

Sip, Sense, Stay: The Secret Recipe for Customer Loyalty in Karachi's Cafe Culture

Ayesha Syed* Salman Hameed**

Abstract

The present study aimed to determine the effect of sensory experience, behavioral experience, and the perceived quality on the repurchase intention of the customers of premium and specialty coffee shops in Karachi, Pakistan, where the perceived luxuriousness was placed at the center of the mediating process. The study used a structured questionnaire administered to 410 actual customers, and 390 valid, complete responses were received. The information was gathered through in-person intercepts (of over 20 high-traffic stores in key locations of Karachi) and online distribution via Google forms distributed on social media and cafe loyalty pages. The data was cross-sectioned and collected at a single point in time and which constitutes a limitation of this study. PLS-SEM was used to test the conceptual framework in Smart PLS 4.0. The study of 390 Karachi coffee shop customers revealed that perceived quality most strongly drives perceived luxuriousness, followed by sensory experience and behavioral experience. Perceived luxuriousness emerged as the dominant predictor of repurchase intention, partially mediating the effects of all three antecedents, highlighting that cultivating an aspirational luxurious image is key to fostering customer loyalty in this emerging market. Cafe proprietors must consider perceived luxuriousness as the final strategic goal: preserve relentless product quality as the base, followed by a conscious effort to design all sensory and behavioral touchpoints that enhance the sense of classiness, scarcity, and prestige.

Keywords: Sensory experience; perceived luxuriousness; behavioral expertise; perceived quality; repurchase intention; coffee shops Karachi; coffee consumption; emerging market; Pakistan.

JEL Classification: D91, L83, M37

*Client Service Executive, Wingsman Marketing Agency Karachi, Pakistan. Email: ayeshashakir224@gmail.com

**Assistant Professor, Department of Business Studies Bahria University, Karachi Campus, Pakistan. Email: Salmanhameed.bukc@bahria.edu.pk (Corresponding Author)

1. Introduction

Coffee consumption is a dynamic process where sensory, behavioral, and perceived quality aspects play their parts in influencing consumer liking and buying decisions. Coffee is one of the beverages that people consume the most around the world, and billions of cups are consumed annually (Adela & Tuti, 2024). In addition to its core characteristics, i.e., aroma, taste, and texture, the context within which coffee is served is also a critical factor in determining consumer perceptions and consumer behavior. Multisensory environment (use of visual, auditory, olfactory, and tactile features) greatly improves the general coffee experience (Miao et al., 2022). Also, the level of customer service and interaction makes customers satisfied and loyal. Consumer expectations and trust in a brand are further determined by the perceived quality that encompasses intrinsic and extrinsic attributes (Audrin & Etemad-Sajadi, 2026).

Although each of these factors affects consumer behavior, the perceived luxuriousness acts as an intermediary that brings out the whole experience. Ambiance and product presentation, as well as exclusivity, affect the luxury perception in coffee consumption and result in higher levels of satisfaction and emotional involvement (Yildirim & Türkmen, 2026). Consumers using a coffee shop as a sign of prestige and social status start developing a sense of prestige and social status, which confirms their plan to buy again (Pitardi & Acuti, 2026). The dependent variable of the research, repurchase intention, is an essential measure of customer loyalty and success in business over the long term. The relationship between sensory experience, behavioral experience, and perceived quality with perceived luxuriousness and repurchase intention is critically important to coffee shop owners and marketers who wish to improve customer retention plans.

The coffee industry has been greatly changed, focusing on mass-market brands to specialty coffee experience, placing an emphasis on quality, ambience, and one-on-one service. The use of coffee is no longer simply about the product but about the experience of holism, where the senses, behaviors, and quality are taken into consideration (Meeprom & Kokkhangplu, 2025). With the ongoing increase in competition, organizations are compelled to focus on the best experiences to create loyalty in customers and the desire to repurchase again. It is indicated that retention cannot take place solely through customer satisfaction but positive experiences form emotional and cognitive linkages that stimulate advocacy and repurchases (Opoku et al., 2023).

