

**Impact of Sensory Marketing Strategies on Brand Love: Examining the Mediating Effect of Brand Experience with Special Reference to Branded Café Outlets in Colombo, Sri Lanka**

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The proliferation of branded café outlets is steadily increasing, with the highest concentration observed in Colombo, where sensory marketing is extensively utilized. However, the impact of sensory marketing strategies on various aspects of emotional attachment among customers has been inadequately explored in the Sri Lankan context. This research study aims to analyze the impact of sensory marketing strategies on brand love and to clarify the mediating role of brand experience within selected branded café outlets in Colombo, Sri Lanka. A conceptual framework for the study was developed based on a comprehensive literature review. Hypotheses were tested using data collected from 250 respondents who had recently visited the selected branded café outlets in Colombo. Data analysis was conducted using SPSS software and the Andrew Hayes Process Macro (V.4.2). The results indicate that all dimensions of sensory marketing strategies—namely visual, olfactory, auditory, tactile, and gustative factors—significantly positively impact brand love. The research contributes new knowledge by demonstrating that sensory marketing strategies have a mediating effect on brand love through brand experience. The study concludes with managerial implications and suggestions for future research based on the findings.

**Keywords:** *Branded Café Outlets, Brand Experience, Brand Love, Sensory Marketing Strategies*