The Influence of Sensory Perception on Customers' Repurchase Intentions in Retail Stores: A Case Study of Constantine, Algeria

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Abstract:

This study aims to examine the influence of different sensory perception dimensions—visual, auditory, olfactory, tactile, and gustatory—on customers' repurchase intentions in retail establishments in Constantine, Algeria. The study additionally investigates the mediation function of customer satisfaction within this relationship.

A descriptive-analytical methodology was employed by administering a structured questionnaire to a stratified random sample of 284 retail consumers. The findings indicated that sensory perception directly and significantly influences the propensity to repurchase. Moreover, consumer pleasure serves as a partial mediator in this relationship, underscoring the necessity of developing a holistic sensory environment to improve customer happiness and promote repeat purchasing behavior.

key words*: Sensory perception; customer satisfaction; repurchase intention; sensory marketing; retail services; Constantine; consumer behavior.*

Introduction

The global retail landscape is undergoing a fundamental transformation, shifting from a purely utilitarian orientation toward the design of immersive and emotionally engaging customer experience (Singh, 2025). This shift has become necessary in response to intensifying market competition and evolving consumer expectations. Relying solely on traditional factors such as price or product quality is no longer sufficient; rather, retailers must now strategically engage consumers' senses to foster emotional responses that influence their satisfaction and behavioral intention.(Krishna, 2011).

The retail environment plays a critical role in shaping these experiences, as sensory cues such as store layout, lighting, sounds, scents, textures, and even taste collectively contribute to the formation of customer perceptions and emotional evaluations (Biswas et al., 2019; Hultén, 2015) Sensory marketing, therefore, has emerged as a powerful tool for enhancing the customer journey, increasing engagement, and encouraging loyalty.

In the Algerian context—particularly in the city of Constantine—the retail sector has witnessed rapid expansion, with new commercial centers and modern shopping environments emerging. However, empirical studies focusing on the sensory dimension of retail experiences and their influence on repurchase intentions remain scarce. The absence of integrated models that explore the mediating effect of satisfaction in this relationship represents a significant knowledge gap in the regional literature.

This study aims to address this gap by experimentally investigating the impact of sensory perception on repurchase intention and evaluating the mediating function of customer satisfaction. The results provide both theoretical and practical insights for the formulation of retail strategies in emerging markets.

1. Literature Review and Theoretical Framework

1.1 Sensory Perception and Sensory Marketing

Sensory perception refers to the cognitive and psychological process through which individuals receive, interpret, and respond to sensory stimuli from their surrounding environment. These stimuli are primarily received through the five human senses: sight, sound, smell, touch, and taste.(Krishna, 2011)

Sensory marketing, as introduced by scholars like Lindstrom (2008) and further developed by Hultén et al. (2009), aims to create memorable customer experiences by stimulating one or more of these senses(Lindstrom, 2008) . This approach goes beyond rational decision-making and seeks to build emotional connections between consumers and brands, increasing satisfaction, engagement, and loyalty. (Hultén et al., 2009)

Kotler (1973) was among the first to emphasize the importance of atmospherics in retail settings, noting that the store environment itself can serve as a marketing tool by influencing customer behavior through sensory cues.(Kotler, P, 1973)

1.2 Dimensions of Sensory Perception in the Retail Environment

Each of the five sensory dimensions contributes uniquely to shaping customer experience in retail spaces:

- ***Visual Perception***: Involves elements such as store design, color schemes, lighting, product displays, and staff uniforms. These factors significantly affect the customer's first impression and overall shopping mood.(Hussain & Ali, 2015; Turley & Milliman, 2000).
- ***Auditory Perception***: Includes background music, ambient noise levels, and in-store announcements. Music, in particular, has been found to influence customers' emotional states, shopping pace, and even time spent in-store .(Milliman, 1982; Murwani et al., 2023)
- ***Olfactory Perception***: Refers to the use of scents to create a pleasant atmosphere or brand identity. Pleasant smells can enhance store evaluations, prolong visit duration, and stimulate impulsive buying .(Rimkute et al., 2016; Spangenberg et al., 1996)
- ***Tactile Perception***: Relates to the texture, temperature, and comfort associated with touching products or store surfaces. Tactile interactions can influence trust, product evaluation, and purchase likelihood.(Grohmann et al., 2007; Peck & Childers, 2003).
- ***Gustatory Perception***: Particularly relevant in food-related retail environments such as grocery stores, cafés, and food courts. Offering product samples can lead to increased satisfaction and purchase intention.(Elder & Krishna, 2010; Wadhera, D., & Capaldi-Phillips, E. D., 2014)

