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# Brand Attachment and Brand Trust as Mediator on the Relationship between Affective Congruence and Purchase Intention: Evaluation from Omani Perfumer Market

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**Abstract**

The study contributes to the understanding of the role of affective value congruence in shaping consumer-brand relationships and purchase behaviour in the Omani perfume market. The relationship between brand affective value congruence (BAC), brand attachment (BA), brand trust (BT) and purchase intention (PI) in the Omani perfume market was investigated in this study. The study used a quantitative research design; data were collected from 350 young female consumers (19-40 years old) from higher education institutions in Muscat using structured questionnaire via physical and online demonstration of product and online survey. The study tested the proposed model using Partial Least Squares Structural Equation Modeling (PLS-SEM). The outcomes indicated that brand affective value congruence positively influences brand attachment and trust, with insignificant direct effect of BAC on purchase intention. A significant influence of brand attachment and brand trust shown on purchase intention. The outcomes confirm a full mediation role of brand attachment and brand trust. The findings support the self-congruity theory, which suggests that consumers prefer brands that align with their self-concept and emotional preferences. The study extends affective value congruence into Omani fragrance market as emotionally driven consumption context; hence, it adds valuable insights into consumer-behaviour literature. The study's practical implications suggest that perfume brands should concentrate on emotional branding strategies, build up brand trust, and nurture emotional bonds with their target audience to enhance purchase intention.

*Keywords:* brand affective value congruence, brand trust, brand attachment, purchase intention, omani perfume market

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## 1. Introduction

By aligning the brand's emotional associations with the audience's emotional responses, branding adheres to the concept of affective congruence, which is about creating an image that booms with consumers' emotions and values (Heding *et al.*, 2020). The concept of brand congruence suggests that brands will be more successful when they evoke emotions that are in harmony with those that their target audience desires. This alignment builds strong connections between brands and their customers (Thomson *et al.*, 2005). Projection of emotional and perception alignment lets customers feel about the brand as trustworthy and reliable. The messaging, visual elements, and overall communication of the brand must be consistent with its overall message to achieve the desired emotional response (Wheeler, 2017). Therefore, it is important for brands to understand their target audiences' emotional needs and desires to achieve affective congruence. In addition to creating a positive impression in consumers' minds, this can boost brand loyalty and promote a more positive perception (Aaker & Fournier, 2019).

Customers' emotions shape their purchase intentions when products are congruent with actual brand image of the customer. An individual's personal preferences and values align with the emotional appeal of a brand, fostering a positive affective connection. Emotional character of brand significantly influences choosing a particular brand over

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others (Grubb & Grathwohl, 1967; Garcia & Martinez, 2020). Successful brands evoke feelings consistent with their target audience's desires. By creating an emotional bond through affective congruence, brands can strengthen loyalty and influence buying decisions positively. Hence, an emotional and value-carrying brand is more likely to attract consumers. To prioritize and maintain this congruence allows businesses to gain consumer trust, loyalty, and ultimately, higher purchase intentions (Kapferer, 2012; Keller & Swaminathan, 2020); Khan et al., 2025). Self-brand congruence aligns projected of concept of individuals' image with values, beliefs, and personality traits under aspirations of consumer's self-awareness (Smith & Keller, 2021). Therefore, a consistent and cohesive brand image enhances recognition, trust, and connection. Consumers prefer brands whose images mirror their own or their ideal selves. A consumer-brand connection is influenced by their perception of their self-brand congruence (Wijnands & Gill, 2020). Luxury brands in the Omani market are mostly studied based on self-reported self-brand congruence, overlooking actual brand affective conformity.

