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The influence of brand perception on brand perceived value: The mediating roles of emotional experience and social media marketing in the Thai café-style restaurants

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Abstract

This study aimed to examine the influence of brand perception on brand perceived value in the Thai café-style restaurant industry, with emotional experience and social media marketing serving as mediating variables. The study sought to explain how experiential and digital mechanisms contribute to value formation in experience-driven service environments. A quantitative research design was employed. Data were collected through a structured questionnaire from 456 Thai consumers who had recently visited café-style restaurants. Partial Least Squares Structural Equation Modeling was used to test the hypothesized relationships and mediating effects. The results showed that brand perception significantly influenced emotional experience and social media marketing. Both emotional experience and social media marketing exerted significant positive effects on brand perceived value. In addition, mediation analysis confirmed that emotional experience and social media marketing significantly mediated the relationship between brand perception and brand perceived value. The indirect effects were slightly stronger than the direct effect, indicating that value perceptions were shaped through both direct and indirect pathways. The findings extended the Stimulus–Organism–Response framework by demonstrating that emotional and social mechanisms played a central role in translating brand perception into perceived value within the Thai café-style restaurant context. The study suggested that café-style restaurant managers should strengthen brand identity, design emotionally engaging experiences, and implement effective social media strategies to enhance customers' perceived value and long-term engagement.

Keywords: Brand perception, Emotional experience, Social media marketing and Brand perceived value.

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Transparency: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Institutional Review Board Statement: This study involving human participants was reviewed and approved by the Human Research Ethics Committee, University of the Thai Chamber of Commerce, Thailand (Project Code: S15054/2025). The study was certified as exempt from full ethical review. All participants provided informed consent prior to participation, and anonymity and confidentiality were strictly maintained throughout the data collection process.

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1. Introduction

1.1. Research Backgrounds

In the current competitive market, cafés and restaurants have transformed from simple dining venues into social and lifestyle destinations that emphasize experience, emotion, and identity. Modern consumers no longer visit cafés only for food and beverages. However, they seek spaces that offer comfort, aesthetic appeal, and meaningful brand interactions [1]. This evolution reflects a global shift in consumer behavior, where emotional engagement and experiential value increasingly define brand success [2].

Globally, the café industry continues to expand as customers prioritize experience-driven consumption. The global coffee shop market was valued at more than USD 237 billion in 2023 and is expected to continue growing, driven by demand for authentic, lifestyle-oriented experiences [3]. International brands such as Starbucks, Blue Bottle, and %Arabica represent this transformation, customer loyalty now depends less on price or product quality and more on emotional storytelling, brand authenticity, and the creation of memorable experiences [4].

This trend is particularly visible in Thailand, where the café market has grown rapidly. The Thai food service industry was valued at USD 32.85 billion in 2024 and is projected to reach USD 51.40 billion by 2030, driven by urbanization, rising disposable income, and social media influence [5]. Café-style restaurants in Thailand are no longer viewed simply as dining spots but as spaces for self-expression, social connection, and digital engagement. Thai consumers often select café-style restaurants that reflect their personal style, values, and emotional preferences [6].

This study adopts the Stimulus-Organism-Response (S-O-R) framework [7] to explain these relationships. In this model, brand perception serves as a driver that creates internal responses, emotional experience and social media marketing which influence the brand perceived value. Applying this framework provides a holistic understanding of how perceptual, emotional, and social factors interact to shape consumers' evaluations of café-style restaurant brands in Thailand.

In summary, as the Thai café-style restaurant sector becomes increasingly experience-driven, understanding how brand perception, emotional experience, and social media marketing contribute to consumers' perceived value is essential. This study seeks to develop and empirically test a conceptual framework that explains these relationships within the Thai café-style restaurant context. The findings aim to enrich academic understanding of consumer experience and offer practical insights for Thai café-style restaurant businesses seeking to strengthen customer engagement and improve brand value in developing service environment.

1.1.1. Gap in Literature and Research Questions

While previous studies have explored consumer behavior in hospitality, limited research has examined how brand perception influences brand perceived value through emotional and social mechanisms. The roles of emotional experience and social media marketing as mediators remain not effectively examined, particularly in Thailand's café-style restaurant sector. Existing research focuses mainly on satisfaction or loyalty, overlooking how emotional engagement and digital interaction jointly shape consumers' perceptions of value in focused on experience Thai café-style restaurants.

Based on the identified gaps, this study seeks to answer the following research questions:

RQ1# How does brand perception influence brand perceived value in the Thai café-style restaurant industry?