1.3 Repurchase Intention

Repurchase intention refers to a customer's expressed willingness or probability of buying a product or service again from the same provider or brand (Hellier et al.,

2003). It is considered one of the most significant behavioral indicators of customer loyalty and satisfaction. High repurchase intention typically results from a positive and memorable consumption experience, encompassing both functional and emotional aspects.

1.4 Customer Satisfaction as a Mediating Variable

Customer satisfaction is a central construct in consumer behavior and service marketing. It is defined as the consumer's post-purchase evaluative judgment about the extent to which the actual performance of a product or service meets or exceeds their expectations (Oliver, 2014). When sensory experiences align with or surpass expectations, they enhance satisfaction, which in turn positively affects loyalty and repurchase behavior (Cronin et al., 2000).

In the retail context, satisfaction is shaped by various aspects of the shopping experience, including sensory stimuli. An appealing sensory environment—visually attractive, acoustically pleasant, olfactorily inviting, and tactually or gustatorily satisfying—can evoke emotional responses that lead to favorable post-purchase intentions .(Baker et al., 2002; Bitner, s. d.)

1.5 Conceptual Model and Research Gap

Despite the abundance of global studies on sensory marketing, few have examined its effects within the Algerian context. Moreover, there is a lack of models that explicitly consider the mediating role of satisfaction in the relationship between sensory perception and repurchase intention. This study addresses that gap by proposing a conceptual framework in which customer satisfaction serves as a mediator, helping to explain how sensory perception translates into repeat purchasing behavior.

2. Research Hypotheses and Conceptual Model

2.1 Research Hypotheses

Based on the theoretical insights discussed in the literature review, the following hypotheses were formulated to guide the empirical investigation:

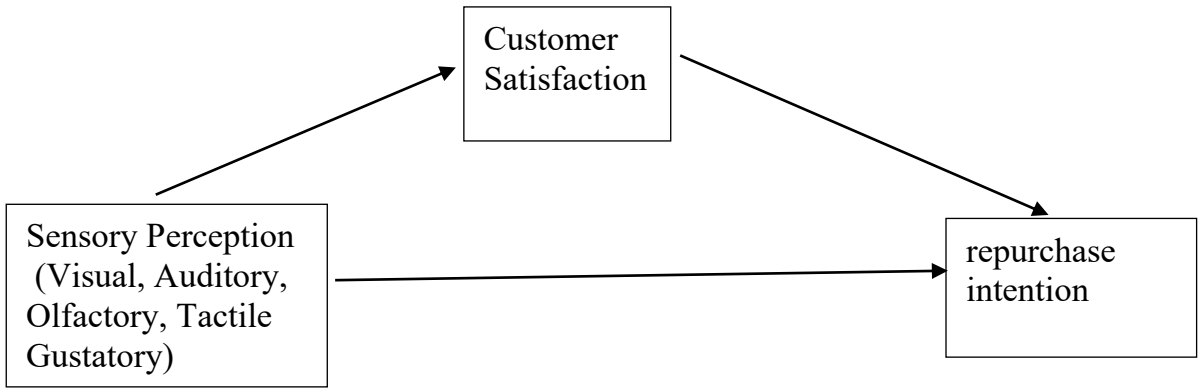
- **H1**: Visual perception has a significant positive effect on repurchase intention.
- **H2**: Auditory perception has a significant positive effect on repurchase intention.
- **H3**: Olfactory perception has a significant positive effect on repurchase intention.
- **H4**: Tactile perception has a significant positive effect on repurchase intention.

