

WHEN THE SENSES DRIVE LOYALTY: THE IMPACT OF MULTI-SENSORY MARKETING AND SERVICE QUALITY ON STORE REVISIT INTENTION

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Abstract

This study aims to examine how visual stimuli, olfactory stimuli, haptic stimuli, and perceived service quality influence store revisit intention in the retail context, with a particular focus on the moderating role of prior store experience. To achieve customer loyalty and long-term profitability, it is essential for retailers to understand the factors that drive customers' intentions to return. The research suggests that visual stimuli such as store design, layout, and color scheme significantly enhance a store's attractiveness and desirability, while also enriching the shopping experience by evoking emotions and memories. Haptic stimuli, including product surfaces and store fixtures, reflect the tactile sensations shoppers' experience. Perceived service quality plays a crucial role, influencing customers during the purchase process as well as through interactions with sales staff. The uniqueness of this study lies in its holistic approach, as it investigates multiple sensory factors and their impact on customers' revisit intentions, alongside the moderating role of prior store experience. Using behavioral assessments and questionnaires with retail customers, the study explores the complex relationships between sensory stimuli, service quality, and revisit intention. The findings provide valuable insights for retail businesses, highlighting that enhancing sensory experiences and delivering high service quality can foster customer loyalty and strengthen competitiveness in the dynamic retail industry.

Keywords: *Visual Stimuli, Olfactory Stimuli, Haptic Stimuli, Perceived Service Quality, Store revisit intention.*

1.0 Introduction

In today's fast-paced and constantly evolving market, the concept of revisit intention is essential to evaluating the long-term feasibility and prosperity of retail enterprises. Consumers' lifestyles, preferences, and demands are rapidly changing. Keeping customers in the visionary retail industry is extremely demanding for any business. The world is moving so fast that customers no longer have much time to shop across multiple markets at once (Akter & Ashraf, 2016). Retail refers to a business transaction in which sellers provide modest quantities of goods to clients based on their needs (Jones et al., 2006). A retail store is a commercial enterprise that focuses on sales volume in retailing. Retailing adds value to items and services supplied to consumers for personal or family use. While often associated with the sale of goods in physical stores, retailing also includes services such as hotel stays, medical checkups, haircuts, DVD rentals, or home-delivered meals (Indonesia, 2007). Retailers must understand the factors that are influencing the customer's store revisit intention for successfully responding to the customer's changing preferences and behaviors.

The entry of foreign brands has accelerated competition and encouraged local firms to innovate. Competition pushes firms to seek efficiency and profitability through improved technologies and strategies. In contrast, monopolistic markets often lack incentives to innovate. Thus, competition in the retail sector has intensified, influenced not only by consumer demand but also by global and national players. Store revisit intention refers to the likelihood that customers will return to a retail store for future purchases. It is a pivotal aspect of customer loyalty and long-term profitability. Customer revisit intentions are strongly shaped by satisfaction, which is influenced by sensory stimuli and perceived service quality. In today's competitive environment, understanding consumer behavior is critical for retail success. Revisit intention signals satisfaction, loyalty, and overall shopping experience, making it one of the most valuable dimensions of consumer behavior (Within, 2024).

Visual stimuli play a central role in shaping retail perceptions. Elements such as colors, lighting, signage, ambience, and store layout significantly affect how customers think and feel about a store. Positive visual cues enhance perceptions of attractiveness, uniqueness, and professionalism, thereby increasing revisit likelihood. Emerging retail technologies aim to engage multiple senses sight, sound, touch, taste, and smell to create memorable experiences. Multisensory marketing helps brands stand out in competitive markets by fostering emotional ties with consumers (Prakash, 2024). Such ties influence repeat purchasing and loyalty. Nevertheless, even customer-focused organizations often make mistakes when attempting to satisfy increasingly demanding and less loyal customers. Service failures are inevitable, but research suggests that effective recovery strategies can maintain customer trust and loyalty (Simha, 2020).

For service providers, the challenge lies in anticipating potential problems and preparing appropriate responses. Past studies primarily focused on consumer behavior from the customer's perspective (Lueg & Ilieva, 2024). Switching behavior often depends on service quality and perceived costs of switching providers. While Pakistan's retail sector has expanded significantly in recent years, intense competition has emerged as firms seek to capture market share. Many companies struggle not only to attract new customers but also to retain existing ones, which is critical for sustainable profitability (Focus, 2008). Loyal customers resist competitors' offers and provide valuable word-of-mouth referrals. Retention is possible when customers are satisfied

with the retail outlet (Biscaia et al., 2023). Therefore, the key objective is to assess the impact of brand image, price, and service quality on consumer loyalty within Pakistan's retail sector.

1.1 Problem Statement and Research Gaps

Over the past two decades, the retail industry has made significant improvements in systems and innovations that facilitate communication and transactions. Competition among retail companies has intensified in recent years, driven not only by the number of customers but also by the variety of services offered globally. In Pakistan, the retailing industry has grown at an extraordinary rate. New competitors have entered the market to benefit from this growth, resulting in intense competition among the country's major service providers. At present, firms are working hard to introduce innovative products and services to attract new customers, while those with an existing customer base focus on retaining them. The ultimate goal for companies should not only be to acquire new customers but also to retain them over the long term.