The Arab world is known for its inclination towards cosmetics, specifically perfumery. A study in Bahrain reported more than 33% of the respondents use perfume for personal gratification (Pillai *et al*., 2009). In the Middle Eastern markets, use of perfume reflects self-expression and identity (Khair *et al*., 2024). Like other Arab countries, fragrances have a cultural significance in Oman. Attars (fragrances), regional brands, and international brands make up Oman's perfume market. The cultural significance becomes immense during religious celebrations and special occasions. Perfume is often worn by both men and women in their daily routines as a sign of good grooming (Harrathi, 2023). Perfumes are also in demand due to Oman's growing tourism industry (*World Travel & Tourism Council*, 2024). The overall market growth is driven by tourists purchasing local perfumes as souvenirs. Fragrance Market revenue is expected to reach US$4.55mn by 2024 (Statista, 2024). Another major factor affecting the perfume market in Oman is the rise of e-commerce (*Oman – e Commerce*, 2024). By maintaining a constant watch over the effectiveness of their marketing strategies, brands can ensure that their interactions reinforce the desired brand image, building stronger relationships with their consumers. Online perfume retailers cater to the needs of many consumers who prefer to buy perfumes online.

Existing studies emphasize the influence of brand affective congruence on consumer behavior in different situations; there is limited exploration on context-specific mediations such as brand attachment and brand trust. This gap calls for research on the combined effect of brand congruence, brand trust, and brand attachment on purchase intention in the context of perfume products. Contemplating the evidence from literature, this study aims to investigate a product- and market-specific relationship between variables. The case of Oman aligns with BAC, explaining the emotional experience of the product, self-image and desired feelings as a part of personality. Perfumes also represent personal identity and lifestyle in Oman, and this is a symbolic tool that enhances mood and emotional well-being.

Therefore, theoretically, this study operationalizes BAC using Evaluation–Potency–Activity (EPA) framework stemming from Affect Control Theory (Heise, 2007). Contextually, this study provides empirical evidence from a culturally embedded and least-researched market of Oman.

## 2. Literature Review

### *2.1. Brand Affective Congruence and Purchase Intention*

When consumers perceive that a brand's value reflects what they stand to gain from their purchase, it influences their purchase intentions (Collins-Dodd & Lindley, 2003). The purchase intention represents the prospect that consumers will plan to purchase a certain product or service soon (Wu *et al.*, 2016; Chang & Liu, 2009; Khan *et al.*, 2021). Diallo (2012) refers to purchase intention as an inclination of the consumer towards purchasing a brand routinely. So, one can say purchase intention corresponds closely with actual purchase behavior (Zaharia & Schmitz, 2020).

Consumers intuitively understand how brands affect their emotions on three dimensions: evaluation (E), potency (P), and activity (A). As social entities, brands are rated by consumers according to the EPA. Brand affective congruence (BAC) determines whether customers will connect with the brand, trust the brand, and have purchase intentions (Wijnands & Gill, 2020).

Consumer psychology suggests that brand affective congruence and brand attachment are interrelated concepts. Emotional alignment, self-identity, and symbolism are key aspects of brand affective congruence (Shetty & Fitzsimmons, 2022). These elements evoke emotions aligned with consumers' values and support their self-expression and identity, holding a symbolic significance. This relates to brand attachment; holds affective strength with behavioral dimensions of loyalty, advocacy, resistance, or switching based on positive experiences with the brand. Brand affective congruence enhances the likelihood of lasting brand attachment, which is specifically relevant in symbolic and lifestyle

brands (Shimul & Phau, 2022). Therefore, marketing offers tailored experiences by evoking consumers' emotions to keep a consistent brand image aligned with consumers' values and aspirations.

Brand affective congruence (BAC) has a significant impact on brand trust. The influencing factors of BAC are emotional connections, consistency in brand image, perceived authenticity, and psychological comfort. Together, all these elements reduce the cognitive dissonance of the customer. Therefore, consumers are more likely to trust the brands they perceive as genuine and aligned with their emotions and values (Morhart *et al*., 2015; Rather *et al.*, 2018; Boateng *et al*., 2020). Considering this perspective, we hypothesize the positive impact of BAC on purchase intention as follows:

