

## EXAMINING SENSORY MARKETING AND BRAND EXPERIENCE INFLUENCE ON BRAND LOYALTY IN EAST JAVA LUXURY RETAIL

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### ABSTRACT

The growth of the luxury goods market in Indonesia has increased the importance of experience-based marketing strategies, particularly through sensory marketing and brand experience. This study aims to analyze the influence of sensory marketing and brand experience on emotional attachment and their implications for brand loyalty among luxury product consumers in East Java. Using a quantitative correlational method with 160 respondents selected through purposive sampling, the data were analyzed using SEM-PLS. The results indicate that both sensory marketing and brand experience have a positive and significant effect on emotional attachment. Emotional attachment also significantly influences brand loyalty. Meanwhile, sensory marketing shows no direct effect on brand loyalty, whereas brand experience demonstrates a significant direct influence. Mediation analysis reveals that emotional attachment fully mediates the relationship between sensory marketing and brand loyalty, and partially mediates the relationship between brand experience and brand loyalty. These findings highlight that multisensory and experiential brand strategies strengthen consumers' emotional bonds, ultimately enhancing brand loyalty. The study offers practical implications for luxury retailers in East Java to optimize customer experience through multisensory engagement to maintain loyalty in an increasingly competitive market.

Keywords : Sensory Marketing; Brand Experience; Emotional Attachment; Brand Loyalty

### ABSTRAK

Pertumbuhan pasar barang mewah di Indonesia mendorong semakin pentingnya strategi pemasaran berbasis pengalaman, khususnya melalui sensory marketing dan brand experience. Penelitian ini bertujuan untuk menganalisis pengaruh sensory marketing dan brand experience terhadap emotional attachment serta implikasinya terhadap brand loyalty pada konsumen produk mewah di Jawa Timur. Menggunakan metode kuantitatif korelasional dengan 160 responden yang dipilih melalui purposive sampling, data dianalisis menggunakan SEM-PLS. Hasil penelitian menunjukkan bahwa sensory marketing dan brand experience berpengaruh positif dan signifikan terhadap emotional attachment. Emotional attachment juga terbukti memiliki pengaruh signifikan terhadap brand loyalty. Sementara itu, sensory marketing tidak berpengaruh langsung terhadap brand loyalty, sedangkan brand experience memiliki pengaruh langsung yang signifikan. Analisis mediasi mengungkapkan bahwa emotional attachment memediasi secara penuh hubungan antara sensory marketing dan brand loyalty, serta memediasi secara parsial hubungan antara brand experience dan brand loyalty. Temuan ini menegaskan bahwa pengalaman multisensori dan pengalaman merek yang positif mampu memperkuat ikatan emosional konsumen, yang pada akhirnya meningkatkan loyalitas terhadap merek. Studi ini memberikan implikasi bagi peritel barang mewah di Jawa Timur untuk memperkuat strategi pengalaman pelanggan melalui pendekatan multisensori guna mempertahankan loyalitas dalam pasar yang semakin kompetitif.

Kata Kunci : Sensory Marketing; Brand Experience; Emotional Attachment; Brand Loyalty

## INTRODUCTION

Between 1996 and 2018 personal luxury goods show a good growth in the market at around 6% a year (Bain & Company, 2018). One of the luxury brand stores like Louis vuiton have a huge growth, continued its global store expansion, adding 210 new stores to reach a total of 6,307 worldwide, with significant growth in the United States, Europe, and Asia including Indonesia (LVMH, 2024). Indonesia has become a priority market for many luxury brands due to its rapidly growing consumer base, with more and more people able to afford luxury products. According to 2022 data (BPS, 2022), individuals with middle-class incomes have shown a significant increase. This growth in purchasing power is reflected in the revenue generated from luxury product sales in Indonesia, which reached 2,035,000,000 (BPS, 2022).