Beyond Pakistan's megacities, the industry is expanding due to rising disposable income, particularly among the middle class. The retail sector in Pakistan, estimated at \$42 billion and growing at a rate of 5.3 percent, outpaces the overall economy. It has the potential to boost employment, attract foreign investment, and introduce international brands to Pakistani consumers. With the right focus on skilled workers, education, and government collaboration, the sector could position Pakistan as a regional hub for retail growth. A Deloitte and Planet Retail survey ranked Pakistan among the top ten emerging countries with the greatest potential for retail expansion, driven by product variety, credit facilities, regional expansion, and multi-format strategies (Afaq et al., 2020). Research by Xu (2007) defined privacy as the ability of individuals or groups to maintain personal life and affairs or control the flow of information about them. Privacy also involves the right to control the use of personally identifiable information (Tahar et al., 2020). In retail, perceived security ensures integrity, confidentiality, authentication, and transaction traceability. In an intensely competitive environment, delivering high-quality service is essential to meeting customer expectations. Consumers often switch to competitors when dissatisfied (Wiedmann et al., 2018), even if they were initially satisfied with their experience. Globally, retailers lose 10–30 percent of their customers annually. In Pakistan, retail service providers compete through attractive promotions and competitive pricing (Arnold & Reynolds, 2003). With rising competition, understanding the drivers of customers' store revisit intentions has become critical.

This research focuses on how sensory and experiential factors such as olfactory, visual, and haptic stimuli influence perceived service quality and, in turn, store revisit intention. It also examines the moderating effect of prior store experience. Retailers need insights into these factors to remain competitive amidst the growth of e-commerce and changing retail dynamics (Anshu et al., 2022). Although the impact of sensory signals such as visual appeal and scent on consumer behavior has been widely studied, there is limited knowledge about how these stimuli influence customers' intentions to revisit a store. Similarly, haptic stimuli, involving tactile and touch sensations, require further exploration (Basdogan et al., 2020). Perceived service quality and store revisit intention are complex, multidimensional constructs with significant implications for customer satisfaction and loyalty. Further research is needed to investigate these relationships and the moderating role of prior store experience, as consumer responses to sensory cues and service quality vary depending on familiarity with the store (Compeau et al., 1998).

To summarize, this research aims to address these gaps by identifying the integrated impact of visual, haptic, and olfactory stimuli on perceived service quality and, subsequently, on store revisit intention.

2.0 Literature Review

2.1 Store Re-visit Intention

Store revisit intention is a vital concept in the retail store industry, as a store's income and customers' behavior are directly impacted by this. It directs customers' intention to make future purchase from a retail store. For customer loyalty and intention, this design consider as a key symbol and very important in the retail store industry (El Moussaoui et al., 2023). The willingness of customers who are very likely to return to a retail store increases the revenue from sales and sustained profitability. The literature has carefully observed the store revisit intention and from various perspectives found to impact this important measure. Shop atmosphere, service quality, customer satisfaction, and loyalty these factors are studied in the research (C. Yu & Bastin, 2010). Retailers need to know these qualities for shaping customer loyalty and encouraging revisit intentions.

Nowadays, in the ambitious retail world, the understanding of the store's revisit intention is especially noticeable. Customers are taking shopping experiences, are more customized and engaging. The expectations and impact of customers' store revisit intention are strategically vital (Jha et al., 2020). To make consistent revenue, create customer loyalty, and mend the retail store's competitive position, store revisit intention plays an important role. Retailers know that to succeed in the competitive market, they need complete control and to strengthen the customers' desires for the retail store. Store revisit intention has an important impact on the success and sustainability of retail businesses, and it is an important idea in the retail store industry. It shows the decision of a customer to return to a retail store for their shopping needs (Novendra et al., 2019). This area is not an imaginary idea; it frequently reveals real actions that affect the performance, profitability, and sales of a retail store. Consequently, it is imperative that contemporary retail managers understand the dynamics of shop revisit intention. In this environment, customer loyalty becomes essential. According to (H. Yu & Lee, 2018) a consumer who exhibits a strong desire to return to a business is more likely to stick around. Loyalty is a lasting bond between a client and a business that goes beyond a single transaction. Repeated visits, regular purchases, and advocacy are the hallmarks of this relationship; a trinity that supports a store's financial stability and market position. Additionally, consumer happiness and the desire to return to a shop are linked. A happy consumer is more likely to say they plan to return (Jeon, 2013). Customers are more likely to anticipate having a similar great experience in the future when they feel that their expectations have been fulfilled or surpassed on their first visit. This not only encourages return visits but also could result in favorable word-of-mouth advertising, drawing even more new clients.

Given the intense competition between online and traditional brick-and-mortar retailers, it is even more critical to understand why customers intend to return to a store in the digital age. Retailers are aware that they can readily access competitors on the internet. Consequently, it is strategically critical to provide an interesting in-store atmosphere that encourages customers to come back. Store revisit intent provides a unique opportunity to differentiate real retail locations from their virtual counterparts, so acting as a disincentive to the growing trend of online shopping. The probability of a customer coming back to a store is a good indicator of how sophisticated their decision-making processes are. On their first visit, customers assess a variety

of factors, including the establishment's environment, price, and product assortment. The ambiance of the store can greatly persuade the customers' impressions when they sail over the store (Abuthahir & Krishnapillai, 2018). The signs of these immersive experiences have a great impact on the customers that make them revisit the store. The distributors customarily offer some possible strategies for their customers, i.e. they provide good quality etc. so that they can visit the store again. These distributors can make a great affiliation between their customers and the store by providing some kind of recompense. The previous shopping records of the customers could make these crusades thriving. There is a remarkable impact on the store when the customers can revisit the store. To make all these generalships successful they've to make a customer behavior model so that they can easily purchase according to their choice (HONGDIYANTO & HOMAN, 2020).

