

The Intervening Role of Customer Satisfaction on the Relationship between Brand Prestige and Behavioral Intentions

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Abstract

Introduction: The study investigates the indirect influence of satisfaction on the relationship between brand prestige and behavioral intentions.

Methods: A total of 407 respondents participated in the study and they were customers of the leading café in the Philippines. Predictive-causal research design and structural equation modelling via partial least squares (PLS) were employed to measure the direct and indirect hypothesized relationships of the present study.

Findings: The results revealed that brand prestige and customer satisfaction significantly and positively influence behavioral intentions. Furthermore, brand prestige was found to be significantly and directly related to customer satisfaction. The mediation analysis indicated that customer satisfaction indirectly affects the link between brand prestige and behavioral intentions. The intervening effect of customer satisfaction on the relationship between brand prestige and behavioral intentions proves that satisfaction is still a vital factor when it comes to favorable outcomes. The significant and positive influence of brand prestige on behavioral intentions is mediated by satisfaction of coffee shop or café customers. Therefore, when customers are satisfied, behavioral intentions among clientele, in particular, in the context coffee shops or café are reinforced.

Originality: This study provides novel insights into how customer satisfaction mediates the relationship between brand prestige and behavioral intentions, offering valuable implications for enhancing customer-centric branding strategies in the café industry.

Keywords: Brand Prestige, Customer Satisfaction, Behavioral Intentions, Café, PLS-SEM.

Introduction

The coffee industry has made tremendous contributions to society worldwide, ranking second behind crude oil in terms of global trade as it meets the demand of 25 million farmers across many countries, with an estimated 15 billion trees planted (Sanders, 2019). Today, coffee is considered to be one of the world's largest commodities and has ranked as the second most popular beverage after water (Research and Markets, 2020). Nowadays, drinking coffee is very common since, for most people, coffee serves as the fuel which usually gets them going in the morning and makes them feel energized. Thus, it is not surprising that coffee has a great influence in building social relationships

(Spence & Carvalho, 2020).

Since coffee consumption transcends geographic and cultural boundaries, it is widely considered as a social lubricant towards developing strong bonds, communication, and social relationships. Filipinos' love and obsession for coffee has been very evident with the rise of different coffee shops in the Philippines where consumers look for a special out-of-home coffee experience. This coffee obsession among Filipinos led to an increase in demand for innovative and sophisticated coffee shops (Lacap & Sicat, 2022). Similarly, Tan (2021) have proven Filipinos' love for coffee as seen from the number of coffee shops popping up in different strategic places such as shopping malls, and hotels, and just recently, small coffee businesses have also dominated sidewalks and street roads.

The emergence of the popularity of coffee shops has paved the way for consumers to have a perfect location for social interactions providing customers a venue for corporate or personal meetings, a place to hang out with friends or even to have a time for yourself as you try to escape the reality of life's dilemma. The undeniable support of Filipinos for coffee has transformed the industry into a progressive one as coffee has turned itself as a lifestyle symbol in the Philippines. In fact, as published by the Philippine News Agency (2018), the Department of Agriculture argued that consumers are open to spending much money just to make their favorite coffee according to their taste or preference.

One of the famous coffee shops in the Philippines is Starbucks. The Philippines had its first taste of the Starbucks experience in 1997 and the coffee company has since won the hearts and taste buds of the Filipinos (Starbucks Coffee Company, 2019). Starbucks coffee has been, since then, a part of everyone's morning routine, afternoon hangout, and late-night talks (Grinshpun, 2020). Starbucks is a benchmark as to what a coffee drink should taste. With this, Starbucks is considered a prestigious brand that can affect the level of customer satisfaction and behavioral intentions (Chang, 2020). Additionally, Fitrajaya and Nurmahdi (2019) found out that more than any other factors, customers of Starbucks coffee shops are after the quality of the product they buy, while brand image and the quality of the service they receive from the establishment do not automatically translate into satisfaction and loyalty.