Perceived quality, sensory experience, and behavioral experience are also important influencing factors of consumer perceptions and decision-making in coffee consumption. Sensory experience incorporates visual, olfactory, auditory, and tactile parts, which influence the customer in relation to a coffee shop setting (Xu et al., 2025). Behavioral experience denotes customer contacts, service provisions, and interaction with employees, which lead to customer satisfaction and loyalty (Dhisasmito & Kumar, 2020). The perceived quality, including intrinsic (e.g., taste, aroma) and extrinsic (e.g., branding, ambience), is an important factor that influences the consumer expectations and the intentions to repurchase (Saeed & Mohy-Ud-Din, 2026).

1.1 Background

Consumer behavior and marketing research have been very active in understanding the sensual experience surrounding the consumption of coffee. Lights, music, scents, and any type of touch provide a multisensory environment that intensifies the perceived value of coffee (Peng & Fang, 2026, December, pp. 290-297). Research has shown that sensory attributes have a role in consumer emotions, expectations, and readiness to pay top coffee product prices (Kim et al, 2025). The former is highly common in luxury flagship cafes and utilize sensory marketing to achieve a sense of immersion that leads to loyalty in the customers (Gonzales-Gutierrez et al., 2026). Behavioral experience that incorporates the customer interactions, quality of the services offered, as well as environmental ambiance, is invaluable because it influences the consumer perception and their buying behaviors. It is proposed that positive behavioral experiences increase customer satisfaction and revisit intentions (Ha & Jang ,2012). The service quality (responsiveness and attentiveness) plays an important role in consumer trust and brand loyalty (Fadila et al., 2026). Sensory aspects are closely related to behavioral experience in coffee shops, as consumers want to experience more than just the product in a holistic and pleasant way.

Consumer satisfaction and brand equity are largely dependent on the perceived quality. Perceived quality can be described as the overall efficiency of a product or service over alternatives, as measured by a consumer, and determines the purchasing decisions and long-term loyalty (Luong, 2026). Perceived quality involves intrinsic properties, including coffee aroma and flavor, and extrinsic ones, including branding and packaging (Joo et al., 2026). In coffee stores, contextual experience and service quality have a significant influence on consumer expectations and satisfaction (Siri & Phithakkitnukoon, 2026). The perceptions of luxuriousness boost effects by the sensory experience, behavioral experience, and perceptions of quality in repurchase intention. Luxury perception also associates with exclusivity, sophistication, and high-end attraction, resulting in more consumer satisfaction and emotional involvement (Jooyoung et al., 2025). The studies indicate that high-end coffee shops with exclusive services and well-developed atmosphere contribute to customer satisfaction and eliminate customer loyalty (da Silva et al., 2024). Consumer behavior and brand attachment are also dependent on luxury values, which can be categorized as being functional, individual, social, and financial (Kato & Koizumi, 2026).

The dependent variable in the current study is repurchasing intention, which is also the critical measure of customer loyalty and business maintenance. When consumers feel high levels of sensory involvement, pleasant relations in their behavior, and high perceived quality, they tend to form strong repurchase intentions (Kim et al., 2026). The perceived luxuriousness in the coffee-drinking process confirms consumer loyalty to a brand, and this makes it a significant element for coffee shop owners who are eager to improve customer retention and profitability.

The study discussed the interactions among sensory experience, behavioral experience, perceived quality, repurchase intention, and perceived luxuriousness as a middle variable. This

research helps in the identification of important variables in consumer and strategic marketing techniques to maximize customer loyalty and satisfaction within the coffee shop sector by examining these variables within it.

