

Factors Affecting Customer Purchasing Intention Towards Domestic Beer Brand for SOBRAGA Company in Gabon: The Mediating Role of Perceived Value

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ABSTRACT

This study advances the understanding of consumer behavior in emerging markets by examining the determinants of purchase intention for SOBRAGA beer in Gabon through an integrated theoretical lens combining the Theory of Planned Behavior and perceived value theory. Primary data from 258 respondents, characterized by a dominant young adult demographic (26–30 years; 37.2%) with strong purchasing power, reveal a prevalent beer consumption culture: 76% are occasional drinkers, with SOBRAGA consumed weekly (24.3%) or sometimes (29.5%). Notably, Régab emerges as the most preferred brand (95% of men; 57% of women), though 21% report rare purchases, highlighting latent market potential.

Employing structural equation modeling, the research tests a framework where perceived value mediates the influence of subjective norms, perceived price, and perceived behavioral control on purchase intention. The findings confirm significant positive effects of perceived price and subjective norms, while perceived behavioral control exhibits a significant negative impact. Mediation analysis reveals that perceived value partially mediates the effects of perceived price and perceived behavioral control, but not the influence of subjective norms. The model demonstrates strong empirical support, with five of seven hypothesized paths validated. These findings yield substantive theoretical and practical contributions. Theoretically, the study validates an integrated model in an under-researched Central African context, enriching the literature on alcoholic beverage consumption in emerging economies. Managerially, SOBRAGA is advised to adopt value-based pricing strategies, amplify social influence through targeted communications and local influencers, and convert infrequent purchasers. From a policy perspective, collaboration between Gabonese authorities and domestic brewers could promote responsible consumption while enhancing national brand allegiance. The study thus provides an empirically-grounded framework for academics and actionable insights for practitioners aiming to shape consumer behavior in similar markets.

How to cite this paper: Batoto Oulabou Gwenaelle "Factors Affecting Customer Purchasing Intention Towards Domestic Beer Brand for SOBRAGA Company in Gabon: The Mediating Role of Perceived Value" Published in International

Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-10 | Issue-1, February 2026, pp.386-407,

www.ijtsrd.com/papers/ijtsrd100057.pdf

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KEYWORDS: *Purchasing Intention; Theory of Planned Behavior; Perceived Value.*



IJTSRD100057

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1. INTRODUCTION

This study investigates the determinants of Gabonese consumers' purchase intention toward domestic beer brands produced by the Société des Brasseries du Gabon (SOBRAGA), with particular emphasis on the mediating role of perceived value. The chapter begins with an overview of alcohol consumption and the

structure of the beer industry in Gabon, followed by a discussion of the background and current dynamics of the national beer market. It then presents the research objectives and questions, highlights the significance of the study, and concludes with the organization of the thesis.

In an increasingly dynamic and competitive business environment, local breweries such as SOBRAGA must continuously adapt their strategies to sustain market leadership. Consumer purchase intention is a central construct in marketing research because it strongly influences firms' sales performance, profitability, and long-term competitiveness. A high intention to purchase not only translates into immediate sales but also fosters brand loyalty and repeat patronage, thereby ensuring stable revenue streams. Consequently, a sound understanding of the factors shaping consumers' willingness to buy enables firms to design effective marketing strategies and strengthen their market positioning. Prior studies have extensively examined purchase intention and its link with consumer behavior (Cuong, 2020), emphasizing its predictive power for actual buying decisions (Zhang et al., 2021). As noted by Khouansavanh (2022), the ability to anticipate consumers' purchasing decisions is critical to organizational success, since market demand ultimately determines business profitability.

Beer is one of the world's oldest and most widely consumed alcoholic beverages, ranking behind only water and tea in global popularity (Wisevoter, 2023). Consumption is commonly measured in terms of total volume and per-capita intake, the latter reflecting average individual consumption. In 2023, Gabon recorded a per-capita beer consumption of 17.2 liters, ranking 64th globally (Wisevoter, 2023). Located in Central Africa with an estimated population of about 2.2 million, Gabon exhibits a strong beer-drinking culture in which alcohol consumption is deeply embedded in social and cultural practices. The national beer market is characterized by the presence of several local breweries, among which SOBRAGA, a subsidiary of the French Castel Group, is the largest and most prominent.

Available statistics further indicate that Gabon ranks among the leading beer-consuming countries in Africa. According to WAP (2022), the country placed ninth in alcohol consumption on the continent, while data from Helgi Library and FAOSTAT show that per-capita beer consumption reached approximately 83 liters in 2020, reflecting steady growth over the past decade. Gabon consistently ranks among the top beer-consuming nations worldwide, underscoring the economic and socio-cultural importance of the brewing industry. The sector has expanded considerably, driven by strong demand, particularly among young adults, and plays a significant role in employment generation and industrial development.

Market reports estimate that the retail value of the beer industry in Gabon was about USD 371 million in

2014, with projections indicating sustained growth and a compound annual growth rate of approximately 3.7% between 2019 and 2024 (Williams & Marshall Strategy, 2014). Despite periodic fluctuations in production and turnover due to economic conditions and currency devaluation, beer remains the most resilient segment of the beverage industry. SOBRAGA dominates this market, producing and distributing a wide portfolio of domestic and international brands, including Castel Beer, Régab, 33 Export, Guinness, and Doppel, across five production sites nationwide.

SOBRAGA operates major breweries in Libreville (Owendo), Port-Gentil, Franceville, Oyem, and Mouila, with an annual production capacity exceeding 500,000 hectoliters of alcoholic beverages and substantial volumes of soft drinks. Since its establishment in 1966, the company has played a pivotal role in Gabon's industrialization, employment, and fiscal revenues. It currently provides over 1,300 direct jobs and supports thousands of indirect jobs through its extensive distribution and supply networks. Certified under ISO 9001 standards, SOBRAGA remains a key national economic actor and a dominant force in Gabon's beverage sector.

However, domestic beer brands face growing competition from imported products, informal local beverages, and cross-border smuggling, as well as rising production costs associated with exchange-rate fluctuations and imported inputs. In this increasingly competitive environment, understanding the factors that shape consumers' purchase intentions toward domestic beer brands is essential for sustaining market share and strengthening brand loyalty. Within this context, examining the mediating role of perceived value provides important theoretical and managerial insights into how Gabonese consumers evaluate, prefer, and ultimately choose locally produced beer.

Consumer behavior and purchase intention have been extensively examined across different contexts, providing important insights into the mechanisms underlying consumer decision-making. In the beer industry, prior studies have emphasized the roles of perceived behavioral control, attitudes, and subjective norms in shaping purchasing intentions (Khouansavanh et al., 2022). However, empirical evidence remains limited with respect to domestic beer brands in developing economies, particularly in Central Africa. The Gabonese market, despite its relatively small population, exhibits consistently high levels of beer consumption and sustained growth of local brands, yet it has received little scholarly

attention. Most existing research on purchase intention is heavily concentrated in Western contexts, thereby restricting the generalizability of theoretical models to emerging markets.

SOBRAGA, the leading brewery in Gabon, operates in an environment characterized by increasing competition from imported products, informal local beverages (such as palm wine, sugarcane wine, and cassava beer), and cross-border smuggling. Although its products are generally perceived as high in quality and variety, factors such as price perception and brand image may constrain consumers' willingness to purchase. A systematic investigation of the determinants of purchase intention toward SOBRAGA's brands is therefore necessary to understand how Gabonese consumers evaluate and choose domestic beer.

By examining the relationships among perceived behavioral control, subjective norms, perceived price, perceived value, and purchase intention, this study contributes empirical evidence from an under-researched market. The findings are expected to enrich the literature on consumer behavior in developing countries and provide practical insights for breweries seeking to refine marketing strategies, strengthen brand positioning, and enhance customer loyalty in the competitive beer industry.