As Filipinos continuously express their support to the coffee industry, it is noteworthy to see how they select their favorite coffee shops and coffee drinks. Moreover, it is timely to investigate the factors that lead to favorable behavioral intentions among coffee lovers. And this is what the present study is all about. It examines the influence of brand prestige of a coffee shop on customer satisfaction and behavioral intentions. Furthermore, it evaluates how customer satisfaction affects behavioral intentions and measures the extent of its intervening role on the relationship between brand prestige and behavioral intentions

As mentioned by Montaña and Kasprzyk (2015), the theory of reasoned action (TRA) emphasizes theoretical constructs dealing with personal factors affecting decisions of whether a particular action is acceptable or not and the most crucial element for TRA is to have an established intention to repeatedly practice what is acceptable for oneself. It assumes that behavioral intention comes directly from one's perception of a product or service. The TRA reveals the effect of behavior, norms, and beliefs on the perception, attitude, and intention to revisit and recommend (Rossmann, 2021). The TRA implies that consumers' views, sentiments, and actions affect their intention to purchase a product or service.

The TRA served as the theoretical underpinning of the present study. As it is believed that consumers' sentiments (customer satisfaction), views (brand prestige), and

actions (intention to revisit and recommend) are vital factors in patronizing a particular brand. Montañó and Kasprzyk (2015) further acknowledged that repeated behavior (e.g., to visit a coffee shop again) is brought about by the products or services' approval rate in terms of the customers' expectations. Hence, the TRA is the appropriate theoretical framework of the present study.

Customer satisfaction is an idea of fulfilling consumers' needs and desires and it has been considered as a key to marketing concept (Khan et al., 2022). Meanwhile, Oliver (1981) defined customer satisfaction as the overall mental state brought about by approval or disapproval of the consumers' expectations. It is described as conformity to the expectations and standards of the customers (Zhao & Liu, 2023). Kierczak (2021) emphasized the role of satisfaction on consumers' intention to patronize a product. According to Lee (2017) and Agustin et al. (2015), customers are willing to spend a portion of what they have in exchange for the satisfaction they may feel towards a product. Dwivedi et al. (2018) stressed that the consistency and uniqueness of a product contributes to high customer satisfaction, which means meeting the consumers' level of expectation. Thus, a tool to gauge customer satisfaction will help in improving the services and products being offered to customers (Khan et al., 2022).

Additionally, Cankül et al. (2024) argued that customer satisfaction plays an important role in every industry as it is considered as a driving force towards a competitive market. Ghaderi et al. (2024) pointed out that as customer satisfaction undeniably leads to loyalty, there are still customers who are experiencing satisfaction towards certain products but are not necessarily loyal to them. Likewise, the authors proved that customers' perception dictates customer satisfaction, and the outcome may lead to either positive or negative behavioral action.

Brand prestige acts as a symbol that allows consumers to satisfy their needs for self-enhancement (Lacap et al., 2021). A brand is not limited to a name, term, design, symbol, or a combination of them; it can be any other feature that makes the product easy to remember (Konuk, 2023). Fitrajaya and Nurmahdi (2019) identified brand prestige as one important factor for customers to support a particular brand. Consumers are more likely to purchase well-known brand products with a positive brand prestige as it implies having the best quality, lowering the consumers' perceived risks when doing purchases (Sung & Lee, 2023) and it encourages strong competition on the market (Hsieh & Li, 2018).

The symbolic meaning embedded in brands can often be used to represent the prestigious value of brand positioning, referred to as brand prestige (Steenkamp et al., 2003). Brand prestige is found to be a significant factor for patronizing a product and developing favorable behavioral intentions. Moreover, brand prestige has been noted to have an impact on customer satisfaction (Nobre et al., 2023). Le et al. (2024) suggested that globally positioned brands are likely to have special credibility and prestige, in addition to being associated to have the best quality among their alternatives because of hefty price tags (Nobre et al., 2023). However, Tuškej and Podnar (2018) emphasized that brand prestige does not always lead to customer satisfaction because of consumer-brand identification and engagement.

Meanwhile, positive behavioral intentions occur when a product meets the consumers' level of expectation; thus, repeat visit is a possibility (Ji et al., 2024). Le et al. (2023) revealed that the disparity between premium and non-premium brands is affiliated to perceived values, depending on the underlying socioeconomic structure. Nobre et al. (2023) found out that association of brand prestige to social status, consumers' standard of living, customers' willingness to buy as affected by others'

recommendations, the way consumers wanted to be perceived by the public and the public's perception on the product as compared to its competitor influences the consumers' intention to revisit or repurchase a certain product. In establishing behavioral intentions, all these factors are put into consideration as they affect the actions of the consumers.