Probably The customers to drop in again to the store can be implied by the service quality provided by the company retailers (Wiedmann et al., 2018). Furthermore, the social pressure is Greatly influencing the customers through promotions or some kind of recommendations and reviews on social media platforms. In this modern era the distributors have a great opportunity to influence their store by the promotions on social media hats off to this modern technology which can help the retailers to increase the revisits of their store by social media reviews and recommendations and it also help the customers to find the perfect quality of store by this modern technology (Baek et al., 2018). It leaves a great impression and intentions on the customers so they can come back to the store again.

The revisits of the store are the 'necessity' of the success of retailers' stores. The customers' retreat to the store is called retail intentions. The revisits can be increased by the ambiance of the store, the product quality and the variety provided to the customers (Baker et al., 2002). The ambiance of the store includes the decorations of the store, the illuminations, the sweet fragrance and the behavior of the staff to their customers. If the staff is friendly and manner able so it makes the customer feel totally satisfied which is known as the customers' satisfaction, it is also the most important point for the success of the store. Prior store experience of customers' incontrovertible response and conversation of positive voice expression imply a great impact to increase the store revisit.

The customer can recommend the store to their family and friends even if the customer is fully satisfied and happy with his/her purchase from that store. To magnify the customer's view of the store the distributors must have put a main focus on the quality of the services provided to the customers, the visual representation of the store and the quality of the product. Occasionally, the retailers also offer the discount for the attention of their customers due to the sale can provide a huge number of customers to drop on the store again. Imperialized list of the retailers they must have to count the shop locations for the age of their customers and accessibility of their customers. When the retail business is to start the shop location plays an important role in the visits of the store for the customers. If the customers have easily accessed the store the retailers have a great chance of broadening their store (Caron & Markusen, 2016) . To conclude all these strategies the retail attention resistors of the store can have a great importance of the foundation of the marketplace. The suitable landscape for the store is very important and has magnificence packed on the customers so it can give a prospective profit to the retailers as compared to their competitors.

2.2 Visual Stimuli

The visual ambiance of the store can provide a circumscribed range of audible customer purchasing from the store. To increase retail intention to revisit the store the visual stimulation plays a great role it makes the customer easy to find the choice that they want to purchase. Retail businesses can use menu store visual stimuli in the stores like graphs and charts and other stimuli for the ease of their customer. It can improve the visual clarity and make good correlations between their customers and the store. The lightning verbs on the ceiling, the theme, the decorations, cleanliness, aesthetics, placement of the products, the positioning of decoration and overall ambience of the store I included in the visual stimuli of the store (Pal & Srivastava, 2024). Additionally, the company branding logos the advertisement science did lightening bulbs all the color schemes that are used in the decorations of the stores can provide a soothing environment of the store for their customers. All these visual stimuli can increase the attractiveness of the store They might aid in product navigation, help customers find what they're looking for, and enhance company branding and identification. (Shahid et al., 2022b) assert that a retail environment's aesthetic appeal can influence customer satisfaction, which in turn influences the possibility that a customer will visit the establishment again.

Several empirical investigations have supported the positive association between visual stimuli and store return intention. Research indicates that customers' perceptions and intentions are positively impacted by a neat and appealing store environment. For example, retail ambience, which includes visual cues like store layout and signage, has a significant influence on customer behavior and store revisit intention. Keeping up the conversation about visual stimuli in retail settings, it's vital to comprehend how intricate these stimuli are. Visual stimuli include more than just product displays, store layouts, signage, color palettes, and lighting; they also include the small details that add together to form the overall shopping experience. Some examples of these finer details are the configuration of items in window displays, the products on shelves, and the style of aisle endcaps. Visual cues in a store are strategically placed to create an environment that engages, enthralls, and entices customers in addition to drawing them in.

A crucial component of marketing and advertising are visual stimuli, which may be defined as any of the visual components used, such as images, colors, and designs. Customers' emotions, attitudes, and behaviors can be influenced by visual stimuli. The visual stimuli can be influenced by the quality of the products by labelling the worth of the products, the color scheme of the brand logo has a most visual great intention of that store advertisement (Goldschmidt & Smolkov, 2006) The color used by the retailers for marketing have visual intentions for the customers. The color advertisement used in place plays a significant role in the attraction of their customers (Droit-Volet et al., 2004).

The way of the marketing logo and the outline of the advertisement also play the important role in the visual stimuli. Another important visual stimulus in marketing and advertising is design. The arrangement, makeup, and organization of the visual components utilized in marketing and advertising are referred to as design. Customers' feelings, attitudes, and actions can be influenced by design. It can also give consumers a favorable or bad perception of a product or brand, which can have an impact on their intention to buy. Additionally, consumers' perceptions of a product's quality, value, and distinctiveness can be influenced by its design. For instance, people could think highly of a product that has an eye-catching and distinctive design (Yokoyama et al., 2020) Consumer behavior is significantly and variably influenced by visual inputs. An important consideration is the impact on product visibility and accessibility. Visual signals are essential for

drawing a customer's attention to specific products or promotions (Pal & Srivastava, 2024). The products that are properly aligned in a decent visible way can more likely to attract the attention of the customer so that the customer can easily pick up the product of his/her choice and have a choice that they can easily purchase the product and return (Kara et al., 2009). Moreover, the visual stimuli can evolve the variety for the customer and make their decisions easy to select the product and purchase it. For instance, the warm and beautiful aesthetic lightning in the store and atmosphere what's the customer come back to the store again and again. Additionally, the travelling and persistent color of the advertisement seems to be very attractive for the audience interest in purchasing from that brand.

To summaries this, the customer's intention can be considerably influenced by the vigorous visual stimuli of the store. The products are efficiently prepared and aligned in the layouts very recently which can allure the customers and provide them a marvelous shopping experience and imply a positive impact on the retail intention. The following hypothesis is proposed based on light of the above discussion:

H1: There is significant positive relationship between visual stimuli and store re-visit intention.