Retail environments serve as experiential contact points, where multisensory stimuli engage consumers emotions and create hedonic experiences that strengthen their intention to return and patronize such settings (Pal et al., 2025). It is not the product that customers are looking for, but the research or access to an experience that they are most appreciative of (Kilsheimer et al., 2022). Consequently, experiential marketing now plays a more prominent role, especially in premium and luxury sectors, where the customer experience is often as important as the product itself. At the physical store level, multisensory items can encourage, promote, involve, and motivate customers during their visit (Bagdare & Jain, 2022). For example, Louis Vuitton group emphasized brand experiences through cultural events and global partnerships, including Louis Vuitton's bespoke trunks for the Paris 2024 Olympic and Paralympic Games, Dior's international exhibitions in Beijing, Riyadh, and Paris, and Bulgari's Aeterna high jewelry collection unveiled at the Baths of Diocletian in Rome as part of its 140th anniversary celebrations (LVMH, 2024).

One way in shaping brand perceptions and increasing consumer engagement is through sensory marketing. When a company apply five senses in business practice, it's called sensory marketing (Hultén, 2020). A key approach to deepening the customer brand relationship is the use of sensory marketing (Shahid et al., 2022). A multisensory experience offers customers a sense of comfort and pleasure. It plays a crucial role in the strategies of luxury brands, which emphasize delivering products that engage the senses (Jhamb et al., 2020).

Alongside sensory marketing, brand experience serve as a key in shaping consumer and brand relationships. Brand experience refers to a personal and subjective assessment made by customers, including emotions, thoughts, and attitudes that emerge from their interactions with the brand. (Tjokrosaputro, 2020). When positive experiences are consistently delivered, they can foster emotional attachment. Consequently, brands are encouraged to build more robust consumer relationships by deepening emotional bonds. Strengthening these emotional

connections can increase consumers' interest and attachment to the brand (Nair, 2018). Moreover, providing positive brand experiences allows brands to further deepen emotional relationships with consumers (Shahid et al., 2021).

Emotional attachment significantly influences repurchase behavior by strengthening both attitudinal and behavioral components of brand loyalty (Li & Su, 2025). Shahid, Dey, and Saren (2022) demonstrated empirically that emotional attachment, influenced by sensory marketing and brand experience, subsequently enhances brand loyalty. Their research, conducted in luxury retail contexts, also identified store image as a moderating factor that can amplify the effects of sensory cues and experiential branding. Consumers tend to form stronger emotional ties and exhibit greater loyalty when the store's physical environment aligns with their expectations and social identity.

Despite the global relevance of these findings, there is limited empirical research within the Indonesian context, particularly in East Java. According to Majalahrei (2025), data from BPS East Java shows economic growth of 4.93% in 2024 and retail reports by Colliers say Surabaya's mall supply is increasing. This making east java ideal for studying how sensory strategies and brand experience influence consumer loyalty in a local setting. Moreover, research with Indonesian luxury fashion consumers confirms that brand experience plays a critical role in fostering loyalty (Fanandaru et al., 2023). However, cultural differences, local consumer behavior, and regional brand perceptions may produce different outcomes compared to Western or global markets. Comparative research between Indonesia and Thailand further revealed that hedonic and utilitarian shopping values differ across cultural contexts (Pujianto & Marwati, 2024).

Hongdiyanto et al. (2023) found that customer loyalty is not solely determined by functional aspects such as service quality or price fairness, but also by emotional satisfaction and perceived value derived from the overall experience. This supports the notion that in luxury retail contexts, brand experience must evoke emotional gratification to foster long-term loyalty. The finding reinforces the argument that sensory and experiential strategies are vital in building emotional bonds that go beyond transactional satisfaction. This study adapts the model proposed by Shahid et al. (2022) and integrates relevant theoretical perspectives from sensory marketing and branding literature to explore how these elements interact in a developing market context. By understanding how sensory and experiential strategies impact consumer loyalty, luxury retailers in East Java can enhance their branding efforts, strengthen emotional engagement, and improve customer retention in an increasingly competitive market.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **SOR Model Theory**