Research Objectives

The primary objective of this study is to examine the determinants of Gabonese consumers' purchase intention toward SOBRAGA's domestic beer brands. Specifically, the study seeks to:

2. Theory of Planned Behavior TPB

The Theory of Planned Behavior (TPB) has been widely applied over the past three decades to explain and predict individuals' behavioral intentions across diverse contexts (Ajzen, 1991). Derived from the Theory of Reasoned Action, TPB posits that behavior is primarily driven by intention, which is determined by attitudes toward the behavior, subjective norms, and perceived behavioral control (PBC). Attitudes reflect evaluations of expected outcomes, subjective norms capture perceived social pressures and motivation to comply, while PBC represents beliefs about personal capability and control over the behavior (Ajzen, 2020). These components are grounded in underlying behavioral, normative, and control beliefs and together provide a robust framework for predicting intention and action. Due to its strong explanatory and predictive power, TPB has been extensively employed in studies of consumer behavior and decision-making. Empirical evidence consistently supports its validity and applicability across disciplines (Phan et al., 2023; Hamid & Azhar, 2023; Majeed et al., 2021; Shah et al., 2023).

1. Examine the relationships between perceived price, perceived behavioral control, subjective norms, and consumers' purchase intention.
2. Evaluate the individual and combined effects of perceived behavioral control, subjective norms, and perceived price on consumers' purchase intention toward SOBRAGA's beer products.
3. Investigate the mediating role of perceived value in the relationships between perceived behavioral control, subjective norms, perceived price, and consumers' purchase intention toward domestic beer brands.

Research Questions

This study examines the relationships among perceived behavioral control, subjective norms, perceived price, perceived value, and consumers' purchase intention toward SOBRAGA beer in Gabon. Specifically, it seeks to address the following questions:

1. Is there a significant relationship between perceived behavioral control, subjective norms, perceived price, and consumers' purchase intention toward SOBRAGA beer?
2. To what extent do perceived behavioral control, subjective norms, and perceived price influence consumers' purchase intention toward SOBRAGA beer?
3. Does perceived value mediate the relationships between perceived behavioral control, subjective norms, perceived price, and consumers' purchase intention toward SOBRAGA beer?

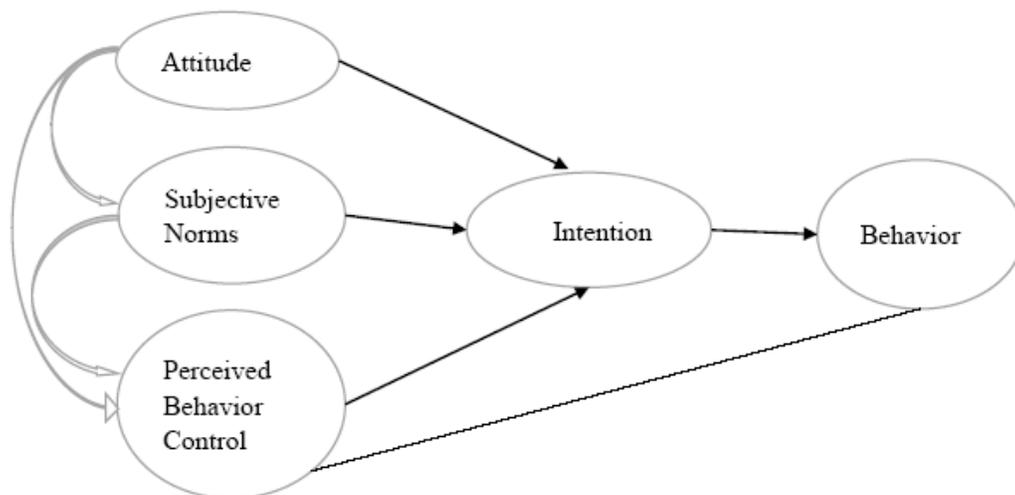


Figure 1 Theory of Planned Behavior

2.1. Theory of Consumer Perceived Value (CPV)

Perceived value first appeared in the work under the Theory of Consumer Behavior appraises clientele's moods as well as mindsets to figure out their predisposition toward purchasing various items in an atmosphere of competition. In the work of (Zeithaml, 1988) the term "perceived value" refers to "consumers' general evaluation of the item's usability in accordance with their impressions of it they get to interact as well as the advantage" (Jamal et al., 2011). The study (El-Adly, 2019) states there are seven aspects to hotel perceived value, including emotional and cognitive components. However, the widely accepted definition of perceived value was given by (Zeithaml, 1988), Who claimed that clientele judge worth in the following manners: By a cheap price, by having the desired qualities in a product, by having quality that is proportional to the amount spent, and by having something tangible to show for their efforts.

Another Mean-end paradigm developed by (Zeithaml, 1988) sorts variables in a hierarchy according to their level of abstraction. This model depicts the connection between perceived value with perceived price and perceived quality. According to this theory, buyers care more about smelling an item's worth, price, and quality than how those factors work (such as actual expenses or standards).

The research (Woodruff, 1997) described perceived value as the client’s decision to examine the item's features, characteristic outcomes, and use-related consequences that help (or interfere with) the customer in accomplishing their goals and purposes in applied circumstances. Value Perceived is also described as an appraisal of cognitive sensations received and paid for by customers at various points during the product's use and its overall practicality (F.-J. Wang et al., 2023).

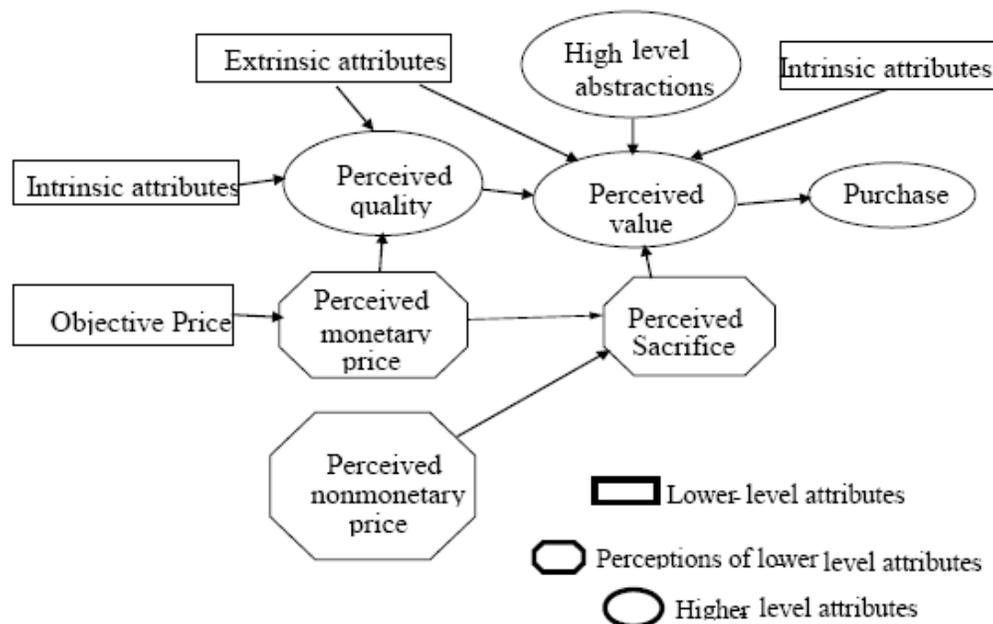


Figure 2 Theory of Consumer Perceived Value (Zeithaml, 1988)

Perceived behavior control is the customer's view of their capacity to manage their conduct concerning a purchase choice. Perceived Behavior Control (PBC) believes in how much he can control his behavior (Hansen et al., 2018). Perceived behavioral control, also called PBC, is sometimes witnessed as the fact where someone thinks it is simple or challenging to perform an activity (Shipps et al., 2013). It is a significant element influencing client purchase intentions. Customers who exhibit more aggressive behavior are more inclined to make a purchase. Researchers (Heptariza, 2020) affirm the Theory of Planned Behavior called TPB assumes that various elements affect people's decision to shop online that is including their attitudes toward shopping online, their perceptions and expectations of subjective norms, and their own perceived behavior control that create a need to shop online. The availability of circumstances that might help or limit a person's capacity to conduct such activity determines PBC (Ajzen, 1991). PBC is conceptually connected to self-confidence, which was introduced by (Bandura, 1977) in social cognitive theory.

