



Effect of Multisensory Branding on Purchase Intention at Cafes in Pakistan

Asma Rehman

Lecturer at Institute of Business Management
Karachi, Pakistan
asma.rehman@iobm.edu.pk

Syed Muhammad Fahim

Assistant Professor at Institute of Business Management
Karachi, Pakistan
muhammad.fahim@iobm.edu.pk

Muhammad Irshad

Lecturer at University of Gwadar
Gwadar, Pakistan
irshad.buledi@uot.edu.pk

Munir Hussain

Assistant Professor at Institute of Business Management
Karachi, Pakistan
munir.hussain@iobm.edu.pk

Abstract

The study investigates the impact of multisensory branding on purchase intention in Pakistan's cafes with the mediating role of customer satisfaction. Time spent in cafes acted as a moderator in the relationship or was used as a moderator to investigate the relationship. This research implies quantitative methodology in which 333 respondents, including both male and female, were part of this research. The sampling technique used for data collection is convenient sampling, and they were personally contacted to be a part of this study. The research findings show that there is a positive and significant relationship between all senses and customer satisfaction except the sense of touch. However, customer satisfaction has also a positive impact on purchase intention but the time spent in café, which was included as moderating variable, has no impact between independent and dependent variables as sig value is greater than 0.05 This research is original in terms of investigating the multisensory impact on purchase intention in cafes. Previously, it was studied in other industries such as the hotel and hospitality industry, retails, and shopping malls. Furthermore, this study explores the impact of all five sensory organs on customer satisfaction separately. This research theoretical contributes to existing literature related to sensory marketing, especially in the retail category of cafes where the relationship between sensory organs and customer's satisfaction was discussed; moderating and mediating effect has also been studied in this study. Concerning managerial implication, this study's result has reflected that instilling sensory marketing tactics

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in cafes will increase customer satisfaction, which will lead to positive purchase intention. The various investigations undertaken in the study will guide them in developing unique, distinctive, and emotion-evoking marketing tactics in the future to attract more individuals.

Keywords: Multisensory Branding, Purchase Intention, Consumer Satisfaction

Introduction

The constant evolution of markets at the global level has led to increasingly demanding and informed consumers. Marketing has evolved, where at the beginning, and in the years between 1900 and 1959, had a focus on human behavior, as a tool for communication between companies and their consumers, then in 1960 McCarthy gives origin and begins to work around the 4 Ps: price, place, product, and promotion; subsequently, in the period between 1990 and 2005. In the current marketing processes, a series of changes have been presented, which have changed the concept of traditional marketing. In its crude form, traditional marketing is conceived "as a total system of business activities designed to plan products satisfying needs, assigning prices, promoting them, and distributing them to target markets to achieve the organization's objectives "(Stanton, 2007, p.7). Traditional marketing does not include engagement points for consumers, but multisensory branding in a store environment is evolved (Barclay & Ogden, 2015).

Sensory marketing acts as a strand of branding studies, advocating identity and the "exploitation" of a trademark or a product through the five senses. It enables the individual to attach to the company emotionally. The sensory system, which is part of the human nervous system responsible for processing sensory information, the individual receives and interacts with throughout life. This system is composed of the receptors directly related to the human senses, responsible for living beings perceive and recognize other organisms, or are the primary source of sensory marketing work (Thatte, 2019).

In this sense, the purpose of sensorial marketing is to "achieve the Intangible benefits "during the choice of the consumer at the point of sale, working with the sensitive part of the individual and their lived experiences (Costa, 2010). New concepts like experiential marketing and sensor marketing have emerged in marketing (Hulten, 2011), and the consumer is the starting point in these newly emerged concepts (Schiffman, 2011)

Literature Review

It is increasingly difficult for brands to reach consumers, who have become accustomed to everything and have become immune to many stimuli, so they must find new strategies to access them. One of them, which is not new, but has been little used and has much to exploit, is sensory Marketing, by which brands try to reach the consumer through the senses (Dixon et al., 2013). Currently, Marketing cannot be just a persuasive tool to win sales since we live in a world of over information. The client has become an expert and critical, so it is no longer useful to communicate its benefits. We receive constant stimuli, constant publicity, and constant information. The new Marketing strategies seek, in part, to create links with the customer. In a purchasing process, it is demonstrated that our rational thinking plays an important role, but the emotional part can keep its ace up its sleeve (Tan, 2008). Between eighty and ninety percent of all marketing is trying to reach us through our vision or hearing. That means very little marketing is aimed at our other senses, taste, smell, and feeling (Pawaskar & Goel, 2014). The brand must be conceived as an experience, which means that it can be related to something important for the consumer or customer (Krishna, 2012). According to (Soars, 2009) we sell products or services: we sell objectivity surrounded by sensations, feelings, perceptions, exclusivity, personalization, effectiveness.