S-O-R (Stimulus–Organism–Response) theory is a communication framework that explains external factors that influence human behavior. The model was initially introduced by Nagoya et al. (2021) to illustrate the mechanisms through which environmental stimuli shape individual actions. The stimulus (S) refers to external environmental cues that trigger individual arousal (Koay et al., 2021). The organism (O) represents an individual's cognitive and emotional state, such as perceptions and feelings (Liu et al., 2019). The response (R) represents the behavioral outcome exhibited by an individual as a reaction to a given stimulus (Koay et al., 2021). Previous studies in retail and social commerce contexts (Seo & Park, 2018) have employed the S-O-R framework as a theoretical basis, demonstrating that marketing stimuli (S) influence consumers' internal states (O), which subsequently lead to particular behavioral responses (R). Building on this perspective, using variable on this study, sensory marketing and brand experience as the stimulus (S) that triggers consumers evaluations (O) in the form of emotional attachment, ultimately leading to brand loyalty as the response (R).

### **Sensory Marketing**

Sensory marketing cues are now widely used by businesses to enhance perception of product sounds, product scents, and consumer appeal that focuses on emotions or experiences that drive purchasing decisions (Prabatwati et al., 2025). Subconscious cues trigger emotional reactions that then develop into a processing of conditions that influence emotional judgment (Prabatwati et al., 2025). Sensory marketing has become a primary focus among business actors because it can influence consumers' emotions and experiences (Zha et al., 2022). Sensory and experiential cues are essential in shaping customers' cognitive experiences (Biswas & Szocs, 2019). Sensory-based marketing propositions are currently being heavily promoted by businesses as they can shape consumer experiences, capture attention, and create lasting impressions (Cuomo et al., 2021). The indicators of sensory marketing according to Hoang & Tuckova (2021) are as follows: sight, taste, sound, smell, and touch. However, Kah et al. (2020) and Kotler (1973) argue that taste is not significant in shaping the store experience or image, as its subjectivity makes it difficult to apply effectively in store atmospherics. Therefore, taste was excluded from the current study.

### **Brand Experience**

Brand experience influences whether or not consumers engage in repeat purchases. Positive brand experiences lead consumers to anticipate that future interactions will be equally satisfying, whereas negative experiences create the opposite expectation. This brand experience creates an emotional bond between the brand and the consumer, which ultimately affects brand loyalty (Smith & Keller, 2021). Essentially, brand experience originates from our senses, which generate the most basic awareness and serve as the initial stage in information processing

(Firmansyah & Se, 2019). According to Buchory and Saladin (2018) there are four indicators, which include: 1) Sensory experience, 2) Affective experience, 3) Intellectual experience, and 4) Behavioral experience.

### **Emotional Attachment**

Another factor that can influence brand loyalty is emotional attachment. Emotional attachment reflects the bond that involves consumers' feelings in connecting with a brand (Bidayah & Yuli Rakhmawati, 2024). This emotional attachment will eventually influence consumers to make repeat purchases. Consumers' emotional influence tends to increase their emotional dependence on the brand, therefore, emotional attachment is chosen as a mediating variable. According to Hwang & Kandampully (2012), consumers who develop emotional attachment to a brand are more inclined to remain loyal. The indicators of emotional attachment are as follows: 1) Feeling attached to a brand, 2) Having a positive impact, 3) Feeling connected to the brand, 4) Increased identification with brand preferences, 5) Influencing purchase intention based on brand preference (Barreda et al., 2020).

### **Brand Loyalty**

Commitment of consumers to a certain brand, reflected in their continuous use of its products (Bidayah & Yuli Rakhmawati, 2024). Brand loyalty can be observed through consumers' satisfaction and pleasure in consistently engaging in purchasing patterns with a particular brand (Aaker, 2020). Indicators of brand loyalty are repeated product usage, product superiority, and informing others about the product (Deka et al., 2019).

## **RESEARCH METHOD**

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018). This study is correlational quantitative research. According to Sugiyono (2019), correlational research aims to determine the relationship between two or more variables. The population of this study is luxury item buyer. Because the exact population size cannot be reliably determined from public sources, a formula proposed by Hair Jr. et al. (2021) is used. Hair Jr. et al. (2012) when the observer do observations, observer must have at least five times from their variables, with a more acceptable sample size being a 10:1 ratio. 160 respondents will be used for sample in this study according to this general rule which is obtained from total number of indicators in this study, indicators are 16. And then observer multiplied the indicator by 10.

