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A Review Paper on the Implication of Experiential Marketing in the Fashion Retail Industry

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Abstract : Understanding consumer behavior in retail environments is crucial for businesses to attract and engage customers effectively. This review paper synthesises several models and concepts, including the Pleasure-Arousal-Dominance (PAD) framework, stimulus-organization-response (S-O-R) theory, Experiential Branding Model, Multi-Sensory Model, and Pine and Gilmore's Experience Economy, to elucidate the factors influencing consumer behavior. The PAD framework evaluates pleasure, arousal, and dominance, shedding light on emotional states, while the S-O-R theory examines the interaction between external stimuli and internal states. Visual, olfactory, auditory, and tactile elements are emphasized in the Experiential Branding model and Multi-Sensory Model, highlighting their role in shaping brand perceptions and eliciting emotional responses. Pine and Gilmore's Experience Economy underscores the significance of experiential realms in creating meaningful interactions between consumers and brands. Synthesizing these models offers businesses insights to tailor marketing strategies and enhance the overall shopping experience. Additionally, the paper proposes the development of a scale to measure consumer responses in retail environments, facilitating the evaluation and improvement of marketing efforts. This comprehensive review provides a foundation for future research endeavors aimed at refining understanding of consumer behavior and driving engagement, satisfaction, and loyalty in retail contexts.

IndexTerms **- Experiential marketing, Store Atmosphere, Sensory, Cognitive, and Behavioral**

INDRODUCTION

In 2022, the Indian apparel retail market witnessed a significant surge, with over six trillion Indian rupees spent on fashion retail. This marked an increase from the previous year, setting the stage for a dynamic and growing industry. Anticipated growth is substantial, with the fashion retail market expected to grow more than 11 trillion rupees by 2027. In 2025, the market is expected to reach 9.89 trillion Indian rupees, showcasing continuous expansion and economic potential (Statista, 2024). According to the (NeoGrowth Study report 2022) 90% retailers make more than half their sales offline and 7 in 10 retailers plan to increase their physical presence. 4 in 5 shoppers prefer in store shopping due to the ambience in the store and the friendly staff.

The proliferation of brands in the Indian apparel retail market has intensified competition among retailers. Marketing professionals are challenged to explore innovative strategies to attract and retain customers in this crowded marketplace. Brands are searching for new ways to draw in, hold on to, and cultivate loyalty from their clientele. In the realm of communication techniques, companies are increasingly turning to experiential marketing for a perceived competitive advantage over traditional forms. (Holmlund et al., 2020). Historically, the perception of an apparel customer has been one of someone who bases their purchase decision on a product's aesthetic appeal and functionality. By "creating an experience," experiential marketing responds to the need of customers for something more.

Despite the rise of digital and mobile shopping, physical retail/traditional retail even today delivers better, unique and immersive experience that is captivating over the online mode of retail. (Grewal et al., 2009). Customers are demanding more from physical retail experiences, retailers in all categories are growing their current storefronts and opening larger brick-and-mortar locations. Various research studies examining customer purchasing behaviour across diverse sectors, such as fast-moving consumer products, consumer durables, luxury goods, and services, have delved into the realm of experiential marketing. The concept of experiential marketing in consumer buying behaviour was initially introduced by (Holbrook and Hirschman, 1982) and further explored by (Pine and Gilmore, 1998), who anticipated its evolution into a strategic weapon for maintaining a competitive edge. Today, experience is the utmost key to consumer behaviour.(Hwang and Leeba, 2018).

Experience marketing, also known as experiential marketing or engagement marketing, is a marketing strategy that focuses on engaging consumers and creating memorable experiences to build emotional connections with a brand or product. Instead of solely promoting features or benefits, experience marketing aims to immerse consumers in a unique and interactive experience that resonates with them on a personal level. (Same and Larimo, 2012). Creating "takeaway" impressions: experience as the impression formed by people's encounters with products, services, and businesses. In experience marketing, businesses strive to create positive

impressions that customers remember long after the experience.(Carbone, et al., 1994). Emotional experiences leading to personal change: (Tarssanen, et al., 2005)define experience as emotional experiences that can lead to personal change. Experience marketing seeks to evoke emotions and create transformative experiences that leave a lasting impact on consumers. Memorable events: (Pine and Gilmore, 1998) define experience as memorable events. Experience marketing focuses on creating memorable le and unique events or interactions that consumers enjoy and remember positively. Affective events with a strong impact: (Pitkänen, et al., 2004)define experience as affective events that have a strong impact on the perceiver. Experience marketing aims to create impactful experiences that resonate with consumers emotionally.