The explanation for PBC is the assumption that the intended purpose may be easily accomplished in accordance with prior interactions and the person's opinion. Iranmanesh et al., (2020) think that when the PBC is high, the individual's purpose in carrying out a specification is also vital and can be associated with the desire of that consumer to purchase Halal food products. Thus, we intend to demonstrate that PBC can also affect customer buying intention toward Beer, filling the gap of previous research focus on other activities and filling the gap of the study of (Khouansavanh et al., 2022) on Loas Student consumers using SEM model measurement.

2.2. Perceived Price

Perceived pricing, in essence, refers to the monetary value that individuals believe they are expending for a particular item or service they are in the process of procuring (Cakici et al., 2019). This perception of pricing is established through various channels that shoppers encounter, ranging from the influence of marketing strategies and promotional efforts to the overall image projected by the company (Pappas, 2016). As elucidated by (Kotler, 2017) the determination of perceived pricing may be influenced by an array of external and internal factors, encompassing not only the quality and characteristics of the product itself but also the comparative pricing of rival offerings, as well as personal attributes such as income level and social standing. In essence, customers establish a correlation between the price they deem fair and equitable and the actual price set for the merchandise or service (Malc et al., 2016). Additionally, it is crucial to mention that in the event the perceived price exceeds the actual price, this discrepancy might potentially negatively impact the demand for said item or service (Konuk, 2018). Furthermore, perceived pricing is the customer's assessment of a service or product's cost (El Haddad et al., 2015). Moreover, the perceived price is the quantity consumers will be asked to pay for an item or provision. It is a significant factor that affects customers' decisions to buy. According to (Amitay et al., 2020) price is a factor that influences numerous market needs. Price is an important factor for both vendors and purchasers (Maurencia et al., 2021).

Customers who think the pricing is reasonable are likelier to purchase the product. According to (Fecher et al., 2019), the effect of unit expenses is a criterion that influences pricing and product selection, and clients seeking feeling or metaphorical rewards are more likely to pay a higher price (Kiatkawsin & Han, 2019). Price is an accurate indicator that customers use to make purchase decisions. As a result, customers' perceptions of pricing are formed through a complicated process that may only sometimes represent the trustworthy brand or product price (Benhardy et al., 2020). Also, prices set by companies should entice consumers and influence their buying choices. Pricing is one of the essential marketing techniques for controlling consumer sentiments, perceptions, and behaviors in accord with (Büyükdag et al., 2020). Furthermore, one of the most straightforward ways in which consumers evaluate goods or assistance attractiveness is through their perception of its price impact on purchase (Theodorakis et al., 2019) Price perception influences purchase decisions significantly, as concluded in the study of (Jasin et al., 2023) Price is regarded as among the most crucial aspects of client selection.

In contrast, consumer pricing information could be more accurate, Price Perceived is the process by which consumers get the benefits of a product, and, as per (Cakici et al., 2019), Client assessments of an item's worth rely on how much they receive from it. Consumer purchasing behavior or intention is influenced by perceived price (Ali & Bhasin, 2019). Setting apart customers' valuation of an item or assistance relative to actual worth in term of money is known as perceived pricing, and their research shows that this valuation affects consumers' propensity to make a purchase. A study by (Phan et al., 2023) discovered that the perceived value is affected by the assessment of price and the excellence of supply and that the perceived value, in turn, affects the satisfaction level and the propensity to buy again. Perceived value increases the likelihood of a client making a repeat purchase, and customer happiness is a crucial mediator in this relationship, according to their research.

2.3. Subjective Norm

A subjective norm is an assumption of whether an influential human being or community would endorse and condone an event in particular (La Barbera et al., 2020). Furthermore, social, familial, and peer influences to act in a particular manner constitute subjective standards (Woraphiphat & Roopsuwankun, 2023). According to (Ajzen, 1991), it has to do with how someone feels about the opinions of their friends and loved ones over whether they should partake in the activity.

The subjective norm impacts a human being behavioral thinking, according to Icek Ajzen's theory of planned conduct. Subjective expectations are created by somebody's feeling of obligation from colleagues to conduct themselves in certain manners, as well as their eagerness to adhere to other people's ideas (Ajzen, 1991). A person's social or interpersonal influences (such as their parents, spouse, or friends) are evaluated using this concept. (Ajzen, 2011) use the phrase "subjective norm" since "This initial feeling might or might not correspond to whatever those most important other people believe ought to be handled."

2.4. Perceived value

This study by (Jasin et al., 2023) aimed to ascertain how customer happiness and service quality relate to utilitarian value and encourage repurchases. A favorable and statistically significant effect on consumer happiness was found to be practical value, and Service quality positively and substantially effect on client enjoyment. Although client enjoyment positively and significantly impacts repurchase intention, it contains no favorable or substantial association between helpful worth. and repurchase intention.

On the other hand, a helpful value significantly alters intention to buy again via client fulfilment. The term "perceived value" refers to how consumers rate the product based on their own subjective experiences with it and the money they spend on it (F.-J. Wang et al., 2023). (Bae et al., 2021; Chiu et al., 2019) assume the value perceived is factor that can predict future action. According to (F.-J. Wang et al., 2023), high perceived value augments the customer's desire to participate in a marathon event and the customers will stay with the same e-store if their value is infallible.

Through the internet sale events on social shopping sites., how does product perceived value affect the intention to purchase? This study examines how time restrictions and product participation jeopardize the connection within perceived value and intention to buy again. This research (Peng et al., 2019) discovered that purchase intent and perceived value are significantly correlated. The relevance of perceived value in predicting consumer actions has been highlighted in research on physical education marketing (Jones et al., 2019) but not in the beer industry.

Consumer purchasing intentions are intensively linked with the worth and standard that buyers think before buying a good. Scholars like (Li et al., 2021) stated the perceived value of adults and their kids was categorized into five variables: functional worth, societal worth, emotional value, experience value, and individual value. These factors were substantially ($p < .001$) associated with intention to behave. According to research (Tian et al. 2021), perceived value is a multifaceted term which incorporates both the operational and sentimental aspects of an item or commodity. Perceived value has been researched in different fields regarding quality, pricing, value, and intent to buy, but few studies have discussed it in the beer industry. The present study has emphasized the potential impact of perceived value on the sports industry, further highlighting the significant influence of marketing strategies on participation in marathon events (Duan et al., 2021; Hsiao et al., 2020b). The outcomes of this study have contributed an additional viewpoint on how the perceived value of marathon events strengthens the connection between perceived price and quality within the Taiwanese context, which is an emerging market in Asia. To achieve this goal, the study has employed an A unified strategy which incorporates perceived value as an interconnected component instead of an independent component or separate factor (Boateng et al., 2019; F. J. Wang & Chiu, 2023). The results have indicated that involvement in marathon activities cultivates a sense of value and consequently enhances behavioral intentions. Hence, the perceived value has an indirect impact on both the perceived price and behavioral intentions.

The premise is straightforward: consumers are more inclined to purchase products or services that offer high perceived value, where the perceived benefits outweigh the perceived sacrifices (Pandža, 2015). Furthermore, perceived value acts as a critical mediator, facilitating the impact of various antecedents on purchase intention, such as price, quality, brand image, and service quality (Lien et al., 2015; Konuk et al., 2018). This mediation process underscores the importance of perceived value as a cognitive framework through which consumers evaluate their choices and make decisions in the marketplace.