*H1: Brand affective congruence has a positive impact on brand attachment.*

*H2: Brand affective congruence has a positive impact on brand trust.*

*H3: Brand affective congruence has a positive impact on purchase intention.*

### *2.2. Brand Attachment and Purchase Intention*

Consumers and brands have deep-rooted emotional, cognitive, and creative connections. Batra *et al.* (2012) explains that brand attachment influences consumer behavior, including purchase intention, loyalty, and advocacy. Shimula & Phau (2023) also concluded that brand attachment mediates the relationship between brand self-congruence and advocacy. Brand affective congruence creates brand attachment via self-brand connection (Saxena *et al.*, 2023). Consumers experience brand affective congruence when the brand image resonates strongly with their self-concept (Wallace *et al.*, 2017). Brand attachment links to deep emotional bonds that a customer develops with a brand. This attachment acts as a motivator and creates a perceived sense of ownership, increasing willingness and likelihood of buying by customers. Brand reinforcement provides a positive experience and emotional attachment, which enhances purchase intention. In the long term, consumers stay with brands and exhibit consistent purchasing patterns with low-risk perception (Grisaffe & Nguyen, 2011; Yuanita & Marsasi, 2022). Brand attachment creates emotional bond of consumer with a brand, which signifies the strength of the consumer–brand relationship. Brand attachment is a psychological mechanism linking affective congruence to behavioral intention and transform perceived emotional alignment into a higher likelihood of purchase (Park *et al*., 2010). Brand affective congruence creates a psychological bond leading to an attachment to the brand, which in turn acts to enhance the likelihood of purchase. Hence, consumers with brand attachment exhibit consistent behavior to sustain the emotional relationship with the brand (Wijnands & Gill, 2020; Rabbanee & Spence, 2020). Therefore, we hypothesize the following.

*H4: Brand attachment has a positive impact on purchase intentions.*

*H5: Brand attachment mediates the relationship between brand affective congruence and purchase intention.*

### *2.3. Brand Trust and Purchase Intention*

Brand trust is confidence of consumers in the ability of brands to deliver their promises with reliability, integrity, and benevolence. Brand trust builds brand relationships based on a sense of safety and dependability for consumers (Marmat, 2023). Reliability is established when a brand provides high-quality products consistently. Integrity refers to ethical behavior, and benevolence refers to care for customers' benefit. Brand trust is critical to reduce perceived risk, foster emotional connections, and encourage repeated purchases (Cardoso *et al*., 2022; Wong, 2023). Consumers' likelihood of choosing a brand is high if they have trust in a brand and they remain loyal to their trusted brand. Their loyalty translates to their higher purchase intention. Brand trust is vital, and research supports the significant impact of brand trust on purchase intention; its dimensions and intensity may vary across cultures globally (Khan *et al.*, 2025; Husain *et al.*, 2022).

Brand trust is a reflection of consumer's confidence in ability of a brand to deliver promises. Therefore, its reliability, and benevolence provides a sense of dependability by fostering emotional attachment (Marmat, 2023; Cardoso *et al*., 2023). Persistent quality, integrity, and ethical practices raise reliability. Benevolence based on consumer's interest and trust increases the likelihood of brand selection and purchase intention (Husain *et al.*, 2022; Wong, 2023). Therefore, brand trust and attachment mediate the effect of affective value congruence on purchase intention (Portal *et al.*, 2019; Atulkar, 2020; Cuong, 2020). In a culturally embedded like Omani fragrance market, products carry symbolic value. In such a market, trust is a critical factor in establishing consumer's reliance on trust to meet both the cultural and the functional expectations. Hence, higher brand trust strengthens purchase intentions and reinforces emotional, cognitive, and cultural alignment.

In light of this, we propose the following hypotheses:

*H6: Brand trust has a positive impact on purchase intentions.*

*H7: Brand trust mediates the relationship between brand affective congruence and purchase intention.*

### *2.4. Theoretical Background*

Integration of multiple theoretical perspectives conceptualizes the model of this study. Self-Congruity Theory (Sirgy *et al.,* 1997) explains affective value congruence of a brand. Attachment theory (Bowlby, 1969; Park *et al.*, 2010) explains brand attachment, and trust theory explains brand trust. The foundations of BAC stem from Self-congruity theory, proposing that alignment of symbolic attributes with self-concept or affective values increases motivation of customers. Theory of planned behaviour (TPB) attributes purchase intention as an outcome of attitudes as predictor of behavior, shaped by subjective norms, and perceived behavioural control (Ajzen, 1991). These theories justify the proposed model of the study based on cognitive, and relational mechanisms of Omani perfume market. Alignment of brand's affective congruence (BAC) is a key in predicting brand usage and purchase intentions. When a brand's meaning aligns with an individual's self-concept and emotions it creates a sense of congruence. Consumers are more likely to purchase brands that appeal to their affective meanings and identities. Describing the attachment theory, Park *et al*. (2010) explain two drivers of attachment: self-connection and brand prominence. Therefore, we suggest the following conceptual model (Figure1).