2.3 Olfactory Stimuli

The olfactory stimulator is also very important for the attention of the customers. The students in the stores can attract more customers and make the audience read to the store. The olfactory stabilization also known as marketing fragrance for the retail intention it also has a flirtatious feature to make a correlation between store and customer. Olfactory stimulation is used in retail marketing for soothing the atmosphere. Sense of smell in the stores is spotlights which grasp the attention of customers and that soothing olfactory stimuli can conjure up the memories. In a retail setting, choosing the right aroma can influence client impressions, elicit happy feelings, and produce memorable shopping experiences. Olfactory cues are important in retail because they might make customers feel better about their purchases overall. Scents have the ability to create a unique and memorable atmosphere in the room if they are used properly. So, customers may behave differently, possibly selecting to come again or not to return to the retail store (Juan, 2024).

With satisfying results, this study has uncovered a good relationship between olfactory stimuli and store revisit intention. For detail, (Perl et al., 2024), which shows that the aroma in a retail store had a good impact on how customers watched the store and their chances of returning back to the store. Customers were more fortunate and had more chances to return back to the retail store if they were in a pleasant-aroma atmosphere. Olfactory stimuli also referred to as scent or fragrance marketing are a seductive feature of the retail setting. These cues involve the deliberate and planned use of scents and aromas in retail environments to influence consumer behavior. (Jiang et al., 2024) claims that smell is a highly powerful sensory cue that is strongly linked to our feelings and recollections. It is utilized in retail settings to offer a more comprehensive sensory experience for customers than only the visual and auditory aspects of shopping. The smell of a business greatly influences consumers' thoughts, feelings, and recollections in addition to their behavior.

One unique quality of olfactory stimuli is their ability to elicit emotions and moods. Smell and the limbic system of the brain, which governs emotions and memory, are closely related (Committee, 2024) . Therefore, in addition to evoking sentiments of relaxation and enjoyment, the introduction of a certain perfume into a retail environment may also evoke sentiments of coziness and nostalgia. Scents can create a soothing aroma in the store for the customers and

fragrances are deliberately applied by the retailers to grab the interest of their customers. The addition of fragrances in the store can inflate and delight the overall shopping experience. Scents can add more intentions in marketing so they are used because they can be very restful and soothing for the customers (Kilfoil et al., 2024).

The brand stores can separate some special kind of fragrances in their stores so that the customers can smell these regencies and they have a recognition memory in the mind so they can see them for a long time. These stores can use some kind of soft and fresh perfumes so they can create a coming aroma in the atmosphere which can seize the customers' intention and they revisit the store. Retailers tactically used scents in stores for customer intentions (Zha et al., 2024). From prior studies there is strong evidence that there is a strong relation between olfactory stimuli and store revisit intention. This relation is important because it displays how smells can be used in a vital manner to affect customers' possibility of revisiting the retail store (J. Lee et al., 2024). This research has frequently shown that the aroma in a retail store can affect consumers' decisions of the store and their chances of revisiting the store (Chae et al., 2020). When customers are distinct by pleasant aromas, their overall satisfaction will increase and are more likely to come back for future revisits. Olfactory stimuli do not act in seclusion. They procure many aspects like customer perceived service quality, prior store experiences, visual stimuli, haptic stimuli, and olfactory stimuli, to take a complete shopping experience. Customers' impressions, feelings, and ultimately their choices to return to a business are all significantly influenced by the mix of sensory clues and experiences there.

Olfactory stimuli have been recognized as a potent tool in sensory marketing, influencing consumer behavior and establishing emotional connections with consumers (Erensoy et al., 2024). Empirical research has demonstrated that ambient scents can significantly impact approach and avoidance behaviors within a retail store. Furthermore, it is crucial for marketers to acknowledge that the perception of smell is influenced by cultural differences, necessitating consideration of the consistency between sensory brand stimuli and the consumer's gender, race, social class, and cultural background (Zha et al., 2024). It contends that the incorporation of olfactory stimuli into brand experiences can lead to heightened brand loyalty and increased sales (Erensoy et al., 2024). To increase the perceived quality of a product with congruent scents and incongruent scents diminishing it, and it is also exposed that olfactory stimuli can exert substantial effects on perception, judgment, and behavior. However, it is very important to note that the measurement and dimensionality of brand associations can vary, and it is based on the type of scent employed, underscoring the importance of delicate scent selection aligned with the brand and target audience (Bai & Zhang, 2023).

Olfactory stimulation (scent marketing) is a powerful and deeply affecting aspect of the retail experience. Scents can be carefully worked to elicit emotions, enhance the shopping experience, and significantly impact customers' plans to revisit a shop. An empirical study has proved a positive link between pleasant aromas and intentions to revisit a store. In this study, we will remain on the same track and continue to monitor, analyze, and assess the effects of olfactory cues on consumer behavior, and we are moving to empirical research, which will provide us with more knowledge about the fascinating side of retail.

Based on the above discussion, the following hypothesis is proposed:

H2: There is significant positive relationship between olfactory stimuli and store re-visits intention.

2.4 Haptic Stimuli

Haptic stimulation plays an important role in developing customer behavior in the shopping. This part gives explanations of haptic stimuli and gives us good examples of their existence in a retail store. This research has given experimental data which has a positive relation between haptic stimuli and store revisit intention. Due to the prior substantiations the retailers can perceive that customers can revisit the store for haptic stimuli. Customers' intentions to revisit the store are increased in physical shopping because they are very tactual to the products in physical shopping and they can feel great levels of satisfaction due to the haptic stimuli (Kim et al., 2024). These signs show that in physical shopping the customers feel happier. There are several ways that haptic stimulus might manifest in retail settings. You can feel them whether you handle clothing, work with merchandise, or just sit back on seats in a store. The feel of materials, the smoothness of product surfaces, and the comfort of seating options are a few examples of haptic cues that improve the entire shopping experience.

