

A Study of the Relationship between Sensory Marketing Strategies and Customer Loyalty in Experiential Retail Environments

Xiao Wang¹, 

¹*School of Economic and Trade, Henan Polytechnic Institute, Nanyang, Henan, 473000, China*

ABSTRACT

Accompanied by the increasing consumer quality and the exploration of enterprises centered on user experience, the new retail model has emerged, and the emerging retail model also plays an important role in enhancing customer loyalty. This paper establishes an experiential sensory marketing model by combining perceptual theory and emerging technology from the basic features of the new retail model. Multiple linear regression model is used to study the influence of experiential sensory marketing mode on customer loyalty, and the correlation coefficient is used to analyze the correlation between the two. The correlation coefficients between the experiential sensory marketing model and customer loyalty range from 0.457 to 0.669, which is a moderate correlation. For every 1 percentage point increase in experiential sensory marketing mode, there is a significant increase of 0.647 percentage points in customer loyalty, and the average score value of customer attention under experiential sensory marketing strategy is 4.31 points. The sensory marketing strategy in experiential retail environment needs to improve the marketing standardization system, relying on professional service platform to improve the customer's emotional experience, and then enhance customer loyalty.

Keywords: perceptual theory; multiple linear regression; correlation coefficient; sensory marketing model

1. Introduction

Sensory marketing theory is to require enterprises to develop corresponding marketing strategies for the five senses of customers, so that the customer's experience is more comprehensive. The core goal of the traditional marketing theory is that enterprises make customers satisfied with their brands and products and have a certain degree of loyalty, and then utilize the customer's satisfaction and loyalty to the enterprise [1–3], so that the customer and the enterprise to complete the exchange of goods, which also makes the enterprise's sales performance higher. Sensory marketing is through some sensory contacts to judge the

 Corresponding author.

E-mail address: panyian0921@126.com (X. Wang).

Received 10 May 2024; Revised 21 August 2024; Accepted 21 December 2024; Published Online 15 April 2025.

DOI: [10.61091/jcmcc127a-023](https://doi.org/10.61091/jcmcc127a-023)

© 2025 The Author(s). Published by Combinatorial Press. This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>).

relevant psychological needs of customers in advance, and take the initiative to meet the relevant needs of customers [4-6].

With the development of sensory marketing, many famous multinational enterprises have successfully used sensory marketing strategy and achieved good results, such as: IKEA, Starbucks and so on. More and more enterprises have begun to study and pay attention to sensory marketing, and use sensory marketing theory to guide the sales work [7-9]. These enterprises, marketing activities are centered around customers, actively interact with customers, and deeply explore customer needs. The enterprise's sensory marketing strategy must include five different aspects of sight, taste, smell, hearing and touch, which makes the customer's consumption experience more comprehensive [10-12]. Sensory marketing allows customers to be able to understand the core value of the enterprise through sensory experience and match their needs completely, so that customers can recognize the enterprise or product, establish a trust relationship, and make the enterprise more competitive. Enterprises have therefore begun to further study theories related to sensory marketing, and use reasonable sensory marketing strategies to make enterprises achieve marketing success [13-16].

Literature [17] aims to assess the senses and their influence on consumer behavior. A questionnaire survey of 312 consumers showed that vision is the main factor influencing consumer behavior, but most consumers are not aware of the influence of their personal senses on consumer behavior. Literature [18] describes that sensory marketing is innovative marketing approach that aims to stimulate consumers' relationship with a brand in order to increase loyalty to the brand. Marketing approaches such as auditory, visual and tactile and the impact they have on consumer behavior are discussed and the results of the study show that marketers need to deal with consumers' various senses and the difficulties this creates will affect sales and profits. Literature [19] explored the concept of sensory marketing and identified its types and applications. The impact of the five senses on consumers is described and how consumer behavior can be achieved through sensory marketing. Literature [20] conducted a survey of 495 consumers with the aim of identifying the factors that influence consumer behavior. FaceReader, EEG and Eye Tracking were used in order to analyze consumers' experience with the product. The results of their study proposed a model that incorporates consumer influences and concerns about the overall experience. Literature [21] investigated the impact of sensory marketing and brand experience on consumer brand loyalty in luxury retail stores. The results showed that sensory marketing cues enhance consumers' experience with luxury retail brands and have the potential to increase consumer brand loyalty. Literature [22] presents Sensory Marketing in Retail, which describes sensory cues as an important means of influence in physical retail environments, and such cues can be anything, such as store lighting and design. It also describes the joint effect of cues and emphasizes that retailers should have the vision to manage cues from this perspective. Literature [23] describes that the degree to which a consumer perceives a product or service is the sensory experience, which largely influences consumer behavior. Factors that influence the overall consumer experience in a store were examined with the aim of understanding which sensory experience is most important to the consumer. Literature [24] emphasized that sensory marketing is considered as a marketing strategy that uses consumers' senses to influence their perception and consumption behavior. It is indicated that the use of sensory marketing enables the creation of subconscious triggers that allow consumers to perceive product features that influence consumption behavior.