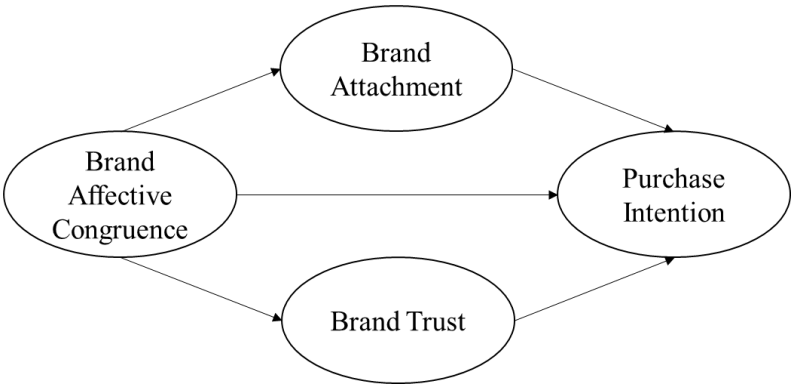



**Figure 1.** Proposed Model

## 3. Methodology

The study used quantitative data to measure the constructs of the proposed research model. Therefore, using a positivist approach, we conducted a field survey (Aliyu *et al.*, 2014) to test hypotheses using the following research model. We collected 311 responses out of 350 survey forms (194 online and 117 questionnaires using physical demonstrations) from higher education institutions in Oman and working ladies accessed via social networks. We used Likert 7 point scale to measure the responses. We secured institutional human subject approval or participants from educational institution. Participants participated through physical demonstration and online survey instrument via social networks.

We used a purposive sampling to include 04 widely demanded and accessible form of local perfume brands in Muscat. Using local perfume retail stores and available brands, product type (e.g., attar, eau de perfume, body mist), and on counter demand; we preferred fast moving local brands suggested by three outlets. However, this may limit the generalizability of findings but the focus of the study is on a socially influential and economically active group. Later, studies can extend it to a broader population. The selected brands represented different price categories, fragrance types, and brand reputations in the market. After purchase, physical samples were labeled with unique codes, and documentation (brand name, product type, size, price, and packaging). For data collection, an online questionnaire barcode with 3D images of actual products was administered alongside physical displays of products in four colleges in Muscat.

Brand affective congruence was measured through two items of each EPA dimension (Heise, 2010), as well as self-brand congruence (Sirgy *et al.*, 1997). Other constructs were measured by adapted scales, including brand-self connection (Park *et al.*, 2008), trust in brands (Li *et al.*, 2008), and purchase intention (Zhao *et al.*, 2018). To eliminate biasness towards any single brand, we used five random subsets of four regional perfume brands. These multiple subsets were then aggregated into a single BAC latent variable for the PLS-SEM model to enhance reliability and reducing brand-specific variance. Participants were randomly assigned to one of these sets and asked to rate these brands

according to the EPA dimensions. Initially, scores of BAC were calculated obtaining the Evaluation (E), Potency (P), Activity (A), and self-brand congruence for brands. Then, averaged score across the four evaluated brands were used to generate a single composite BAC representing the respondent's overall perceived affective congruence.

Affective meaning was assessed using semantic differential scales (Heise, 2010), which were then transformed into 1 to 7. Participants rated brands as E (poor versus good, awful versus good); P (small versus large, powerful versus weak); and A (slow over fast, inactive over active). The study adhered to established ethical standards of voluntary, and informed consent from respondents maintaining anonymity and confidentiality, and data were used for academic purposes only. Hence, methodology secured reliability, representativeness and suitability for testing the hypotheses evaluating both the brand affective congruence. Assessment of measurement model, evaluation of structural model, and path analysis for direct and indirect relationship using SmartPLS4.0 resulted the outcomes for hypotheses testing.

