

The Impact of Sensory Branding Elements on Brand Loyalty through Brand Experience: Examining the Mediating Effect of Emotional Attachment with Special Reference to Luxury Beauty Shops in Colombo, Sri Lanka

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This study delves into Sri Lanka's abundant luxury beauty shop landscape, with a focus on Colombo, emphasising the need for businesses to prioritise emotional attachments and value additions over product in the era of industry 4.0. Recognising the lack of research on the impact of sensory marketing strategies on emotional attachment in Sri Lanka, the study focuses on examining this relationship in selected luxury beauty shops in Colombo. Using a structured questionnaire and a convenience sampling method, we collected primary data from 320 respondents who had recently visited these luxury beauty shops. The study uses a quantitative research approach and IBM SPSS Statistics 25 for analysis, revealing significant insights. It was discovered that sensory marketing strategies, which include visual, olfactory, auditory, and tactile elements, have a positive impact on brand loyalty. Furthermore, the study shows that these sensory strategies can effectively distinguish luxury beauty shops and position them as multifaceted spaces for purposes other than shopping, such as relaxation and socialisation. The study advances knowledge by emphasising the increased impact of sensory marketing strategies on brand loyalty via the mediating role of emotional attachment and the moderating role of brand experience. It suggests that luxury beauty salons can use sensory marketing to increase their appeal and provide unique experiences. The study's limitations include a focus on luxury beauty shops in Colombo, a small sample size, and limited applicability to other contexts. Despite its limitations, the study provides valuable insights into the dynamics of sensory marketing in Sri Lanka's luxury beauty sector.

Keywords: *Brand Experience, Brand Loyalty, Emotional Attachment, Luxury Beauty Shops, Sensory Marketing Strategies*