

**Impact of Multi – Sensory Branding on Customer Brand
Engagement: Investigating the Mediating Effect of Brand Experience
with Special Reference to Modern Trade Sector**

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Modern trade sector in Sri Lanka, identified as an emerging competitive market where opportunities for brand differentiation is less. Consumer decision making in modern trade sector mainly based on emotional and experiential elements; hence consumer five senses act as a crucial element of multi-sensory branding in modern trade sector. Literature identified an inconclusiveness among multi-sensory branding and brand engagement within the context of modern trade sector. Further brand experience recognized as a mediation among the main relationship of multisensory branding and brand engagement. The study conducted on a sample of 250 customers of Cargills, Keels, Arpico, Laugfs, Glomark, Spar and Sathosa in western province conducting the study. The study adopted quantitative method through convenience sampling technique. The relationship among multisensory branding and brand engagement were significant with brand experience as a partial mediator.

Keywords: *Brand Experience, Customer Brand Engagement, Modern Trade Sector, Multi-Sensory Branding*