Consumer behavior in the experiential retail environment in the new retail era has gradually changed compared with the past, and the impact of sensory marketing strategy on customer loyalty is explored to provide a reference basis for the subsequent enhancement of consumer experience. Based on analyzing the characteristics of the new retail model, the article studies the influence of perceptual theory on customer behavior, and constructs an experiential sensory marketing model by combining the new retail experiential economy and emerging technologies. Using the multiple linear regression model, the research hypotheses are carried out by combining the sensory experience, emotional experience, thinking experience, action experience and associated experience of the experiential sensory marketing model, and the regression model of customer loyalty is established. The correlation coefficients of Pearson's correlation coefficient

and Spearman's correlation coefficient fused together were used to analyze the correlation between experiential sensory marketing strategy and customer loyalty, and to explore the customer's attention to sensory marketing as a way to optimize the experiential sensory marketing strategy.

2. Sensory marketing strategy construction based on experiential retailing

Under the background of experiential economy development, retail enterprises constantly adjust their marketing paths to attract new consumers and guide existing consumer groups to repurchase. However, most retailers have not yet paid enough attention to experiential marketing, and there is much room for improving consumers' willingness to buy and loyalty. Sensory marketing strategy can promote the organic interaction between consumers and products, effectively stimulate consumers' willingness to buy, so as to ensure consumers' loyalty to the enterprise.

2.1. New Retail Models and Perception Theory

2.1.1. Basic Characteristics of New Retail Models. The basic features of the new retail model are ecological, borderless, intelligent and experiential. Ecology not only promotes the development of online services, business experience and logistics support, but also meets the diversified needs of consumers. Online retailers can use physical stores to realize experiential business, giving consumers the opportunity to have a comprehensive understanding of products and services, which can both satisfy consumers' sense of participation and realize the value of offline platforms.

One of the important factors in the development of new retail is the result of the increasing maturity of various technologies, such as the Internet, big data, artificial intelligence, etc., and the diversified needs of customers can be satisfied through the continuous innovation of technology. In the experiential marketing environment in the new retail era, omni-channel shopping is the effective integration of all shopping methods, and consumers can select products and complete payment for purchase in different channels.

2.1.2. Influence of Perception on Consumers. General psychology believes that, on the one hand, sensation is people's reflection of the individual properties of objective things, is the most primitive subjective image produced by the individual properties of objective things acting on the senses and causing the activities of the sense organs. On the other hand, sensation, as the subject's perception of the individual properties of the object, is often subject to the subject's higher level of mental activity, such as attention, perception, emotion and so on. The creation of perception presupposes the existence of various forms of sensation and occurs simultaneously with sensation [25]. The effect of sensation and perception on consumers is shown in Figure 1. Sensation and perception are two closely related processes that are both the same and different, and are reflections of the human brain on current objective things.

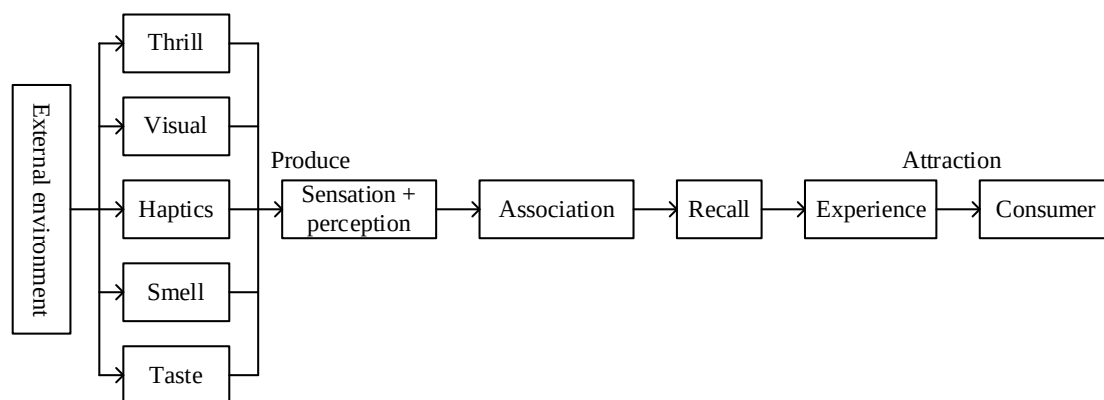


Fig. 1. The effect of perceptual perception

The interaction of multiple sensory organs brings different shopping experiences to consumers, while consumers' emotional experience has an important impact on their consumption behavior, and healthy emotions can guide consumers' consumption behavior in the direction favorable to consumers and operators. Therefore, to stimulate consumers' multiple senses in an all-round way, to bring different sensory experiences to consumers, and to promote a good relationship between consumers and brands is the key to the design of sensory marketing strategy.