Behavioral intentions of consumers are dependent on the level of contentment and reputation of specific products (Nguyen-Viet et al., 2024). The way consumers feel towards a product reveals their level of satisfaction, and their insight on the same discloses their opinion and, therefore, leads to actions of either acceptance or rejection. More so, Jokom et al. (2023) pointed out that the experiences of consumers regarding products and services largely contribute to their level of satisfaction and perception. Although the definition of behavioral intentions varies depending on research context, this study considers behavioral intentions as a customer's willingness to recommend the product and their intention to revisit and repurchase (Hossain et al., 2023).

Brand prestige has been confirmed to have an effect on customer satisfaction (Jin et al., 2015). Kumagai and Nagasawa (2021) revealed that the prestige of a particular product largely depends on consumers' experiences. Hanaysha and Pech (2018) supported this result by emphasizing that a brand's prestige is approved by consumers in terms of physical atmosphere, product quality, price, rendered services and after-sales customer services. Moreover, brand prestige leads in the determination of customers' level of satisfaction since it is associated with what is expected from a product (Loureiro & da Cunha, 2017). Hussein (2018) further revealed that consumers' approval towards a brand increases its prestige. Hence, it is hypothesized that:

Hypothesis 1. Brand prestige significantly and positively influences customer satisfaction.

In the study of Lo and Yeung (2020), it was proven that brand prestige influences consumers' decision making in patronizing products with established status, as they base their judgment through personal views and testimonials from those who are already a patron of such products or services. More so, Wang et al. (2020) and Han et al. (2018) stressed that the prestige associated with a brand sets the standards of consumers hoping that the brand exceeds their expectations towards the product or service which in turn may affect the consumers' behavioral intention. Erdil (2015) solidified these statements by viewing brand prestige to be a factor in purchasing or patronizing certain products. Therefore, it is postulated that:

Hypothesis 2. Brand prestige significantly and positively influences behavioral intentions.

Üstünsoy et al. (2024) identified that customer satisfaction substantially influences consumers' behavioral intentions, indicating that if the consumers are satisfied, there is a greater chance that they will support the product or service. This has been supplemented by Jin et al. (2015) recognizing how behavioral intentions of consumers are influenced by consumers' experiences, perceptions, and views. Moreover, customer satisfaction has been proven to have an observable impact on the consumers' behavioral intentions through recommendations in the form of positive reviews and high approval ratings which leads to customer loyalty (Daries et al., 2024). Thus, when customers are satisfied with the service provider, patronization and recommendation will most likely occur (Guo, 2024). Therefore, it is hypothesized that:

Hypothesis 3. Customer satisfaction significantly and positively influences behavioral intentions.

Meeting one’s expectation on a product lead to customer satisfaction. As a result of customers’ positive satisfaction feedback, recommendations will follow; thus, the brand will be associated with a certain prestige (Jin et al., 2015). Erkmen and Hancer (2019) agreed to this, depicting consumers’ high level of satisfaction towards a product as a factor leading to high prestige. More so, Safeer et al. (2022) cited that a high level of satisfaction gives rise to the intention to revisit and repurchase products relating to prestigious brands. Additionally, Adel et al. (2023) validated that prior experiences on a product determine consumers’ expectation; thus, the occurrence of recommendations from others signifies satisfaction and this affects customers’ behavioral intention to approve or disapprove a purchase. Therefore, it is hypothesized that:

Hypothesis 4. Customer satisfaction mediates the significant and positive relationship between brand prestige and behavioral intentions.

Based on the postulated hypotheses and the review of past studies done, the research framework was established. Figure 1 shows the three direct hypothesized relationships of the study: 1) the influence of brand prestige on customer satisfaction, and 2) on behavioral intentions, and 3) the influence of customer satisfaction on behavioral intentions. Moreover, it presents the intervening role of customer satisfaction on the link between brand prestige and behavioral intentions.

