

THE ROLE OF SENSORY MARKETING IN BUILDING BRAND LOYALTY: A STUDY OF LUXURY SHOPPING MALLS IN SRI LANKA

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1. Introduction

Creating customer loyalty to a brand is essential to the success of any business in today's highly competitive global economy. This is particularly true for companies operating in the luxury goods industry. Luxury shopping malls serve as focal places where customers connect closely with companies, making them excellent locations to study the intricacies of consumer behavior because of this interaction. The term "sensory marketing" encompasses a variety of aspects, including the visual elements, the auditory elements, the olfactory elements, the tactile, and the gustative elements. Studies that particularly examine the efficiency of sensory marketing within the context of the Sri Lankan luxury retail sector are noticeably lacking. Thus, this study aims to examine how sensory marketing influences building brand loyalty in luxury shopping malls in elements Sri Lanka.

2. Research Methodology

A quantitative survey was carried out by using who frequently visit luxury shopping malls in Sri Lanka. The researcher used a purposive sample of 384 people for this study, and only 250 usable responses were gathered. The researcher used IBM SPSS software for data analysis.

3. Findings and Discussion

The researcher found that there is a significant impact of visual, auditory, olfactory, tactile, and gustative elements towards brand loyalty in luxury shopping malls in Sri Lanka.

4. Conclusion and Implications

The conclusion of this study has major management repercussions for establishments that specialize in luxury retailing. This research provides valuable insights to marketers to develop immersive and fascinating in-store experiences by utilizing different sensory aspects.

Keywords: Brand Loyalty, Luxury Shopping Malls, Sensory Marketing, Consumer Behavior.