In this study, observer used purposive sampling, purposive sampling is one of the part from non-probability sampling. According to Sugiyono (2019), certain conditions will be applied when using purposive sampling. The predetermined criteria of the respondents are as

follows: 1) Aged 18 years old and above, 2) Domiciled in East Java, 3) have visited or purchased from luxury retail stores in East Java within the past 12 months.

## RESULT AND DISCUSSION

### Outer Model

#### 1. Convergent Validity

In the convergent validity test using SEM-PLS, an indicator is considered valid if it has an outer loading value greater than 0.7. Based on Table 1, all research indicators show outer loading values above 0.7, indicating that all questionnaire items are valid and appropriately represent their respective constructs.

In addition to outer loading, the validity of variables is also assessed based on the Average Variance Extracted (AVE), which should be greater than 0.5, and the rho\_A value, which should exceed 0.6. According to Table 2, the AVE and rho\_A values for all variables meet these criteria, indicating that all latent variables are suitable for further analysis in the SEM-PLS model.

#### 2. Discriminant Validity

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) criterion. If the HTMT value is below 0.90, discriminant validity between reflective variables is considered to be achieved. Based on Table 4, however, there are HTMT values that do not meet this criterion, indicating that some reflective constructs may not be sufficiently distinct from one another.

It can be observed that one HTMT value exceeds 0.90, and another value equals 0.90. Therefore, it can be concluded that discriminant validity has not been achieved, indicating a high correlation between certain variables. To address this issue, the items with high correlation values should be removed, specifically items Z1 and M3 to improve the model's discriminant validity and ensure clearer differentiation between constructs.

After removing items Z1 and M3, the HTMT test results met the required criteria, as all values were below 0.90. In addition to HTMT, another method for assessing discriminant validity is by examining the cross-loading values using SmartPLS 3. Each indicator's correlation with its own variable should be higher than its correlations with other variables. The cross-loading results are presented in Table 6, where the highest correlations for each variable are highlighted in bold, confirming that the indicators appropriately represent their respective constructs.

#### 3. Reliability Test

Using Cronbach's Alpha, a variable is considered reliable if the value exceeds 0.6 and the Composite Reliability value is greater than 0.7. The results presented in Table 7 indicate that

all variables meet these reliability standards, demonstrating that the measurement instruments used in this study are consistent and stable, and thus suitable for further SEM-PLS analysis.

### ***Inner Model***

#### ***1. R Square***

The coefficient of determination (R Square) measures the extent to which exogenous variables explain the variance of endogenous variables. According to the established criteria, an R Square  $\geq 0.75$  indicates a strong effect, values between 0.50 and 0.75 indicate a moderate effect, and values below 0.50 indicate a weak effect. Based on Table 7, variables X1 (Sensory Marketing) and X2 (Brand Experience) explain 40.6% of the variance in Z (Emotional Attachment), while X1, X2, and Z collectively explain 42.2% of the variance in Y (Brand Loyalty). These results suggest that Each X1 and X2 on their own have a weak influence towards Z variable, and the combined influence of X1, X2, and Z variable on Y is also weak. This indicates that while the relationships are statistically significant, other unobserved factors beyond the model may also contribute.

#### ***2. Hypothesis Testing***

Next, hypothesis testing was conducted with a significance level ( $\alpha$ ) of 0.05 or 5%. A variable is considered to have a significant effect and  $H_0$  is rejected if the t-statistic  $> 1.96$ . In addition, the researcher also used the P value as a decision criterion, where a P value  $< 0.05$  indicates a significant relationship between variables.

According to the SmartPLS 3 bootstrapping analysis, Sensory Marketing demonstrated a significant influence on Emotional Attachment, thereby supporting H1. Similarly, Brand Experience significantly affected Emotional Attachment, as indicated by result from table 8 confirming H2. However, Sensory Marketing did not exhibit a significant direct relationship with Brand Loyalty leading to the rejection of H4. In contrast, Brand Experience showed a significant influence on Brand Loyalty supporting H5. Lastly, Emotional Attachment significantly influenced Brand Loyalty thus confirming H3.

