

## **The Role of Sensory Marketing on Brand Loyalty: Examining the Mediating Effect of Consumer Brand Experience with Special Reference to Coffee Shops in Colombo, Sri Lanka**

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The emerging coffee shop culture in Sri Lanka over the past five years, especially in Colombo, emphasises the crucial role of sensory branding in building brand loyalty. Focusing on modern coffee chains in a saturated market, this research employs advanced quantitative methods, analysing visual, olfactory, auditory, tactile, and gustative factors' impact on brand loyalty through the mediation of consumer brand experience. With a sample of 385 patrons, the study positions sensory branding as vital for diverse scenarios of dining, relaxation, studying, or professional meetings. Theoretical implications enrich sensory marketing and consumer behaviour frameworks. Bridging gaps in Colombo's coffee shop landscape, the study offers insights for local businesses, addressing empirical and research gaps while providing practical guidance amid intense competition. Emphasising sensory branding's potency, findings acknowledge limitations, suggesting future geographical expansion, qualitative approaches, and exploration of emerging technologies. Strategic insights advocate for a comprehensive sensory branding approach, fortifying brand loyalty and contributing to the ongoing discourse on sensory marketing in coffee shop consumer behaviour.

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