A business typically produces an experience when it purposefully uses its services as the platform and useful props to interact with specific clients in a way that leaves a lasting impression. Physical stores become not just points of sale but arenas for crafting memorable interactions that go beyond mere transactions. Imagination evokes a strong behavioural response. Products are physical, services are intangible, commodities are fungible, and experiences are unforgettable. (Pine and Gilmore, 1998). Consequently, for years, Apple coined the term "Imagine the Possibilities" to promote Intel CPUs in their computers and Samsung used it as their corporate motto for almost ten years. It has been demonstrated that mentally visualising, hearing, or even smelling something may have a big influence on how customers feel and act. (Elder and Krishna, 2022). An image is a sensory or perceptual representation of data that is either modified or taken from memory. (Kosslyn et al., 2001).
Just one favourable experience with a brand can foster stronger loyalty among customers and elevate their readiness to speak positively about the brand to others.it can make the customer more loyal to the brand, meaning they're more likely to continue purchasing from it, and they're also more inclined to recommend the brand positively to others. Essentially, it highlights the importance of creating positive experiences for customers, as these can have a lasting impact on their relationship with the brand and their likelihood of promoting it.(Ueacharoenkit and Cohen, 2011)

Modern consumers are not just interested in acquiring products for their practical use; they are also seeking meaning and purpose in their purchases. Consumption is viewed as a way to express identity and values. Instead of viewing consumption as the end of an economic cycle, it is seen as a continuous process of creating and expressing identities. What people choose to buy and how they use products contribute to the formation of their identity (Pine and Gilmore, 1998). Consumers are actively seeking immersive experiences rather than just acquiring tangible goods. This could include experiences related to products, such as the story behind a brand or the values it represents. The term "embodied experiences" suggests that these immersive experiences go beyond a mental or emotional level; they involve the physical body. Consumers want to engage with products or services in a way that is tangible and sensorial (Firat, 1995). Experiential marketing challenges the conventional view of customers as logical decision-makers, instead recognizing them as individuals seeking enjoyable experiences. Marketers, according to (Schmitt,1999), can create five strategic experiential modules (SEMs) – sensory, affective, creative cognitive, physical, and social-identity experiences – implemented through experience providers (ExPros). These providers, encompassing communications, visual identity, product presence, and more, aim to craft holistic experiences that seamlessly merge individual encounters into a cohesive Gestalt. This approach emphasises a dual understanding of customers, catering to both emotional and logical aspects, fostering deeper and more meaningful connections beyond mere transactions.

Experience that stimulates various senses and is in a customer leading to a holistic experience of the brand is termed as "Sensory brand experience. It is the utmost key points for a brand when it comes to brand experience. This concept is relatively new in marketing literature(Gao and Shen, 2024),initially introduced and defined by Brakus et al. when discussing the concept, measurement, and impact of brand experience on loyalty (Brakus et al., 2009). It includes various customer touch-points and interactions. Each time a customer interacts with the brand including visual, auditory, olfactory, gustatory, and tactile elements leads to a sensory experience. This impacts the behaviour of the consumer. (Elder and Krishna, 2022).

Customers' subjective internal reactions (sensations, feelings, and cognitions) and behavioural responses elicited at different levels of interaction, both direct and indirect, with stimuli associated to a brand are referred to as their brand experience. (Christopher and Schwager, 2007). Consumers are exposed to a variety of stimuli associated with brands when they look for, purchase, and use those products. A brand's name, logo, packaging, marketing materials (such as ads, brochures, and websites), and the settings in which it is promoted or sold (such as stores and events) can all serve as sources of these stimuli. (Brakus et al., 2009). People get specific brand perceptions from brand stimuli after interacting with a brand. Sensual stimuli are the most significant type of brand stimulation. Customers may form strong, enduring brand impressions when brands are managed through the use of the five human senses: sight, hearing, touch, smell, and taste (Hulte´n, 2011). The most common types of stimuli associated with sensory brands are visual, aural, tactile, olfactory, and gustatory. These stimuli directly trigger sensory brand experiences and capture sensory and aesthetic traits that appeal to the senses (Nysveen and Pedersen, 2013). Researchers have been paying more and more attention to sensory brand experiences, claiming that they help strengthen a brand's equity and value-generation process. (Hulte´n, 2011; Moreira et al.2017).