2.2. Experiential Sensory Marketing Strategy Construction

2.2.1. The New Retail Experience Economy. New retail focuses on the experiential economy, which is because modern consumers not only have a demand for the goods themselves, but also pay more attention to the shopping experience and feelings. In the context of experiential economy, consumers pay more attention to the emotional experience and emotional interaction of shopping, and need the shopping scene to bring them pleasure, excitement and satisfaction. Therefore, new retail focuses on providing a more convenient, fast and comfortable shopping experience through the integration of online and offline as well as the optimization of logistics. At the same time, new retail focuses on diversified products and services to meet the multiple needs of consumers, so that consumers can get more spiritual and psychological satisfaction in the shopping process. Such an experiential economic model can not only increase consumer loyalty, but also bring more business value to enterprises.

2.2.2. Experiential Sensory Marketing Model. Experiential sensory marketing is a marketing model that puts customers in the marketing scene and fully mobilizes their senses to participate in the experience, bringing consumers the ultimate consumer experience [26]. The experiential sensory marketing model is shown in Figure 2. In the experiential retail environment, relying on virtual technology to empower the experiential sensory marketing model, consumers can also enjoy the satisfaction of experiential marketing through the screen.

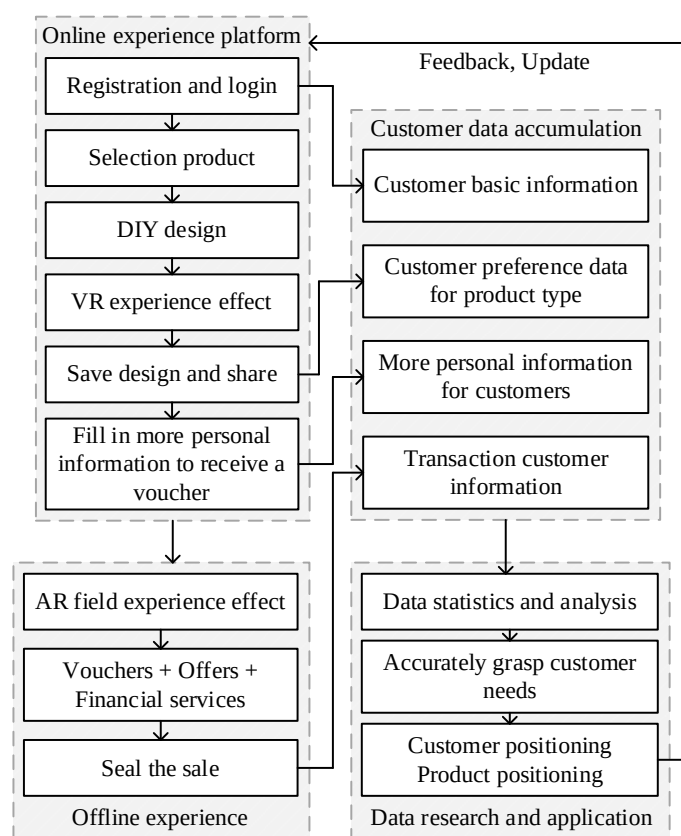


Fig. 2. Experience sensory marketing model

The application of technology has innovated the experiential sensory marketing model to bring different immersive interactive experiences to consumers. Immersion is one of the characteristics of experiential sensory marketing, and the addition of technology spreads the actual experiential effect from the user's senses and physical performance. Immersive experience can cause the resonance of the senses, as the intermediary of understanding the world, external information through the sensory processing to form personal feelings, to generate and the surrounding environment resonate with the personal experience, and technology is committed to creating a real illusion, the deepening of technology will be the illusion of the "deception" effect to better play out to meet the requirements of the senses. In technical support under the time and space limitations are broken, even if not in the scene can also enjoy the experience to meet the sensory experience, because the virtual body can replace the real body, the consumer thus has a choice of experience, the experience of its autonomy has been expanded.

3. Experiential Sensory Marketing Influence Customer Loyalty Modeling

In the increasingly mature era of e-commerce, many offline traditional retail entities have been subjected to a huge impact, so retail practitioners, from brands to individual buyers and sellers, have reached a consensus that they must establish their own online channels. Fully pursuing the customer's sensory experience to carry out experiential marketing, as a way to meet the customer's purchasing needs, to provide support for enhancing customer loyalty. Therefore, this chapter establishes a model of the impact of experiential sensory marketing on customer loyalty based on a regression model, with the aim of exploring the correlation between experiential sensory marketing and customer loyalty, and providing assistance to improve the economic efficiency of enterprises.

3.1. Multiple linear regression modeling and correlation

3.1.1. Multiple linear regression models. The basic meaning of linear regression is to make the expected value of a target by inputting one or more variables into a linear combination [27].