The perception of value is not static; it is contingent upon a myriad of contextual factors, including situational circumstances, individual characteristics, and marketing stimuli (Pandža, 2015). Situational factors, such as time

pressure or social context, can influence consumers' evaluation criteria and priorities, thereby shaping their perceptions of value (Boksberger et al., 2011). Additionally, marketing stimuli, such as price promotions, product presentations, and service encounters, can exert a profound influence on consumers' perceptions of value by altering their perceptions of benefits and sacrifices associated with a product or service (Zhou et al., 2015).

2.5. Customer Purchasing Intention

As reported by (Wilson et al., 2019) purchasing intention is a behavior that shows up in reaction to items that convey a consumer's wish to make a purchase. (Huang & Yu, 2019), claim that indicators may be used to determine purchasing intention. First, transactional refers to a person's inclination or wish to purchase something. They indicate that customers are already planning to buy a specific desired product. Second, referential refers to a person's propensity to recommend goods to others.

Conversely, this implies that a buyer who intends to acquire would advise or suggest that the individuals nearest to them buy the same item. Thirdly, preferential conduct refers to the purpose of a person whose primary preference (choice) is the product. The last aim is exploratory, which essentially characterizes a person's actions constantly seeking information about a product he is considering and information to bolster its advantageous aspects.

The consumer is essential to the economic system because he pays for the products or services produced; he can be any individual or company that uses a service or commodity. Producers will only lose money with customer demand or drive to create, impacting the economic system. When you consider purchasing an item or sound, it is described as purchase intention; a consumer must buy a specific brand of goods. An essential aspect in determining customer behavior toward a given brand is referring to a client's inclination or inclination to purchase a particular brand or firm.

Moreover, the literature defines intention as a human setup, involvement, or choice to act or accomplish something he wants; a person's purchase intention drives their behavior. According to (Khouansavanh et al., 2022), the consumer's desire to do an action is the most important predictor of his future behavior. Moreover, (S. Zhang et al., 2020) describe that What a customer intends to buy depends on their feelings about the good or customer service they are willing to spend money for.

Purchase intention is also defined as a buyer's likelihood of acquiring something within a particular product circumstance (Venkateswara et al., 2022). Purchasing intention is a good tool for predicting purchasing choices (Ghosh et al., 2021) as stated in this study focusing on gaming platforms. Consumer buying intent is required for the occurrence of purchase behavior. It helps to define marketing objectives for businesses by researching the aspects that impact customer buying intentions (Zhuang et al., 2022).

Customer purchase intention (CPI), a consumer's willingness to buy a particular product (Fishbein & Ajzen, 1975), is a cornerstone of marketing success. Understanding the factors influencing CPI is essential for businesses like SOBRAGA, a domestic beer brand navigating the unique landscape of the Gabonese market. Existing research explores a multitude of internal and external factors influencing CPI (Chu, 2018). Internal factors encompass demographics, personality traits, and individual needs, while external factors include product characteristics (Adcock et al., 2001), price perception (Sheu, 2010), brand image (Laroche et al., 1996), marketing strategies, and the broader cultural and social environment (Kaur & Qureshi, 2015).

One prominent external factor influencing CPI is perceived value (PV) (Eid, 2011). PV represents a consumer's subjective assessment of the benefits received relative to the sacrifices made (e.g., price, time) (Boksberger et al., 2011). Studies consistently demonstrate that a positive PV perception leads to a higher likelihood of purchase (Chiu et al., 2014). In the context of SOBRAGA, understanding the specific aspects of PV that resonate most with Gabonese consumers is crucial for developing targeted marketing strategies.

Price perception also significantly impacts CPI, particularly in markets sensitive to price (Zhang et al., 2018). Consumers often associate higher prices with higher quality, but excessive pricing can also deter purchase (HASANAH et al., 2021). For SOBRAGA, it's important to understand Gabonese consumers' price sensitivity and how SOBRAGA's pricing strategy positions them relative to international competitors.

Furthermore, a strong brand image fosters positive brand associations and influences CPI (Reza et al., 2012). SOBRAGA, as a domestic brand, has the potential to leverage its local roots to cultivate national pride and brand loyalty among Gabonese consumers. Understanding how brand image is perceived in Gabon and how SOBRAGA can effectively communicate its brand values through targeted marketing campaigns will be crucial for building brand loyalty and fostering a positive brand image.

Social influence also plays a significant role in CPI (Walintukan et al., 2018). Social norms and peer pressure can significantly influence consumer behavior (Chang et al., 2018). In some cultures, supporting domestic brands might be a stronger social norm compared to others. Understanding the role of social influence in Gabon and how SOBRAGA can leverage it through targeted marketing campaigns that resonate with Gabonese consumers' social circles can be beneficial (Lomba, 2017).

The consumer journey is constantly evolving, with the rise of e-commerce transforming purchasing behavior (Liu et al., 2023). While this review focuses on traditional purchasing behavior, understanding online purchasing habits in Gabon, particularly for younger demographics, could be valuable for SOBRAGA's future marketing strategies (Penso et al., 2018). Investigating how Gabonese consumers utilize online platforms for beer purchases and tailoring marketing strategies accordingly can position SOBRAGA for success in the ever-evolving digital marketplace.

3. Research Design, Data Collection, Sampling, And Analysis

This study adopted a quantitative, descriptive survey design to examine the effects of perceived behavioral control, subjective norms, and perceived price on consumers' purchasing intention toward SOBRAGA beer, with perceived value serving as a mediating variable. Primary data were collected using a structured questionnaire distributed online through WhatsApp, Facebook, and the Gabonese WeChat community, targeting beer consumers of SOBRAGA in Gabon. A total of 258 valid responses were obtained from individuals across different age groups, occupations, and income levels.

The target population comprised all Gabonese and other consumers of SOBRAGA beer, selected due to the study's focus on understanding brand-specific purchase intentions and the mediating role of perceived value. Because surveying the entire population was impractical, a purposive sampling technique was employed to ensure that only accessible and relevant SOBRAGA consumers participated, in line with the study objectives.

Data analysis was conducted using SPSS for descriptive statistics and SmartPLS 4 for Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was chosen due to its suitability for complex models, small-to-moderate sample sizes, and minimal distributional assumptions. The analysis followed a two-stage approach: evaluation of the measurement (outer) model and the structural (inner) model. Convergent and discriminant validity were assessed using factor loadings, Average Variance Extracted (AVE), and cross-loadings, while reliability was examined through Cronbach's Alpha and Composite Reliability. The structural model was evaluated using path coefficients, R^2 , Q^2 , and bootstrapping to test direct and mediating (indirect) effects. This approach ensured robust assessment of the proposed relationships and the explanatory power of the model.

3.1. Development of Hypothesis

From what we can tell from the literature study and CPV and TPB assumptions, the following hypotheses are formulated to analyze customers' behaviors in the beer industry in Gabon.

H1: Perceived Value (PV) mediates the impact of Perceived Behavioral Control (PBC) on Customer Purchasing Intention (CPI).

This theory supports the notion that buyers get value from their perceived influence over the purchasing process and the act of making a purchase. It argues that people's general impression of worth is influenced when they believe they have control over things like how much beer they drink or how much money they spend. Perceived value mediates the impact between customers' perceptions of their capacity to regulate purchasing behavior and intention. The customer likes feeling he can control the quantity of bottles he drinks or the amount of money he spends.

H2: Perceived Behavioral Control has a positive impact on Gabonese consumers' purchasing intentions for SOBRAGA beer.

The hypothesis is based on the concept of planned behavior theory, that contends humans are significantly inclined to participate in an activity, believing they have control over it. Regarding beer consumption, the study assumes that consumers' perceptions of their ability to manage and shape their beer-buying habits will affect their overall propensity to purchase SOBRAGA beer. Perceived Behavior Control could also affect purchase intention in our study because customers' impression of their capacity to easily access, purchase, and consume beer will influence their intention. Accordingly, the findings of the study (Khouansavanh et al., 2022) demonstrate that the perception of behavioral control has substantial impact on the purchase intention for automotive hybrids.