According to Rodrigues et al. (2019), sensory marketing tries to fill traditional marketing's insufficiencies, too rational. Sensory marketing focuses on the experiences lived by consumers and their feelings in the purchasing process. These experiences contain emotions, sensations, cognitive behaviors, and relational dimensions. The goal is for the consumer to act according to their feelings and impulses more. The more senses involved, the more the customer experience is more robust. It is worth it to think about, not least because identity and consumption are increasingly linked, and more and more consumers are seeking a more profound meaning with their consumption. Researchers and business executives talk about marketing secrets that attract the emotional man, not the rational (Schmitt 1999). According to (Rupini & Nandagopal, 2015), the most crucial strategic path for differentiation is creating that atmosphere to cause the influence exerted by the point of sale's environment on customers' behavior.

Experiential Marketing

The theoretical origins of sensory marketing come from the concept of consumption experience (Kim & Sullivan 2019), consumer value, and experiential marketing (Schmitt, 1999). Companies increasingly focus their attention on consumers' experiences when buying products or services as in their emotions. Schmitt (1999) defines this new orientation as experiential marketing. An experience is a private event that occurs in response to stimulation. Do not it is self-generated, but is induced by something external; experiences make consumers differentiate brands from others.

Consumers do not always act logically or rationally. The emotional factor is vital because emotions become components that involve the products and services and the rational factors to convert them into positive, memorable, and motivating experiences. So they conclude that perceptions emotions play a crucial role, and the client's environment influences him when establishing commercial relations (Suhonen and Tengvall, 2009) (Solihah et al., 2021). In the field of marketing, (Holbrook, 1999) states concerning the concept of experience: "The value of the consumer does not reside in the product purchased, nor in the brand chosen, nor the object possessed, but rather in the experience of consumption derived from it." Therefore, the experience is the result of when consumers look for products or brands to buy and consume.

Multisensory Branding

Sensory branding is understood as the way to connect brands with users by appealing to the five senses. Companies can connect with consumers' memory and emotions to make their products reach a more meaningful way (Hilton 2015).

Santos (2013) indicates that sensory branding is a trend that has awakened great interest today. What affects the consumer is everything that he perceives. That is why it is essential to stimulate the senses so that the client decides to buy our product (Yoganathan et al., 2019).

One or more of the five senses are stimulated in this sensory viewpoint (sight, hearing, touch, taste, and smell). Sensory marketing aims to connect consumers via sensory experiences that affect their purchasing and consumption behavior and build long-term relationships with brands (Spence & Gallace 2011). The great proposal of Sensory Branding is to direct the five senses (Touch, smell, hearing, sight, and taste) for positive emotional connections. Marketing should explore the human senses to "snatch" the customer's heart, being a battle of perceptions and not products (Lindstorm, 2005).

According to MacLean (1997), the brain is divided into three units: the reptilian, instinctive, and primary brain. The last part is characterized as settling the essential intelligence or intelligence of the routine in which the brain is a program and automatically responds to the

assigned models. The behaviors in this are unconscious and automatic, which can lead to the conservation of the species. Therefore it is very resistant to change.

The limbic brain or brain of mammals: this portion of the brain is located conformed by the olfactory bulbs, the thalamus (pleasure and pain), the tonsils (nutrition, orality, protection,) the hypothalamic nucleus care of others). Enriquez (2013) states that part of the brain is responsible for the management of feelings ranging from anger to love, from passion to sadness, and anger, among others.

The left hemisphere is the basis of rational intelligence and logic. Meanwhile, the right hemisphere is the associative, creative, and intuitive concentrates on emotions and sensations. The idea is to achieve a union between the two hemispheres, achieving harmony in the consumer's mind's positioning. From the senses' operational point of view, they are used to generate different types of consumers' experiences. For this following is the sequence:

- 1) Stimulate senses (sight, hearing, smell, taste, and touch)
- 2) To generate: images, sounds, smells, tastes, and sensations
- 3) Create communications, visual identity, presence of a product, co-brand management, space environment, websites, and company personnel
- 4) Able to generate sensory experiences, experiences of feelings, experiences of thoughts, experiences of performances, and relationships experiences.

Figure 1: Multi-sensory Brand Experience Model

Multi-sensory Brand Experience Model		
Sensors	Sensations	Sensory expressions
Smell sensors	Atmospheric	Product congruence and intensity
		Atmosphere, advertency and theme Scent brand and signature scent
Sound sensors	Auditory	Jingle, voice and music
		Atmospheric attentiveness and theme Signature sound
Sight sensors	Visual	Design, packaging and style
		Colour, light and theme Graphic, exterior and interior
Taste sensors	Gastronomic	Interplay, symbiosis, and synergies
		Name, presentation and environment Knowledge. Lifestyle and delight
Touch sensors	Tactile	Material and surface and weight
		Form and steadiness