RQ2# How does emotional experience mediate the relationship between brand perception and brand perceived value in the Thai café-style restaurant industry?

RQ3# How does social media marketing mediate the relationship between brand perception and brand perceived value in the Thai café-style restaurant industry?

RQ4# How do emotional experience and social media marketing collectively contribute to enhancing brand perceived value in the Thai café-style restaurant industry?

1.2. Objective of the Study

1. Investigate the direct relationship between brand perception and brand perceived value in the Thai café-style restaurant industry.
2. Examine the mediating role of emotional experience in the relationship between brand perception and brand perceived value in the Thai café-style restaurant industry.
3. Examine the mediating role of social media marketing in the relationship between brand perception and brand perceived value in the Thai café-style restaurant industry.
4. Evaluate the influence of emotional experience and social media marketing on brand perceived value in the Thai café-style restaurant industry.

1.3. Expected Benefits of the Study

1. This study will improve academic understanding of how brand perception, emotional experience, and social media marketing influence brand perceived value within the Thai café-style restaurant context.
2. The findings will provide useful insights for Thai café-style restaurant businesses to develop effective experiential and digital marketing strategies that improve customer engagement and strengthen perceived value.
3. The results will support the Thai café-style restaurant industry in enhancing customer satisfaction, competitiveness, and long-term brand growth.

2. Literature Review and Hypothesis Formulation

2.1. Brand Perception

Brand perception refers to how consumers interpret and emotionally connect with a brand through their experiences, associations, and interactions [8, 9]. It includes both cognitive evaluations and affective responses that shape consumer attitudes and behaviors. In the café-style restaurant industry, brand perception is influenced by sensory stimulations, service quality, atmosphere, and visual storytelling that reflect the brand's identity [10]. Positive brand perception improves customer satisfaction, trust, and loyalty, while emotional storytelling and authenticity help café-style restaurants build meaningful relationships and long-term competitive advantage [11].

2.2. Emotional Experience

Emotional experience refers to the affective responses consumers develop during interactions with brands, influencing perception, satisfaction, and loyalty [12]. Positive emotions such as joy, love, and surprise increase engagement and strengthen brand relationships [13, 14]. In cafés and restaurants, emotional experiences develop from experiencing sensations, atmosphere, personalized service, and storytelling, creating meaningful and memorable interactions [15, 16]. When customers feel emotionally connected and delighted, they perceive higher brand value, exhibit stronger attachment, and presentation greater satisfaction and preference toward the café brand.

2.3. Social Media Marketing

Social media marketing supports brands to build relationships, improve awareness, and foster engagement through platforms such as Instagram, TikTok, and Facebook [17, 18]. Unlike traditional marketing, social media marketing highlights interaction, community, and co-creation of value [19]. In cafés and restaurants, visual storytelling, user-generated content, and influencer engagement strengthen customer trust and loyalty [20, 21]. Positive online interactions increase brand perception and emotional connection, influencing customers' perceived value and long-term attachment to the brand [22].

2.4. Brand Perceived Value

Brand perceived value is the consumer's overall evaluation of a brand's benefits relative to the costs received [23, 24]. It includes functional, emotional, social, and monetary dimensions that influence satisfaction and loyalty. In cafés and restaurants, perceived value arises from food quality, service consistency, ambiance, and sensory enjoyment [10, 15]. Emotional and social values such as comfort, belonging, and identity expression enhance customers' perception of brand worth [25]. When consumers perceive high overall value, they show stronger attachment, satisfaction, and favorable behavioral intentions toward the café business.

2.5. Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory [7] explains how external environmental indicators (stimuli) influence consumers' internal psychological processes (organism), which subsequently lead to evaluative or behavioral outcomes (responses). In the context of Thai café-style restaurants, brand perception functions as the stimulus (S), representing external brand indications that consumers encounter. These stimuli activate internal evaluative processes, conceptualized as the organism (O), which includes emotional experience and social media marketing. Emotional experience reflects consumers' affective reactions during service encounters, while social media marketing represents cognitive and interactive evaluations developing from online brand communication. These internal states subsequently influence the response (R), captured by brand perceived value, which reflects consumers' overall assessment of the benefits received relative to the costs. Accordingly, emotional experience and social media marketing are proposed to mediate the relationship between brand perception and brand perceived value, consistent with the S-O-R mechanism that links external stimuli to consumer responses through internal psychological processes [26, 27].