Moreover, (Chia et al., 2023) Researchers reported that people believed that behavioral regulation had a substantial direct relationship with customer purchase intention during COVID-19. According to the results of the study of (Sumantri et al., 2022), perceived behavioral control had a favorable and substantial impact on purchase intention for processed noodle meals controlled by non-Muslim Chinese ethnicity in Lhokseumawe City. The study of (Pramana et al., 2023) found that perceived behavioral control had a substantial impact on consumers' vegetable purchase intentions at CitraLand Freshmarket.

Furthermore, consumers' ideas about their power to control and influence their purchase behavior considerably impact their inclinations to engage in various activities. Previous studies have shown that customers are more inclined to make eco-friendly purchases when they believe they can affect these external factors beyond their control (X. Xu et al., 2020). The research of (X. Wang et al., 2019) found that perceived behavioral control significantly influenced the study of the factors that impact developing country consumers' inclinations to buy; researchers found that this was true for Tanzanian customers but not for Kenyan customers. So, if Gabonese customers experience much control over their behavior while purchasing SOBRAGA beer, their purchasing intentions will likely improve.

H3: Perceived Value (PV) of SOBRAGA beer mediates the relationship between Perceived Price (PP) and Customer Purchasing Intention (CPI).

The hypothesis is supported by the knowledge that customers' opinions about a product's pricing substantially impact their overall evaluations of its worth. This is because while making purchases, consumers frequently consider a product's alleged advantages and disadvantages concerning its price. It is vital to investigate how these pricing perceptions affect worth, which ultimately impacts worth, which ultimately affects purchase intentions. The Perceived Price includes customers' ideas about the cost of a product, and it is critical to understand how these perceptions may impact purchase intentions indirectly through perceived value. According to (Gervasi et al., 2022; Hsiao et al., 2020b), perceived value acts as a mediator between perceived price and behavioral intention. In other words, perceived value is crucial to increasing the customer's inclination to purchase beer. Moreover, Consumers' assessments of a product's value considerably affect their purchasing decisions, and it is suitable to investigate if perceived price influences these assessments indirectly in the context of beer consumption. Numerous studies have explored the impact of perceived value on purchase intentions across a range of product categories, including the study of (Rowlan, Takaya, 2023) Nike sports shoes, and the study on sustainable farming supplies (Xu, A., et al, 2022), moreover, the study on safety shoes of (Lin., et al, 2022), and the study of (Yildiz et al, 2022) on cosmetic products. The conclusions of these research show that the perception of value is an important component in deciding a consumer's buying choice. For example, research on safety shoes of (Yulianto, 2022) suggests that perceived value not only enhances buyer satisfaction but also increases their intention to repurchase. Similarly, a study on cosmetic products shows that perceived price indirectly influences purchase intentions through a sense of delight. The outcomes stress the vital role of perceived value in influencing consumer decision-making, acting as a connection between perceived cost and the intent to purchase in diverse product categories. Understanding the importance of perceived value in influencing purchase decisions enables businesses to develop successful marketing tactics that meet the demands and choices of their specific customer base.

H4: Perceived Price has a positive impact on Gabonese consumers' purchase intention for SOBRAGA beer.

Perceived Price refers to how consumers think about the price of a good. If customers believe the prices meet what they anticipate, it will motivate their buying intent for items. It depends on customers' view of SOBRAGA beer's affordability and value for money, determining their purchase of SOBRAGA beer. However, suppose Gabonese customers believe that SOBRAGA beer is too expensive or needs to provide better value for the money they spend. In that case, their willingness to buy SOBRAGA beer will suffer.

Perceived pricing impacts buying intention, according to (Syahputra et al., 2023) and (Liang et al., 2023). Moreover, research demonstrates that perceived price has a favorable and significant influence on purchasing intention. (Mahardhika & Nurmahdi, 2023; Phan Tan & Le, 2023; X. Xu et al., 2022) Specifically, more excellent perceived prices raise relative deprivation, discouraging travelers from buying tickets to tourist sites. Lower perceived prices reduce relative deprivation and increase ticket purchases. Furthermore, perceived pricing indirectly positively and considerably impacts purchase intention via brand image. It has also been discovered that when the product price exceeds the average market price, people are more likely to purchase, particularly online. As a result, perceived price significantly impacts customer purchasing intentions.

H5: Perceived Value (PV) mediates the impact of Subjective Norm (SN) on Customer Purchasing Intention (CPI).

Subjective Norms represent the effect of social and peer influences on consumer decisions, whereas Perceived Value shows the total worth consumers ascribe to a product or service. Consumer views of the social setting may impact their purchase intentions indirectly through perceived value. Perceived Value (PV) mediates the impact of Subjective Norm (SN) on Customer Purchasing Intention (CPI). This suggests that an individual's perception of social norms surrounding beer consumption influences their intent to purchase beer.

H6: Subjective Norm has a positive impact on Gabonese consumers' purchase intention for SOBRAGA beer.

Subjective Norm is the notion that presents the fact that influential individuals would approve of and rally around a specific behavior. We assert that positive word-of-mouth about a product or brand by a close member of the family or peers can significantly influence the purchase intention of that person because of the social influence. In the study of (G. N. Nguyen & Ho, 2022), subjective norm favorably promotes purchase intention toward a foreign footwear brand in Vietnamese customers. Subjective norms favorably impact the emotional worth and perceived quality of foreign brands. Face consciousness and perceived behavioral control minimize the impact of subjective norms on purchase intention. According to (Mardhiana and Rahayu 2022) research, personal norms impact purchase intention. According to the report, subjective norms considerably impact hybrid vehicle purchasing intentions. The findings of this study (Kusumati, 2022) show that attitude has a significant effect on purchase intention, the subjective norm has a significant impact on purchase intention, perceived behavioral control has a significant effect on purchase intention, and knowledge environment has a significant impact on purchase intention.

The study of (Chia et al., 2023) found that perceived behavioral control and subjective norms had a substantial direct relationship with customer purchase intention during COVID-19. According to the results of (T. M. A. Nguyen et al., 2022a), subjective norm has a beneficial impact on purchasing intention, and in the study of (Sumantri et al., 2022), Subjective norm and perceived behavioral control had a favorable and substantial effect on purchase intention for processed noodle meals controlled by non-Muslim Chinese ethnicity in Lhokseumawe City Sri. (Pramana et al., 2023) found that subjective norms and perceived behavioral control substantially impacted consumers' vegetable purchase intentions at CitraLand Freshmarket. Subjective norms play an essential role in shaping customers' intentions to make a purchase (Natarajan et al., 2024), as observed in investigations conducted by Cunningham (2023) and Masnun (2023). It is anticipated that subjective norms will exert a positive influence on the purchasing decisions of consumers in Gabon, particularly about the acquisition of SOBRAGA beer. Several studies have emphasized the positive impacts of personal beliefs on buying intentions in various product areas, like premium alcoholic drinks. Additionally, examinations regarding online consumer behavior have exposed a substantial and advantageous effect of personal norms on the inclination to participate in e-commerce platforms for shopping activities (Nguyen&Ho, 2022). Considering the substantial impact of subjective norms on purchase intentions in diverse consumer contexts, these norms could potentially enhance the buying intentions of Gabonese consumers towards SOBRAGA beer.

H7: Perceived value has a positive impact on Customer purchasing intention for SOBRAGA beer.

The study (El-Adly, 2019) shows that the pleasure worth did not show any appreciable direct beneficial impacts on the willingness to make repeat hotel purchases. Nonetheless, the relationship between repurchase intention and hedonic value was validated by (N. Zhang et al., 2021); their finding demonstrated that, in P2P accommodation, The desire to behave was significantly preceded by hedonic value. Perceived value influences buying intention according to (Gu, 2023) and (Leonita, 2023). The impact of perceived value on purchasing intention varies according to the situation.

In the case of local skincare companies, perceived quality mitigates celebrity endorsement's influence on customer desire to buy (Hartanto et al., 2023). Improving customer trust and perceived value can increase purchase intention among online sports product users. In live-streaming e-commerce, customers' perceived utilitarian, hedonic, and social value all significantly and positively impact their trust in the streamer, impacting their propensity to continue purchasing.