Sense of Sight

Sight is the first stimulus we receive and awakens feelings, memories, and emotions in us. The design, color, logo, and photographs are essential visual elements for a brand to differentiate itself from others, creating a unique and recognizable identity for the public. Moreover, now more than ever consume by sight. A clear example of this is social networks like Instagram, where the image is the queen (Oduguwa, 2015). Regarding the sense of vision, According to Zurawicki's (2010) studies, picture processing takes up a quarter of the brain's volume, explaining why this sense takes up so much space. For his part, Lindström (2005) describes the sense of sight as the most seductive sense. Schiffman (2001) described it as the dominant sensory sense, which also allows us to conceive the physical environment that surrounds us (Schanda, 2005) because it makes it possible to discover changes and differences in the environment (Orth and Malkewitz, 2008). Its operation is moderated by the intensity of light, demonstrating that such stimulation affects people's behavior, feelings, and well-being (Erenkol & Merve, 2015). From the application of sensory marketing, Costa (2010) refers that



it is the senses that can most impact the mind because it facilitates persuasion and generates an excellent capacity for recall, managing to evoke an emotional response to a product.

H₁: Sense of sight has a positive impact on customer satisfaction in cafes.

Sense of Taste

The least studied sense is limited to the gastronomic field in selecting food and beverages, tastings wines, and coffees mainly. It is a very personalized sense in which part of the analysis object must contact the specialized papillae of the language; work together with the smell since between 80 and 90% of the flavor comes from the scent (Avello et al., 2011). Consumers can discriminate between five basic flavors: sweet, salty, sour, bitter, and umami, the latter of which means pleasant or tasty (Ikeda, 2002) (Perumal et al., 2021). Each taste is a mixture of the five human senses, according to the literature. It is difficult to discern a flavor just via the sense of taste (Krishna, 2011) since it works together with the smell since between 80 and 90% of the flavor comes from the smell (Gavilán et al., 2011).

H₂: Sense of taste has a positive impact on customer satisfaction in cafes.

Sense of Touch

The sense of touch is the first to emerge from the womb (Field, 2001) and the last one lost with age (Krishna, 2011). It is the least studied in the field of marketing (Peck and Childers, 2008), is the most sensitive of the organs of the body (Shabgou & Daryani, 2014), covers the entire body, and is the largest of the organs (Schiffman, 2001). It is regarded as the most personal of the senses since it perceives information about an object's material qualities, such as texture, smoothness, warmth, and weight, and is responsible for the first impression of product quality (Grohmann et al., 2007).

Because of the physical connection with items, the sense of touch has been acknowledged as an effect on customer buying behavior in sensory marketing (Kim & Sullivan, 2019). Customers will be more influenced by marketing that involves Touch (Peck and Wiggins, 2006). It has become evident that consumers are buying more than before based on Touch (Underhill, 2009) since their physical interaction with products influences the purchase impulse resulting from being effective with the number of products purchased. If the opportunity is offered for a product to be touched, a feeling of ownership of this object is created (Peck and Shu, 2009); therefore, companies should consider tactile aspects related to their brand, such as texture (Lindström, 2005).

H₃: Sense of Touch has a positive impact on customer satisfaction in cafes.

Sense of Smell

The smell is the sense that generates the highest level of memory and evocation (Singhal & Khare, 2015), contrasting connections with a memory from the neurosciences (Henshaw et al., 2016). According to (Lacey, 2009), the sense of smell is not filtered by an individual's rational process. It is connected to emotions and memories so that they can be related to pleasure and well-being. It generates experiences full of sensations in response to perceptions stimulated by the aroma.

The smell is one of the senses that generate the most significant impact since, according to several studies, we retain 35% of what we smell (Peck and Childers, 2008). Aroma marketing uses the scent to influence the consumer positively, but it does not have to be the essence of a specific product. Still, the important thing is to attract the consumer through a fragrance that must be chosen carefully according to the objectives to be achieved. Example. Companies like Starbucks or Dunkin Donuts use this strategy to create a pleasant and optimal environment to encourage public input (Veale, 2008)



The use of the sense of smell has also been used in the management of commercial spaces, a practice that is known as Scent Marketing (Gómez et al., 2014), which with the help of stimulation of aromas, can induce behavior in the consumer by unconsciously increasing their emotions and, therefore, influencing their purchasing decisions without their specific attention being on the smell

H₄: Sense of smell has a positive impact on customer satisfaction in cafes.

Sense of Hearing

People act differently in different environments depending on the type of music that sounds since it is related to the states of encouragement and the creation of long-term memories. Therefore, music provokes experiences, emotions, and feelings in people. It is also noteworthy that Sound influences the perception of flavor and freshness of food (Avello, Gavilanand 2011). In the applied field, the sense of hearing allows evaluating the world for communication and learning (Tafari, 2006), triggering emotions and activating memory, attention, and learning (Wala, Czyrka, & Fraś, 2019) (Panagiotopoulos, 2020). In the experience of consumption, hearing manages to influence consumers' mood, behaviors, and preferences (Bruner, 1990, Alpert et al., 2005), getting to condition the consumer experience, seeking to sell a product, brand, or service. Besides, music and other sounds can be so relevant that they become the voice of the brand. Auditory Marketing success examples are Nokia with its ringtone, or Moussel and Cola Cao with their jingles (Justin 2004).