- **H5**: Gustatory perception has a significant positive effect on repurchase intention.
- **H6**: Sensory perception, in its various dimensions, has a significant positive effect on customer satisfaction.
- **H7**: Customer satisfaction has a significant positive effect on repurchase intention.
- **H8**: Customer satisfaction partially mediates the relationship between sensory perception and repurchase intention.

2.2 Conceptual Model

The conceptual framework for this study is grounded in the theory of sensory marketing and consumer behavior. It posits that sensory perception (comprising five distinct dimensions) influences repurchase intention both directly and indirectly through the mediating effect of customer satisfaction. The model is illustrated as follows:

Figure 1: Conceptual model



Source: prepared by researcher

This model suggests that enhancing the sensory environment within retail stores can improve customers' emotional and evaluative responses, resulting in stronger intentions to repurchase. The mediating role of satisfaction is crucial, as it explains how sensory experiences are translated into behavioral outcomes.

3. Methodology

3.1 Research Design

This study adopted a descriptive and analytical research design to explore the relationship between sensory perception and repurchase intention, with customer satisfaction serving as a mediating variable. The approach aimed to quantitatively

measure the effects of each sensory dimension on repurchase behavior and assess the mediating influence of satisfaction.

3.2 Study Population and Sample

The target population was retail customers in the city of Constantine, Algeria. A stratified random sample approach was utilized to ensure diversity across demographic groups. A final total of 384 valid responses were collected, which is an appropriate sample size given the selected analysis approached through regression analysis and mediation testing.

3.3 Data Collection Instrument

Data were gathered utilizing a standardized questionnaire consisting of the subsequent sections:

3.3.1. Demographic Information: Age, gender, education level, income, and frequency of shopping.

3.3.2. Sensory Perception: 25 items measuring the five dimensions (visual, auditory, olfactory, tactile, and gustatory) adapted from validated scales in the literature (e.g., Aradhna Krishna, 2012 and Bertil Hultén, Niklas Browens and Marcus Van djk., 2009) Each item was rated on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) (Hultén et al., 2009; Krishna, 2012).

3.3.3. Customer Satisfaction: 5 items evaluating overall satisfaction with the retail shopping experience, based on Oliver's (1997) satisfaction scale.(Oliver, 2010)

3.3.4. Repurchase Intention: 5 items measuring the likelihood of returning to the same store or brand in the future, adapted from Valarie A. Zeithaml, Leonard L. Berry, & A. Parasuraman (Zeithaml et al., 1996).

3.4 Validity and Reliability

3.4.1. Content Validity: was ensured through expert review by academic specialists in marketing and consumer behavior.

3.4.2. ***Construct Validity***: was examined using exploratory and confirmatory factor analysis.

3.4.3. Reliability: was assessed through **Cronbach's alpha coefficients**, all of which exceeded the recommended threshold of 0.70.

3.5 Data Analysis Techniques

The collected data were analyzed using **SPSS** and included the following statistical procedures:

3.5.1. Descriptive statistics (mean, standard deviation, frequency) to summarize the sample profile.

3.5.2. Pearson correlation analysis to explore relationships between variables.

3.5.3. Multiple linear regression analysis to test direct effects (H1–H7).

3.5.4. Mediation analysis using the "Sobel test**"** and the PROCESS macro by Hayes (2018) to test H8 and examine the mediating role of satisfaction.

4. Results

4.1 Reliability Analysis

The reliability coefficients (Cronbach's alpha) for all scales ranged between 0.80 and 0.89, indicating high internal consistency. The overall scale yielded an alpha of 0.91, confirming the robustness and reliability of the instrument for further analysis.