The general form of the multiple linear regression method can be expressed as:

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \cdots + \beta_k x_k + \varepsilon \quad (1)$$

Mapping these data in a right-angled coordinate system, you can get the corresponding points distributed around a straight line, and let the equation of this straight line is:

$$y_i = a_0 + a_1 x_i \quad (a_0 \text{ and } a_1 \text{ is any real number}) \quad (2)$$

$$\varphi = \sum_{i=1}^n (y_i - y_j)^2 \quad (3)$$

Bringing Eq. (2) into Eq. (3) gives:

$$\varphi = \sum_{i=1}^n (y_i - a_0 - a_1 x_i)^2 \quad (4)$$

In order to minimize the value of φ , let the function φ take a partial derivative with respect to a_0 and a_1 so that its partial derivative is equal to zero, and solve for the minimum value, which gives the system of equations as:

$$\begin{cases} \sum_{i=1}^n 2(a_0 + a_1 x_i - y_i) = 0 \\ \sum_{i=1}^n 2x_i(a_0 + a_1 x_i - y_i) = 0 \end{cases} \quad (5)$$

Solving the system of equations gives:

$$a_0 = \frac{1}{n} \sum_{i=1}^n (y_i - a_1 x_i) \quad (6)$$

$$a_1 = \frac{n \sum_{i=1}^n x_i y_i - \sum_{i=1}^n x_i \sum_{i=1}^n y_i}{n \sum_{i=1}^n x_i^2 - \sum_{i=1}^n x_i \sum_{i=1}^n x_i} \quad (7)$$

3.1.2. Correlation coefficient algorithm. Pearson correlation coefficient, also known as linear correlation coefficient, is used to portray the degree of association between two random variables [28]. There are three conditions within the applicability of Pearson's correlation coefficient, firstly, there is a linear relationship between two consecutive random variables, secondly, the two consecutive random variables show a normal distribution in general, and thirdly, the observations of the two consecutive random variables are paired and each pair is independent of each other. The Pearson correlation coefficient between two consecutive random variables is determined by the quotient of the product of the covariance and standard deviation between those two variables. Therefore, set the Pearson correlation coefficient between random variables X and Y can be defined as:

$$\rho_{XY} = \frac{\sum_{i=1}^n (x_i - \bar{X})(y_i - \bar{Y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{X})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{Y})^2}} \quad (8)$$

$$\gamma_{xy} = \frac{\sum_i (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_i (x_i - \bar{x})^2} \sqrt{\sum_i (y_i - \bar{y})^2}} \quad (9)$$

Linear and nonlinear correlations between data variables are often mixed. Therefore, the fusion correlation coefficient can be defined as:

$$\lambda_{xy} = k |\rho_{xy}| + (1-k) |\gamma_{xy}| \quad (10)$$

3.2. Customer Loyalty Regression Model Construction

3.2.1. Customer Loyalty Research Hypotheses. In the method of researching customer loyalty, the predecessors usually put forward a series of hypothetical relationships first, and verify whether the hypotheses are valid or not by relying on data analysis through questionnaire surveys. For customer loyalty, this paper mainly quantifies it from the two dimensions of emotional loyalty and behavioral loyalty, and emotional loyalty and behavioral loyalty are the necessary conditions for customer loyalty, rather than the sufficient conditions for customer loyalty. Experiential sensory marketing is mainly manifested in the type of customer experience, which is mainly categorized into sensory experience, emotional experience, thinking experience, action experience and related experience. This paper draws on the basis of existing related research, according to the type of customer experience, the following hypotheses are proposed:

- H1: There is a positive correlation between sensory experience and customer loyalty.
- H2: There is a positive relationship between emotional experience and customer loyalty.
- H3: There is a positive relationship between thinking experience and customer loyalty.
- H4: There is a positive relationship between behavioral experience and customer loyalty.
- H5: There is a positive relationship between associative experience and customer loyalty.

3.2.2. Regression Model of Customer Loyalty. Based on the multiple linear regression model given in the previous section, this paper takes customer loyalty (CL) as the dependent variable, and chooses sensory

experience (SEE), emotional experience (EME), thinking experience (THE), action experience (ACE) and associated experience (ASE) as the independent variables in experiential sensory marketing strategy. The customer loyalty regression model is constructed as:

$$CL = \alpha_0 + \alpha_1 SEE + \alpha_2 EME + \alpha_3 THE + \alpha_4 ACE + \alpha_5 ASE + \varepsilon \quad (11)$$

Where, α_0 is constant, and $\alpha_1 \square \alpha_5$ represent the regression coefficients of each variable.

4. The relationship between experiential sensory marketing and customer loyalty

As an upgrade and innovation of the traditional retail model, the new experiential retail environment emphasizes more on emotional resonance and interaction with customers. In this context, how to integrate the brand concept into every detail of the retail space in order to create a memorable shopping experience to enhance customer loyalty has become an important issue for retailers to address.

This paper takes the five experience types in the research hypothesis as the basis for the design of the questionnaire, and uses a 5-point Likert scale to quantify the data. The customer loyalty questionnaire survey was targeted at customers who have purchased products and enjoyed services in a hypermarket, covering the age group of 18-65 years old men and women. A total of 1,000 questionnaires were distributed and 945 were validly recovered, and the data obtained from the questionnaires were collected and organized for later data analysis.