H₅: Sense of hearing has a positive impact on customer satisfaction in cafes.

Customer Satisfaction and Purchase Intention

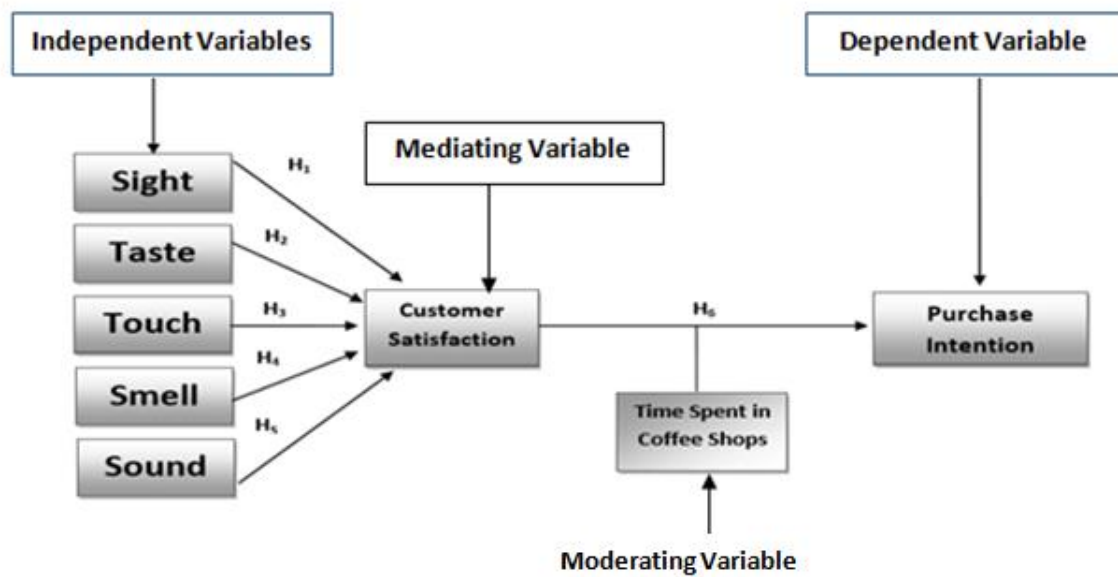
Customer satisfaction is achieved from the various actions that companies need to perform, thus offering quality products and services and prices and deadlines that can influence satisfaction. Kotler's (1998, p53) definition of satisfaction is: "the feeling of pleasure or disappointment that results from the comparison of performance expected by the product (or result) to the expectations of the person." Purchase intention is the chances of purchasing a brand (Esch et al. 2006). It shows that consumers will buy a particular product or avail of any services in the future if it satisfies a customer's need, which is a critical indicator of consumer behavior (Wu et al., 2011). According to the marketing 4.0 approach, customer satisfaction along with the brand image are the key drivers which subsequently increase the purchase intention of the customer (Dash et al., 2021). Researchers have figured out the superb relation between customer satisfaction and purchase intention (Nica, 2013). Basically when a customer is satisfied with the products and services of a brand then it will hit positively the emotions of that customer which leads them to buy that product more and more (Ma & Wang, 2021). There is empirical evidence that suggests that after consumers have used and experienced a specific brand, it will increase their aim, improving the likelihood of purchasing that brand again in the future (Kim et al., 2009).

H₆: Customer satisfaction positively impacts the purchase intention of consumers at

Conceptual Framework

According to the above discussion and literature review presented by Lindstorm (2005) and framework developed on sensory marketing presented by Krishna (2012), the conceptual framework is illustrated in Fig 2

Figure 2: Conceptual Model



Research Design and Methodology

Introduction

This part covers the overall research methodology, research design, and research philosophy behind this research.

Research Philosophy

Research Philosophy defines the rationale behind the study. For this study, a positivist approach has been adopted because it is quantitative (deductive) research. Hypothesis testing will be used to determine the relationship between the dependent and independent variables (Thomson, 2016).

The Rationale for Quantitative Research

Different researchers utilize a quantitative research strategy to dissect data to test connections between factors measurably. When there are a large number of respondents and numerical data, this method is used. This investigation entails comparing consumer satisfaction to independent variables like sight, taste, touch, smell, and sound, and then comparing customer satisfaction to Purchase Intention.

Sampling Procedures

Respondents were aged 18-30, and the gender split was equal approximately. The sampling technique used for data collection is convenient sampling, and they were personally contacted to be a part of this study. The sample size for this study is 400, including graduate undergraduate students. Out of 400 questionnaires distributed, 333 were useful.