Table1 : Cronbach's alpha coefficients

Variable	No. of Items	Cronbach's Alpha	Interpretation
Visual Perception	**5**	**0.84**	Very Good
Auditory Perception	**5**	**0.81**	Very Good
Olfactory Perception	**5**	**0.86**	Excellent
Tactile Perception	**5**	**0.80**	Very Good
Gustatory Perception	**5**	**0.83**	Very Good
Customer Satisfaction	**5**	**0.88**	Excellent
Repurchase Intention	**5**	**0.89**	Excellent
Overall Scale	**35**	**0.91**	**Highly Reliable**

Source: Prepared by the researcher using the results obtained from the (SPSS V 25).

4.2. Descriptive Analysis of Study Variables

To provide a comprehensive understanding of the study variables, a descriptive analysis was first conducted. This analysis examines the basic characteristics, such as the means and standard deviations, of the sensory perception dimensions, customer satisfaction, and repurchase intention. These preliminary findings offer valuable insights into the data distribution and serve as the foundation for further statistical testing and analysis.

Table 2 : Descriptive Statistics of Sensory Perception Dimensions, Satisfaction, and Repurchase Intention

Dimension	Mean	Standard Deviation
Visual Perception	4.12	0.98
Auditory Perception	3.89	1.01
Olfactory Perception	4.25	0.92
Tactile Perception	3.75	1.08
Gustatory Perception	4.10	0.95
Satisfaction	4.35	0.92
Repurchase Intention	4.20	0.95

Source: Prepared by the researcher using the results obtained from the (SPSS V 25).

The analysis of the table reveals that visual and olfactory perceptions exhibit the highest average values, indicating their significant impact on customer satisfaction and purchase intention, thus emphasizing the importance of sensory marketing in enhancing retail environments. With an average score of 4.35, customer satisfaction appears to influence purchasing behavior, suggesting that customers are generally satisfied, thereby increasing the likelihood of a purchase. The high score of 4.20 for purchase intention reflects a strong inclination toward recurrent purchases. The analysis of standard deviations reveals greater variability in responses to auditory and tactile perceptions, suggesting that these sensory dimensions have a more diverse impact on individual customers compared to visual and gustatory perceptions, which exhibit more consistent reactions.

4.3. Correlation Analysis

Pearson correlation coefficients were calculated to explore the relationships between sensory perception dimensions, customer satisfaction, and repurchase intention:

Table 3: Correlation Analysis Between Sensory Perception, Satisfaction, and Repurchase Intention

Sensory Dimension	Correlation with Satisfaction	Correlation with Repurchase Intention
Visual Perception	**0.678**	**0.712**
Auditory Perception	**0.601**	**0.648**
Olfactory Perception	**0.652**	**0.688**
Tactile Perception	**0.584**	**0.631**
Gustatory Perception	**0.666**	**0.701**
Satisfaction	—	**0.735**

Source: Prepared by the researcher using the results obtained from the (SPSS V 25).

All correlations were statistically significant at $p < 0.01$, indicating robust positive connections among the examined variables.

The table presents the Pearson correlation coefficients among the sensory dimensions (visual, auditory, olfactory, tactile, and gustatory) and customer satisfaction and repurchase intention.

4.3.1. Visual Perception :

- ***Correlation with Satisfaction*** :

The correlation coefficient is **0.678**, indicating a **moderate to strong positive** relationship between **visual perception** and **satisfaction**. This suggests that **visual stimuli** in the retail environment, such as store layout, lighting, and product displays, play a significant role in enhancing **customer satisfaction**. A visually appealing store design tends to lead to higher levels of customer satisfaction.

- ***Correlation with Repurchase Intention*** *:*

The correlation coefficient is 0.712, showing a strong positive relationship between visual perception and repurchase intention. This indicates that visual experiences not only impact satisfaction but also significantly influence the likelihood of a customer returning for future purchases. Retailers who invest in attractive store aesthetics can enhance repurchase likelihood.

4.3.2. Auditory Perception :

- ***Correlation with Satisfaction*** *:*

The correlation coefficient is 0.601, indicating a moderate positive relationship between auditory perception (such as background music and in-store announcements) and satisfaction. The auditory environment in a store can influence customers' moods and overall satisfaction.