The results show that there is a positive correlation and a substantial affirmative association between brand experience and brand attitude. Pleasant brand attitudes increase with pleasant brand experiences. Research has shown that sensory brand experience influences consumers' attitudes toward brands (Shamim and Mohsin, 2013; Dolbec and Chebat, 2013; Brakus et al., 2009; Jhamb et al, 2020; Hwang et al. 2021).

Customers and brands can develop a deep emotional connection through brand experiences. (Chinomona, 2013). Customers will have a stronger sense of self-connection with the brand and a sense of belonging if they have a memorable or distinctive brand experience, which will foster brand-self connection. An important precursor to a visitor's attachment and sense of place is their sensory experience. Positive sensory experiences at the location make visitors more reliant on and identifiably linked to it. (Ai et al, 2022). A positive sensory experience will lead to a higher level of brand relationship (Hwang et al, 2021). Experiential brands provide various marketing advantages, such as increased customer happiness, loyalty, brand equity, brand personality, and strong

brand-consumer interactions. (Ai et al., 2022). Thus, companies need to concentrate on enhancing brand experiences in a more competitive business climate. (Frow and Payne, 2007).

LITERATURE REVIEW

Consumer behaviour has shifted from hedonistic to creative consumption, marked by increased use of personal resources. Consumers now express autonomy and creativity in purchasing, reshaping the consumer-retailer relationship. Retailers respond by offering *personalised experiences*. This trend reflects a move towards active self-expression in consumption choices. (Cova and Dalli, 2009).

Every instance of customer interaction with a business, product, or service forms a customer experience. Customer experience management is a business strategy aimed at overseeing these experiences, fostering a mutually beneficial exchange between the retailer and customers, and ensuring a win-win outcome. (Grewal et al., 2009).

The *design of the in-store environment* significantly influences consumers' perceptions of the brand, impacting their purchasing decisions and fostering brand loyalty. It underscores the critical role of store design in shaping brand experiences and building lasting connections with customers, and driving brand preference and loyalty (Holmqvist and Lunardo, 2015). Additionally, the *social setting, design features, and ambient factors* have been observed to have a substantial impact on consumers' perceptions of brand experiences. This highlights the critical importance of the in-store environment in shaping and enhancing the overall brand experience for customers. (Kumar and Kim, 2014). Visual merchandising is essential in enticing customers to enter a store by enhancing its attractiveness and altering consumers' perceived image of the establishment. By employing various visual merchandising components, retailers can effectively highlight both the brand image and their own identity.

Service interfaces, store branding, store environments, and *prior consumer* contacts all affect subsequent encounters. The customer experience is multifaceted and includes the customer's *cognitive, affective, emotional, social, and physical reactions* to the business. This experience is affected by elements that are under the retailer's control, like the s*ervice interface, retail atmosphere, assortment, and pricing*, as well as those that are external, like the *consumer's reason* for the purchase. (Verhoef et al., 2009).

A "*retail atmosphere*" is the overall environment or setting within a retail store where consumers interact with various elements of the retail environment. It's not limited to the entire store being uniform but can involve different sections within the store, including points of purchase. The concept encompasses the *physical layout, design, and ambience* of the store, as well as the *servicescape*, which refers to the services provided within the retail environment. Customers engage in various purchase behaviours within this atmosphere, such as *touching products, exploring* different sections, and ultimately *making purchases*. (Helmefalk, 2017)

2.1 Pleasure-arousal-dominance (PAD) - (Mehrabian et al., 1980)

The pleasure-arousal-dominance (PAD) framework, developed by Mehribian and Russel (Mehrabian et al., 1980), provides a robust model for assessing emotional states. It utilises three dimensions—*pleasure, arousal, and dominance*—to represent the spectrum of emotions experienced by individuals (Mehribian, 1980). Pleasure reflects the *level of enjoyment* or *satisfaction*, arousal indicates the *intensity* of emotional activation, and dominance represents the *perceived control* or influence in a situation.

