

# **Impact of Sensory Marketing on Customer Loyalty: With Special Reference to Modern Trade Industry in Sri Lanka**

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It is useful to understand the sensory stimulation in the human environment in designing the modern trade industry. Thus, this research focused in analyzing the impact of sensory marketing on customer loyalty with special reference to the modern trade industry in Sri Lanka. More and more modern trade outlets are employing stimuli of sight, smell, sound, touch and taste to build stronger customer loyalty and to drive brand preferences positively. Based on a comprehensive review of the literature, this study develops an integrative model which was then tested using data collected through an online survey from 348 responses who have visited modern trade outlets. The researchers adopted a non-probability sampling technique to collect data. The data was analyzed using descriptive and inferential statistical techniques in SPSS 25. The findings demonstrate that there is a positive relationship of sight, smell, sound, touch and taste on customer loyalty. The taste stimulation having a more significant positive impact on customer loyalty. Therefore, the recommendations were giving accordingly.

**Keyword:** *Customer Loyalty, Modern Trade Industry, Sensory Marketing, Sensory Stimulation*