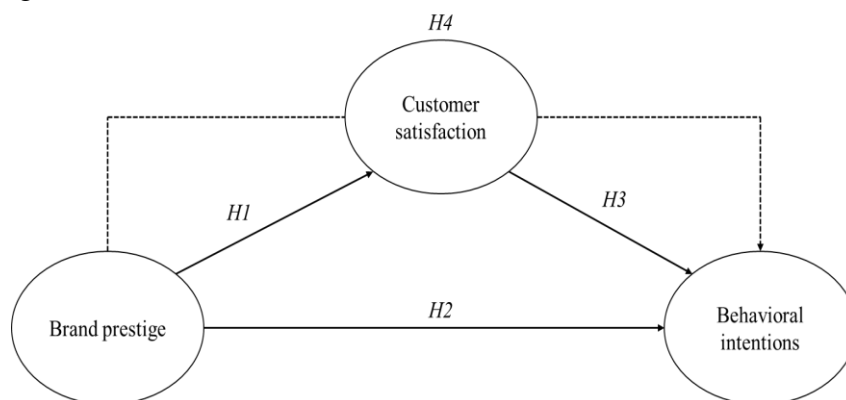


Figure 1. Proposed Research Framework (source: authors’ own work)

Methods

The respondents were identified using a purposive sampling method, and they were the customers of the biggest coffee chain in the Philippines, Starbucks. Data gathering was done online through the use of Google form. The self-administered online survey form was posted in several social media platforms for the whole month of February 2021. Four hundred twenty-five (425) respondents participated in the survey; however, corresponding to 95.76% response rate, only 407 responses were found valid. The 18 responses with missing information were eliminated from the processed data.

The survey form used in the present study was composed of the demographic characteristics of the participants--sex, age, marital status, educational attainment, monthly income, budget allotted for every visit in the coffee shop, and frequency of visit--and the latent constructs used in the study--brand prestige, customer satisfaction, and behavioral intentions. As for the latent variables, all items used were adopted from several past studies (see Table 1). All indicators were gauged using a 5-point Likert scale (5 = strongly agree; 1 = strongly disagree). The validity and reliability of the constructs were also measured as shown in Tables 2, 3, and 4.

Table 1. Items for latent constructs

Latent construct/Items
Brand prestige
BP1. This coffee shop is very prestigious.
BP2. This coffee shop has high status.
BP3. This coffee shop is very upscale.
Customer satisfaction
CS1. Considering all of my experiences, my choice to be in this coffee shop has been a wise decision.
CS2. I am really delighted with the service of this coffee shop.
CS3. Overall, I am satisfied with this coffee shop.
Behavioral intentions
BI1. I would like to visit this coffee shop again.
BI2. I would recommend coffee shops to my friends or others.
BI3. I would say positive things about Starbucks to others.

Note: As for the latent variables, all items (brand prestige, customer satisfaction, and behavioral intentions) used were adopted from several past studies

Results

The present study utilized a predictive-causal approach to measure the research hypotheses. Additionally, partial least squares--structural equation modelling (PLS-SEM) using WarpPLS 7.0 (Kock, 2020) was the statistical technique applied. PLS-SEM is appropriate when the model includes mediation analysis (Ali et al., 2018). Since the current study measured the indirect effect of customer satisfaction on the relationship between brand prestige and behavioral intentions, PLS-SEM is the appropriate statistical approach.

The assessment of the measurement model includes the scrutiny of the reliability and validity of the latent constructs. Cronbach's alpha (CA) and composite reliability (CR) were used to measure the reliability of the reflective constructs, while convergent and discriminant validity tests were performed to gauge the validity of the constructs.

To say that the latent constructs are reliable, the coefficients of CA and CR must be equal to or higher than 0.70. As shown in Table 2, all constructs--brand prestige (CR= 0.927, CA= 0.882), customer satisfaction (CR= 0.922; CA= 0.873), and behavioral intention (CR=0.947; CA=0.917)--exhibit internal consistency; hence, they are reliable.

On the other hand, convergent validity test involves the assessment of the factor loadings and average variance extracted (AVEs) of the constructs. To prove the convergent validity, the item loadings must be equal to or greater than 0.50 and must be significant, meaning the corresponding p-value for each loading must be equal to or higher than 0.05. Moreover, the AVE of the latent construct must be at least 0.50 to satisfy the convergent validity test. Based on the results in Table 2, all constructs passed the requirements for convergent validity.