4.1. Customer Loyalty Empirical Results

4.1.1. One-way analysis of variance (ANOVA). One-way ANOVA is used to study the effect of a single independent variable of each category on the numerical dependent variable. Sensory experience, emotional experience, thinking experience, action experience, and related experience may vary with individual customer differences, so here we try to analyze the gender and age of individual customers to examine the different characteristics of individual differences in the five aspects.

1) One-way ANOVA for each variable by gender. Table 1 shows the comparison results of each variable under different genders, and ***, **, * in the table indicates that it is significant at the level of 1%, 5% and 10% respectively. The F-values of men and women for sensory experience, emotional experience, thinking experience, and action experience were 3.516, 1.798, 2.335, and 3.027, respectively, which were all greater than 1.5. The significance corresponding to sensory experience and thinking experience was less than 0.01, and the significance corresponding to emotional experience and action experience was less than 0.05. The F-value for correlative experience, on the other hand, was 0.514, with a p of 0.578 > 0.01, indicating that there is no significant difference between gender for association experience.

Table 1. Comparison results of various variables in different genders

Variable	Means $\pm$ SD		Variance analysis	
	Male	Female	F value	P value
SEE	0.096 $\pm$ 0.512	0.101 $\pm$ 0.554	3.516	0.001***
EME	-0.115 $\pm$ 0.334	0.107 $\pm$ 0.326	1.798	0.018**
THE	0.028 $\pm$ 0.428	0.095 $\pm$ 0.419	2.335	0.003***
ACE	0.071 $\pm$ 0.356	0.112 $\pm$ 0.347	3.027	0.036**
ASE	0.054 $\pm$ 0.549	0.063 $\pm$ 0.438	0.514	0.578

2) One-way ANOVA of age on each variable. Table 2 shows the comparison results of each variable under different ages. The F-values of sensory experience, emotional experience, thinking experience, action experience and correlation experience at different ages are 2.542, 1.653, 1.739, 1.885, 0.784, respectively, and the corresponding P-values are 0.005, 0.026, 0.042, 0.075, 0.583, where P-values greater than 0.05 are

not statistically significant. Among them, under 18 years of age pay the most attention to the sensory experience, 19-30 years of age pay the most attention to the association experience, 31-45 years of age pay the most attention to the thinking experience, 46-55 years of age pay the most attention to the emotional experience, and more than 55 years of age pay the most attention to the action experience.

Table 2. Comparison results of various variables at different ages

Variable	Age	Means $\pm$ SD	F value	P value
SEE	Under 18	0.422 $\pm$ 1.017	2.542	0.005***
	19 ~ 30	0.341 $\pm$ 1.004		
	31 ~ 45	0.427 $\pm$ 0.568		
	46 ~ 55	0.515 $\pm$ 0.672		
	Over 55	-0.208 $\pm$ 0.631		
EME	Under 18	0.215 $\pm$ 1.003	1.653	0.026**
	19 ~ 30	-0.048 $\pm$ 0.627		
	31 ~ 45	0.335 $\pm$ 0.541		
	46 ~ 55	0.462 $\pm$ 0.763		
	Over 55	0.656 $\pm$ 1.038		
THE	Under 18	0.234 $\pm$ 1.041	1.739	0.042**
	19 ~ 30	0.135 $\pm$ 0.882		
	31 ~ 45	0.736 $\pm$ 0.927		
	46 ~ 55	-0.103 $\pm$ 0.746		
	Over 55	0.063 $\pm$ 0.835		
ACE	Under 18	-0.125 $\pm$ 0.815	1.885	0.075*
	19 ~ 30	0.048 $\pm$ 0.642		
	31 ~ 45	0.354 $\pm$ 0.535		
	46 ~ 55	0.462 $\pm$ 0.728		
	Over 55	0.676 $\pm$ 1.014		
ASE	Under 18	0.151 $\pm$ 0.843	0.784	0.583
	19 ~ 30	0.628 $\pm$ 0.634		
	31 ~ 45	-0.051 $\pm$ 0.535		
	46 ~ 55	0.426 $\pm$ 0.518		
	Over 55	0.327 $\pm$ 1.079		

4.1.2. Correlation and regression analysis:

1) Correlation analysis. The general correlation coefficient represents the relationship between the research variables, the positive and negative correlation coefficient represents the positive and negative direction of influence, and the absolute value size represents the strength of the relationship between the variables. In this study, the fusion correlation coefficient given in the previous section is chosen for analysis, and the correlation analysis is conducted on the five dimensions of experiential sensory marketing model and attitudinal loyalty and behavioral loyalty respectively. Table 3 shows the results of the correlation analysis of the variables.