Based on the results of the indirect effect (mediated effect) analysis, it was discovered that Sensory Marketing (X1) has a significant indirect effect on Brand Loyalty (Y) through Emotional Attachment (Z) therefore H6 is accepted. Indicating that Emotional Attachment functions as a mediator between Sensory Marketing and Brand Loyalty. Furthermore, the analysis also shows that Brand Experience (X2) has a positive and significant indirect effect on Brand Loyalty (Y) through Emotional Attachment (Z). Thus, H7 is accepted, confirming that Emotional Attachment plays a significant mediating role in the link between Brand Experience and Brand Loyalty.

## Discussion

### **Sensory Marketing (X1) on Emotional Attachment (Z)**

Analysis findings suggests that the more effectively sensory marketing elements such as lighting, signature scents, store layout, background music, and product texture are implemented in luxury retail stores, the stronger the consumers' emotional attachment to the brand becomes. Research conducted by Shahid et al. (2022) has similar result with the finding of this study where sensory marketing also contributes to enhancing luxury retail brand experiences and also plays an important role in enhancing both emotional attachment and brand loyalty. Similarly, Upadhyaya (2017) emphasized that sensory marketing creates emotional connections between consumers and brands through consistent multi-sensory stimulation. This may occur because sensory marketing is able to evoke emotions, which can take the form of memories of happiness or feelings of joy and satisfaction toward a brand. Therefore, implementing a well-designed sensory marketing strategy can effectively strengthen consumers' emotional attachment to luxury retail brands, particularly in the context of East Java.

### **Brand Experience (X2) on Emotional Attachment (Z)**

Furthermore, the second hypothesis test shows that brand experience significantly influences emotional attachment. This finding implies that the more positive a consumer's brand experience, the stronger their emotional attachment to the brand. Hongsuchon et al. (2023) also find that brand experience significantly affects brand attachment through mechanisms involving interpersonal interactions, consumer feedback, and brand advocacy. Likewise, Huaman et al. (2020) confirmed that a positive brand experience enhances brand attachment and reinforces emotional connection between consumers and brands. In addition, Mingione et al. (2020) found that strong customer-brand relationships can be fostered through superior brand experiences. In the context of luxury retail stores in East Java, exclusive brand experiences, personalized services, and premium store atmospheres create memorable impressions that nurture deeper emotional bonds between consumers and the brand.

### **Emotional Attachment (Z) on Brand Loyalty (Y)**

Third hypothesis test reveals that emotional attachment has a significant effect on brand loyalty. The stronger the consumers' emotional attachment to a brand, the higher their level of loyalty. These findings support the conclusions of Shahid et al. (2022), which emphasize that emotional attachment is essential for building brand loyalty in the luxury retail industry. Similarly, Al-Fawaer et al. (2022) found that emotional brand attachment significantly enhances brand loyalty by increasing perceived value and creating positive consumer experiences. Within luxury retail stores in East Java, consumers who develop strong emotional

attachment are more likely to demonstrate loyalty through repeated purchasing, favorable word-of-mouth, and reluctance to move to rival brands.

#### **Sensory Marketing (X1) on Brand Loyalty (Y)**

Fourth hypothesis test indicate that sensory marketing does not have a significant effect on brand loyalty. This suggests that marketing strategies utilizing the five senses (sight, hearing, smell, taste, and touch) do not directly influence brand loyalty. This may occur because not all products are relevant to sensory marketing, as many consumers tend to focus more on the brand experience of a product. El Sheikh et al. (2025) who found that similar to this study without mediating variable in this case customer experience, sensory marketing will not have direct effect on brand loyalty. This happens because everyone has different sensory priorities. For example, a café may emphasize the sense of smell in its marketing strategy, but some customers may rely more on their sense of sight by paying attention to the café's interior design. As a result, these customers are less likely to choose a café that focuses primarily on scent and instead prefer one that appeals to their visual senses. Similarly, research conducted by Budiarti and Wijayanti (2023) found that sensory marketing elements such as auditory, olfactory, and gustatory experiences significantly influence customer loyalty in convenience stores. Their findings suggest that when sensory cues are integrated appropriately with the nature of the product or service, they can effectively enhance customer attachment and loyalty. However, in contexts where sensory stimulation is less relevant or not aligned with consumer preferences, the influence of sensory marketing on brand loyalty may become insignificant.