Karachi's coffee shop industry is growing rapidly. Consumers seek quality experiences beyond mere consumption. Facing extreme competition, such organizations must prioritize unique customer experiences to raise loyalty (Kim et al., 2025). However, many organizations fail to hold customers due to inconsistent service, weak sensory engagement, and poor brand imagery. This weak sales approach punctures the long-term success (Muthmainnah et al., 2026). Previous studies pinpointed that sensory experience (ambiance, aroma), behavioral experience (staff service), and perceived quality (taste, presentation) are pivotal in crafting consumer behavior (Hameed & Kakeesh, 2026). In this whole process, perceived luxuriousness mediates this relation. It enhances perceived value and emotional involvement by conveying prestige and exclusivity. When customers consider a coffee shop as luxurious, satisfaction and repurchase intentions are underwired. Even though Karachi's emergent demand for premium coffee experiences, limited research has reconnoitered how perceived luxuriousness mediates the relationship between these experiential factors and repurchase intention in this explicit market (Park & Yim, 2020).

This study examines how sensory experience, behavioral experience, and perceived quality influence repurchase intention through perceived luxuriousness in Karachi's coffee shops. Findings will help owners improve services, enhance sensory engagement, and build a strong brand image to secure customer loyalty in this competitive market.

2. Literature Review

2.1 Sensory Experience

The study of sensory experience as a phenomenon in consumer behavior has been developing with time, and the focus has been on its role in brand perception in the purchase process. The importance of sensory marketing in preference formation in the consumer was also noted by Mouammime (2026). This was further developed in later research by Gonzales-Gutierrez et al. (2026) and Ha and Jang (2012), who showed that multi-sensory engagement influences consumer emotions and engagement. Rezaei and Felton (2026) also explored the role of sensory experiences in cafes as one of the key aspects leading to purchasing behavior. The success of their findings was supported by Kim et al. (2026), who studied sensory stimuli and their effect on consumer decision-making. Sensory features like lighting, music, smells, touch, and even taste are crafted well in the luxury flagship cafes to improve the engagement of customers.

The significance of sensory experiences in retail and hospitality settings is always supported by empirical research. Yildirim and Türkmen (2026) established that customers who attend luxury restaurants have a positive attitude towards revisiting based on the sensations they

have in them. In a similar study, Lee et al. (2026) have proved the hypothesis that sensory stimuli such as music and scent enhance the chances of having repeat customers coming back to a store. These results indicate that the sensory experiences are crucial elements in retaining customers and the brand experience.

2.2 Behavioral Experience

Behavioral experience has undergone wide research in terms of consumer loyalty and repeat buying. Ha and Jang (2012) have included ambiance, quality of service and food representation, highly impacting behavioral intention. Shahzadi et al (2018) seconded these findings that the major role of sensory experience is a major player in achieving the loyalty and satisfaction of customer. The concept of customer needs and expectations is one major theme of the research on behavioral experience. Research shows that companies have the ability to make consumers happier and become loyal in behavior through maximizing their performance and effectively responding to the wishes of the consumer. The predictor of customer satisfaction in the culinary industry, with strong influence on the behavioral intentions, is the sensory experience (e.g., the quality of food and the physical environment) (Ahmed et al., 2025).

The experience of behavior is largely important in forming consumer loyalty and repeat purchase behavior (Ha & Jang, 2012). It involves customer attitudes and behaviors leading to their further follow-up in relation to the brand, which are frequently affected by sensory reactions and perceived quality (Memon et al., 2025). It has been indicated that environmental factors, including ambiance, quality of services, and presentation of food, play a major role in the behavioral intentions to revisit (Ha & Jang, 2012). Sensory experiences, including the quality of food and a physically inclined environment, are powerful predictors of customer satisfaction in the gastronomic sector, which has a direct correlation with behavioral intentions (Ahmed et al., 2025). Companies that respond to consumer needs in a strategic manner by maximizing company performance will be able to boost consumer satisfaction and loyalty in behavior (Ha & Jang, 2012). It was found that the restaurant quality and sensory experience determine customer behavioral intentions, which can be supported by designing the establishment as a good and sensory experience (Ahmed et al., 2025).