2.6. Hypotheses Formulation

2.6.1. The Relationship Between Brand perception and Emotional Experience

Brand perception significantly shapes consumers' emotional experiences in cafés and restaurants. When customers view a brand as authentic, trustworthy, and aligned with their values, they develop positive emotions such as joy, comfort, and attachment [11, 28]. A strong brand image improves sensory and affective experiences through consistent identity and atmosphere [29]. In café settings, elements like décor, music, and service tone inspire pleasurable feelings that enrich emotional engagement and satisfaction [10]. Thus, favorable brand perception improves emotional connection and strengthens customers' overall café experience.

H₁: Brand perception positively influences emotional experience

2.6.2. The Relationship Between Brand perception and Social Media Marketing

Brand perception strongly influences the effectiveness of social media marketing by shaping how consumers engage with brand content online. When customers perceive a brand as authentic, credible, and aligned with their values, they are more likely to interact positively through likes, comments, and shares [30, 31]. A favorable brand image improves emotional connection, trust, and responsiveness to social media campaigns [32, 33]. In the café and restaurant context, strong brand perception fosters digital engagement and storytelling, increasing visibility, consumer participation, and brand community strength [33].

H₂: Brand perception positively influences social media marketing

2.6.3. The Relationship Between Emotional Experience and Brand Perceived Value

Emotional experience plays a key role in shaping consumers' evaluations of brand value beyond functional benefits. Positive emotions such as joy, comfort, and attachment improve satisfaction, trust, and perceived worth [12, 34]. In cafés and restaurants, emotional vibes from ambiance, service, and sensory design foster memorable experiences that strengthen perceived quality and authenticity [10, 35]. Repeated emotional engagement builds loyalty and willingness to pay a premium, transforming affective responses into persistent perceptions of value [16].

H₃: Emotional experience positively influences brand perceived value

2.6.4. The Relationship Between Social Media Marketing and Brand Perceived Value

Social media marketing (SMM) increases brand perceived value by fostering interaction, trust, and emotional engagement between consumers and brands [18, 33]. Through visually appealing content and real-time communication, cafés and restaurants strengthen customer perceptions of authenticity and quality [20]. User-generated content, online reviews, and influencer partnerships increase brand credibility and perceived worth [21, 31]. When customers positively engage with café brands on platforms like Instagram and TikTok, they associate greater symbolic and experiential value, enhancing satisfaction and long-term brand preference [33].

H₄: Social media marketing positively influences brand perceived value

2.6.5. The Relationship Between Brand Perception and Brand Perceived Value

Brand perception significantly shapes consumers' evaluations of brand value by influencing their judgments of quality, authenticity, and trust [8, 28]. In cafés and restaurants, a favorable brand image advances emotional connection and satisfaction, leading customers to assign higher value to their experiences [35]. Positive perceptions built through consistent service, storytelling, and ambiance strengthen both functional and emotional dimensions of value. When customers perceive a brand as reliable and authentic, they view its offerings as more meaningful and worthwhile, reinforcing loyalty and long-term engagement [36].

H₅: Brand perception positively influences brand perceived value

2.6.6. The Mediating Role of Emotional Experience

Emotional experience serves as a vital psychological link between brand perception and brand perceived value. A positive brand perception motivates emotions such as joy, comfort, and attachment, which increases consumers' evaluation of brand worth [11, 12]. In cafés and restaurants, sensational stimulation, atmosphere, and storytelling motivate emotional responses that translate brand impressions into perceived value [10, 35]. When emotional engagement increases, customers interpret the brand as more meaningful and trustworthy, reinforcing perceived quality and satisfaction [16, 34].

H₆: Emotional experience mediates the relationship between brand perception and brand perceived value

2.6.7. The Mediating Role of Social Media Marketing

Social media marketing acts as a bridge linking brand perception to brand perceived value. When consumers perceive a brand positively, they are more likely to engage with its social media content, fostering emotional connection and trust [30, 31]. These interactions improve perceived authenticity and value through online community participation and user-generated content [22]. In the café and restaurant context, engaging visuals, storytelling, and influencer collaborations strengthen brand perception, translating into stronger customer value perceptions and satisfaction [21, 34].