#### **Brand Experience (X2) on Brand Loyalty (Y)**

The fifth hypothesis test demonstrates that brand experience exerts a significant effect on brand loyalty. Customers who have a pleasant experience with a brand tend to be more loyal to that brand, as they already trust that the brand will consistently provide enjoyable experiences. Bidayah and Dwi (2024), which stated that brand experience influences brand loyalty. Essentially, brand experience originates from our senses, which create the most basic awareness and serve as the initial stage in receiving information. In consumer behavior theory, this process refers to the stages of searching for, purchasing, using, and evaluating a product, as well as the overall experience related to satisfying their needs and desires (Wardhana, 2024). According to Gultom and Hasibuan (2021), consumers' experiences when consuming a product can influence their tendency to make repeat purchases.

#### **Sensory Marketing (X1) on Brand Loyalty (Y) through Emotional Attachment (Z)**

Sixth hypothesis reveals that the mediation effect of sensory marketing (X1) on brand loyalty (Y) through emotional attachment (Z) is significant. This suggests that sensory marketing influences brand loyalty only through emotional attachment rather than directly. In

other words, when consumers are exposed to sensory marketing stimuli such as appealing visuals, pleasant scents, sounds, or textures these sensory cues first evoke emotional bonds with the brand, and these emotional bonds subsequently lead to increased loyalty. This finding is consistent with Shahid et al. (2022) who found similar result.

In addition, the findings show that emotional attachment serves as a full mediator. This is evidenced by the significant indirect effect of sensory marketing on brand loyalty through emotional attachment, while the direct effect remains insignificant. Therefore, sensory marketing alone is not enough to generate loyalty instead, its impact depends on the formation of emotional bonds between consumers and the brand. This implies that sensory experiences must go beyond mere stimulation of the senses and instead aim to build deeper emotional connections. Only when consumers develop strong emotional attachment to brand sensory experiences translate into sustained loyalty and repeat purchase behavior.

### **Brand Experience (X2) on Brand Loyalty (Y) through Emotional Attachment (Z)**

Seventh hypothesis found that mediating effect of brand experience (X2) on brand loyalty (Y) through emotional attachment (Z) is also significant. Participants' interactions, perceptions, and overall experiences with the brand create an emotional bond which then drives loyalty. This result highlights that providing memorable, positive brand experiences is crucial simply exposing consumers to a brand is less effective than ensuring the experiences cultivate emotional attachment. The findings align with Shahid et al. (2022), who explain brand experience contributes to the development of emotional attachment, and that this attachment ultimately boosts brand loyalty.

Opposite to sixth hypothesis, this finding indicates that emotional attachment variable functions as a partial mediating variable in the relationship between brand experience and brand loyalty. This suggests that while emotional attachment enhances the connection between consumer experiences and their brand loyalty, brand experience alone is enough to evoke loyalty. This occurs because brand experience encompasses not only affective aspects but also cognitive and behavioral dimensions. These findings are also consistent with Rahman and Susila (2022), who found that emotional attachment plays a mediating role but does not completely explain the influence of brand experience on brand loyalty.

### **CONCLUSION**

To conclude, the results of this study confirm several hypotheses, indicating that both sensory marketing as well as brand experience have a direct significant effect on emotional attachment, while emotional attachment itself significantly influences brand loyalty. Furthermore, brand experience also has a direct positive effect on brand loyalty, whereas sensory marketing does not show a significant direct effect on brand loyalty. However, both

sensory marketing and brand experience indirectly influence brand loyalty through emotional attachment, confirming the mediating role of emotional attachment.