As can be seen from the table, the five dimensions of the experiential sensory marketing model and customer loyalty are significantly correlated at the 1% level, and the correlation coefficients of most of the variables are above 0.55, and only a few of them in the correlation coefficients of the variables are between 0.45 and 0.55. This indicates that it is of research significance to analyze the correlation between the five dimensions of the experiential sensory marketing model and customer loyalty. The correlation coefficients between the five dimensions of the experiential sensory marketing model and customer loyalty range from 0.457 to 0.669, which is a moderate correlation. However, because the correlation analysis can only detect the correlation between different variables, but cannot analyze whether there is a causal relationship between the variables and the specific degree of influence. Therefore, in order to further study the relationship between the five dimensions of the experiential sensory marketing model and customer loyalty, this paper continued to regression analysis of the data.

Table 3. The correlation analysis results of each variable

Variable	CL	SEE	EME	THE	ACE	ASE
CL	1.000	-	-	-	-	-
SEE	0.598***	1.000	-	-	-	-
EME	0.669***	0.672***	1.000	-	-	-
THE	0.532***	0.603***	0.738***	1.000	-	-
ACE	0.576***	0.587***	0.492***	0.581***	1.000	-
ASE	0.457***	0.474***	0.571***	0.617***	0.642***	1.000

2) Regression results and analysis. Based on the regression model established in this paper, the regression analysis is conducted through the data of the questionnaire, and the regression analysis results of experiential sensory marketing (ESM) and each dimension on customer loyalty are shown in Table 4.

The regression coefficient of the retailer's experiential sensory marketing strategy on customer loyalty is 0.674, which indicates that for every 1 percentage point increase in experiential sensory marketing strategy, customer loyalty can be increased by 0.674 percentage points. The regression equation explains 54.7% of the total variance in customer loyalty and the F-value is 457.68 with a significance test value of 0.000, thus the experiential sensory marketing strategy of retail companies has a significant effect on customer loyalty. According to the results presented by the five perceptual dimensions of experiential sensory marketing strategy, 58.9% is the proportion of the total variance that can be explained by the regression equation, and the F-value is 128.59. The sensory experience, emotional experience, thinking experience, and behavioral experience of the experiential sensory marketing strategy of the retail enterprise have a significant effect on customer loyalty (Sig.<0.01), so hypothesis H1~H4 are acceptable. Similarly, since the regression coefficient of associated experience on customer loyalty is 0.101, the significance effect is not obvious (Sig.>0.05), so hypothesis H5 cannot be established. In conclusion, in the experiential retail environment, the experiential sensory marketing strategy of retail enterprises helps to enhance the customer's consumption experience, fully mobilize the customer's perception changes, and provide support for enhancing customer loyalty.

Table 4. The result of Regression analysis

Model	Nonnormalized coefficient		Standard coefficient	T value	Sig.
	Beta	Standard error			
(Con_)	1.516	0.184	-	7.416***	0.006
ESM	0.827	0.027	0.674	15.728***	0.000
R=0.638 R ² =0.547 Adj R ² =0.526 F=457.68					
(Con_)	1.405	0.214	-	7.449***	0.001
SEE	0.249	0.063	0.212	5.357***	0.000
EME	0.163	0.057	0.138	2.672***	0.002
THE	0.208	0.048	0.194	4.651***	0.005
ACE	0.197	0.042	0.175	3.648***	0.000
ASE	0.124	0.051	0.101	0.114	0.578
R=0.642 R ² =0.589 Adj R ² =0.541 F=128.59					

4.1.3. Customer Attention Results. Clarified the impact of retail enterprise experiential sensory marketing strategy on customer loyalty, in order to obtain the relevant elements to enhance customer loyalty, this paper designed a questionnaire from the environment, products, services, three experience elements, the use of Likert scale to quantify the data for each of the indicators of customer attention to 1-5 level of measurement. The results of customer attention are shown in Table 5.

The average score value of customer attention under experiential sensory marketing strategy is 4.31. In the environmental elements, the index scores of consistency and comprehensibility were 4.51 and 4.62, respectively, and customers were more concerned about the perception of brand image and the introduction of brand concepts in the environmental elements of the experiential sensory marketing model. In the product element, the index scores of interactivity and specialization are 4.45 and 4.42 respectively, so customers pay more attention to the product interaction experience and product information interpretation in the product element of the experiential sensory marketing mode. In the service element, the index scores of reliability and self-realization are 4.66 and 4.37 respectively, and customers are more concerned about the service relationship and service value extension in the service element of the experiential sensory marketing model. Through the above quantitative analysis, we can get the customer's attention to the different experience elements in the experiential sensory marketing mode, and then provide the direction for the optimization of the subsequent sensory marketing strategy.

Table 5. Customer attention results

Experience	Concern	Index	Score
Environment	Brand perception	Consistency	4.51
		Natural sense	4.28
	Environment manufacture	Care sense	4.26
		Sympathetic sense	4.33
	Brand concept	Comprehensibility	4.62
		Touch ability	4.29
	Experience Move line plan	Exportability	4.21
		Conductivity	4.37
	Environmental value support	Extensibility	4.23
Product	Product perception	Recognizability	4.29
	Product interaction experience	Interactivity	4.45
	Product information interpretation	Imagarization	4.31
		Specialization	4.42
		Transparency	4.26
	Use behavior guidance	Convenience	4.35
	Use scenario forecasts	Substitution sense	4.21
Service	Service image perception	Feeling of faith	4.18
	Service relationship	Reliability	4.66
		Personalization	4.31
	Service content inspiration	Illuminating	4.18
	Service multiple selection	Convenience	4.26
		Selectivity	4.12
	Service value extension	Self-realization	4.37

4.2. Sensory Marketing Enhancement Strategies

4.2.1. Constructing experiential marketing standards. Starting from the five dimensions of experiential marketing, we analyze in depth the specific use of sensation, emotion, thinking, action and association in the sensory marketing strategy.