Table 2. Reliability measures and convergent validity

Construct / Item	Item Loading	AVE	CR	CA
Brand Prestige		0.810	0.927	0.882
BP1.	0.902			
BP2.	0.879			
BP3.	0.919			

Customer Satisfaction		0.798	0.922	0.873
CS1.	0.849			
CS2.	0.909			
CS3.	0.920			
Behavioral Intentions		0.857	0.947	0.917
BI1.	0.922			
BI2.	0.928			
BI3.	0.928			

Note: AVE-average variance extracted; CR-composite reliability; CA-Cronbach’s alpha. Item loadings are all significant, $p < 0.001$

On the other hand, Fornell-Larcker criterion was used to measure the discriminant validity (Lacap & Tungcab, 2020). Results were then tested under heterotrait-monotrait (HTMT) ratios for further validation. To be considered as valid, square roots of AVE and the diagonal values of each construct must be of higher value as compared to those off-diagonal values (Kock 2015). Results shown in Table 3 conform to these conditions; thus, the constructs used in the present study possess discriminant validity.

Table 3. Discriminant validity using Fornell and Larcker criterion

	BP	CS	BI
BP	0.900		
CS	0.534	0.893	
BI	0.527	0.787	0.926

Note: BP-brand prestige; CS-customer satisfaction; BI-behavioral intentions

To further prove discriminant validity of the constructs, HTMT ratios were also evaluated. To say that discriminant validity is evident among the latent constructs, the HTMT ratios must be less than 0.90. Table 4 illustrates the results of the test, affirming that the latent constructs exhibit discriminant validity.

Table 4. Discriminant validity using heterotrait-monotrait (HTMT) criterion

	BP	CS	BI
BP			
CS	0.608		
BI	0.586	0.879	

Note: BP-brand prestige; CS-customer satisfaction; BI-behavioral intentions

Figure 2 and Table 5 present the results of the hypothesis testing. Data analysis showed that brand prestige is significantly and positively related to customer satisfaction ($\beta = 0.569, p < 0.001$) with a medium effect size ($f^2 = 0.324$). Therefore, H1 is supported.

Furthermore, brand prestige was found to be significantly and positively related to behavioral intentions ($\beta = 0.153, p < 0.001$) with a small effect size ($f^2 = 0.085$). In terms of the influence of customer satisfaction on behavioral intentions, it was found that these two constructs are significantly and positively related ($\beta = 0.702, p < 0.001$) with a large effect size ($f^2 = 0.555$). Hence, H2 and H3 are supported.

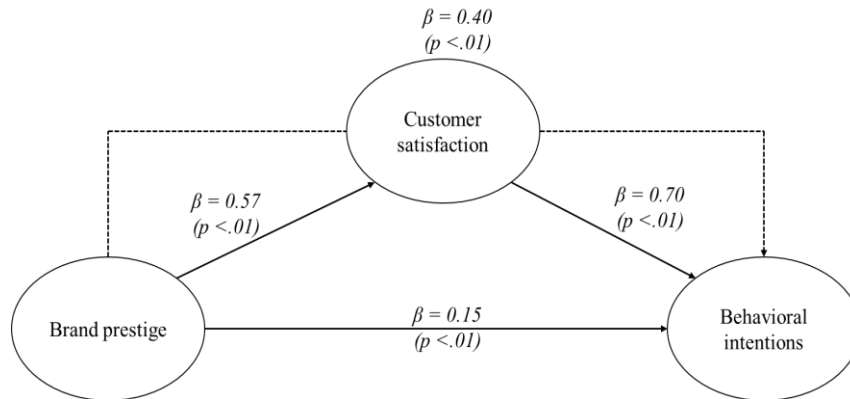


Figure 2. The Structural Model with corresponding Beta Coefficients (source: authors' own work)

The mediating effect of customer satisfaction on the relationship between brand prestige and behavioral intentions was also tested. The results revealed that customer satisfaction acts as an intervening variable on the brand prestige--behavioral intentions link ($\beta = 0.399, p < 0.001$) with a medium effect size ($f^2 = 0.223$).

Concerning the endorser's credibility and purchase intention, the indirect relationship towards a brand is scientifically significant ($\beta = 0.142, p < 0.001$). This magnifies that attitude towards a brand partly mediates in the association of endorser's credibility and purchase intention with a small effect size (Cohen's $f^2 = 0.092$). As a result, H4a is supported. In addition to this, attitude towards a brand has also a significant ($\beta = 0.184, p < 0.001$) effect on brand credibility and purchase intention. It also mediates relatively to brand credibility and purchase intention. The positive path also shows a small effect size (Cohen's $f^2 = 0.102$); hence, H4b is also supported.