These findings suggest that luxury brands that can deliver multi-sensory experiences such as distinctive scents, sound design, tactile quality, and visual aesthetics are more likely to create strong emotional connections that drive repeat purchases and advocacy behavior. Nevertheless, the results also show that not all sensory stimuli have equal influence, depending on the dominant sense relevant to the product category. Hongdiyanto et al. (2024) emphasized that customer satisfaction and loyalty are strongly influenced by perceived emotional value and overall experience, rather than solely by rational evaluation of price or product features. This insight parallels the concept of sensory marketing in luxury retail, where perceived value is created through emotional and sensory engagement. In the context of this research, the study supports the idea that luxury retailers in East Java must cultivate positive emotional perceptions through multi-sensory and experiential strategies to sustain customer attachment and loyalty.

This study acknowledges certain limitations. First, the research was conducted within a limited sample and focused on a specific segment of luxury consumers, which may reduce the generalizability of the results. Additionally, future studies could integrate moderating variables such as consumer personality traits or cultural values to deepen the understanding of how different consumers respond to sensory marketing and brand experiential study.

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TABLE AND FIGURE

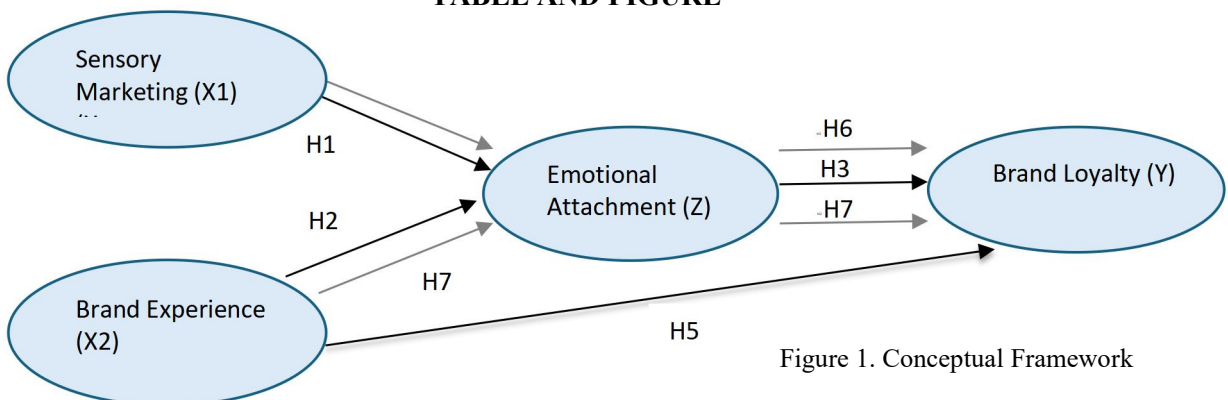


Figure 1. Conceptual Framework

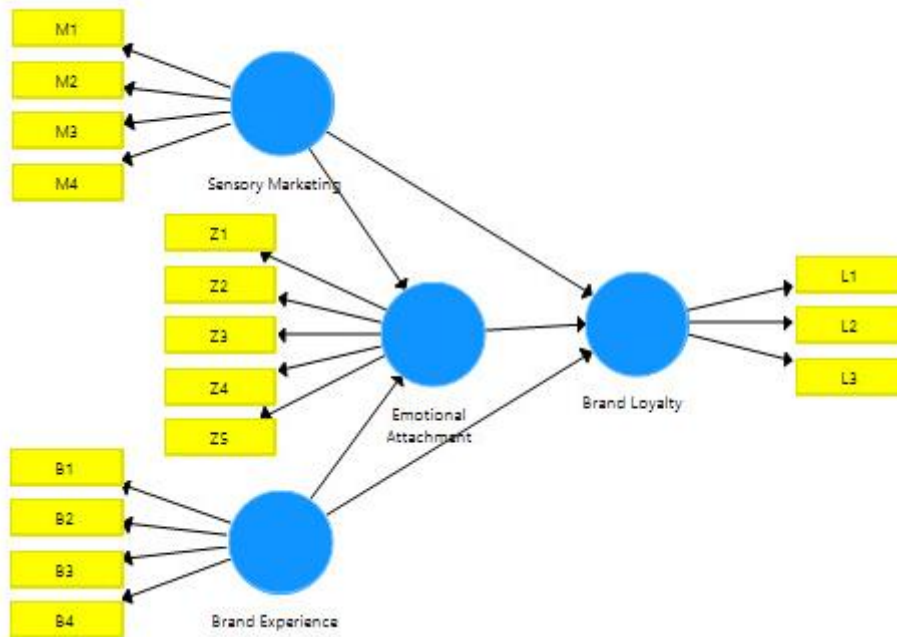


Figure 2 Full Model Testing

Table 1 Outer Loading

X1		X2		Z		Y	
M1	0.759	B1	0.775	Z1	0.722	L1	0.790
M2	0.720	B2	0.789	Z2	0.762	L2	0.855
M3	0.866	B3	0.785	Z3	0.722	L3	0.818
M4	0.814	B4	0.782	Z4	0.716		