Functional, conditional, and emotional values influence purchase intention via attitude toward acquiring green products in the context of purchasing green items. According to (Srivastava et al., 2023), perceived value impacts the base of the pyramid (BOP) customers' online purchasing intentions. According to (Xu A. W., 2022), perceived value has a considerable and favorable effect on repurchase intentions for green agricultural goods.

3.2. Research Framework

According to the literature review, there is a link between Perceived Behavioral Control (PBC), Perceived Price (PP), Subjective Norm (SN), and consumer purchasing intention. Perceived Value (PV) is used interceding on behalf of those different factors, and customer purchasing intention because those factors can influence customer purchasing intention for any goods and services inside this research is the purpose of making a purchase beer. According to the literature review, the abovementioned factors were constructed, developed, and used to test this study. Thus, this study assumed that those three factors directly and indirectly impact the intention to purchase beer.

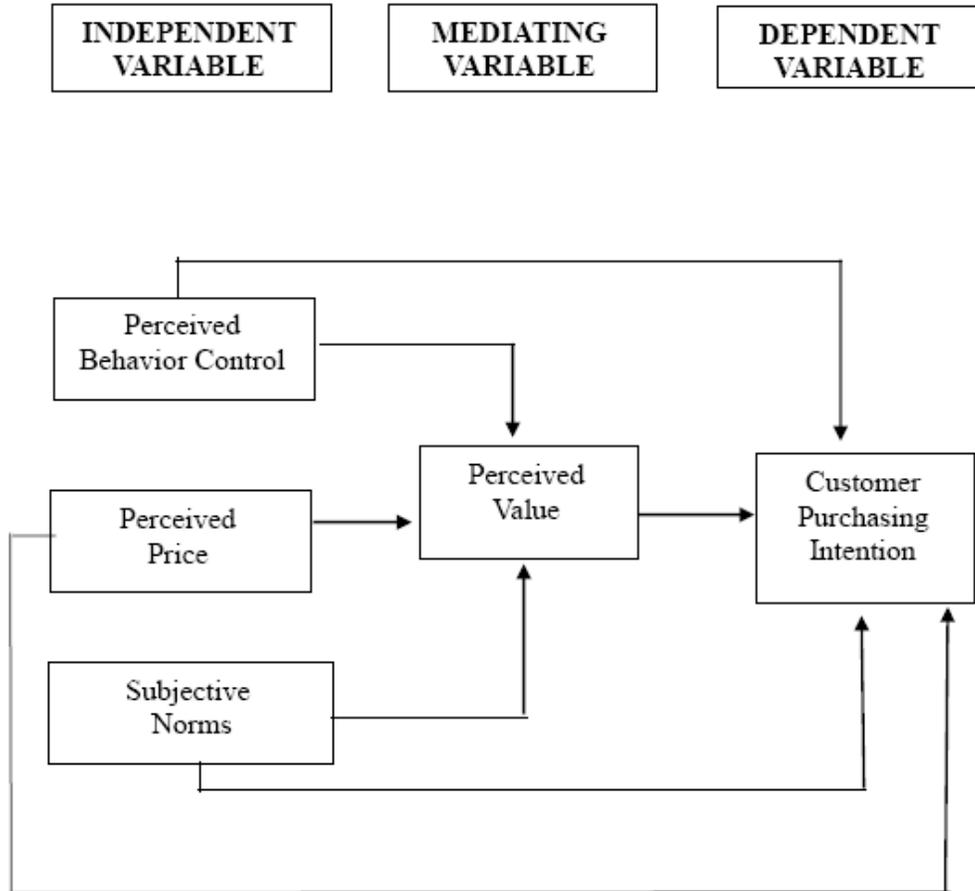


Figure 3 Research Framework

4. Data Analysis

The results of the data analysis, which included IBM SPSS for descriptive and frequency analysis and PLS-SEM 4 for evaluation of measurement and structural model, were reported in the chapter. The measuring methodology proves the validity and trustworthiness of the constructs. In addition, the Structural model determines how vital the predicted association is.

4.1. Descriptives Analysis

Descriptive statistics use variable data from certain subject groups to offer an overview of the study topic. It provides summaries of the measurements and the sample. Descriptive statistics include the mean, median, minimum, maximum, and standard deviation.

	Mean	Median	Minimum	Maximum	Standard Deviation
CPI1	3.585	4	1	5	1.182
CPI2	3.384	3	1	5	1.189
CPI3	3.678	4	1	5	1.121
CPI4	3.395	3	1	5	1.232
PBC1	3.605	4	1	5	1.071
PBC2	3.605	4	1	5	1.103
PBC3	3.446	4	1	5	1.131
PBC4	3.233	3	1	5	1.3

PP1	3.601	4	1	5	1.106
PP2	3.589	4	1	5	1.061
PP3	3.655	4	1	5	1.064
PP4	3.326	3	1	5	1.215
PV1	3.202	3	1	5	1.281
PV2	3.504	4	1	5	1.09
PV3	3.233	3	1	5	1.255
PV4	3.163	3	1	5	1.281
SN1	2.686	3	1	5	1.355
SN2	2.667	3	1	5	1.293
SN3	3.295	3	1	5	1.207
SN4	3.419	4	1	5	1.224

Table 1 Descriptives Analysis of Variables

These conceptions were averagely rated by respondents on a scale from 1 to 5, with mean values ranging from 2.667 to 3.678. The median values, which often revolve around 4, reveal the central trend of responses within each construct. The range of reactions these constructions cover is shown by the lowest score of 1 and the most incredible score of 5, respectively. Each construct's standard deviation, which falls between 1.061 and 1.355, illustrates the dispersion or variation of answers concerning the mean. This comprehensive assessment of Gabon's SOBRAGA domestic beer industry examines subjective norms, perceived behavioral control, perceived value, and consumer purchase intention. They also highlight the central tendencies and variability of respondents' ratings. These thresholds align with established thresholds for favorable evaluations in research contexts (J. Hair Jr et al., 2021).

4.2. Measurement Model Assessment

In PLS-SEM, the first analytical step involves evaluating the measurement (outer) model to assess the reliability and validity of the observed indicators in representing their latent constructs (Hair et al., 2019a). This evaluation examines indicator reliability, internal consistency (Cronbach's alpha and composite reliability), convergent validity (Average Variance Extracted, AVE), and discriminant validity using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio (Hair et al., 2017). Convergent validity is established when indicators exhibit high factor loadings and AVE values exceed the recommended threshold, while discriminant validity is confirmed when constructs are empirically distinct.

The results indicate strong loadings between Customer Purchase Intention (CPI) and its indicators (CPI1–CPI4), demonstrating adequate construct representation. Perceived Behavioral Control (PBC) is well explained by PBC1–PBC3, with comparatively weaker loading for PBC4. Perceived Price (PP) shows substantial associations with PP1–PP3, and Perceived Value (PV) exhibits robust relationships with PV1, PV3, and PV4. Similarly, Subjective Norm (SN) is reliably measured by SN1–SN4, confirming the adequacy of the measurement model.