## 4. Data Analysis

We used Smart PLS to estimate both the measurement model and structural model. This is advantageous for small sample sizes, non-normal data distributions (Hair *et al.,* 2021). First, evaluation of the measurement model to assess reliability and validity, including internal consistency, convergent validity, and discriminant validity. Second, the structural model assessment to test the hypothesized relationships among constructs using path coefficients, significance levels, and predictive relevance (Hair *et al*., 2021). Table 1 shows collinearity VIF values were below the threshold of 3.3, indicating no common method bias (CBM) issue.

**Table 1.** Common method bias (CMB)

| Construct Name | VIF Value | CMB Issue |
|---|---|---|
| BAC | 2.43 | No |
| PI | 2.17 | No |
| BT | 1.96 | No |
| BA | 2.52 | No |

### *4.1. Measurement Model Assessment*

Figure 2 is a reflective model which illustrates the relationship among four key variables.

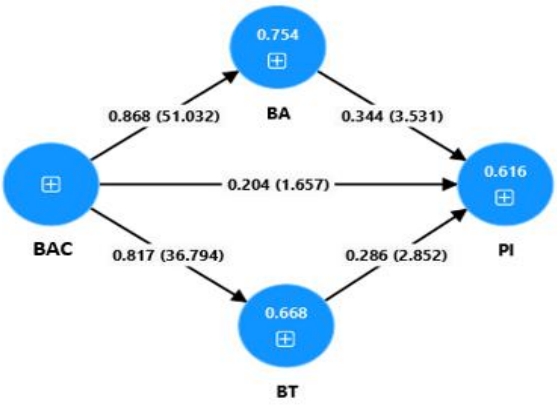



**Figure 2.** Measurement output

Source: Partial Least Squares Structural Equation Modeling (PLS-SEM)

Table 2 shows that factor loadings are greater than 0.70. Cronbach's alpha, rho_a, and rho_c established internal consistency and reliability; values for all constructs are above 0.7. The average variance extracted (AVE)>0.5 confirms that the model is valid (Henseler *et al.*, 2015).

Table 3 shows that discriminant validity (HTMT) is evident; there is no excessive correlation among the constructs (BAC, BA, BT, PI) exceeding 0.85 suggesting that they measure distinct variables. Therefore, HTMT criteria (Henseler *et al.,* 2015; Hair *et al.*, 2019) is satisfied.

**Table 2.** Construct Validity

| Items | Loadings | *C α* | (rho_a) | (rho_c) | (AVE) |
|---|---|---|---|---|---|
| pi.1 | 0.915 | 0.913 | 0.914 | 0.945 | 0.852 |
| pi.2 | 0.792 | | | | |
| pi.3 | 0.835 | | | | |
| bac.1 | 0.910 | 0.897 | 0.898 | 0.936 | 0.829 |
| bac.2 | 0.918 | | | | |
| bac.3 | 0.805 | | | | |
| ba.1 | 0.840 | 0.727 | 0.784 | 0.821 | 0.54 |
| ba.2 | 0.793 | | | | |
| ba.3 | 0.829 | | | | |
| bt.1 | 0.839 | 0.815 | 0.839 | 0.870 | 0.576 |
| bt.2 | 0.829 | | | | |
| bt.3 | 0.746 | | | | |
| bt.4 | 0.772 | | | | |

*Note: C α= Cronbach's alpha; (rho_a),(rho_c)= Composite reliability ; AVE=Average variance extracted*

**Table 3.** Discriminant Validity (HTMT)

| | BAC | BA | BT |
|---|---|---|---|
| BA | 0.779 | | |
| BT | 0.763 | 0.832 | |
| PI | 0.813 | 0.765 | 0.702 |

**Table 4.** Assessment of the Structural Model

| Hypothesized Paths | β | Standard Deviation | T- statistics | P values | Confidence Interval (Bias Corrected) | |
|---|---|---|---|---|---|---|
| BAC -> BA | 0.868 | 0.017 | 51.032 | 0.000 | 0.829 | 0.897 |
| BAC -> BT | 0.817 | 0.022 | 36.794 | 0.000 | 0.768 | 0.858 |
| BAC -> PI | 0.204 | 0.123 | 1.657 | 0.098 | -0.028 | 0.452 |
| BA -> PI | 0.344 | 0.097 | 3.531 | 0.000 | 0.148 | 0.532 |
| BT -> PI | 0.286 | 0.100 | 2.852 | 0.004 | 0.078 | 0.468 |
| BAC -> BA -> PI | 0.299 | 0.084 | 3.537 | 0.000 | 0.137 | 0.472 |
| BAC -> BT -> PI | 0.234 | 0.081 | 2.871 | 0.004 | 0.073 | 0.390 |

