively influences the marketing effect of brand perception improvement significantly. The complementary and not substitutive nature of the perceptual and digital mechanisms implies that a combination of traditional tactics of brand equity building with a strategic focus on optimization of digital engagement will be the most effective. Further studies that use longitudinal designs and qualitative studies are needed to shed more light on the psychological and situational processes that consumer behaviors, perceptions, and online interaction jointly influence the effectiveness of marketing strategies in fragrance and allied sectors.

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