- ***Correlation with Repurchase Intention*** :

The correlation coefficient is 0.648, showing a strong positive relationship between auditory perception and repurchase intention. This suggests that auditory elements, such as music, can significantly impact a customer's decision to return for future purchases.

4.3.3. Olfactory Perception :

- ***Correlation with Satisfaction*** *:*

The correlation coefficient is 0.652, indicating a strong positive relationship between olfactory perception (such as pleasant scents) and satisfaction. Scent marketing is a powerful tool in creating positive emotional connections with customers. Pleasant smells can elevate the shopping experience and increase satisfaction.

- **Correlation with Repurchase Intention**:

The correlation coefficient is 0.688, showing a strong positive relationship between olfactory perception and repurchase intention. This highlights the importance of using fragrances in the retail environment to not only enhance customer satisfaction but also encourage repeat purchases.

4.3.4. Tactile Perception:

- ***Correlation with Satisfaction****:*

The correlation coefficient is 0.584, indicating a moderate positive relationship between tactile perception and satisfaction. Although tactile interactions (e.g., handling

products or the comfort of in-store furniture) are important, they seem to have a more moderate impact compared to other sensory dimensions like sight or smell.

- ***Correlation with Repurchase Intention****:*

The correlation coefficient is 0.631, suggesting a moderate to strong positive relationship between tactile perception and repurchase intention. Customers who enjoy comfortable tactile experiences are more likely to return for future purchases.

4.3.5. Gustatory Perception :

- ***Correlation with Satisfaction*** *:*

The correlation coefficient is 0.666, indicating a strong positive relationship between gustatory perception (e.g., taste samples in food-related retail environments) and satisfaction. Providing customers with taste experiences is an effective strategy for enhancing customer satisfaction, particularly in food retail.

- ***Correlation with Repurchase Intention*** *:*

The correlation coefficient is 0.701, showing a strong positive relationship between gustatory perception and repurchase intention. This suggests that tasting opportunities significantly increase the likelihood of repeat purchases, particularly in settings such as food courts or grocery stores.

4.4 Regression Analysis

4.4.1. Effect of Sensory Perception on Satisfaction

A multiple linear regression was conducted to determine the influence of the five sensory dimensions on customer satisfaction:

Table 4 : Multiple Regression Analysis of Sensory Perception Dimensions on Customer Satisfaction

Independent Variable	β (Standardized Coefficient)	t-value	p-value
Visual Perception	0.34	6.12	<0.001***
Auditory Perception	0.28	5.27	<0.001***
Olfactory Perception	0.30	5.84	<0.001***
Tactile Perception	0.25	4.96	<0.001***
Gustatory Perception	0.32	5.93	<0.001***
$R^2 = 0.64$			

Source: Prepared by the researcher using the results obtained from the (SPSS V 25).

As shown in the table above:

a. β *(Standardized Coefficient):*

- **Visual Perception**: β = **0.34**
  This coefficient indicates that visual perception contributes positively to customer satisfaction. The positive value suggests that as visual experiences (e.g., store layout, lighting, and product displays) improve, customer satisfaction increases. The standardized coefficient of 0.34 shows a moderate effect on satisfaction compared to other sensory dimensions.

- **Auditory Perception**: β = **0.28**
  The coefficient of 0.28 suggests that auditory perception (such as background music or in-store sound ambiance) also has a positive effect on customer satisfaction, though slightly weaker than the visual dimension. This highlights the importance of sound in creating a pleasant shopping environment.

- **Olfactory Perception**: β = **0.30**
  Olfactory perception (scent) has a moderate positive effect on customer satisfaction with a coefficient of 0.30. Pleasant scents in a retail environment are shown to enhance customers' shopping experience and satisfaction.

- **Tactile Perception**: β = **0.25**
  The tactile dimension, represented by a coefficient of 0.25, has a moderate positive impact on satisfaction. This refers to the physical interaction with products or store surfaces, which influences customers' perception of quality and comfort while shopping.