2.3 Perceived Quality

The theory of perceived quality has been coined over a period, and the initial definitions of quality were given by Okrepilov (2026), who enumerated that the concept of quality is the overall superiority of the product in the mind of the consumer. Susanto and Wijanarko (2004) developed this concept and pointed out the importance of perceived quality as a factor in brand extension and market success. In their research, Huh et al. (2026) considered the quality signals both intrinsic and extrinsic, and the significance of reducing the difference between said and observed quality. They supported the importance of perceived quality in the determination of consumer satisfaction,

purchase intention, and brand loyalty.

Service quality is one of the many ways that the SERVQUAL model has been utilized to examine service quality in the coffee shop industry. Lee et al. (2026) ranked responsiveness and reliability as one of the determinants of perceived value. Recent research by Riva et al. (2022) and Casteran and Chrysochou (2026) affirmed that high perceptions of quality result in multiple visits and word-of-mouth referrals.

2.4 Perceived Luxuriousness

Perceived luxuriousness is a study that has drawn attention over recent years, and Park and Yim (2020) found that luxury perception is an important element in the ability to increase customer satisfaction and intentions to repurchase. Oukhayi et al. (2026) also examined the role of luxury branding in consumer motivation to frequent high-end places again. Singh et al. (2026) also studied the psychological gains of luxury consumption, as it has been proven that luxury cafes are utilized by consumers to showcase their social status and identity. Shaikh and Gummerum (2026) also associated luxury perception with the superior quality, where a sophisticated setting in high-end stores in the coffee industry increases customer satisfaction and loyalty.

Patrick and Hagtvedt (2014, pp. 289-302) placed the perceived luxury values into functional, individual, social, and financial categories, which is a well-structured way of perceiving luxury consumption. Cao et al. (2026) optimized this model, as it also focuses on emotional satisfaction as a result of luxury experiences. Syahrivar et al. (2025) studied the symbolic dimension of luxury consumption, pointing out the importance of its role in signaling social status. Sharma (2026) examined the hedonic motives and developed immersion that led to customer loyalty and repeat purchasing behaviour.

2.5 Repurchase Intention

Repurchase intention has been one of the areas that has received attention in consumer behavior studies as it has developed over time to have different dimensions. It was described by Sugandhi and Rathod (2026) as the possibility of a consumer purchasing again, given his past experiences. This idea was furthered by Lestari and Perkasa (2026), who found the service quality to be a significant influence on the purchase decision-making. Wang and Huang (2026) studied the things that would affect the intention to repurchase, such as performance criteria, competition, and cost factor. Rehman et al. (2026) have shown that customer satisfaction has a strong relationship with future purchase intentions, and the relationship benefit acts as an intermediary to future value expectations.

Damayanti and Utama (2026) examined brand name recognition and strategies of communication with a view to determining how they affect levels of consumer satisfaction and repurchase intentions. As per their analysis, the topic of brand awareness led to customer loyalty.

Ouyang and Mak (2026) identified the perceived quality as a predictor of repurchase intention, which has a psychological influence on the decision-making process of the consumer.

2.6 Relationship between Sensory Experience and Perceived Luxuriousness

The topic of sensory experience in influencing consumer behavior has been a popular study over time. Errajaa et al. (2026) established that sensory attributes, including music and smell, favorably affect customer intentions to revisit the retail premises. Sharma et al. (2026) described the experience of multi-sensory interactions on consumer engagement. These findings were confirmed by Valenzuela-Gálvez et al. (2026), who indicated that sensory impressions contribute to the brand image and the intention to purchase. Sujatha et al. (2026) studied sensory stimuli and the effects they produce on consumer decision-making in corroborating their research.

Eronen (2026) showed that in the case of the luxury flagship cafes, the sensory experiences (lighting, music, smells, textures, and flavours) provided an immersive setting that increased customer interaction. Butun (2026) reaffirmed that sensory experiences in luxury restaurants have a great influence on the intention that customers have to revisit. However, more recently, Candra et al. (2022) have focused on the role of sensory inputs in coffee places and established that visual appeal, smell, sound in the background, flavor, and touch and feel are known to affect customer emotion and behavioral intention. Cao et al. (2026) also discussed the correlation between sensory experience and perceived luxuriousness and found that an appropriately designed sensory environment increases trust in the brand and inspires customer loyalty.