It allows researchers and marketers to evaluate consumers' emotional responses to stimuli or environments, offering insights into their behavioural tendencies (Ratneshwar& Glen, 2003). By understanding how *consumers feel* in specific situations, marketers can predict their *likelihood* of engaging in positive behaviours such as *purchasing products* or *recommending stores* to others.

The practical applications of the PAD framework in marketing are underscored by Ratneshwar and Glen (2003). They emphasise its utility in assessing consumer emotions and subsequent behaviours. For instance, if a retail environment elicits positive emotions characterised by high pleasure, moderate arousal, and high dominance, consumers may be more inclined to make purchases and express favourable opinions about the store.

Furthermore, the PAD framework suggests that *sensory stimuli* play a significant role in shaping consumer decisions. The application of specific stimuli in a retail environment can evoke emotions that directly influence purchasing behaviour. This aligns with the proposed conceptual model for the present study, which posits that sensory experiences impact consumer buying behaviour.

In summary, the PAD framework offers a systematic approach to understanding *emotions* and their effects on consumer behaviour within marketing contexts. By leveraging this framework, marketers can gain valuable insights into consumer responses and tailor their strategies to enhance customer engagement and satisfaction.

2.2 Stimulus-organism-response (S-O-R) Theory - (Donovan and Rossiter, 1982)

In the realm of consumer behaviour theory, the Stimulus-Organism-Response (S-O-R) model provides a framework for understanding how individuals react to external stimuli based on their internal states. Initially proposed by (Donovan and Rossiter,1982), this model suggests that an organism's (individual's) response to stimuli is influenced not only by the *nature of the stimulus* itself but also by the *internal state* of the organism when the stimulus is introduced.

In the context of retail settings, Donovan and Rossiter demonstrated how various elements of the store atmosphere can impact consumers in different ways. These elements include *virtual atmospherics* (such as *online presence*), *physical layout* and *design of the store*, and *virtual social presence* (interactions on social media platforms). When consumers engage with a brand, these stimuli influence their internal states, leading to affective (emotional) and cognitive (mental) arousal.

For instance, a *visually appealing store* layout, coupled with engaging online content and positive social interactions, can evoke positive emotions and cognitive responses in consumers. This *arousal*, in turn, stimulates consumers' shopping behaviour, leading them to approach the brand and its products or services. On the contrary, if the stimuli fail to resonate with consumers or evoke negative emotions, it may lead to avoidance behaviour, where consumers refrain from engaging with the brand or its offerings.

In line with the principles of the S-O-R theory, the proposed conceptual model for your report also emphasises the importance of stimuli in the retail environment. Specifically, it focuses on elements such as store layout and design, atmospheric cues, and social presence, and their impact on *consumers' internal states*, including *affect (emotions)* and *cognition (thoughts*). Furthermore, it examines how these internal states influence consumers' shopping outcomes, such as *approach (engagement)* or *avoidance (disengagement)* behaviour.

By incorporating insights from the S-O-R theory and Donovan and Rossiter's research, your report can delve deeper into understanding the complex interplay between *external stimuli*, *consumers' internal states*, and their subsequent behaviours in retail settings. This understanding can inform strategic decision-making processes aimed at creating more engaging and compelling retail experiences for consumers.

2.3 Experiential branding model - (Schmitt, 1999)

Schmitt's (1999) experiential branding model provides a comprehensive framework for understanding how customers interact with brands and the environments in which they are presented. The model comprises five dimensions: sensory, affective, intellectual, behavioural, and social experiences.

Sensory Experience: This dimension encompasses the various sensory inputs that customers encounter when *interacting* with a brand or its marketing environment. It includes *visual elements* such as *branding*, *packaging*, and *store design*, as well as *auditory* cues like *music or sounds*. Additionally, *tactile sensations*, atmospheric factors such as *lighting and scent*, and even *gastronomic experiences* within certain contexts contribute to this dimension.