H₇: Social media marketing mediates the relationship between brand perception and brand perceived value

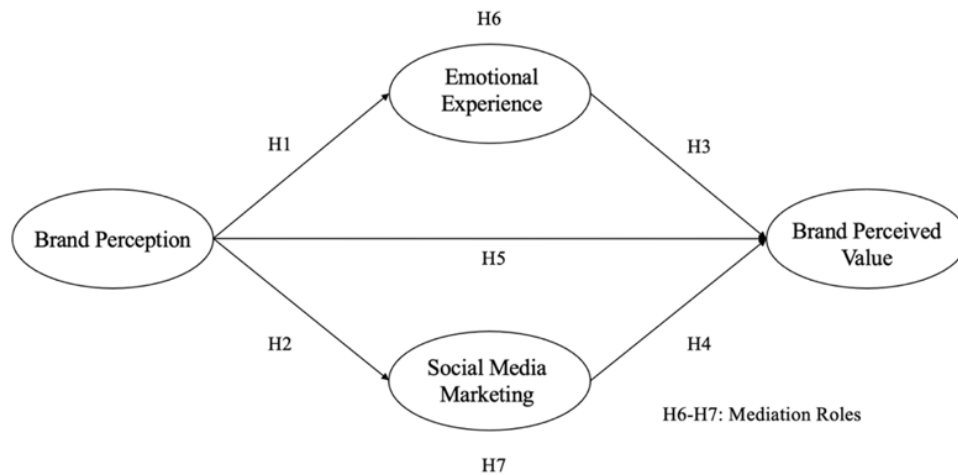


Figure 1.
Research Framework.

3. Research Methodology

This study employed a quantitative research design to examine the influence of brand perception, experiential experience and social media marketing on consumers' brand perceived value in Thai café-style restaurants. The quantitative approach was selected to test hypotheses and identify statistically significant relationships among variables, ensuring objectivity and generalizability [37].

According to the primary 550 questionnaires, 456 valid responses remained after data screening. Missing data were checked, and only complete responses were accepted. Normality was assessed using standard deviation values, which fell within the acceptable range for Likert-scale data values 0.50–1.20. Multicollinearity and Common Method Bias (CMB) were evaluated using VIF values, all below 3.3, indicating no issues. The sample size met the “10-times rule” required for PLS-SEM. Data entry accuracy was verified by checking response codes and ensuring all values matched the designated Likert scale 1–5.

A descriptive survey method was used data from 456 respondents who had visited a Thai café-style restaurant within the past three months. Data were gathered using a structured questionnaire that measured variables. All items were assessed on a five-point Likert scale ranging from “strongly disagree” to “strongly agree.” This method activated standardized responses and reliable comparison across participants [38].

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for examining complex models with multiple latent and mediating variables, even when data depart from normality. PLS-SEM provided simultaneous evaluation of measurement reliability and structural relationships among constructs [39].

For the pre-testing phase, reliability analysis with Cronbach's alpha showed strong internal consistency across all core constructs: brand perception ($\alpha = 0.841$), experiential experience ($\alpha = 0.869$), social media marketing ($\alpha = 0.922$) and brand perceived value ($\alpha = 0.836$).

4. Data Analysis and Results

4.1. Data Analysis

Table 1.
The Demographic.

Demographic	Frequency	Percentage
Gender		
Male	206	45.18
Female	201	45.17
Other	49	10.75
Age		
18 – 26 years old	138	30.26
27 – 44 years old	223	48.90
45 – 55 years old	88	19.30
46 years old and above	7	1.54
Highest Education		
Lower than Bachelor's degree	83	18.20
Bachelor's degree	281	61.62
Higher than Bachelor's degree	92	20.18
Marital Status		
Single	269	59.00
Married	139	30.48

Divorced	48	10.52
Occupation		
Government officer	72	15.79
State enterprise employee	59	12.94
Private company employee	186	40.79
Business owner	47	10.31
Freelancer	66	14.47
Housewife	6	1.32
Retired	6	1.32
Student	14	3.06
Monthly Income		
Under THB 15,000	69	15.13
THB 15,001 - THB 30,000	158	34.65
THB 30,001 - THB 45,000	118	25.88
THB 45,001 – THB 60,000	51	11.18
More than THB 60,000	60	13.16
Amount Spent per Thai Café-Style Restaurant Visit		
Less than 500 THB	109	23.90
500–1,000 THB	182	39.91
1,001–2,000 THB	113	24.78
2,001–3,000 THB	37	8.12
More than 3,000 THB	15	3.29
Thai Café-Style Restaurant Visit Companions		
Alone	83	18.20
Friends	166	36.40
Partner/Spouse	124	27.19
Family	59	12.94
Colleagues/Business partners	24	5.27
Thai Café-Style Restaurant Visit Frequency		
Rarely (1–2 times per year)	123	26.97
Occasionally (1–2 times per month)	206	45.18
Frequently (1–2 times per week)	114	25.00
Regularly (3 or more times per week)	13	2.85