H1: Sensory Experience positively influences Perceived Luxuriousness, which in turn enhances Repurchase Intentions.

2.7 Relationship between Behavioral Experience and Perceived Luxuriousness

The concept of behavioral experience has been extensively researched as far as consumer loyalty and repeat purchase are concerned. According to Ha and Jang (2012), the ambiance, quality of service, and food presentation were among the environmental factors that affected behavioral intentions to revisit. Later, Shahzadi et al. (2018) supported these results and proved that the experience of senses can play a significant role in customer satisfaction and the formation of loyalty in the form of behavior. Wu and Zhang (2026) focused on the connection between sensory experience and perceived luxuriousness in the context of how the best sensory environments can be created to boost consumer attitudes towards luxury. This idea has been endorsed by Kim et al. (2026), who demonstrated that sensory experiences in coffee stores affect the purchasing decision made by appealing to several senses, namely, sight, smell, sound, taste, and touch.

As endorsed by Candra et al. (2022), Indonesian coffee shops formed the subject of empirical research to ensure that emotional reactions can capture behavioral intentions on the basis of sensory stimuli. They discovered that positive emotional experiences enhance the intention of

revisits as well as brand recommendations, whereas negative sensory stimuli result in avoidance. Kim et al. (2025) studied luxury dining experiences between Korea and the United States and proved that quality food, luxury service, and atmosphere increase the perceived luxury value. Their results indicate that perceived luxuriousness involves both social (status signaling) and individual (hedonic pleasure) value, which in turn affects loyalty and recommendation behavior.

H2: Behavioral Experience (BE) positively affects Perceived Luxuriousness (PLUX), which in turn augments Repurchase Intentions Underpinning theory.

This study's theoretical focus is based upon the Stimulus-Organism-Response (S-O-R) model coined by Russell & Mehrabian (1974). Sensory experience, behavioral experience, and perceived quality function as vital environmental stimuli. Feeling of exclusivity, perceived luxuriousness and exclusivity are some major external factors effecting the inner organization conditions. These factors bring in the return customer, with repetitive intention to purchase (Butt et al., 2021). The research model explores the enriching outcome on purchase intention experience through perceived Luxuriousness as a direct effect of sensory, behavioral and quality experience of the employee. Thus, the outcome of the studies explores the in-depth alleys of coffee shop business with provides thus visibly, distinctiveness leading to return customer for a better and sustainable business in the emergent market of Karachi.

