

The Influence of Multi-Sensory Marketing on Brand Loyalty with the Mediating Effect of Customer Satisfaction with Special Reference to the Star Level Hotels in Western Province, Sri Lanka

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Senses play a major role in the lives of people, and when considering the customer perspective, senses are also the most important factor because each customer has a need to satisfy their senses through the products and services that they are purchasing. When the satisfaction is fulfilled, brand loyalty exists. This study examines the influence of multi-sensory marketing on brand loyalty with the mediating effect of customer satisfaction, with special reference to the star-level hotels in the western province of Sri Lanka. The methodological paradigm uses positivism as the research philosophy. The study is quantitative research with a deductive approach to testing the existing theories and hypotheses. Primary data collection is used for collecting data from the star-level hotel consumers in the western province by using a well-structured online questionnaire among the 384 respondents. The data were analysed using SPSS software. As per the research findings, there is a positive influence of multi-sensory marketing on brand loyalty. The results provide luxury marketers with useful information to improve consumer satisfaction and loyalty. It is advised that luxury, star-level hotel brands strategically use sensory cues to create brand loyalty. In the Sri Lankan context, the influence of multi-sensory marketing on brand loyalty should be investigated further.

Key Words: *Brand Loyalty, Consumer Satisfaction, Multi - Sensory Marketing, Star Level Hotel Industry*