Latents Variables	Items	Factors Loadings	Outer Model VIF	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Perceived Behavior	PBC1	0.826	1.875	0.804	0.809	0.872	0.632
	PBC2	0.820	1.971				
	PBC3	0.811	1.736				
	PBC4	0.717	1.392				
Control Perceived Price	PP1	0.867	2.164	0.808	0.825	0.877	0.644
	PP2	0.851	2.364				
	PP3	0.851	2.229				
	PP4	0.614	1.181				
Subjective Norm	SN1	0.723	1.742	0.754	0.76	0.842	0.572
	SN2	0.769	1.771				
	SN3	0.763	1.476				
	SN4	0.77	1.468				

Perceived Value	PV1	0.83	1.856	0.785	0.785	0.862	0.61
	PV2	0.695	1.277				
	PV3	0.817	2.109				
	PV4	0.775	1.741				
Customer Purchasing Intention	CPI1	0.827	1.852	0.858	0.86	0.904	0.701
	CPI2	0.838	2.085				
	CPI3	0.864	2.291				
	CPI4	0.82	1.919				

Table 2 Construct Reliability and Validity, Factors loadings, Collinearity Outer model

The measurement model demonstrates satisfactory reliability and convergent validity. Cronbach’s alpha values for Customer Purchase Intention, Perceived Behavioral Control, Perceived Price, Perceived Value, and Subjective Norm range from 0.754 to 0.858, indicating strong internal consistency. Composite reliability indices exceed the recommended threshold of 0.70, with rho_a ranging from 0.809 to 0.860 and rho_c from 0.842 to 0.904, confirming construct reliability.

Convergent validity was assessed using indicator loadings and Average Variance Extracted (AVE). Consistent with established criteria (Hair et al., 2017; Henseler et al., 2009), all outer loadings exceeded 0.708 and AVE values ranged from 0.572 to 0.701, surpassing the minimum threshold of 0.50. These results indicate that each construct explains more than half of the variance in its indicators. Overall, the reliability and validity statistics support the adequacy and robustness of the measurement model for subsequent structural analysis (Hair et al., 2021).

4.3. Structural Equation Model

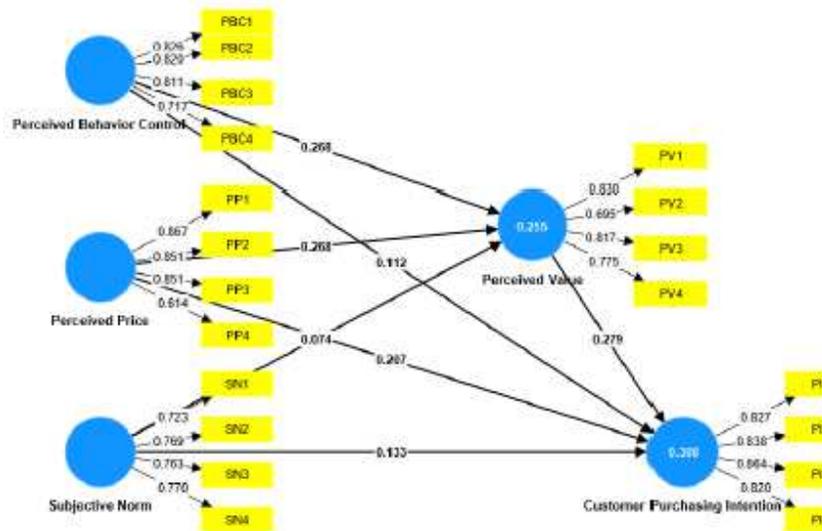


Figure 4 Direct Relationship, Path Coefficient

Direct Effect	Beta Coefficient	Standard Deviation	T statistics	P values	Conclusion
H2: PBC->CPI	0.112	0.09	1.237	0.216	Not supported
H4: PP -> CPI	0.207	0.076	2.733	0.006	Supported
H6: SN -> CPI	0.133	0.060	2.203	0.028	Supported
H7: PV -> CPI	0.279	0.072	3.867	0.00	Supported

Figure 5 Direct Relationship, Path Coefficient

The direct relationship, path coefficient examined the effects of Perceived Behavioral Control (PBC), Perceived Price (PP), Subjective Norm (SN), and Perceived Value (PV) on Customer Purchase Intention (CPI) for SOBRAGA beer. As shown in Table 4.14, PBC exhibited an insignificant effect on CPI ($\beta = 0.112$, $T = 1.237$, $P = 0.216$), indicating that consumers’ perceptions of control over their beer purchasing behavior do not significantly influence their purchase intentions. Thus, H2 was not supported, suggesting that other factors may play a more dominant role in shaping intentions within the Gabonese market. Conversely, PP positively influenced CPI ($\beta = 0.207$, $T = 2.733$, $P = 0.006$), supporting H4. This result indicates that consumers’ perception of fair pricing positively affects their intention to purchase SOBRAGA beer, highlighting pricing as a

critical determinant in consumer decision-making. Similarly, SN had a significant positive effect on CPI ($\beta = 0.133$, $T = 2.203$, $P = 0.028$), supporting H6. This finding emphasizes the influence of social factors, where recommendations from family or peers enhance consumers' purchase intentions.

Finally, PV strongly and positively affected CPI ($\beta = 0.279$, $T = 3.867$, $P < 0.001$), supporting H7. This result demonstrates that consumers' assessment of the product's value—its quality, features, and benefits substantially drives purchase intention.

	Beta Coefficient	T-statistics	P-value	Remark
PBC-> CPI	0.187	2.108	0.035<0.05	Significant
PBC-> PV	0.268	3.543	0.000<0.05	Significant
PP -> CPI	0.281	3.591	0.000<0.05	Significant
PP-> PV	0.268	3.402	0.001<0.05	Significant
PV->CPI	0.279	3.867	0.000<0.05	Significant
SN-> CPI	0.153	2.526	0.012<0.05	Significant
SN-> PV	0.074	0.938	0.348>0.05	Insignificant

Table 3 Total Direct Effect

Perceived Behavioral Control (PBC) shows substantial impacts on Both Customer Purchasing Intention (CPI) ($\beta = 0.187$, $p = 0.035$) and Perceived Value (PV) ($\beta = 0.268$, $p = 0.000$). Perceived Price (PP) also has a significant impact on PV ($\beta = 0.268$, $p = 0.001$) and CPI ($\beta = 0.281$, $p = 0.000$), indicating that it has a strong influence on both domains. Additionally, PV considerably impacts CPI ($\beta = 0.279$, $p = 0.000$).

Subjective Norm (SN), on the other hand, shows a non-significant influence on PV ($\beta = 0.074$, $p = 0.348$) but a substantial impact on CPI ($\beta = 0.153$, $p = 0.012$).

Path	Beta	P values	Conclusion		
Total Effect					
PBC -> CPI	0.187	0.035	Significant		
PP -> CPI	0.281	0.000	Significant		
SN -> CPI	0.153	0.012	Significant		
Direct Effect					
PBC -> CPI	0.112	0.216	Not Significant		
PP -> CPI	0.207	0.006	Significant		
SN -> CPI	0.133	0.028	Significant		
Specific Indirect Effect					
Path	Beta	P values	St Dev	T	Conclusion
H1: PBC->PV-> CPI	0.075	0.011	0.029	2.540	Supported
H3: PP -> PV -> CPI	0.075	0.002	0.024	3.127	Supported
H5:SN -> PV -> CPI	0.021	0.392	0.024	0.855	Not Supported

Table 4 Mediation Analysis Result

Mediation analyses were conducted to examine the role of Perceived Value (PV) in the relationships between Perceived Behavioral Control (PBC), Perceived Price (PP), Subjective Norm (SN), and Customer Purchase Intention (CPI). PV was found to significantly mediate the effect of PBC on CPI ($\beta = 0.075$, $t = 2.54$, $p = 0.011$), indicating that consumers' perceptions of control over their purchasing behavior positively influence purchase intentions through perceived value. PV also significantly mediated the relationship between PP and CPI ($\beta = 0.075$, $t = 3.127$, $p = 0.002$). These results suggest that consumers' perceptions of price enhance their evaluation of product value, which in turn increases purchase intentions. The mediation of PV between SN and CPI was not significant ($\beta = 0.021$, $t = 0.855$, $p = 0.392$), indicating that social norms have limited indirect influence on purchase intentions through perceived value.

Overall, the findings demonstrate that perceived value serves as a significant mediator for PBC and price, but not for subjective norms, highlighting the differential psychological mechanisms affecting Gabonese consumers' purchase intentions toward SOBRAGA beer.