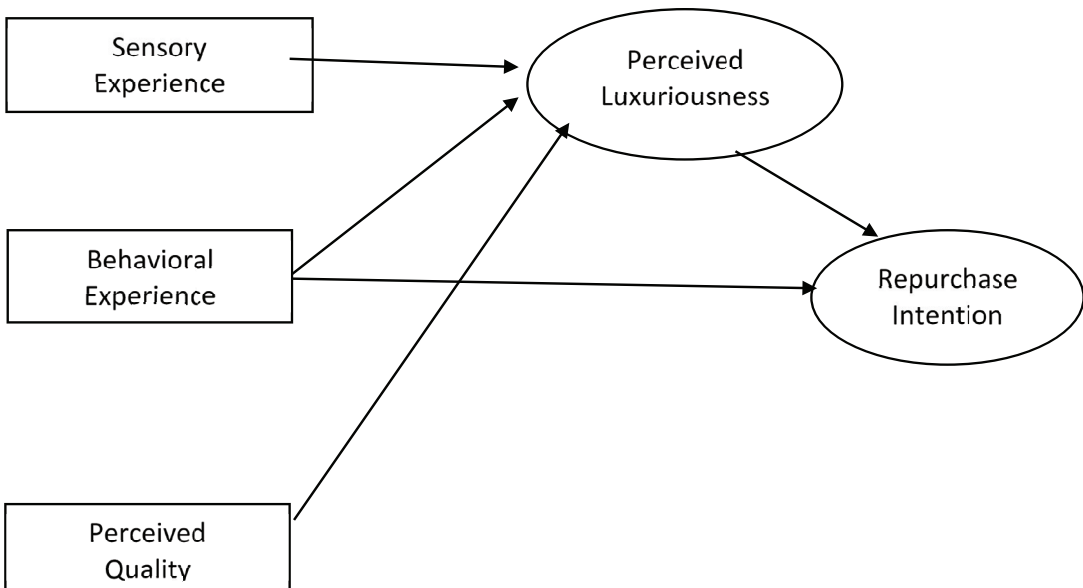


Figure 1: Conceptual Framework

3. Research Methodology

Qualitative approach is the basis of this research. An adapted survey questionnaire derived from previous studies was administered on customer of high-end specialty coffee shops in Karachi. In these kinds of shops customers are were attached to sensory attachment, product loyalty and luxurious experiences. The sample size was 400. Out of 400, 390 valid responses were received. Non probability sampling method was used. The scales were adopted as follows; Chen and Lin (2018) for Sensory experience, Nadiri and Gunay (2013) for Behavioral experience, Darussalam et al. (2020) for Perceived quality, Wang et al. (2024) for Perceived luxuriousness, and Yi and La (2004) for repurchase intention. All items were graded on a five-point Likert scale. Through Google Forms, the primary data was collected through an adopted questionnaire and analyzed through SMART PLS.

4. Results

4.1 Respondent Profile

The demographic profile the 390 respondents of these premium coffee shops customer comprised of 54.1 % of male and 45.9% of females. The age brackets fall as follows: 48.2% falls between 18-25 years, 35.6 % falls between 26-35 years and 16 % were over 35 years plus. It depicts that the premium coffee segment is dominated by Millennials. The salary bracket ranges as; 41.5 % ranges between 250,000 to 300,000 PKR, 49.4 % ranges between 400,000-700,000/- and 9.1 % ranges above 300,000 PKR.

4.2 Measurement Model

4.2.1 Reliability Testing of Constructs

Table 1
Reliability Testing

| Constructs | No. of items | Cronbach's Alpha |
|------------------------------|--------------|------------------|
| Behavioral Experience (BE) | 5 | 0.796 |
| Perceived Luxuriousness (PL) | 4 | 0.851 |
| Perceived Quality (PQ) | 5 | 0.75 |
| Sensory Experience (SE) | 6 | 0.85 |
| Repurchase Intentions (RI) | 4 | 0.821 |

Source: Author's Calculation

4.3 Construct Reliability and Validity

A survey of 390 coffee shop customers validated five constructs. Cronbach's alpha scores (0.750-0.851) confirmed strong internal consistency, ensuring data suitability for advanced analysis.

Table 2

Construct Reliability and validity

| Variable Name | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | AVE |
|------------------------------|------------------|-------------------------------|-------------------------------|-------|
| Behavioral Experience (BE) | 0.796 | 0.812 | 0.846 | 0.524 |
| Perceived Luxuriousness (PL) | 0.851 | 0.867 | 0.886 | 0.566 |
| Perceived Quality (PQ) | 0.75 | 0.771 | 0.832 | 0.502 |
| Sensory Experience (SE) | 0.85 | 0.859 | 0.885 | 0.559 |
| Repurchase Intentions (RI) | 0.821 | 0.836 | 0.868 | 0.57 |

Measurement model analysis of 390 responses confirmed strong reliability and convergent validity. Cronbach's alpha, composite reliability, and AVE scores exceeded thresholds, enabling structural model evaluation and hypothesis testing.