Affective Experience: The affective dimension focuses on the *emotions* and *feelings* evoked in customers when immersed in the brand environment. Positive emotions such as *joy*, *excitement*, or *comfort* can enhance brand perception and customer satisfaction. Conversely, negative emotions like *frustration* or *discomfort* can lead to dissatisfaction and disengagement.

Intellectual Experience: This dimension pertains to customers' cognitive reasoning and understanding of the marketing environment. It involves how customers *interpret* and process information presented by the brand, including *messaging*, *branding elements*, and *product information*. A strong *intellectual experience* effectively communicates the brand's value proposition and benefits to the customer, influencing purchase decisions and brand loyalty.

Behavioural Experience: The behavioural dimension focuses on *customers' interactions* and experiences with the dynamics of the marketing environment. This includes their *actions*, *behaviours*, and *responses* within the store or brand setting. Factors such as *ease of navigation*, *availability of assistance*, and *overall convenience* can impact customers' behaviours and ultimately their satisfaction and loyalty.

Social Experience: Lastly, the social dimension considers the nature and *quality of relationships* formed within the brand environment. This encompasses *interaction*s between customers and employees, as well as among customers themselves. Positive social experiences, such as *friendly* and *helpful* staff or opportunities for social interaction with other customers, can enhance the overall brand experience and foster a sense of community and belonging.

2.4 Multi Sensory model- (Hulte´n , 2011)

The concept of multi-sensory branding as introduced by (Hulte´n, 2011), emphasising its importance in creating memorable brand experiences. Hulten's model underscores the significance of engaging *multiple senses—smell*, *sound*, *sight*, and *touch*—in shaping consumer perceptions and behaviours. This approach recognizes that each sense contributes uniquely to the overall brand experience and can evoke specific emotions and associations.

For instance, in a retail context, the *aroma* of freshly baked bread in a bakery or the sound of coffee beans grinding in a coffee shop can create a welcoming atmosphere and enhance the overall customer experience. These sensory cues not only appeal to customers' senses but also evoke positive emotions and memories, ultimately influencing their purchasing decisions.

However, the model also acknowledges that the relevance of sensory cues may vary across different industries. For example, taste (gastronomic sensation) may be less pertinent in the fashion industry compared to other senses. This highlights the importance of adapting, modifying sensory strategies to align with the unique characteristics and preferences of the target market and industry context. Moreover, the passage highlights the role of the "*store environment*" construct in integrating sensory elements effectively. This includes considerations such as *store design*, *layout*, *signage*, *window displays*, *visual merchandising*, and *music* selection. By carefully curating these sensory elements, retailers can create immersive and memorable brand experiences that resonate with customers on a deeper level. (Villiers et al.,2018)

In summary, Hulten's multi-sensory branding model provides retailers with a framework for enhancing the overall customer experience and driving brand loyalty. By leveraging sensory cues to create *engaging* and *immersive environments*, retailers can differentiate their brand, connect with target markets, and ultimately increase customer satisfaction and profitability.

2.5 The four realms of experience - (Pine & Gilmore, 1998)

Pine and Gilmore's conceptual model, the experience economy (also known as the 4Es), is divided into four realms: education, entertainment, escapism, and aesthetics, with each dimension playing a distinct role in different areas, resulting in a seamless interaction between static and dynamic elements within the experiential setting. (Pine, Gilmore, 1998)

Static elements refer to
Aesthetic qualities - such as physical items and their utilitarian attributes. The store's look and feel, including logos, signs, packaging, brochures, and advertising, contributes to its brand identity and experience.

Experiential theme/message - These components provide benefits such as sensory satisfaction, a sense of prestige, seclusion, and safety. Furthermore, static design components manifest themselves in the store's atmospheric circumstances (visual, auditory, olfactory, and tactile qualities), which are deliberately used to increase consumer consumption rates and impact their product evaluations and purchasing behaviour. Dynamic aspects, on the other hand, involve the flow of real-time information generated by human interactions across the customer-staff-store interface, which fosters a sense of belonging.

RESEARCH OBJECTIVE

To study the importance and application of experiential marketing in the fashion retail industry
To identify the important dimensions of experiential marketing affecting the fashion retail industry.