The demographic results show that the largest proportion of respondents were male, accounting for 206 individuals (45.18%). In terms of age, the majority were between 27 and 44 years old, with 223 respondents (48.90%), indicating that the sample was mainly composed of working-age adults. Regarding educational attainment, most participants conducted a Bachelor's degree, totaling 281 respondents (61.62%), reflecting a relatively educated sample. For marital status, the largest group of respondents were single, with 269 participants (59.00%). When considering occupation, the most common employment category was private company employees, representing 186 respondents (40.79%). In terms of monthly income, the income exceed with the highest representation was THB 15,001–30,000, reported by 158 respondents (34.65%). When looking at café-related spending, most respondents typically spent 500–1,000 THB per visit, with 182 individuals (39.91%) selecting this category. As for Thai café-style restaurant companions, the majority of respondents usually visited Thai café-style restaurants with friends, totaling 166 individuals (36.40%). Finally, the most common Thai café-style restaurant visit frequency was occasionally (1–2 times per month), chosen by 206 respondents (45.18%), suggesting that monthly visits to Thai café-style restaurants were the typical pattern among participants.

4.2. Descriptive Statistics

Table 2.
Descriptive Statistics.

Mean Variable	Mean	STD
Brand Perception	4.24	0.63
Emotional Experience	4.20	0.62
Social Media Marketing	4.23	0.62
Brand Perceived Value	4.25	0.60

The descriptive statistics of the study variables indicated that all constructs showed relatively high mean scores. Brand Perception recorded a mean of 4.24 with a standard deviation of 0.63, suggesting that participants generally conducted positive perceptions of the brand. Emotional Experience showed a mean of 4.20 and a standard deviation of 0.62, reflecting consistently positive emotional responses among respondents. For Social Media Marketing, the mean score was 4.23 with a

standard deviation of 0.62, indicating that participants evaluated the brand's social media activities favorably. Lastly, Brand Perceived Value had the highest mean score at 4.25, with the lowest standard deviation of 0.60, suggesting that respondents perceived strong value from the brand with relatively low variability in their responses.

4.3. Analysis of Measurement Model

4.3.1. The Outer Loadings and Variance Inflation Factor (VIF)

Table 3.

The Outer Loadings and Variance Inflation Factor (VIF).

Factor	Outer loadings	VIF
Brand Perceived Value		
BPV01	0.804	1.828
BPV02	0.876	2.474
BPV03	0.879	2.522
BPV04	0.869	2.401
Brand Perception		
BP01	0.829	1.918
BP02	0.836	1.967
BP03	0.824	1.910
BP04	0.854	
Emotional Experience		
EE01	0.854	2.417
EE02	0.815	1.953
EE03	0.813	2.033
EE04	0.820	1.996
EE05	0.848	2.328
Social Media Marketing		
SM01	0.895	2.400
SM02	0.882	2.093
SM03	0.881	2.192

Table 3 presented the outer loadings and VIF values for all measurement items. All indicators showed strong loadings, ranging from 0.804 to 0.895, which exceeded the recommended 0.70 threshold, confirming high item reliability. The VIF values ranged from 1.828 to 2.522, all well below the cut-off of 5.0, indicating that no multicollinearity issues were present. Collectively, these results showed that the constructs exhibited satisfactory convergent validity and acceptable collinearity, supporting the robustness of the measurement model for subsequent structural analysis.

4.3.2. Cronbach's Alpha, Rho_A and Rho_C, and Convergent validity (Average Variance Extracted)

Table 4.

The Reliability Analysis.

Construct	Cronbach's Alpha	CR (Rho_A)	CR (Rho_C)	AVE
Brand Perceived Value	0.880	0.882	0.917	0.735
Brand Perception	0.856	0.856	0.903	0.699
Emotional Experience	0.887	0.888	0.917	0.689
Social Media Marketing	0.863	0.863	0.916	0.785

Table 4 presented the reliability and convergent validity results for all constructs. Cronbach's alpha values ranged from 0.856 to 0.887, confirming strong internal consistency. The composite reliability coefficients (Rho_A and Rho_C) also exceeded the recommended thresholds, with Rho_A ranging from 0.856 to 0.888 and Rho_C ranging from 0.903 to 0.917, demonstrating high construct reliability. Additionally, all AVE values were above the 0.50 criterion, ranging from 0.689 to 0.785, indicating satisfactory convergent validity. Overall, the results confirmed that Brand Perceived Value, Brand Perception, Emotional Experience, and Social Media Marketing exhibited reliable and valid measurement properties suitable for structural model analysis.