By conducting path analysis, all variables exhibit a positive relationship with their respective dependent variable. However, not all variables have a statistically significant impact. Based on the bootstrapping results of PLS-SEM (Ringle et al., 2024) in Table 15 and Table 16, we observe that the direct effects of PV, PP, and SN on CPI

are positive and significant. In contrast, the immediate impact of PBC on CPI is insignificant. Similarly, the direct effects of SN on PV are negligible.

On the other hand, the direct effects of PP on PV, as well as the direct effects of PBC on PV, are significant, as indicated in the upper Table. We find support for hypotheses H1, H3, H4, H6, H7, while hypotheses H2, and H5 do not receive support. As depicted in Table, except H2($\beta=0.112$, $T=1.237$, $P=0.216$) and H5 (SN \rightarrow PV \rightarrow CPI, $\beta=0.021$, $p=0.392$, $t=0.855$), all variables have a positive and significant direct effect on consumers' purchase intention, thus confirming 5 out of the 7 hypotheses, namely H1, H3, H4, H6 and H7 (Fig.) H4 ($\beta=0.207$, $T=2.733$, $P=0.006$); H6 ($\beta=0.133$, $T=2.203$, $P=0.028$); H7 ($\beta=0.279$, $T=3.867$, $P=0.000$); H1 ($\beta=0.075$, $t=2.540$, $p=0.011$); H3 (PP \rightarrow PV \rightarrow CPI, $\beta=0.075$, $p=0.002$, $t=3.127$).

5. CONCLUSION

Regab's greater consumption rate across genders makes it clear that Gabonese consumers prefer this brand of beer above others. Regab has a greater count than any other brand listed, with 95 percent males and 57 percent females. This brand's apparent cross-gender popularity suggests that Gabonese customers find it appealing. Moreover, the renowned Regab beer, which has been manufactured in Gabon since 1966 by Société des Brasseries du Gabon (SOBRAGA), has been recognized with a gold medal at the 57th Quality Awards MONDE SELECTION, held in Valencia, Spain in 2018 (directinfosgabon.com, 2018).

The study revealed that Subjective Norms and Perceived Pricing positively modify Gabonese consumers' intention to purchase SOBRAGA beer. Still, Perceived Behavioral Control has a negative effect on Customer purchase intention. It was affirmed that perceived value plays a role in mediating the effects of some factors on purchase intentions. Some direct and mediating effect assumptions were accepted, like H2, H3, H4, H5, and H6, indicating a strong relationship between the independent variables and purchase intentions, mediated by perceived value. In our study, there is no empirical evidence that perceived value mediates the impact of subjective norms on customer purchasing intention for SOBRAGA beer, and there is no empirical evidence to support the result of (Khouansavanh et al., 2022) affirming perceived behavior as perceived price and Subjective norm positively influence on Gabonese consumers' intention to purchase SOBRAGA beer. The thesis, Factors Affecting Customer Purchasing Intention Towards Domestic Beer Brand for SOBRAGA Company in Gabon, provides a detailed analysis of the mediating role of perceived value in consumer behavior. The study advances theoretical understanding of consumer decision-making by experimentally validating the relationships between Perceived Price, PBC, subjective norms, Perceived Value, and CPI. The findings have implications for beer marketing strategies, product positioning, and customer relationship management.

The thesis contributes significantly to the current body of knowledge by revealing the relationship between Perceived Value, Perceived Behavioral Control (PBC), subjective norms, and their impact on Customer Purchasing Intention (CPI) for the SOBRAGA beer brand in Gabon. The empirical data support Perceived Value's mediating function in the link between Perceived Price, PBC, subjective norms, and CPI. This knowledge helps us better understand customer behavior in the beer business, particularly in Gabon. By combining the TPB and Consumer Perceived Value frameworks, the study provides a new viewpoint on the elements that influence purchase intentions and emphasizes the role of perceived value in shaping consumer decision-making processes.

5.1. Recommendation Managerial Implications Firm-Level Recommendations

SOBRAGA might start a marketing campaign highlighting its distinctive taste, locally sourced ingredients, and unique brewing techniques to increase perceived value. This could involve improving price perceptions and design in accepted effect and awareness. For instance, SOBRAGA may work with well-known regional influencers to encourage social media posts about their experiences with SOBRAGA products. Despite the fact that in our study there is no empirical evidence for perceived value act like a bridge for the impact of subjective norms on customer purchasing intention for SOBRAGA beer, the company can create residential marketing events, digital activations, and interactive social media campaigns to engage customers and enhance brand loyalty. Although the study found no direct influence of PBC on purchase intentions, SOBRAGA must prioritize increasing customers' perceived control over their beer purchasing patterns. This might include instructional efforts or interactive platforms that allow customers to make educated decisions about their beer.

Organizing activities that support moderation in alcohol use and the excellent reputation of SOBRAGA may also be a component of this plan. Moreover, to keep customers enthusiastic about the product, SOBRAGA may invest in better packaging,

guaranteeing consistency in flavor, and launching limited-edition brews in response to customer feedback. Further, consider expanding the market reach to make SOBRAGA beer more accessible to a broader audience, particularly in areas with untapped growth potential.

Government-Level Recommendations

To encourage safe drinking, the Gabonese government may work with nearby brewers, such as SOBRAGA, to launch instructional initiatives. These marketing initiatives could center on informing customers about the unique features and worth of regional brews, encouraging a sense of pride in endorsing restricted goods. Furthermore, the government may consider enacting rules promoting ethical advertising in the alcohol sector. This can entail carefully collaborating with brewers to create policies that uphold moral and responsible marketing techniques.

Moreover, to improve regional brewers' production capacity, quality control procedures, and marketing initiatives, such as SOBRAGA, the government may provide financial incentives or support programs. This assistance may help the regional economy flourish and provide employment. Implement consumer protection measures to assure alcoholic beverage quality and safety, such as tight production standards, labeling rules, and advertising practices.

The government can boost trust in SOBRAGA's products by protecting consumer interests and encouraging responsible consumption. Encourage domestic use of locally produced commodities, particularly SOBRAGA beer, through awareness programs and preferred procurement regulations. Supporting local companies encourages economic prosperity, national pride, and identity.

Collaborate with SOBRAGA and other stakeholders to carry out health and social responsibility activities targeted at encouraging responsible alcohol use and reducing alcohol-related harms. This might involve public awareness campaigns, alcohol education initiatives, and assistance with addiction treatment services. Assist SOBRAGA in reaching foreign markets by arranging trade agreements, offering export incentives, and participating in trade promotion initiatives. By increasing SOBRAGA's export potential, the government may help to diversify the economy and gain foreign cash.

Allocate funds for brewing sector research and development activities, such as innovation awards and joint research projects with academic and industry partners. Supporting R&D initiatives will promote product innovation, quality improvement,

and sustainability in SOBRAGA's operations. Also, encourage conversation and collaboration among the government, SOBRAGA, civil society groups, and other stakeholders to address common issues and possibilities in the brewing business. Engaging stakeholders in decision-making can result in better-informed policies and inclusive growth plans.

5.2. Future Research Area

Further study should conduct a comparative an examination of the determinants that impact aspirations for spending SOBRAGA beer across different cultures or countries to assess the generalizability of these findings. A more extensive and diverse sample would be favorable and more comprehensive to maximize the outcomes' generalizability. Further, the need for more support for H2 encourages more research into the precise elements that influence customer intentions in this market. A longitudinal study could track changes in consumer preferences and how the factors influencing purchase intentions evolve. Or explore how SOBRAGA beer's performance compares to its competitors in Gabon's domestic beer market.

Moreover, Investigate the Social networking sites and digital advertising's influence, and influencer partnerships on SOBRAGA's brand building and consumer engagement. Otherwise, researching effective strategies for expanding SOBRAGA's market reach and its impact on consumer purchasing intentions could also be an area of study. As well as, exploring consumer preferences for online shopping, delivery services, and the role of digital platforms in shaping purchasing behavior. Scholars can also examine how brand reputation, loyalty programs, and image influence consumers' preferences and long-term purchase intentions.

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