*Note:*
*Predictors (BAC= Brand Affective Congruence), PI: Purchase Intention (target variable)*
*Mediator: BT= Brand Trust, BA=Brand Attachment*
*CI(BC): Confidence Interval (Bias Corrected), 2,50%: Lower Limit, 97.5%: Upper Limit*

Source: PLS-SEM output of the current study

Table 4 shows the analysis of path coefficients. To test the statistical significance of each path coefficient, bootstrap resampling for 5000 samples was employed through PLS (Hair *et al.*, 2011). The hypothesized path BAC and PI is positive but insignificant (β = 0.769, t=1.657) which did not support H3. All other hypothesized paths: BAC -> BA, BAC ->BT, BA -> PI, BT -> PI are positive and significant (t >1.96, p < 0.05) indicating confidence interval does not include zero. Thus, hypotheses $H_1$, $H_2$, $H_4$, and $H_6$ are supported.

A full mediation was indicated in BAC -> BA -> PI (β = 0.299, t= 3.537, p < 0.05), therefore, H5 is supported. The indirect relationship of BAC -> BT -> PI (β = 0.234, t=2.871, p < 0.05) is significant and indicates a full mediation (Nitzl *et al.*, 2016; Zhao *et al.*, 2010) of BA on the relationship between BAC and PI thus supporting $H_7$.

*4.2. The explanatory power of the structural model*

To measure the model's predictive validity and explanatory power, we calculate the R-square, Q2-predict, and f-square values. Table 5 shows a moderate variance explained by exogenous variables, BT explained 66.8%, BA explained 75.4% of the variance, and PI explained 61.6 % of the variance.

According to Hair *et al.* (2019), $Q^2$ values above 0, 0.25, and 0.50 indicate small, medium, and large predictive relevance. Therefore, the cross-validated redundancy measures $Q^2$ (0.749, 0.663, and 0.538) indicates a good predictive accuracy.

**Table 5.** Explanatory Statistics and Predictive Relevance

| Endogenous Latent Constructs | R-Square | $Q^2$-predict | f-square | Hypothesized Paths |
|---|---|---|---|---|
| BA | 0.754 | 0.749 | 0.360 | BAC -> BA |
| BT | 0.668 | 0.663 | 0.312 | BAC -> BT |
| PI | 0.616 | 0.538 | 0.215 | BAC -> PI |
| | | | 0.070 | BA -> PI |
| | | | 0.065 | BT -> PI |

*Small: $f^2$>=0.02, Medium: $f^2$ >=0.15 , Large: large: $f^2$ >= 0.35 (Cohen ,1988)*
*$R^2$ (0.75=substantial,0.5=moderate,, and 0.25= weak) (Hair et al.,2013)*

The distribution of prediction errors was approximately symmetrical. RMSE values were compared to the LM benchmark (Table 6). Most $Q^2$_predict values are > 0, and in most cases, the linear model (LM) value is higher than PLS except one. The comparison of errors indicates that the majority of PLS_SEM_RMSE errors are lower compared to LM_RMSE (Shmueli *et al.,* 2019), which shows a medium predictive power of the model.

*4.3. Theoretical implications*

The outcome that brand affective congruence positively influences brand attachment and trust is consistent with the theory's claim that consumers are attracted to brands that reflect their self-concept and emotional preferences. This emphasizes the significant role of emotional resonance in shaping consumer-brand relationships and impacting brand perceptions. Also, the validation that brand attachment and brand trust mediate the relationship between affective brand congruence and purchase intention highlights the intricate mechanisms through which emotional connections drive consumer behavior.

The outcomes of the study confirmed that consumers prefer brands that conform to their self-concept, as predicted by Self-Congruence Theory. Hence, consumers' identity and self-esteem are enhanced when the brand's values align with their own (BAC). This leads to increased purchases.