4.3.3. Discriminant validity (Heterotrait-Monotrait)

Table 5.
The HTMT (Heterotrait-Monotrait).

Construct	BPV	BP	EE	SMM
Brand Perceived Value				
Brand Perception	0.868			
Emotional Experience	0.841	0.879		
Social Media Marketing	0.886	0.882	0.807	

Table 5 presented the HTMT values used to assess discriminant validity among the constructs. All HTMT ratios ranged from 0.807 to 0.886, remaining below the recommended threshold of 0.90, indicating satisfactory discriminant validity [40]. Specifically, the HTMT values between Brand Perceived Value and other constructs ranged from 0.841 to 0.886, while Brand Perception showed values between 0.879 and 0.882 with related constructs. Emotional Experience and Social Media Marketing also demonstrated acceptable HTMT values (0.807–0.886). These results confirmed that all constructs were conceptually distinct and suitable for further structural model analysis.

4.4. Assessment of Structural Model

4.4.1. Model Fit Assessment in PLS-SEM

Table 6.
Model Fit.

Model fit	Saturated model	Estimated model
SRMR	0.046	0.056
d_ULS	0.287	0.423
d_G	0.184	0.189
Chi-square	477.441	480.021
NFI	0.906	0.905

Table 6 reported the model fit indicators for both the saturated and estimated models. The SRMR values were 0.046 (saturated) and 0.056 (estimated), both below the 0.08 threshold, indicating good model fit. The d_ULS (0.287; 0.423) and d_G (0.184; 0.189) values also fell within acceptable ranges. The Chi-square values were 477.441 for the saturated model and 480.021 for the estimated model, demonstrating consistency between the models. Additionally, the NFI values of 0.906 (saturated) and 0.905 (estimated) exceeded the recommended 0.90 cutoff, further confirming satisfactory overall model fit.

4.4.2. Variance (*R* square; R^2)

Table 7.
The R^2 and Adjusted R^2 Values.

Construct	R-square	R-square adjusted
Brand Perceived Value	0.694	0.692
Emotional Experience	0.589	0.588
Social Media Marketing	0.575	0.574

Table 7 presented the R^2 and adjusted R^2 values for the endogenous constructs in the model. Brand Perceived Value showed substantial explanatory power with an R^2 of 0.694 (adjusted 0.692), indicating that the predictors explained 69.4% of its variance. Emotional Experience had an R^2 of 0.589 (adjusted 0.588), while Social Media Marketing had an R^2 of 0.575 (adjusted 0.574). These values demonstrated moderate to strong predictive accuracy, suggesting that the model effectively explained the variance in all three constructs.

4.4.3. Effect sizes (*F* square; F^2)

Table 8.
The Effect Sizes (F^2).

Construct	BPV	BP	EE	SMM
Brand Perceived Value				
Brand Perception	0.061		1.433	1.355
Emotional Experience	0.098			
Social Media Marketing	0.191			

Table 8 presented the effect sizes (f^2) of the structural model. The results showed that Brand Perception and Emotional Experience had small effects on Brand Perceived Value ($f^2 = 0.061$ and 0.098). Social Media Marketing demonstrated a moderate effect on Brand Perceived Value ($f^2 = 0.191$). In addition, Brand Perception exhibited very large effects on both

Emotional Experience ($f^2 = 1.433$) and Social Media Marketing ($f^2 = 1.355$), indicating its strong predictive influence in the model. Overall, these results demonstrated substantial predictive relevance for Emotional Experience and Social Media Marketing, while Brand Perception contributed to a lesser degree.

4.4.4. Path Coefficients

Table 9.
Structural Equation Model Results.