In the field of sensory marketing, haptic stimuli, or the sense of touch, are an important sensory modality that has attracted attention. Empirical studies have demonstrated the impact of tactile stimuli on customer behavior, including their ability to enhance the total brand experience and increase a product's perceived value (Răutu et al., 2023). For example, a product's texture can have a significant impact on how high-end and luxurious consumers perceive the brand to be; rougher textures are typically linked to poorer quality and softer, smoother textures to greater quality (Li et al., 2023). Furthermore, the influence of haptic stimulation extends to customer attitudes and feelings regarding a brand. For example, grasping a cold drink may cause feelings of vigor and rejuvenation, yet holding a warm cup of coffee can cause feelings of warmth and (Okamura & Nunez, n.d.). Measuring and testing physical experience is a challenge when evaluating haptic stimuli. However, improvements in technology have authorized researchers to create new ways to test the haptic stimuli. These ways affect basic real-world simulations and haptic stimuli, contribute new vision into the effect of haptic stimuli on consumer behavior and pave the action for new sensory marketing research.

This research explores that giving customer's comfortable seating and playful product interaction can improve their shopping experience and generate their decision to revisit the store. Aspects like as perceived service quality, visual stimuli, olfactory stimuli, haptic stimuli, and prior store experiences can improve the outcomes of a customer's revisit to the retail store. A customer's decision to revisit the retail store is determined by haptic experiences. Sensory stimulations and interactions unitedly create full customers' purchasing decisions that can increase or decrease customers' willingness to revisit the retail store.

In summary, consumer behavior is greatly impacted by the haptic stimuli. This is a touchable factor of the shopping experience in the retail store; customers consider touch, and it contributes to a memorable and enchanting shopping experience. Empirical research strengthens the positive relationship between tactile sensations and the motivation to revisit a store. In order to gain a deeper understanding of this important aspect of retail, we are continuing into empirical research, and we will examine and identify the impact of haptic stimuli on consumer behavior and their intentions to revisit a retail store. Based on the above discussion, the following hypothesis is proposed:

H3: There is significant positive relationship between haptic stimuli and stores re-visit intention.

2.5 Perceived Service Quality

Perceived service quality is an important component of the retail experience that has a big impact on customer loyalty and behavior. This paper presents the notion of perceived service quality, highlights its significance in the retail industry, presents studies and data illustrating the correlation between perceived service quality and store revisit intention, and presents visual aids, such as charts and graphs, to illustrate the influence of perceived service quality on store revisit intention based on previous research. Perceived service quality is the result of consumers' subjective assessments of the overall caliber of care provided by a retail establishment. To name a few, the experience as a whole, the dependability of the service, the speed at which transactions are completed, and the personnel' politeness and responsiveness of its many aspects (Malik, 2012). In the dealing section the product's caliber has a great influence on the customer. When our purchaser can find a good quality of facilities in the store he or she will especially associate with that brand and you are great chances of that client to come back again to the store (H. Lee et al., 2000). If we distribute the good quality of services to their clients as compared to their competitors' brands then there is a great chance for the customer to come back to that outlet again. When the staff of the store are well mannered and show upgrade courtesy and civility to their clients they will definitely be impressed by this environment and reviser to store (Biscaia et al., 2023). The compassionate response of the employees of that brand to their purchaser would create a huge notion on them. Business means more likely to get a magnified success had a client centric and focused on their services provided to their clients. (Wiedmann et al., 2018).

The two aspects are most important in the favorable outcomes of a business number one is authenticity of the product providing to the customers number second is receptiveness of the customers response when they want to know about the product, they will get a quick reply from the employees of the brand (Biscaia et al., 2023). The tactile sensory civilize can includes the overall design of structure and the product that are provided. For the combination of all factory and haptic stimuli some kinds of models are also used like mannequins and other layout that can provide a visual and have dick view of the product that the customer can easily examined by their visual senses and by tactile method (Pal & Srivastava, 2024). Retailers also provide good quality of services to their clients according to the mode of their choice and the personality they have which make it easy for them to select the product. The dealing section in the retailing stores could not be overemphasized by the retailers. The main hawkers are on the quality of products that they provide to their customers.

When customers would receive the good quality of customer services from the store there would be an enthusiastic relationship with that brand (Sprenc et al., 1996). When the customer is emotionally attached to that brand during definitely purchase from that store and recommend others to the store it will increase the revision to the store and it influences the customer intention to the brand (Gro & Gro, n.d.). The quality of services provided to the customers and their response of their employees can make a good relationship between that store and between the customer intentions (Authors, 2006). The politeness of the staff's total environment of the store can increase Siri wizards of the store to the customers and they feel very just full do purchase again from the store.

In conclusion, the perceived service quality is a very important element in the shopping experience that actually impacts on customer loyalty. It offers real customers' feedback on how well a retail establishment caters to their needs. When customers think well of the quality of the services provided, they are more inclined to make additional purchases from the same company

in the future. Extensive research has consistently shown a strong association between the intention to return to a store and the perceived quality of the service. The purpose of this research was to measure the impact of perceived service quality on consumer behavior and revisit intentions in order to advance our understanding of this crucial aspect of retail. Based on the above discussion, the following hypothesis is proposed:

H4: There is significant positive relationship between perceived service quality and store re-visit intention.