Measurement

This research adopted a self-reported questionnaire using 5 points uni-polar Likert Scale with 1=least level of agreement and 5= highest agreement. The sight was measured from (Fisher, 1994), the touch was measured using (Peck & Childers, 2003), and the taste scale is adopted from (Liem & Zandstra, 2012). The sense of smell scale was measured by using (Spangenberg et al., 1996). Sound is measured using (Schwab 2006). Customer Satisfaction is



measured using (Sahina et al., 2011). The purchase intention scale was adopted and then adapted from (Bian & Forsythe, 2012).

Statistical Modeling

For this research, PLS-SEM statistical technique is used. Using the PLS (SEM) is to check each item's contribution to a latent variable possible in SPSS. The descriptive statistics, structural equation modeling, and other measuring approaches employed in the study are discussed in this section.

Descriptive Statistics

Descriptive statistics were used as the questionnaire comprised of a demographics section including gender, age, income level, the profile of café visitors, time spent at cafes, and reasons for visiting cafes. The data collected on the demographics were presented and profiled using frequency tables created via SPSS (Statistical Package for the Social Sciences).

Demographic Profile

Table 1 presents the demographic profile shows that the percentages of male respondents are 47.4%, and Female respondents are 52.6%. Respondents aged between 18 to 23 years are 54.4%, and 45.6% are in the age bracket of 24-30. 10.5% of respondents spent 10 to 30 minutes at café, 32.4% stays between 30mins-1 hour at cafes, 46.5% spend 1 to 2 hours at cafes, followed by 10.5% who spent more than 2 hours at cafes.

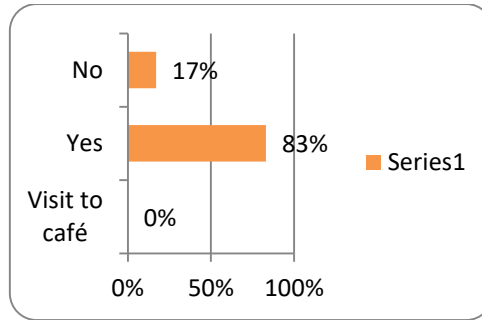
Table 1: Demographics

Demographics		Frequency	Percent
Gender	Male	158	47.4
	Female	175	52.6
Age	18-23	181	54.4
	24-30	152	45.6
	Total	333	100.0
Time spent	10 mins-30 mins	35	10.5%
	30 mins-1 hour	108	32.4%
	1 hour-2 hours	155	46.5%
	More than 2 hours	35	10.5%
	Total	333	100.0

Café visitor Profile

Fig 3 depicts 83% of respondents visit a café, while 17% do not visit a cafe.

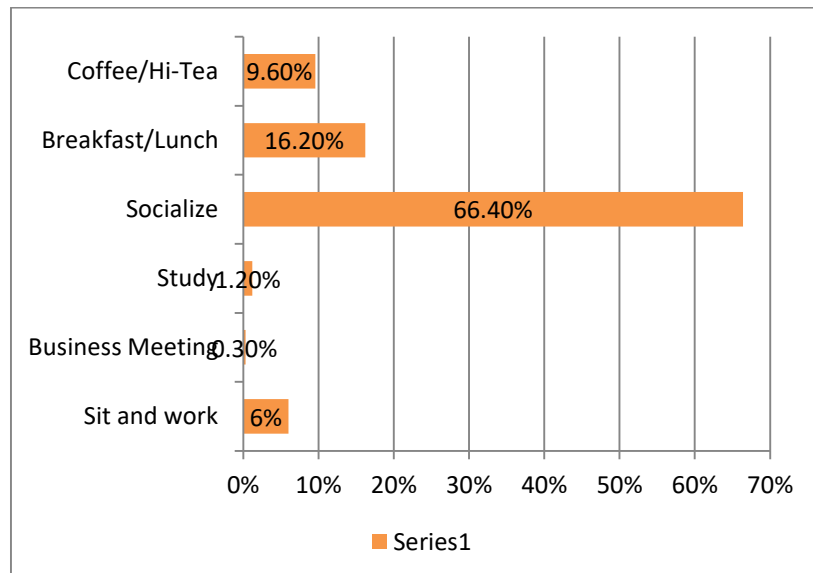
Figure 3: Café Visitor profile



Reasons for Visiting Café

Fig 4 presents the reasons for visiting the café. 66.4% of respondents visit café for socializing, followed by 16.2 % for breakfast and lunch. However, 9.6% of respondents visit café for coffee and Hi-Tea. Visiting café for the study and business meetings are 1.2% and 0.3% respectively. While 6% sit and work.

Figure 4: Reasons for visiting cafes



Measurement Model

The measurement model section discusses the various techniques used to test the measurement instrument's reliability and validity.