Table 5. Results of hypothesis testing

Hypothesis	Path coefficient	p	Standard error	Effect size	Decision
Direct effects					
H1. BP → CS	0.569	<0.001	0.046	0.324	Supported
H2. BP → BI	0.153	<0.001	0.049	0.085	Supported
H3. CS → BI	0.702	<0.001	0.045	0.555	Supported
Indirect effect					
H4. BP → CS → BI	0.399	<0.001	0.033	0.223	Supported

Note: BP-brand prestige; CS-customer satisfaction; BI-behavioral intentions. The effect sizes follow Cohen's (1988) criterion: 0.02=small, 0.15=medium, 0.35=large

To identify and assess common method variance, full collinearity VIFs were calculated. Each of the construct must take a value of 3.3 or lower for full collinearity VIF for it to be considered free from any common method bias (Kock, 2015). According to the results presented in Table 6, all of the constructs conform with the standard values needed.

Table 6. Collinearity assessment, coefficient of determination, and predictive relevance

Construct	Full collinearity VIF	R ²	Q ²
Brand prestige	1.460		
Customer satisfaction	2.766	0.324	0.322
Behavioral intentions	2.739	0.641	0.641

Note: all of the constructs conform with the standard values needed

Included in the analysis are coefficients determination (R^2) and predictive validity (Q^2). This is to further scrutinize the structural model. When the value of R^2 is less than 0.02, it is recommended that the model be revised because the overall effects of the predictors in latent construct block are very weak. The R^2 value of 0.324 indicates that brand prestige has a substantial effect on customer satisfaction, and the R^2 coefficient of 0.641 suggests that brand prestige and customer satisfaction have a substantial impact on behavioral intentions.

Meanwhile, the Stone-Geisser Q^2 needs to obtain a value that is greater than zero for the constructs to exhibit predictive relevance (Kock, 2020;). The Q^2 values of 0.322 and 0.641 signify that the latent constructs of the present study passed the predictive validity test

Discussion

Results of this study revealed that brand prestige significantly and positively influences customer satisfaction. This implies that when brand prestige is emphasized, high level of customer satisfaction becomes achievable. If the customers are able to attain a worthwhile experience in the use of the product or service, their level of satisfaction increases. This has been proven by existing studies (Loureiro & da Cunha, 2017; Hanaysha & Pech, 2018; Hussein, 2018). However, the level of satisfaction of the customers is constantly changing and evolving; thus, the service and product provider must decide whether to retain his trademark or adhere to innovation and invention without compromising the quality and dignity of the product or service.

Furthermore, brand prestige significantly and positively influences behavioral intentions. This implies that if a product or service is regarded to be high-end, consumers are enticed to patronize it which may lead them to exercise their purchasing power. This implication was found to be in consonance with the study of Erdil (2015). The influence of brand prestige through peer recommendation is the biggest factor in the decision of the customers in purchasing products or services. This is also the case in the findings of previous studies (Wang & Song, 2020). Brands that were paid at a higher price by the customers should consistently and continually have better quality in order for the customers to repurchase and reuse the product or service provided.

Moreover, it is confirmed that customer satisfaction was found to be significantly and positively related to behavioral intention which suggests that, as consumers' predetermined expectations were met by a product or services, the chances that the product will be recommended and be patronized by them are higher. Consequently, having the intention to revisit, repurchase, and recommend places, products, or services after customers had prior experiences of them was found to be an effect of their perception, expectation, and judgment which are all related to customer satisfaction (Nobre et al. 2023).

Meanwhile, this study portrays that customer satisfaction has an indirect effect on the relationship of brand prestige and behavioral intention. This suggests that brand prestige and behavioral intentions relationship is further strengthened by the mediating effect of customer satisfaction. Therefore, customer satisfaction is an important factor when it comes to the impact of brand prestige on behavioral intentions (Jin et al., 2015; Erkmén & Hancer, 2019). This was also stressed in the findings of Dash et al. (2021) in which they highlighted that, as customers' satisfaction level increases, a product or service's prestige also rises; and consequently, high satisfaction level towards a product or any services means more sales.

Brand prestige plays a huge role when it comes to the level of satisfaction and behavioral intentions of customers of coffee shops. When a brand of a coffee shop or café is associated with prestige, high status, or upscale, customer satisfaction and favorable behavioral intentions follow. The Filipinos' love for coffee and the experience of having products and services of a prestigious coffee shop or café brand contribute to their higher level of delight or satisfaction and their intention to recommend, to exhibit favorable word-of-mouth, and to revisit the store.