Furthermore, the results of the study demonstrated how emotions influence workplace behavior, which can be extended to consumer behavior as well. An Omani market context validates the relevance of self-congruity theory and theory of planned behavior in terms of positive attitudes and behaviors toward a brand.

*4.4. Practical implications*

Several practical implications result from this study. In the first place, fragrance labels should align with men and women's emotional inclinations and identities to enhance their relationships with brands. As BAC does not impact PI directly but due to mediation of brand trust and brand attachment, BAC becomes significant. Therefore, building a trust

and brand attachment with customers to enhance likelihood of purchase. A brand's story, visuals, and communication are vital to cultivating loyalty and attachment among its target audience. Brand credibility comes from being transparent about its values, ingredients, and production methods while consistently delivering on its emotional promises. Furthermore, emotional alignment helps consumers make buying decisions, so marketers should take advantage of emotional branding strategies. It is possible to increase the likelihood that consumers will buy perfumes by marketing them in accordance with their self-images and emotional desires.

**Table 6.** PLS predict Assessment

| Items | $Q^2$predict | PLS-SEM_RMSE | LM_RMSE | RMSE (PLS-LM) |
|---|---|---|---|---|
| ba.1 | 0.457 | 0.931 | 0.941 | -0.010 |
| ba.2 | 0.114 | 1.074 | 1.084 | -0.010 |
| ba.3 | 0.811 | 0.513 | 0.116 | 0.397 |
| ba.4 | 0.095 | 1.123 | 1.143 | -0.020 |
| bt.1 | 0.025 | 1.050 | 1.060 | -0.010 |
| bt.2 | 0.338 | 1.008 | 1.010 | -0.002 |
| bt.3 | 0.360 | 0.860 | 0.863 | -0.003 |
| bt.4 | 0.201 | 1.089 | 1.072 | 0.017 |
| bt.5 | 0.753 | 0.557 | 0.662 | -0.105 |
| pi.1 | 0.469 | 0.891 | 0.888 | 0.003 |
| pi.2 | 0.452 | 0.886 | 0.900 | -0.014 |
| pi.3 | 0.452 | 0.866 | 0.871 | -0.005 |

Lastly, emotional brand alignment must be nurtured in conjunction with willingness to buy, since both influence emotional brand alignment. Engaging customers through personalized experiences, social media interactions, and loyalty programs is essential for brands to maintain and strengthen their customer relationships. By integrating these strategies, perfume companies can enhance customer's preferences and market success.

## 5. Conclusion

This study explored Brand Affective Congruence (BAC), Brand Attachment (BA), and Brand Trust (BT) as factors influencing Purchase Intention (PI) among perfume shoppers in Oman. There is a significant correlation between BAC, BA, and BT, which highlights the importance of consumers and brands alignment at an emotional level. Both BA and BT mediate the relationship between BAC and PI. This relationship implies that consumers are more likely to commit to a brand when their values align with the preferences of consumers. Collectively, these factors increase the likelihood of purchase decision by the customers. Specially, in the highly competitive perfume industry, brands must communicate values that connect deeply with their audiences to strengthen brands' emotional connections and consumer trust. The alignment of a company's brand values with those of its target market can boost purchase intentions. Future research on a variety of consumer segments and products might expand the findings of this study to generalize on how brand-related outcomes are affected by affective value congruence.

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Code availability: using SmartPLS4.0

Authors' contribution: Shamseen Raza Rizvi & Edna Saavedra Galvez played a pivotal role in the conceptualization and idea generation of research. Additionally, Zaheer Ahmed Khan was responsible for conducting the study, data

collection, analysis, and writing the initial report. Hyder Kamran and Buthaina Al Shamsi and contributed significantly to the review and refinement of the manuscript. This included critical analysis, content structuring, and incorporating relevant literature to strengthen the study. Shamseen Raza Rizvi provided valuable insights through thorough manuscript review, draft preparation, and information audit. Her contributions ensured the accuracy, coherence, and overall quality of the research findings. Mr. Hyder and Ms. Al Shima Al Balushi do the formatting and proofread.

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