RESEARCH METHODOLOGY

The aim of this research is to conduct an exploratory study using secondary data sources. This methodology involves a comprehensive analysis of existing literature and data to gain insights into retail experiences. Exploratory research is also known as formative research. This research discusses ideas, concepts and insights with an aim to not start with a problem but build and enhance the project. Exploratory research is qualitative in nature and one of the three of exploratory, descriptive and casual. (Stevens, Loudon, Cole, & Wrenn, 2013) Exploratory research is conducted when there is a lack of in-depth understanding or prior exploration of a particular issue or topic. The primary purpose of exploratory research is to delve into new areas or phenomena where existing knowledge is limited or unclear. By undertaking exploratory research, researchers aim to achieve several objectives: like build practical criteria and enhance the final design of the project (Kothari, 2004). It tends to be a qualitative approach in nature. The qualitative approach depends on unstructured data and non-numerical methods of data processing (Creswell p. 2009). A more exploratory approach to the subject is preferable because the nature of the entity being examined prevents the researcher from manipulating a variable, it cannot be carried out in a controlled environment, or most likely, the researcher can identify all the influences on the entity. This type of research seeks to identify general principles to explain data and observations, and is also known as the inductive method (Singh, 2021). This study is based on secondary data only. Secondary data are those that are collected by someone and are used by someone else, or the data was collected for one purpose but is being used for another purpose (Das, 2009). In this study, the researchers have collected secondary data through research papers, books, conference proceedings, and renowned websites. In this study, the researchers have explored the concept of experiential marketing without trying to find something new and have tried to make a systematic review of the available literature on it.

DISCUSSION

Understanding consumer behavior in retail environments is essential for businesses to effectively attract and engage customers. The literature review highlights several models and concepts that contribute to this understanding, including the Pleasure-Arousal-Dominance (PAD) framework, the stimulus-organization-response (S-O-R) theory, Experiential Branding Model, Multi-Sensory Model, and Pine and Gilmore's experience economy. These models offer valuable insights into the various factors that influence consumer behavior, such as emotions, perceptions, and sensory experiences. For instance, the PAD framework explores how pleasure, arousal, and dominance impact individuals' emotional states. Pleasure evaluates how the consumer feels by measuring the level of satisfaction and enjoyment, pleasure and annoyance, etc and arousal further tells the mental state of the consumer and the intensity of emotion. It is given by the scale of excitement and calmness, aroused or not aroused, jittery or dull. Dominance measures the influence of these emotions in terms of dominance and submissiveness. High pleasure, high arousal, and high dominance - excitement and empowerment, High pleasure, low arousal, and high dominance - contentment and control and Low pleasure, high arousal, and low dominance - anxiety or stress.

Sl. No.	Model	Dimensions	Factors	Measure
1.	PAD	Pleasure	Satisfaction Level of enjoyment	Vital for evaluating the degree of satisfaction and enjoyment in experiences, aiding in the understanding and enhancement of overall emotional well-being.
		Arousal	Intensity Emotion activation	For determining the intensity of emotional responses, facilitating a deeper comprehension of how stimuli affect individuals and guiding interventions to manage heightened states of arousal.
		Dominance	Perceived Control Influence of emotions	Critical in assessing the perceived level of control and influence over emotions, providing insights that can inform strategies for emotional regulation.
2.	SOR	Stimulation	Senses	Crucial for triggering sensory responses and arousing attention, facilitating engagement with the environment and promoting learning and adaptation.
		Organism	Affective - emotion Cognition - thoughts	Emotions offer insights into feelings and guide behavior, while cognition shapes perception and decision-making.
		Response	Approach Avoidance	Significant in determining behavioral tendencies towards stimuli, informing strategies for coping, problem-solving, and achieving goals.
3.	Multi sensory	Senses	Smell Sound Sight Touch	In retail stores, multisensory experiences utilizing smell, sound, sight, and touch enhance customer engagement, fostering memorable and immersive shopping environments.
4.	Experiential Brand	Sensory	Tactile Olfactory Gustatory Auditory Visual	Stimuli foster deeper consumer engagement, facilitating memorable brand experiences that resonate long after the interaction, ultimately driving customer loyalty and advocacy.
		Affective	Joy, Satisfaction Excitement comfort/ discomfort Frustration	Recognizing affective states like joy, satisfaction, comfort/discomfort,etc helps tailor store environments, product displays, and customer interactions to evoke positive emotions, thereby enhancing customer satisfaction,
		Intellectual	Cognition (Thoughts) Interpretation Product information Brand messages perceived	Interpreting product information and brand messages perceived by customers, guiding effective marketing strategies, and product placement to influence consumer perceptions and purchasing decisions positively.
		Behavioural	Kinematics Physical engagement Approach Avoidance	Provides insights into customer preferences and responses, informing store layout, product placement, and marketing strategies to optimize customer experiences and drive sales.
		Social	Friendly Helpful Interactive	Encouraging repeat visits, positive word-of-mouth, and ultimately, brand advocacy and loyalty.

