Impact of Multi - Sensory Brand Experience on Customer Value: Examining the Mediating Effect of Store Image with Special Reference to Clothing & Textile Store

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Multi- Sensory brand experience are widely spread in the field of clothing and textiles stores in Sri Lanka as a promotional tool. This concept impacted in creating customer value. The purpose of this study is to identify the impact of multi- sensory brand experience on customer value with impact by mediating effect of store image on consumers in western province whose willingness and ability to make purchase decisions on clothing and textiles. Literatures revealed that this concept has been paid little attention from the perspective of customer value in terms of understanding the creation of store image. Although the sensory marketing model highlights that generating value will be progressed through this model without showing any relationship. As this study is quantitative in nature, a self-administrative questionnaire for collecting primary data has been used and the multi- level mixed sampling method has been used to identify and collect data from 250 respondents. Data was analyzed through multiple regression model. Findings indicated that there is a positive relationship between multi-sensory brand experience and customer value. Sense of sight and touch have greatly influenced on multi – sensory brand experience in clothing and textile stores. The new insights of the study are that the multi- sensory brand experience has a great impact on customer value when mediated with store image. The research study completed on the above area provides important implications for practitioners and academicians.

Keywords: *Multi-sensory, Customer Value, Store Image*