Hypothesis	B	STDEV	t	P	Result
H1: Brand perception positively influences emotional experience	0.767	0.022	35.531	0.000	Supported
H2: Brand perception positively influences social media marketing	0.759	0.023	32.383	0.000	Supported
H3: Emotional experience positively influences brand perceived value	0.284	0.047	6.069	0.000	Supported
H4: Social media marketing positively influences brand perceived value	0.389	0.051	7.592	0.000	Supported
H5: Brand perception positively influences brand perceived value	0.242	0.052	4.667	0.000	Supported

Table 9 summarized the structural path coefficients, demonstrating strong support for all hypothesized relationships. Brand perception significantly influenced emotional experience ($B = 0.767$, $t = 35.531$, $p < 0.001$) and social media marketing ($B = 0.759$, $t = 32.383$, $p < 0.001$). Emotional experience had a positive effect on brand perceived value ($B = 0.284$, $t = 6.069$, $p < 0.001$), while social media marketing also showed a significant influence ($B = 0.389$, $t = 7.592$, $p < 0.001$). Additionally, brand perception directly impacted brand perceived value ($B = 0.242$, $t = 4.667$, $p < 0.001$). All hypotheses were supported, confirming the robustness of the proposed model.

4.4.5. Mediation Effects

Table 10.
Mediation Analysis.

Hypothesis	B	STDEV	t	P	Result
H6: Emotional experience mediates the relationship between brand perception and brand perceived value.	0.280	0.034	8.139	0.000	Supported
H7: Social media marketing mediates the relationship between brand perception and brand perceived value.	0.250	0.032	7.783	0.000	Supported

Table 10 presented the mediation analysis results for the indirect effects in the model. Emotional Experience significantly mediated the relationship between Brand Perception and Brand Perceived Value ($B = 0.280$, $t = 8.139$, $p < 0.001$), indicating a strong indirect effect. Similarly, Social Media Marketing also served as a significant mediator between Brand Perception and Brand Perceived Value ($B = 0.250$, $t = 7.783$, $p < 0.001$). Both mediating pathways were statistically significant, demonstrating that Brand Perception enhanced Brand Perceived Value partly through increased emotional experience and social media marketing.

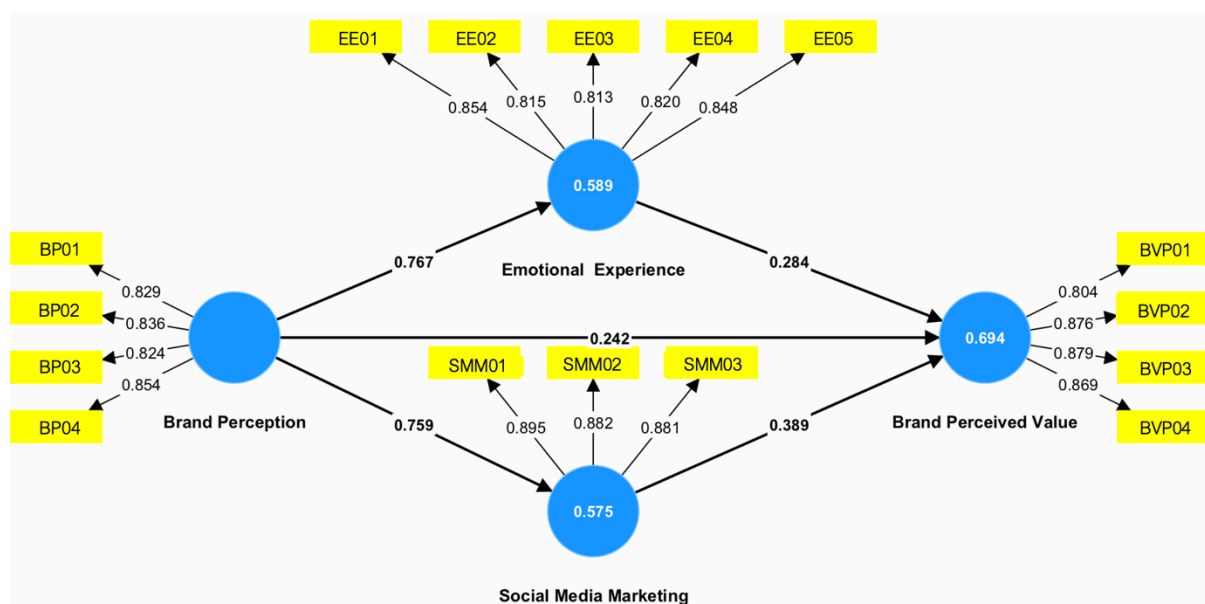


Figure 2.
A PLS-SEM Conceptual Model.

5. Conclusion

This study examined the influence of brand perception on brand perceived value among 456 café-style restaurant consumers in Thailand, with emotional experience and social media marketing serving as mediating variables. The results showed that brand perception had a strong and significant influence on emotional experience ($B = 0.767$) and social media marketing ($B = 0.759$), indicating that favorable brand perceptions enhanced both consumers' emotional responses and their engagement with café-related social media content.