Reliability Test

To check the reliability of all variables two tests were used: Cronbach's Alpha and Composite reliability. Hair et al. (2009) stated that Cronbach's Alpha value and composite reliability index should be greater than 0.7. In comparison, the AVE value should be greater than 0.4 to be accepted (Fraering & Minor, 2006). Table 2 depicts that all variables are reliable as it is within the acceptable range.

Table 2: Reliability and Convergent Validity



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	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.841	0.887	0.612
Purchase Intention	0.73	0.82	0.486
Sight	0.75	0.82	0.481
Smell	0.836	0.883	0.602
Sound	0.741	0.804	0.405
Taste	0.919	0.949	0.86
Touch	0.741	0.82	0.525

Discriminant Validity

Discriminant validity means that each construct in the study should be differentiable by the respondents. Three methods are used in this study to check the discriminant validity.

- 1) Fornell & Larcker
- 2) HTMT (Heterotrait-Monotrait)
- 3) Cross Loading

Table 3 is Fornell & Larcker's approach to check Discriminant validity. The criteria to make the decision is that off-diagonal values should be less than diagonal values. Table 3 From the table, it is clear that discriminant validity exists among constructs.

Table 3:Fornell Larcker

	Customer Satisfaction	Purchase Intention	Sight	Smell	Sound	Taste	Time Spent	Touch
Customer Satisfaction	0.782							
Purchase Intention	0.708	0.697						
Sight	0.212	0.151	0.694					
Smell	0.564	0.578	0.124	0.776				
Sound	0.327	0.308	0.051	0.379	0.636			
Taste	0.528	0.534	0.131	0.395	0.285	0.927		
Touch	-0.155	-0.047	0.023	0.048	-0.1	0.035	0.095	0.442

Table 4 shows HTMT_{0.85} test results. The table proves no multicollinearity problem as the values are below 0.85.

Table 4: HTMT Ratios

	Customer Satisfaction	Purchase Intention	Sight	Smell	Sound	Taste	Time Spent
Purchase Intention	0.645						
Sight	0.223	0.181					
Smell	0.642	0.705	0.165				



Sound	0.365	0.391	0.154	0.448			
Taste	0.59	0.66	0.153	0.426	0.318		
Time Spent	0.216	0.272	0.119	0.233	0.137	0.03	
Touch	0.143	0.239	0.127	0.203	0.287	0.099	0.155

Cross Loadings

The criteria to check discriminant validity through loadings is that the loadings of items on their construct must be higher than the loadings of the same items on other constructs. If item values in its construct are less than in other constructs, there is a problem with discriminant validity.

Table 5: Cross Loading

	Customer Satisfaction	Purchase Intention	Sight	Smell	Sound	Touch	Taste
CSG1	0.822	0.657	0.152	0.468	0.343	-0.16	0.48
CSG2	0.841	0.664	0.162	0.506	0.268	-0.068	0.408
CSG3	0.753	0.497	0.147	0.387	0.227	-0.245	0.473
CSG4	0.802	0.49	0.2	0.461	0.228	-0.081	0.423
CSG5	0.683	0.413	0.182	0.369	0.191	-0.035	0.243
PIH1	0.544	0.813	0.096	0.468	0.225	0.055	0.365
PIH2	0.524	0.807	0.2	0.519	0.166	-0.094	0.395
PIH3	0.408	0.613	0.082	0.362	0.221	0.139	0.359
PIH4	0.629	0.723	0.08	0.365	0.325	-0.231	0.429
PIH5	0.263	0.47	0.054	0.284	0.079	0.098	0.326
SB1	0.112	0.086	0.637	0.103	-0.055	-0.039	0.062
SB2	0.064	0.095	0.677	0.087	-0.058	0.014	0.133
SB3	0.227	0.155	0.842	0.061	0.088	-0.011	0.142
SB4	0.059	-0.011	0.683	0.033	0.008	0.01	-0.035
SB5	0.14	0.106	0.604	0.146	0.08	-0.033	0.078
SE 1	0.583	0.597	0.079	0.832	0.374	-0.083	0.452
SE 2	0.455	0.512	0.121	0.797	0.236	-0.026	0.299
SE 3	0.33	0.378	0.125	0.678	0.188	0.007	0.287
SE 4	0.418	0.402	0.108	0.825	0.303	-0.016	0.265
SE5	0.315	0.253	0.053	0.736	0.352	-0.046	0.148
SF1	0.277	0.241	0.105	0.303	0.685	0.023	0.277
SF2	0.143	0.122	-0.005	0.119	0.686	-0.008	0.148
SF3	0.111	0.096	0.045	0.226	0.629	-0.011	0.035
SF4	0.127	0.081	0.045	0.088	0.477	0.086	0.159
SF5	0.315	0.284	0.008	0.313	0.838	-0.123	0.277
SF6	0.24	0.294	0.009	0.376	0.75	-0.261	0.153
SF7	-0.004	-0.089	0.049	-0.138	0.064	-0.017	0.121
TC 1	-0.095	0.062	0.058	0.061	-0.045	0.649	0.022
TC 2	0.009	0.109	0.043	0.068	-0.069	0.122	0.085
TC 3	-0.004	0.052	0.053	0.118	0.004	-0.099	0.047