- **Gustatory Perception**: β = **0.32**
  With a coefficient of 0.32, gustatory perception (taste experiences, such as samples or tastings) has a strong positive effect on customer satisfaction. This result highlights the importance of taste experiences, especially in food-related retail, as a significant factor in enhancing satisfaction.

b. t-value and p-value:

- The t-value represents the significance of each variable's effect. In this case, the t-values for all five sensory dimensions are statistically significant, as they are well above the typical threshold of 2.

- The p-value for each sensory dimension is less than 0.001, indicating that all the sensory dimensions have a highly significant effect on customer satisfaction. A p-value of <0.001 means there is a very low probability that these results are due to random chance, reinforcing the statistical significance of the findings.

c. $R^2 = 0.64$:

- R^2 represents the proportion of variance in customer satisfaction explained by the five sensory dimensions. In this case, 64% of the variance in customer satisfaction can be attributed to these sensory dimensions, which is a relatively high value. This suggests that the sensory environment (visual, auditory, olfactory, tactile, and gustatory) plays a major role in determining customer satisfaction.

4.4.2. Effect of Sensory Perception and Satisfaction on Repurchase Intention

A second regression model tested the direct effects of sensory perception and satisfaction on repurchase intention:

Table 5: Effect of Sensory Perception and Satisfaction on Repurchase Intention

Independent Variable	β (Standardized Coefficient)	t-value	p-value
Visual Perception	0.19	4.21	<0.001***
Auditory Perception	0.13	2.93	0.004**
Olfactory Perception	0.17	3.65	<0.001***
Tactile Perception	0.12	2.76	0.006**
Gustatory Perception	0.18	3.87	<0.001***
Customer Satisfaction	0.41	7.25	<0.001***
$R^2 = 0.72$			

Source: Prepared by the researcher using the results obtained from the (SPSS V 25).

The model accounts for 72% of the variance in repurchase intention, emphasizing the significant influence of satisfaction and sensory experiences.
Analysis:

- The influence of satisfaction: Customer satisfaction significantly affects repurchase intention ($\beta = 0.41$, $t = 7.25$, $p < 0.001$). This indicates that contentment is a primary determinant of repurchase behavior.
- Visual Perception ($\beta = 0.19$): The influence of visual perception is positive, albeit somewhat lesser than that of satisfaction.
- Auditory Perception ($\beta = 0.13$) and Tactile Perception ($\beta = 0.12$): These factors exert a moderate influence on repurchase intention.
- Olfactory Perception ($\beta = 0.17$) and Gustatory Perception ($\beta = 0.18$): These factors exert a significant positive influence on repurchase intention, suggesting that sensory experiences, especially in food-related retail settings, can affect the decision to make repeat purchases.
- The coefficient of determination, R^2, equals 0.72.
  The R^2 value of 0.72 indicates that 72% of the variance in repurchase intention is attributable to sensory experiences and customer satisfaction.

This underscores the significance of sensory experiences and happiness in influencing repurchase behavior.

4.5 Mediation Analysis

The "Sobel test" was conducted to assess whether satisfaction mediates the relationship between sensory perception and repurchase intention. All mediation effects were statistically significant, indicating partial mediation.

Table 5 : Mediation Analysis Using Sobel Test for Customer Satisfaction as a Mediator

Sensory Dimension	β_1 (Direct Path)	β_2 (Perception → Satisfaction)	β_3 (Satisfaction → Repurchase)	β' (Direct After Mediation)	Sobel Z	Mediation Type
Visual	0.31***	0.34***	0.41***	0.19***	3.96	Partial
Auditory	0.22**	0.28**	0.41***	0.13*	3.45	Partial
Olfactory	0.26***	0.30***	0.41***	0.17**	3.73	Partial
Tactile	0.20**	0.25**	0.41***	0.12*	3.21	Partial
Gustatory	0.29***	0.32***	0.41***	0.18***	3.89	Partial

*p < 0.05, **p < 0.01, ***p < 0.001

Source: Prepared by the researcher using the results obtained from the (SPSS V 25).