1) At the sensory level, when constructing a consumer scene, it is necessary to ensure that the scene setting can enable consumers to immerse themselves in the shopping scene, and to use a unified brand image and language style at all stages from online, offline, marketing, and store ends to ensure that customers get a consistent brand experience in different channels.

2) At the emotional level, brands should be committed to providing consumers with a pleasant and memorable shopping experience. Establish an effective customer feedback and evaluation system, and regularly collect and analyze customer feedback in order to continuously optimize the experience process and service quality.

3) In terms of thinking, focusing on the inspiration of consumers' proactive thinking, the use of high-tech materials, continuous innovation of clothing materials and production technology, so that science brings more comfort to human life, and science and technology for consumers to bring more calm and decent.

4) In terms of action, the brand organizes brand activities online and offline that consumers can participate in, initiating online topic discussions, lucky draws, sharing activities, offline tea parties, member day activities, etc., so that customers can actively share their stories with the brand.

5) For affiliate marketing, the brand creates an atmosphere through scene construction or plans online and offline marketing activities to achieve the effect of associating the brand with a specific social class and culture, showing consumers a lifestyle that is in line with the brand's positioning and triggering recognition of the brand's concept.

4.2.2. Improving the emotional experience of the service:

1) Build a professional service platform. Retail enterprises should be based on the original, try to improve the online marketing channels, and offline marketing channels to form a linkage, resulting in a supplemental version of the offline experience marketing, auxiliary version, then the online and offline dual marketing model will greatly provide consumers with a richer shopping experience.

2) Linking merchants and consumer demand. Through big data technology in the membership management platform to obtain massive user data, from the data analysis to obtain consumer demand information, mining the characteristics of new products with best-selling potential, accurate prediction of potential consumer demand. And push back the product design, production capacity placement, product circulation and other links, so that merchants can more accurately dialogue with consumers, and realize the connection between the supply side and the consumption side.

3) Establish a consumer experience feedback management system. Introduce advanced digital technology to establish a scientific and reasonable consumer experience feedback platform. Through this platform, consumers can easily give feedback to the commercial center on their experience, including the attractiveness of activity planning, product quality, service attitude, and sensory experience of the commercial center environment. In this way, consumer satisfaction and loyalty can be improved, and the brand reputation and competitiveness of the commercial center can be enhanced.

5. Conclusion

The article utilizes multiple regression model and correlation coefficient to study the relationship between experiential sensory marketing strategy and customer loyalty, and the correlation coefficient between the five dimensions and customer loyalty under the experiential sensory marketing model ranges from 0.457 to 0.669, which is a moderate correlation. The regression coefficient of the effect of experiential sensory marketing on customer loyalty is 0.647, which means that for every 1% improvement in experiential sensory marketing strategy, customer loyalty increases by 0.647%. Sensory marketing strategy in the experiential retail environment needs to be based on the construction of experiential marketing standardization system, the establishment of a professional service platform to improve the emotional system of retail services, in order to meet the customer's needs, and then enhance customer loyalty to the retail enterprise.

About the Author

Xiao Wang was born in Nanyang, Henan, P.R. China, in 1989. She obtained a doctor's degree from City University of Macau. I am currently working at the School of Economics and Trade, Henan Polytechnic Institute. My main research direction are brand marketing and visual marketing.