2.6 Prior Store Experience

Prior shop experience, a crucial aspect of consumer behavior, significantly influences decisions and predicts a customer's propensity to return to a firm. This section goes into great length to outline previous retail experience and explains its significance. Additionally, highlighting studies that indicate the relationship between past store experiences and customer revisit intentions, it also analyses the shape of study that indicates the importance of prior store experiences. Layouts are practiced to determine how past store experiences affect the desire to revisit the store for good awareness. The growth of a customer's obligations, links, and transactions with a retail store over a specific period of time establish their last store experience. It contains memories from previous experience, synergy with service providers, buying products, and broad feelings of satisfaction or dissatisfaction (Shahid et al., 2022a). Prior retail store experiences are important as they have a main impact on how a customer watches, behaves, and his loyalty.

Customers' prior interactions with a retail business mold their assumption and control their revisit the store intention. Good customer experiences can spark customers to revisit the store again and again. So that, creating repetition business and elaborating brand loyalty (Shahid et al., 2022b). However, negative confrontations can slow the customer's revisit intention and high customer departure. The present data light on the important effect prior store experiences has on consumers' decisions. A study by (Kara et al., 2009) states that consumers repeatedly make decisions for the current and future based on their prior buying experiences. Positive experiences point to guidelines, casual marketing, and coming up intentions. Although, unfavorable experiences can result in the reversed results. Prior shopping experiences also impact how emotional relation and trust are built between customers and retailers. Extensive studies have exposed a good relationship between prior store experiences and revisit store intention. Based on study, customers are willing to consider revisiting the store if they had a specific last interview (Paulins & Geitsfeld, 2003). An explanation of (Baker et al., 2002) study that tells how positive prior experiences at a restaurant where to sit down can advantage to customers deficient to return even after a service mistake and attempt to make right things. Based on the above discussion, the following hypothesis is proposed:

H5: There is significant positive relationship between prior store experience and store re-visit intention.

2.7 Moderating Role of Prior Store Experience

This research explores probable relationships between different stimuli (such as visual, olfactory, and haptic), perceived service quality, and store revisit intention after prior experience with the retail store. An important factor of this research is the role that prior store experience plays as a moderator. This part explores the concept of moderation in this study and bids a careful analysis of how prior store experiences impact these organizations. Furthermore, in this study, there are visual aids like as layouts or charts that create the moderating impact as hypothesized in hypotheses H6a over H6d. In research, "moderating impact" points out an analytic synergy

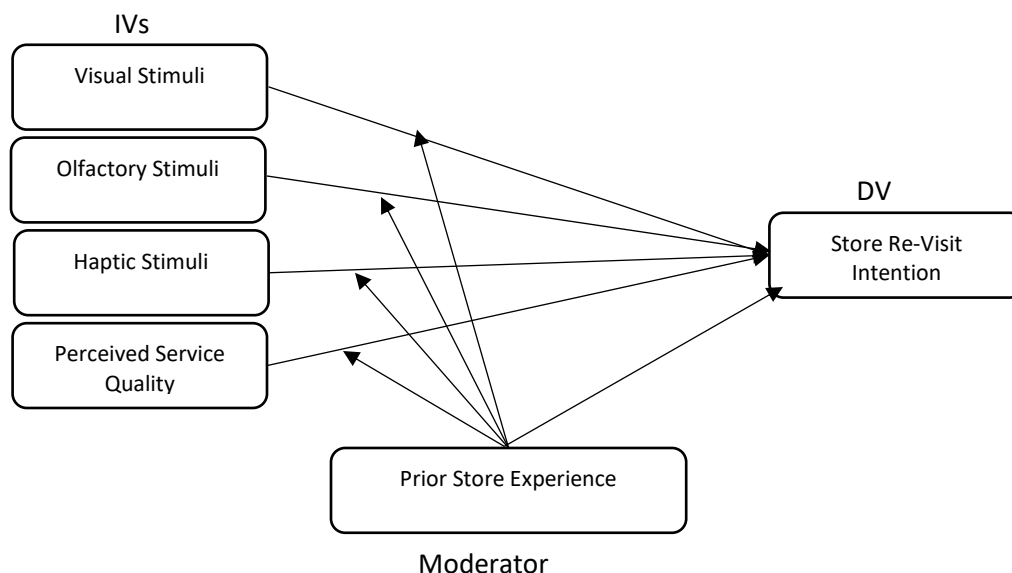
impact where one factor level (such as prior store experience) encircles the effect of another variable (like visual, olfactory, haptic stimuli, or perceived service quality) on a result variable (intent to revisit the store). Conversely, moderation inspects how a third variable's presence or absence influences the relationship between two variables.

2.8 Research Framework

Figure 2.1 below, demonstrates the direct relationship between VS, OS, HP, and PSQ Store Revisit Intention. And also, prior store experience as a moderator generated a relationship between these variables. The store re-visit intention (dependent variable) takes center stage in this study. This crucial concept aims to explain why customers decide to make more purchases at a certain retail location while being presented with a plethora of possibilities. The subjective chance that a consumer will return to a certain retail location may be measured by self-reported intentions or observed actions, such as repeat visits. It serves as a gauge for consumer loyalty and a compass for retail tactics. The story doesn't end, however, with the intention of returning to the store. This in-depth investigation of customer behavior includes a moderating factor called prior store experience. A customer's Prior store experience refers to accumulated interactions, contacts, and transactions throughout time with a specific retail store (Biscaia et al., 2023). It influences the customer's intentions of revisiting a store and has an impact on different inputs and awareness, either decreasing or increasing. In this intricate combination of factors, Prior store experience is very important, and it directs customer behavior in the retail store environment.