- These findings affirm that pleasure is crucial in elucidating the manner in which sensory experiences affect customers' repurchase intentions:
  Sobel Z: All sensory dimensions exhibit partial mediation. This suggests that customer satisfaction partially mediates the connection between sensory perceptions and repurchase intention.

- Direct Path (β_1): This indicates the direct influence of sensory dimensions on repurchase intention prior to the consideration of customer satisfaction. The indirect effect indicates that customer satisfaction serves as a middleman, amplifying the influence of sensory experiences on repurchase intention.

- The Sobel Z values demonstrate that the mediation is statistically significant across all sensory dimensions, with visual perception exhibiting the most pronounced mediation effect (Sobel Z = 3.96), succeeded by gustatory perception (Sobel Z = 3.89).

5. Discussion

This study's results offer strong empirical evidence demonstrating the substantial impact of sensory perception on repurchase intention, both directly and via the mediating effect of customer satisfaction. These results align with prior research in sensory marketing and customer behavior (e.g., Elder & Krishna, 2010).
Of the five sensory categories analyzed, visual and gustatory perceptions demonstrated the most significant impact on both satisfaction and repurchase intention. This underscores the strategic significance for retailers of investing in shop aesthetics—such as lighting, layout, and visual merchandising—along with providing product samples, particularly in food-related environments. These features can foster more emotionally resonant retail experiences that improve customer assessments and promote subsequent purchases.

The study also confirms the **mediating role of customer satisfaction**, aligning with the behavioral model proposed by Oliver (1997). Rather than assuming a purely direct effect of sensory cues on consumer behavior, the results demonstrate that satisfaction serves as a psychological bridge, transforming sensory stimuli into favorable behavioral responses. In this way, the emotional and evaluative components of satisfaction are crucial in determining the success of sensory strategies.

Furthermore, the results validate the application of **sensory marketing theory** in emerging market contexts such as Algeria, particularly in urban retail environments like Constantine. Given the increasing sophistication of consumer expectations and competition in such markets, a deeper understanding of how multisensory experiences drive behavioral outcomes is both timely and valuable.

These insights offer actionable implications for retail managers and marketers aiming to design customer-centric experiences. Specifically, they suggest that enhancing sensory touchpoints—especially visual and gustatory—can significantly boost both customer satisfaction and repurchase likelihood.

6. Conclusion:

This study provides compelling evidence that **sensory perception**, across its five dimensions—visual, auditory, olfactory, tactile, and gustatory—has a significant and positive effect on **repurchase intention** among retail customers in Constantine, Algeria. Moreover, the findings confirm the **partial mediating role of customer satisfaction**, which helps explain the psychological mechanism through which sensory experiences influence consumer decision-making.

The study highlights the need for retailers to go beyond the functional and transactional aspects of marketing and to adopt a **multi-sensory approach** to store design and experience management. Sensory cues not only attract attention but also build emotional connections with customers, thereby enhancing satisfaction and increasing the likelihood of repeat patronage.

By applying a well-structured quantitative methodology and integrating recent literature on sensory marketing and consumer behavior, this research contributes to filling an important empirical gap in the Algerian retail literature.

Based on the results, the following practical recommendations are proposed for retail store managers and marketers:

- Enhance Visual Design: Invest in appealing visual merchandising, appropriate lighting, and coherent color schemes to create an inviting and emotionally engaging store environment.
- Optimize In-Store Music: Choose background music that aligns with the brand identity and customer profile to positively influence mood and browsing behavior.
- Utilize Pleasant Scents: Integrate subtle, brand-relevant fragrances to enrich the atmospheric appeal and stimulate affective responses.
- Improve Tactile Interactions: Ensure product accessibility, comfortable store furnishings, and the use of pleasant materials to increase tactile engagement.
- Offer Tasting Opportunities: Especially in food retail, provide customers with product samples to stimulate gustatory satisfaction and encourage purchases.
- Monitor Customer Satisfaction: Conduct regular satisfaction surveys and integrate feedback into service and experience improvement initiatives.

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