References

- [1] Bhatia, R., Garg, R., Chhikara, R., Kataria, A., & Talwar, V. (2021). Sensory marketing—a review and research agenda. *Academy of Marketing Studies Journal*, 25(4), 1-30.
- [2] Rathee, R., & Rajain, P. (2017). Sensory marketing—investigating the use of five senses. *International Journal of Research in Finance and Marketing*, 7(5), 124-133.
- [3] Nadanyiova, M., Klietkova, J., & Kolencik, J. (2018). Sensory marketing from the perspective of a support tool for building brand value. *Economics and culture*, 15(1), 96-104.
- [4] Petit, O., Velasco, C., & Spence, C. (2019). Digital sensory marketing: Integrating new technologies into multisensory online experience. *Journal of Interactive Marketing*, 45(1), 42-61.
- [5] Koszembar-Wiklik, M. (2019). Sensory marketing—sensory communication and its social perception. *Communication Today*, 10(2), 146-156.
- [6] Fong, L. H. N., Lei, S. S. I., Chow, C. W., & Lam, L. W. (2023). Sensory marketing in hospitality: a critical synthesis and reflection. *International Journal of Contemporary Hospitality Management*, 35(8), 2916-2928.
- [7] Haase, J., & Wiedmann, K. P. (2018). The sensory perception item set (SPI): An exploratory effort to develop a holistic scale for sensory marketing. *Psychology & Marketing*, 35(10), 727-739.
- [8] Kulkarni, P., & Kolli, H. (2022). Sensory marketing theory: how sensorial stimuli influence consumer behavior and subconscious decision-making. *Journal of Student Research*, 11(3), 1-15.
- [9] Abdolmohamad Sagha, M., Seyyedamiri, N., Foroudi, P., & Akbari, M. (2022). The one thing you need to change is emotions: The effect of multi-sensory marketing on consumer behavior. *Sustainability*, 14(4), 2334.
- [10] Pollák, F., Soviar, J., & Vavrek, R. (2021). Sensory Marketing. *Communication Management*, 1-20.
- [11] Spence, C. (2020). On the ethics of neuromarketing and sensory marketing. *Organizational Neuroethics: Reflections on the Contributions of Neuroscience to Management Theories and Business Practices*, 9-29.
- [12] Kuczamer-Kłopotowska, S. (2017). Sensory marketing as a new tool of supporting the marketing communication process in tourism services sector. *Handel Wewnętrzny*, 367(2), 226-235.
- [13] Fürst, A., Pečornik, N., & Binder, C. (2021). All or nothing in sensory marketing: must all or only some sensory attributes be congruent with a product's primary function?. *Journal of Retailing*, 97(3), 439-458.
- [14] Jang, H. W., & Lee, S. B. (2019). Applying effective sensory marketing to sustainable coffee shop business management. *Sustainability*, 11(22), 6430.
- [15] Satti, Z. W., Babar, S. F., & Ahmad, H. M. (2021). Exploring mediating role of service quality in the association between sensory marketing and customer satisfaction. *Total Quality Management & Business Excellence*, 32(7-8), 719-736.
- [16] Ali, E. H. M., & Ahmed, M. O. (2019). Sensory marketing and its effect on hotel market-share: Perception of hotel customers. *Journal of Tourism and Hospitality Management*, 7(1), 116-126.
- [17] Géci, A., Nagyová, L., & Rybanská, J. (2017). IMPACT OF SENSORY MARKETING ON CONSUMER'S BUYING BEHAVIOUR. *Slovak Journal of Food Sciences/Potravinarstvo*, 11(1).
- [18] Hussain, S. (2019). Sensory marketing strategies and consumer behavior: Sensible selling using all five senses.

IUP Journal of Business Strategy, 16(3).

- [19] Jiménez-Marín, G., Bellido-Pérez, E., & López-Cortés, Á. (2019). SENSORY MARKETING: THE CONCEPT, ITS TECHNIQUES AND ITS APPLICATION AT THE POINT OF SALE. *Revista de Comunicación'Vivat Academia'*, (148).
- [20] Rodas-Areiza, J. A., & Montoya-Restrepo, L. A. (2018). Methodological proposal for the analysis and measurement of sensory marketing integrated to the consumer experience. *Dyna*, 85(207), 54–59.
- [21] Shahid, S., Paul, J., Gilal, F. G., & Ansari, S. (2022). The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. *Psychology & Marketing*, 39(7), 1398–1412.
- [22] Lindblom, A. (2023). Sensory Marketing in Retail. An Introduction to the Multisen.
- [23] Gulati, H., & Roy, S. (2021). Analysis of sensory marketing on consumers at retail stores. *Information Technology in Industry*, 9(1), 736–744.
- [24] Simha, S. (2020, August). Study of sensory marketing strategies in retailing business. In *3rd Asia Pacific Management Research Conference (APMRC 2019)* (pp. 34–38). Atlantis Press.
- [25] Reynaldo J. Silva Paz, Tito A. Prada Linarez, Thalia A. Rivera Ashqui, Carmen R. Apaza Humerez, Amparo Eccoña Sota & Hernán E. Verde Lujan. (2024). Effect of label elements in bottled water: Impact on consumer preferences, purchase intentions and health perception through affective sensory tests. *Heliyon*(15), e35106–e35106.
- [26] Alex Fahrur Riza & Dwi Marlina Wijayanti. (2018). The Triangle of Sensory Marketing Model Does it Stimulate Brand Experience and Loyalty. *Esensi: Jurnal Bisnis dan Manajemen*(1).
- [27] Yu, H., Xiao, H., & Gu, X. (2024). Integrating species distribution and piecewise linear regression model to identify functional connectivity thresholds to delimit urban ecological corridors. *Computers, Environment and Urban Systems*, 113, 102177.
- [28] Zhu, F., Cai, J., Zheng, H., Liang, Z., & Zhang, Y. (2024). Suppression of negative transfer in motor imagery brain–computer interface based on mutual information and Pearson correlation coefficient. *Review of Scientific Instruments*, 95(7).