Moreover, the intervening effect of customer satisfaction on the relationship between brand prestige and behavioral intentions proves that satisfaction is still a vital factor when it comes to favorable outcomes. The significant and positive influence of brand prestige on behavioral intentions is mediated by satisfaction of coffee shop or café customers. When customers are satisfied, behavioral intentions among clientele, in particular, in the context coffee shops or café are reinforced.

The present study has proven the influence of customer satisfaction and brand prestige on the behavioral intentions of coffee lovers, particularly of Starbucks Philippines customers. Results suggest that brand prestige is an element to be considered by consumers when it comes to determining their level of satisfaction. In the same manner, brand prestige gives the consumers the choice of revisiting and exercising their power to purchase products or services. The present study shows that it is important to satisfy the customers by providing them quality products and services as well as exceeding their expectations. Therefore, it is vital for any coffee shop or café to transcend and improve. In the industry of coffee shop or café in the Philippines, customer satisfaction is still a relevant factor to stand out in the competition. Moreover, when customers are satisfied, and brand prestige is evident, positive behavioral intentions take place.

The theory of reasoned action clearly recognizes that the decision of consumers is affected by one's attitude and subjective norm. When coffee shop or café customers exhibit favorable attitudes and subjective norms, positive behavioral intentions are likely to follow. Hence, when these customers see prestige towards a coffee shop or café brand (attitude and subjective norm), they are likely to say positive things about the brand or recommend the brand (behavioral intentions). And the relationship between the antecedents (attitude and subjective norm) and the outcome (behavioral intention) is indirectly affected by a mediator, as in the case of the present study, the construct customer satisfaction.

Like any other research, the present study also has limitations. *First*, it only considered brand prestige and customer satisfaction as antecedents of behavioral intentions. *Second*, customer satisfaction is the only mediator identified to impact the relationship between brand prestige and behavioral intentions. *Third*, select Starbucks Philippines customers situated in the province of Pampanga were considered as respondents. With these limitations, it is recommended that other researchers consider other antecedents of behavioral intentions such as service quality. Moreover, it is also suggested to look into other intervening variables such as perceived quality and price. And *lastly*, future researchers may also consider doing comparative studies via multigroup analysis (MGA) to compare the hypothesized relationships.

Conclusion

The present study has proven the influence of customer satisfaction and brand prestige on the behavioral intentions of coffee lovers, particularly of Starbucks

Philippines customers. Results suggest that brand prestige is an element to be considered by consumers when it comes to determining their level of satisfaction. In the same manner, brand prestige gives the consumers the choice of revisiting and exercising their power to purchase products or services. The present study shows that it is important to satisfy the customers by providing them quality products and services as well as exceeding their expectations. Therefore, it is vital for any coffee shop or café to transcend and improve. In the industry of coffee shop or café in the Philippines, customer satisfaction is still a relevant factor to stand out in the competition. Moreover, when customers are satisfied, and brand prestige is evident, positive behavioral intentions take place. In terms of theoretical implication, the theory of reasoned action clearly recognizes that the decision of consumers is affected by one's attitude and subjective norm. When coffee shop or café customers exhibit favorable attitudes and subjective norms, positive behavioral intentions are likely to follow. Hence, when these customers see prestige towards a coffee shop or café brand (attitude and subjective norm), they are likely to say positive things about the brand or recommend the brand (behavioral intentions). And the relationship between the antecedents (attitude and subjective norm) and the outcome (behavioral intention) is indirectly affected by a mediator, as in the case of the present study, the construct customer satisfaction. Like any other research, the present study also has limitations. *First*, it only considered brand prestige and customer satisfaction as antecedents of behavioral intentions. *Second*, customer satisfaction is the only mediator identified to impact the relationship between brand prestige and behavioral intentions. *Third*, select Starbucks Philippines customers situated in the province of Pampanga were considered as respondents. With these limitations, it is recommended that other researchers consider other antecedents of behavioral intentions such as service quality. Moreover, it is also suggested to look into other intervening variables such as perceived quality and price. And *lastly*, future researchers may also consider doing comparative studies via multigroup analysis (MGA) to compare the hypothesized relationships.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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