4.4 Discriminant Validity

Table 3

Discriminant Validity (Fornell-Larcker criterion)

| | BE | PL | PQ | RI | SE |
|----|-------|-------|-------|-------|----|
| BE | | | | | |
| PL | 0.887 | | | | |
| PQ | 0.981 | 0.902 | | | |
| RI | 0.824 | 0.954 | 0.757 | | |
| SE | 1.029 | 0.874 | 0.959 | 0.724 | |

The Fornell-Larcker criterion confirmed discriminant validity despite close values between Sensory Experience, Behavioral Experience, and Perceived Quality, indicating theoretical overlap.

4.5 Model Summary (R-squared & R-squared Adjusted)

Table 4

Model Summary and Analysis

| | R-square | R-square adjusted |
|------------------------------|-----------------|--------------------------|
| Perceived Luxuriousness (PL) | 0.704 | 0.698 |
| Repurchase Intentions (RI) | 0.679 | 0.677 |

The structural model shows strong predictive power. Perceived Luxuriousness ($R^2=0.704$) and Repurchase Intention ($R^2=0.679$) confirm that sensory elements, service, and quality drive exclusivity and loyalty.

4.6 Correlations Analysis

Table 5

Correlation Matrix

| | BE | PL | PQ | RI | SE |
|-----------|-----------|-----------|-----------|-----------|-----------|
| BE | 1 | 0.547 | 0.68 | 0.439 | 0.67 |
| PL | 0.547 | 1 | 0.584 | 0.528 | 0.546 |
| PQ | 0.68 | 0.584 | 1 | 0.389 | 0.659 |
| RI | 0.439 | 0.528 | 0.389 | 1 | 0.398 |
| SE | 0.67 | 0.546 | 0.659 | 0.398 | 1 |

Correlation analysis confirmed significant positive relationships, with no multicollinearity issues. Perceived Quality and Behavioral Experience correlated most strongly ($r=0.680$). Perceived Luxuriousness correlated highest with Repurchase Intention ($r=0.528$), suggesting mediation.

4.7 Mediation effects

Table 6
Mediating Effects

| No. | Path | Original Sample (β) | Sample Mean | SD | t-value | P-value | Decision |
|-----|---|-----------------------------|-------------|-------|---------|---------|-----------|
| 1 | Sensory Experience → Perceived Luxuriousness | 0.208 | 0.208 | 0.052 | 4.004 | 0.001 | Supported |
| 2 | Behavioral Experience → Perceived Luxuriousness | 0.194 | 0.193 | 0.061 | 3.18 | 0.001 | Supported |
| 3 | Perceived Quality → Perceived Luxuriousness | 0.315 | 0.316 | 0.058 | 5.431 | 0.001 | Supported |
| 4 | Luxuriousness → Repurchase Intention | 0.528 | 0.529 | 0.049 | 10.78 | 0.001 | Supported |
| 5 | Sensory Experience → PL → Repurchase Intention | 0.11 | 0.11 | 0.031 | 3.548 | 0.001 | Supported |
| 6 | Behavioral Experience → PL → Repurchase Intention | 0.102 | 0.102 | 0.035 | 2.92 | 0.004 | Supported |
| 7 | Perceived Quality → PL → Repurchase Intention | 0.166 | 0.167 | 0.034 | 4.919 | 0.001 | Supported |

5. Discussion

For the study regarding the coffee shop luxuriousness and its relation with all the experiential factors, all the hypotheses were accepted, which explain the fluidity of the model and the readiness of the respondents toward the shop attribute enhancing their experiences, as the psychological state of mind plays a vital role in customer approach and style. This strengthens the notion that the consumer market in Karachi is more attracted towards the venues where not only they want an eating experience but they also want to have a living experience as well.

H1: Sensory Experience positively influences Perceived Luxuriousness.

Sensory essentials feebly inclined towards perceived luxuriousness ($\beta=0.208$). They are baseline expectations, and not exceptional luxuries (Candra et al., 2022). This is distinct from calmer settings like Ghana, where the environment more sturdily profiles perceptions (Opoku et al., 2023), pin-pointing contextual variances in experiential consumption.