				Z5	0.717		

Table 2 Rho A and AVE

	rho A	AVE
X1	0.839	0.627
X2	0.792	0.613
Z	0.780	0.530
Y1	0.759	0.675

Table 4 HTMT

	X2	Y	Z	X1
X2				
Y	0.587			
Z	0.900	0.851		
X1	0.933	0.588	0.815	

Table 5 HTMT After Adjustment

	X2	Y	Z	X1
X2				
Y	0.587			
Z	0.798	0.837		
X1	0.892	0.549	0.735	

Table 6 Cross Loading

	Brand Experience	Brand Loyalty	Emotional Attachment	Sensory Marketing

	Brand Experience	Brand Loyalty	Emotional Attachment	Sensory Marketing
B1	<b>0.762</b>	0.290	0.423	0.511
B2	<b>0.787</b>	0.192	0.449	0.555
B3	<b>0.790</b>	0.493	0.545	0.504
B4	<b>0.790</b>	0.443	0.512	0.563
L1	0.434	<b>0.781</b>	0.499	0.424
L2	0.359	<b>0.857</b>	0.532	0.282
L3	0.359	<b>0.824</b>	0.531	0.346
M1	0.513	0.311	0.392	<b>0.794</b>
M2	0.503	0.209	0.358	<b>0.741</b>
M4	0.604	0.452	0.555	<b>0.858</b>
Z2	0.535	0.435	<b>0.795</b>	0.450
Z3	0.478	0.483	<b>0.746</b>	0.440
Z4	0.412	0.565	<b>0.724</b>	0.364
Z5	0.460	0.436	<b>0.767</b>	0.446

Table 7 Reliability Test Result

	Cronbach's Alpha	Composite Reliability
X1	0.723	0.841
X2	0.790	0.863
Z	0.753	0.844
Y1 (Brand Loyalty)	0.758	0.862

Table 7. Coefficient of Determination

	R Square	R Square Adjusted
Z (Emotional Attachment)	0.402	0.398
Y1 (Brand Loyalty)	0.422	0.414

Table 8. Bootstrapping SmartPLS 3 Direct Effect

Hypothesis	Variable	T statistics	Conclusion (T > 1.96)	P values	Conclusion (P < 0.05)
H1	X1 -> Z	2.585	Positive Influence	0.010	Significant
H2	X2 -> Z	4.450	Positive Influence	0.000	Significant
H3	Z -> Y	7.884	Positive Influence	0.000	Significant
H4	X1 -> Y	1.925	Negative Influence	0.055	Not Significant
H5	X2 -> Y	3.346	Positive Influence	0.001	Significant

Table 9. Bootstrapping SmartPLS 3 Indirect Effect

Hypothesis	Variable	T statistics	Conclusion (T > 1.96)	P values	Conclusion (P < 0.05)
H6	X1 -> Z -> Y	2.593	Positive Influence	0.010	Significant
H7	X2 -> Z -> Y	3.847	Positive Influence	0.000	Significant