Furthermore, emotional experience ($B = 0.284$) and social media marketing ($B = 0.389$) each exerted significant positive effects on brand perceived value. Brand perception also directly influenced brand perceived value ($B = 0.242$), confirming that consumers' overall brand evaluations contributed directly to value formation. In addition, mediation analysis revealed that emotional experience (indirect effect $B = 0.280$) and social media marketing (indirect effect $B = 0.250$) significantly mediated the relationship between brand perception and brand perceived value. Although the indirect effects were only slightly stronger than the direct effect, the results indicated that brand perception influenced perceived value through both direct and indirect pathways.

Overall, these findings suggest that while brand perception directly builds brand perceived value, its impact is reinforced through emotional and digital mechanisms. This supports the Stimulus–Organism–Response (S-O-R) framework by presenting that brand perception (stimulus) shapes internal emotional and cognitive states (organism), which subsequently strengthen value perceptions (response). From a managerial perspective, the results highlight the importance of integrating emotional experience design and effective social media marketing with brand-building strategies to strengthen perceived value in the Thai café-style restaurant market.

6. Discussion

The findings of this study align with prior literature emphasizing the importance of perceptual, emotional, and digital factors in shaping consumer value in experience-driven service environments. Consistent respondents showed generally high levels of brand perception, emotional experience, and perceived value, as shown by strong mean scores across constructs [11]. The demographic profile primarily working-age adults with bachelor's degrees reflects Thailand's growing café-style restaurant culture driven by lifestyle consumption and social identity expression. The structural model further supports past studies [2, 33] demonstrating that emotional experience and social media marketing significantly mediated the relationship between brand perception and perceived value. These results highlight that consumers evaluate café-style restaurants not only through functional attributes but also through emotional resonance and digital engagement. Overall, the study extends S-O-R theory by confirming that experiential and social mechanisms are central to value formation in the Thai café-style restaurant industry.

7. Implications for Practice

The findings offer several practical implications for café-style restaurant businesses seeking to strengthen customer engagement and enhance brand value. First, café-style restaurants should prioritize building a strong and consistent brand perception through quality service, aesthetic ambiance, and authentic storytelling, as these factors strongly influence customers' emotional experiences. Second, emotional experience developed as a key driver of perceived value, suggesting that café-style restaurants should focus on sensory design, personalized interactions, and atmosphere to create memorable moments that increase customer attachment. Third, social media marketing significantly enhanced perceived value, highlighting the need for engaging digital strategies. Café-style restaurant brands should invest in visually appealing content, user-generated posts, influencer collaborations, and interactive campaigns to extend emotional experiences beyond the physical space. Finally, integrating offline experience with online engagement can create a cohesive brand journey that strengthens loyalty. By combining strong brand identity, emotional resonance, and active digital existence, café-style restaurants can effectively differentiate themselves in Thailand's competitive and experience-driven market.

8. Limitations

A key limitation of this study is its dependence on a cross-sectional survey design, which captures consumer perceptions at a single point in time. Because of this, the study cannot determine how brand perception, emotional experience, or social media engagement may change over time or establish causal relationships among variables. Longitudinal or experimental designs would provide deeper insight into the dynamics of consumer behavior within café-style restaurants. In addition, the data were collected exclusively from Thai consumers who had experience with café-style restaurants in Thailand. Cultural, social, and market-specific factors may influence how consumers perceive brands, experiences, and social media communication. Therefore, the findings of this study may not be directly generalizable to café-style restaurant markets in other countries or cultural contexts.

9. Future Research Implications

Future research could extend this study by exploring additional variables that may influence brand perceived value in café-style restaurants. While this study focused on emotional experience and social media marketing as mediators, other psychological or contextual factors such as brand authenticity, consumer personality traits, or cultural values may further explain consumer evaluations. Longitudinal research could also provide more insight into how brand perception and emotional engagement develop over time, particularly in a rapidly changing café-style restaurants industry. Comparative studies across different hospitality sectors or across countries may reveal cultural differences in experience-driven consumption. Moreover, qualitative approaches such as interviews or ethnography could enrich understanding of how

customers interpret brand indicators and form emotional connections in café-style restaurant environments. Future studies may also incorporate behavioral data, such as actual revisit frequency or spending patterns, to validate self-reported perceptions. Expanding these areas would strengthen theoretical development and provide more comprehensive insights into consumer value formation.

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