TC 4	-0.015	0.063	0.023	0.002	-0.003	0.026	-0.005
TC5	0.113	0.112	0.079	0.111	0.094	-0.729	0.056
TSD1	0.482	0.504	0.114	0.358	0.285	-0.064	0.922
TSD2	0.507	0.521	0.118	0.399	0.274	-0.002	0.941
TSD3	0.479	0.458	0.132	0.341	0.233	-0.032	0.919

Results & Findings

The criteria for the support or non-support of hypotheses is p-value less than 0.05 and t-statistics is 1.645 or higher, as all the hypotheses are directional. Table 6 depicts the hypotheses result of direct relationships. Three hypotheses (H₁, H₂, H₄, H₃, and H₆) are significant at 1%, Hypothesis 4 is significant at 5%, and one hypothesis (H₅) is not supported as the p-value is more than 0.05.

Table 6: Hypotheses Results

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H1: Sight -> Customer Satisfaction	0.114	0.127	0.038	3.008	0.001	Supported
H2: Smell -> Customer Satisfaction	0.385	0.385	0.038	10.104	0	Supported
H3:Sound -> Customer Satisfaction	0.068	0.077	0.041	1.647	0.05	Supported
H4:Taste -> Customer Satisfaction	0.337	0.331	0.047	7.146	0	Supported
H5:Touch -> Customer Satisfaction	-0.115	-0.038	0.124	0.926	0.177	Not supported
H6: Customer Satisfaction -> Purchase Intention	0.686	0.689	0.028	24.567	0	Supported

Table 7 shows the mediating effect of customer satisfaction between an independent dependent variable. All senses' p values show that customer satisfaction has a mediating effect between variables except sound and touch.

Table 7: Mediating Effect

	Beta Co-efficient	Standard Error	T Statistics	P Values	Decision
H7:Sight -> Customer Satisfaction -> purchase Intention	0.078	0.026	2.947	0.002	Supported
H8:Smell -> Customer Satisfaction -> Purchase Intention	0.264	0.029	8.985	0.000	Supported
H9:Sound -> Customer Satisfaction -> Purchase Intention	0.047	0.029	1.63	0.052	Not Supported
H10:Taste -> Customer Satisfaction -> Purchase Intention	0.231	0.034	6.72	0.000	Supported

H11:Touch->Customer Satisfaction -> Purchase Intention	-0.079	0.085	0.924	0.178	Not Supported
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Table 8 depicts the moderating variable that is time spent in cafes on purchase intention. The result concludes that there is no moderating effect on the relationship between customer satisfaction and purchase intention.