H2: Behavioral Experience positively influences Perceived Luxuriousness.

Behavioral experiences weakly influence perceived luxuriousness ($\beta < 0.208$), challenging Tunisian research (Sekali, 2024), where staff collaboration is very crucial. Service based upon makes behavior a hygiene factor, not a luxury signal. Premium positioning (Kim et al., 2025) is identified as a partial mediator.

H3: Perceived Quality positively influences Perceived Luxuriousness.

Perceived quality is the sturdiest catalyst of perceived luxuriousness ($\beta = 0.166$ mediated), underscoring that core excellence reinforces premium perceptions (Konuk, 2021; Riva et al., 2022). Without well-known brands, objective quality directly shapes subjective luxury, influencing loyalty through prestige interpretation (Kim et al., 2025).

H4: Perceived Luxuriousness positively influences Repurchase Intention.

Perceived luxuriousness is the sturdiest repurchase intention forecaster ($\beta = 0.528$), superior in individual experiential elements. Ho et al. (2022) initiated alike links in high-tech services. In emerging markets, luxuriousness solely effectiveness channels emotional loyalty ($R^2 = 0.679$) without complex psychological mechanisms seen in western dining (Hong et al., 2022).

H5: Perceived Luxuriousness mediates the relationship between Sensory Experience and Repurchase Intention.

Sensory experience effects repurchase intention through perceived luxuriousness. Unlike Ghana (Candra et al., 2022; Opoku et al., 2023), Karachi's status-conscious market needs sensory stimuli as exclusivity agent. Cultural objectives for reasonable luxury augment this mediating role in such regional markets (Park & Yim, 2020).

H6: Perceived Luxuriousness mediates the relationship between Behavioral Experience and Repurchase Intention.

Behavioral experience indirectly effects repurchase intention through perceived luxuriousness. Unlike Tunisia (Sekali, 2024), customer in Karachi needs staff interactions framed within prestige. Consistent with Ho et al. (2022), personal service strengthens exclusivity rather than establishing it independently in aspirational markets.

H7: Perceived Luxuriousness mediates the relationship between Perceived Quality and Repurchase Intention.

Perceived quality shows the sturdiest mediation; persuading repurchase intention entirely through perceived luxuriousness. Unlike established markets (Kim et al., 2025), Karachi's

evolving luxury context wants physical excellence to autonomously create exclusivity, as perfect brand equity force's objective quality to signal aspirational value directly.

6. Managerial Implications

The organizations running coffee businesses in Karachi need to think deeply about developing visible quality marks in their daily operations (Shahzad, Ahmed & Anwar, 2024). This perceived luxuriousness drives repurchases intention. Nevertheless, the aspect of product excellence through ceramic ware serving and planned limited seating capacity, enhances obsessivity. Adding local art in the surroundings is also part of the game plan. This all enhances with adding signature scents, live and green plantation, and related Sufi or cultural tones and melody, adding multifold values in the experience. The serving staff should give a feel of personal touch to the needs of the incoming customer, and dedicated and dawdling services should be offered, so that the customer may get the feeling that they are getting personalized services. The managers can add an info board expressing the brewing of coffee, and its creation mechanism will add a great storytelling feature across the board. Mere transaction activity of having loyalty cards can be replaced with a coffee tasting event, which can lead to better and dedicated engagement and customer delight, not merely a dose of caffeine.

7. Limitations and Future Research

Every study entails certain limitations in its scope. This study focused only on the young and rich consumers of coffee. The results were based upon the personal opinions of the customers at the coffee shops, and more focus was laid on young customers aged up to 35 years, as this age group was the most frequent visitor to the coffee shop. To overcome this, the observation method can also be utilized. The other limitation is one-shot data collection/cross-section, which can be extended to data collection at different time stamps. Future researchers can include certain other cities and can include different values like social media feedback, different income groups, and local tea-loving values of Pakistanis as a major player.

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