Independent factors (IVs) that are systematically obtained from the complex blend of sensory experiences and prior service encounters in the retail store present the situation that shapes the story that is being told. These IVs, visual stimuli, haptic stimuli, olfactory stimuli, and perceived service quality each contribute a unique aspect to their prior retail store experience. They affect the entire retail environment around the customer, impacting perceptions, evoking emotions and more. These elements play very important roles in the elegant choreography of the retail store, giving the selective customer different sensory and emotional indications. Selecting these variables for the study, such as visual stimuli, olfactory stimuli, haptic stimuli, and perceived service quality, is based on their impact on how customers behave and all shopping experience. The selection of these factors was shaped by existing study and actual data that feature their sense in molding the customers' perception feel and act in the retail store.

Figure 2.1: Research Framework



3.0 Research Design

In the present study, a deductive approach is employed to investigate the relationship between the constructs, OS, HP, PSQ, and SRI with the moderating effect of prior store experience. Primary data was collected using a survey questionnaire, and a five-point Likert scale was employed to measure the responses. The population of this study consists of customers of retail stores in Pakistan, with a specific focus on retail stores in South Punjab. The sample size was determined using the rule-of-thumb approach proposed by (Hair et al., 2014), which suggests multiplying the total number of questionnaire items by ten. As this study included 45 items, the required sample size was 450. However, around 600 questionnaires were distributed to the respondents to account for potential non-responses. Structured questionnaires are used for data collection, based on adapted items from established studies.

4.0 Data Analysis

4.1 The Measurement Model

The evaluation of the measurement model is the first step in the PLS-SEM research process, also known as the outer model. The main function of this step is to examine the relationship between their respective constructs and loadings of items. In other words, the reliability and accuracy of the research framework and its measurement are guaranteed by evaluating the outer model. How the items load onto and relate to their constructs is specifically evaluated by the outer model.

4.1.1 Internal Consistency Reliability (Convergent Validity and Reliability)

In this study, composite reliability (CR) is used to evaluate the internal consistency reliability; it is used for measuring the consistency of scores acquired from items that represent the same construct. According to (Hair et al., 2014b) The CR's threshold value should not be lower than 0.60, as values between 0.70 and 0.90 are considered more reliable. In general, a CR value of 0.70 or higher is considered acceptable. In this analysis, Average Variance Extracted (AVE) values, Cronbach's alpha values, composite reliability values, and the loadings of each construct's items are used to acquire the convergent validity (CV) (refer to table 4.1). 0.50 or higher value of an AVE value indicates sufficient convergent validity; it means that the construct explains at least 50% of the variance in its items (Hair et al., 2014b). In this study, the AVE values ranged from 0.634 to 0.756, thus validating that convergent validity has been established.

Table 4.1: Loadings, CA, CR, AVE

Construct	Items	Loadings	Alpha	CR	(AVE)
Haptic Stimuli	HS1	0.748	0.784	0.853	0.537
	HS2	0.767			
	HS3	0.718			
	HS4	0.718			
	HS5	0.711			
Olfactory Stimuli	OS1	0.748	0.769	0.852	0.591
	OS3	0.759			
	OS4	0.742			
	OS5	0.822			
Perceived Service Quality	PSE1	0.706	0.728	0.831	0.552
	PSE2	0.721			
	PSE3	0.765			

Prior Experience	Store	PSE4	0.745	0.792	0.857	0.545
		PSE5	0.753			
		PSQ2	0.712			
		PSQ3	0.767			
		PSQ4	0.785			
Store Intention	Revisit	PSQ5	0.703	0.818	0.873	0.580
		SRI1	0.794			
		SRI2	0.774			
		SRI3	0.755			
		SRI4	0.741			
Visual Stimuli		SRI5	0.740	0.712	0.822	0.536
		VS1	0.717			
		VS2	0.736			
		VS3	0.721			
		VS4	0.753			

4.1.2 Discriminant validity

Discriminant validity related to the uniqueness of the construct examines that within the model, each construct is clearly distinct from the others. The Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio of correlation were used to assess discriminant validity (Janadari et al., 2016). For evaluating discriminant validity, Cross-loading analysis is also considered a more contemporary approach, specifically when dealing with a larger number of constructs. For this study, the Fornell-Larcker criterion was employed (Table 4.2) its results confirmed discriminant validity among the constructs, while the square root of the AVE values for each construct was greater than its correlations with other constructs.

Table 4.2: Fornell-Larcker Criterion

Constructs	HS	OS	PSQ	PSE	SRI	VS
Haptic Stimuli	0.781					
Olfactory Stimuli	0.770	0.769				
Perceived Service Quality	0.773	0.748	0.756			
Prior Store Experience	0.658	0.654	0.732	0.739		
Store Revisit Intention	0.767	0.764	0.752	0.692	0.762	
Visual Stimuli	0.761	0.749	0.712	0.659	0.732	0.732

4.2 Determination of Path Coefficients (Hypothesis Testing)

In this study, to evaluate the hypothesis, a systematic structural model analysis was performed, and it provides a comprehensive overview of the results. PLS-SEM technique is used to test the hypotheses (H1–H8), and the strength of the path coefficients was analysed. To assess the significance of the relationships, the bootstrapping procedure in SmartPLS 4.0.0 was employed.

Table 4.3: Direct Relations

	Beta	S. D	T Values	P Values
HS -> SRI	0.231	0.068	3.386	0.001
OS -> SRI	0.246	0.077	3.198	0.001
PSQ -> SRI	0.170	0.072	2.354	0.019
PSE -> SRI	0.158	0.080	1.968	0.050

VS → SRI	0.146	0.062	2.376	0.018
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The results presented in Table 4.3 show the direct relationships between the independent variables and SRI, along with their corresponding statistics.