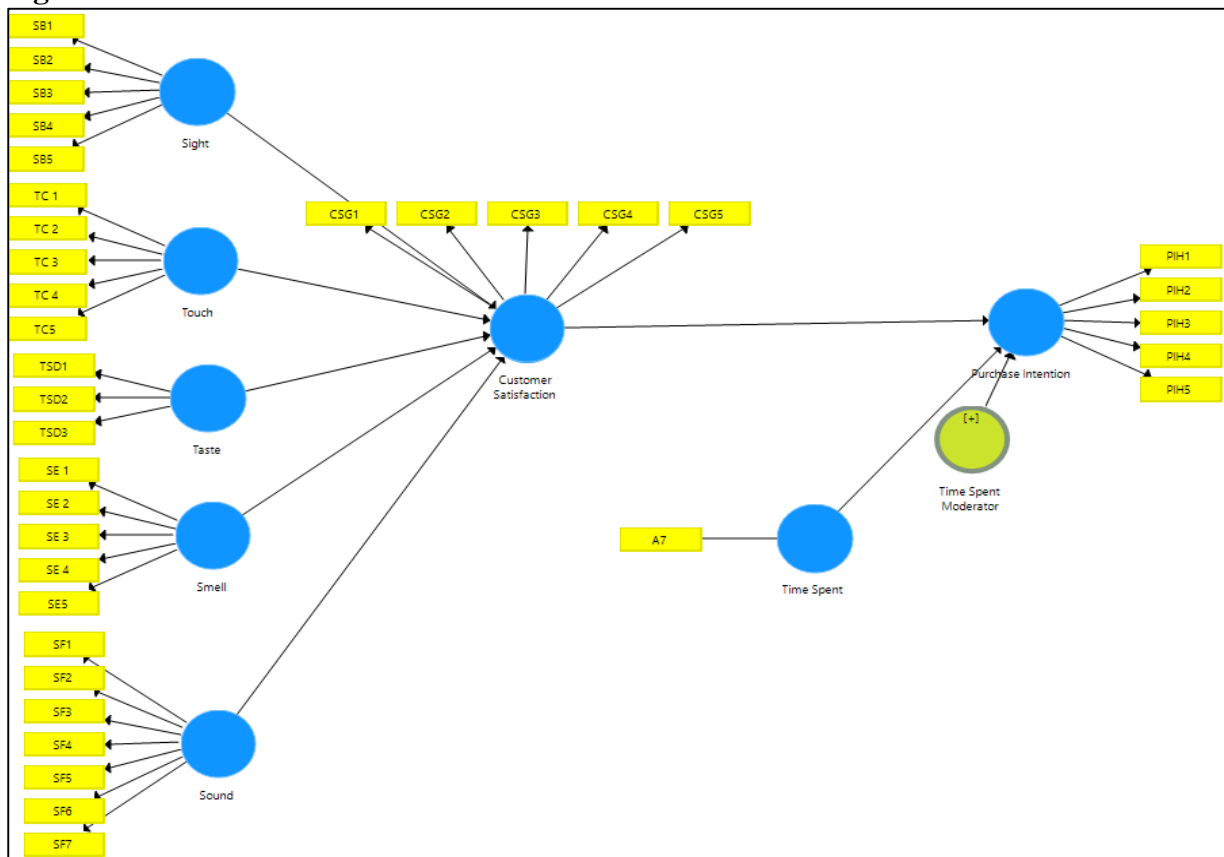
Table 8: Moderating Effect

	Beta Coefficient	Standard Error	T Statistics	P-Value	Decision
H12:Time Spent Moderator -> Purchase Intention	0.009	0.05	0.179	0.429	Not Supported

Structural Model

The structural model generated after measuring the reliability and validity of the constructs is presented in figure 5:

Figure 5: Structural Model



Discussion

Results imply engaging viewable signs in cafes and making the ambiance pleasant increases customer satisfaction level (Costa, 2010). Smell has a positive impact on customer satisfaction. It is significant at 1%, which shows a strong relationship between the sense of



smell and customer satisfaction, according to the campaign organized by Dunkin Donuts company in 2012 to check whether scent appeals to people and does it increase sales. This study concluded a 16% increase in customers at the outlet, and sales increased by 29% (Gilbert, 2012), and suggests that creating a pleasant fresh-smelling environment enhances customer satisfaction level.

After testing the relationship between the sense of sound and consumer satisfaction, the results showed that sound positively affects CS. Subsequently, retailers will be benefited by properly using good music inside cafes to increase customer satisfaction. Past research also demonstrated that sound impacts consumer loyalty, and music had been seen as one factor of customer satisfaction leading to purchase intention (Tan, 2008). Hence, it concludes that sound plays an influential role in creating an enjoyable environment for the customer.

Sense of taste is also positively significant and has an impact on Customer Satisfaction. Findings show that the taste of food matters a lot. Any cafe where food is not of good taste will not prefer to visit that specific café. Previous research also shows that food taste positively impacts customer satisfaction, leading to high purchase intention (Soars, 2009). This study concludes that the sense of touch does not have a positive impact on customer satisfaction. Sense of Touch has more impact on stores and retail outlets of clothing accessories. In such stores, products are purchased after holding them in hand to check the stuff and texture (Tan, 2008). In cafes, food items are not touched; therefore, hypothesis H₅ is rejected as it has no impact on customer satisfaction. The last hypothesis, which is customer satisfaction, has a positive impact on Purchase Intention. It is concluded that there is a positive connection between CS and PI. Past investigations have also featured the significance of the connection between consumer loyalty and buy aim by expressing that advertisers ought to know about this relationship's quality when utilizing systems to anticipate Purchase Intention (Tuu and Oslen, 2010).

Contribution of the study

This study adds to the current literature on sensory marketing, particularly in the retail category of cafés, where the link between sensory organs and consumer satisfaction was explored; moderating and mediating effects were also investigated. In terms of managerial implications, the study's findings show that implementing sensory marketing strategies in cafés increases consumer satisfaction, which results in positive purchase intention. The different investigations conducted by the researcher will help them build original, distinct, and emotion-evoking marketing techniques in the future to attract more consumers.

Conclusion

From a functional point of view, it is urged that retailers can make a definitive fulfillment from the in-store involvement by methods for making multisensory branding, for example, the music, aroma, sight, smell, and trigger customer satisfaction level. Hence, it results in customer loyalty by repeatedly visiting a cafe or the store. When these concepts are transmitted into the context of cafes, it is recommended that the local cafes can use a comprehensive approach of combining the several senses to create a targeting strategy through them. Although there are no significant links between touch and customer happiness, the data suggest that this sensory cue should be used and investigated in conjunction with other multimodal elements. Because the study shows that customer satisfaction has a beneficial impact on the purchase intention, the marketers and the retailers must make sure that a consistent approach is created. Furthermore, the findings of this study have supplied cafe owners and marketers with a great lot of information and suggestions on the effect of



multisensory branding on the purchase intention at cafes in Karachi, Pakistan, according to the researchers.

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