			Sense of belonging	

Fig 1: Models, dimensions and their measurable factors

While the S-O-R theory examines how external and internal stimuli of the store interact with consumers, Visual elements such as colors, shapes, textures, and imagery are used in branding, packaging, and store design. Scented environments, aromas associated with products, and ambient fragrances in retail spaces like tactile sensations from product materials, packaging, and interactive displays, Background music, soundscape, digital experiences. Furthermore, the experiential branding model and Multi-Sensory model delve into the sensory and affective dimensions of consumer experiences, emphasizing the importance of sensory inputs in shaping brand perceptions and eliciting emotional responses. Additionally, Pine and Gilmore's Experience Economy highlights the role of experiential realms, such as education, entertainment, escapism, and aesthetics, in creating meaningful interactions between consumers and brands. By synthesizing these models and concepts, businesses can develop a deeper understanding of consumer behavior in retail settings and tailor their marketing strategies accordingly. For example, they can design store layouts, product displays, and branding elements that evoke positive emotions and enhance the overall shopping experience. Moreover, the literature review suggests the potential for developing a Likert scale to measure consumers' responses to various stimuli and experiences in retail environments. This scale could assess factors such as pleasure, arousal, perceived control, sensory satisfaction, emotional engagement, and brand loyalty, providing valuable insights for businesses to evaluate and improve their marketing efforts. Overall, the insights gained from the literature review lay the foundation for future research endeavors aimed at exploring the intricacies of consumer behavior in retail contexts. By continuing to investigate these factors through empirical studies, businesses can refine their understanding of consumer preferences and develop more effective strategies to drive engagement, satisfaction, and loyalty among their target audience.

The above figure table (Fig 1) is the concluded table from the factors of the models listed above.

CONCLUSION

This review highlights the significance of various dimensions like pleasure, arousal, stimulation, responses, affective, etc as mentioned in Fig 1 emphasizing the holistic nature of consumer responses. In conclusion, understanding and effectively leveraging these influential factors can significantly impact brand perception and consumer behavior, thereby suggesting the need for brands to priorities emotional engagement and multi-sensory experiences in their marketing strategies. Recommendations from this study include investing in immersive brand experiences that evoke positive emotions, tailoring messaging to resonate with cognitive interpretations, and fostering social interactions to cultivate a sense of belonging and community among consumers. Ultimately, by aligning with the identified influential factors, brands can forge deeper connections with their audience and foster lasting brand loyalty.

Given the importance of stimulating various senses in shaping consumer experiences, consider investing in multi-sensory branding initiatives. Brands should explore opportunities to engage consumers through sight, sound, smell, touch, and even taste, creating immersive brand encounters that leave a lasting impression. Brand messaging and experiences should evoke positive emotions such as joy, satisfaction, and excitement and aim to create meaningful connections with your audience by tapping into their emotional landscape.

They must empower consumers by offering them a sense of control and comfort throughout their interactions with the brand. Provide clear and transparent communication, streamline processes, and offer personalized experiences that cater to individual preferences, thereby enhancing overall satisfaction. Ensuring brand messages and product information are conveyed effectively to resonate with consumers' cognitive interpretations. Simplify complex concepts, highlight key benefits, and align messaging with consumers' values and beliefs to facilitate understanding and recall. Cultivate a sense of community and belonging among your audience by encouraging social interaction and participation. Create opportunities for consumers to engage in the store, share their experiences to feel and become part of a larger brand community. This can strengthen brand loyalty and advocacy over time.

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