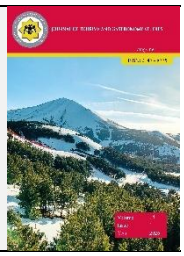
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The Role of Sensory Marketing In the World of Luxury Dining: A Multidimensional Approach to Brand Attachment

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Abstract

Luxury brands are transcending their historical product domains into experiential spaces whereby sensory experiences are imbued with symbolic meanings. This transformation renders sensory marketing as the major driver of consumer perception, emotion and attachment to brand environments. Restaurants owned by luxury fashion brands are an emerging form of brand extension, a novel way to create experiences and a new context for multisensory design through which consumer identity is created by sensory engagement rather than by product ownership.The purpose of this research is to examine the influence of multi-sensory marketing on brand attachment through the mediating role of emotional engagement and perceived experiential value. Data were collected from 398 Japanese consumers who had dined at luxury fashion brand-owned restaurants in Tokyo and Osaka and analyzed using PLS-SEM. Findings show that multi-sensory marketing positively influences emotional engagement and experiential value perception, which, in turn, improve brand attachment. Multi-sensory marketing also exerts a direct influence on brand attachment, indicating a complementary partial mediation structure. This research makes a contribution to the scientific knowledge in the area of sensory marketing and consumer-brand relationship studies by conceptualizing experiential brand extension with the help of multisensory design.

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