- **HS → SRI:** Beta = 0.231, S.D. = 0.068, T = 3.386, p = 0.001. This indicates a positive and statistically significant relationship between HS and SRI.
- **OS → SRI:** Beta = 0.246, S.D. = 0.077, T = 3.198, p = 0.001. This result confirms a positive and statistically significant relationship between OS and SRI.
- **PSQ → SRI:** Beta = 0.170, S.D. = 0.072, T = 2.354, p = 0.019. This suggests a positive and significant relationship between PSQ and SRI, although weaker than HS and OS.
- **PSE → SRI:** Beta = 0.158, S.D. = 0.080, T = 1.968, p = 0.050. This relationship is positive but only marginally significant, indicating a weaker statistical association.
- **VS → SRI:** Beta = 0.146, S.D. = 0.062, T = 2.376, p = 0.018. This demonstrates a positive and statistically significant relationship between VS and SRI, though weaker compared to HS and OS.

In summary, all constructs (HS, OS, PSQ, PSE, and VS) exhibit positive relationships with SRI. The Beta values reflect the strength of these associations, while the T-values and p-values confirm their statistical significance.

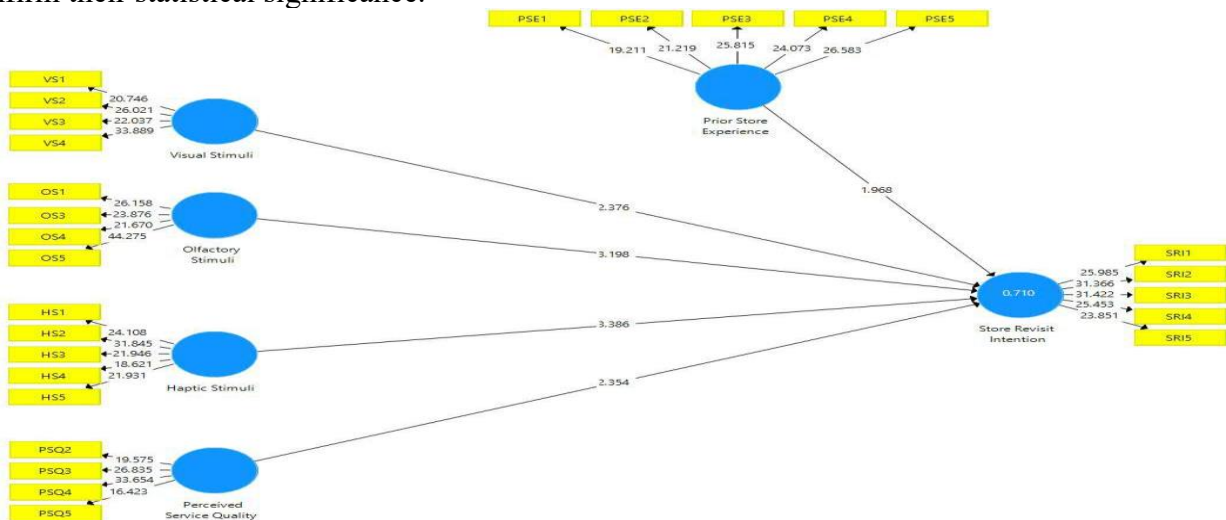


Figure 4.1

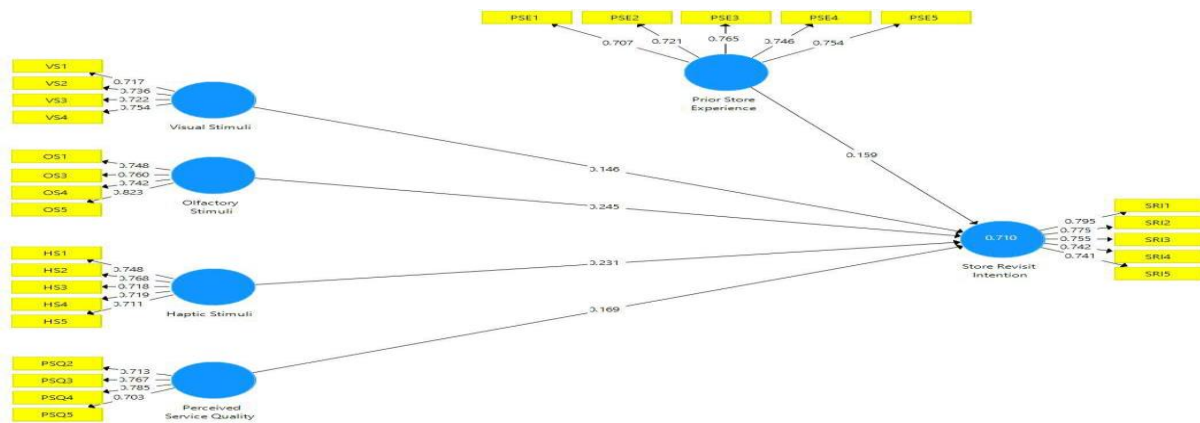


Figure 4.2

4.3 Moderating Analysis

Table 4.3 and figure 4.3 presents the results of the moderating analysis.

- Table 4. HS × PSE → SRI:** The Beta value (0.125) indicates a positive interaction effect. However, the T-value (1.745) is not statistically significant at the 0.05 level, as the p-value (0.082) exceeds the threshold. This suggests that PSE does not significantly moderate the relationship between HS and SRI.
- OS × PSE → SRI:** The Beta value (0.024) suggests a very small positive interaction effect. Yet, the T-value (0.387) is not significant, with a p-value of 0.699. Thus, PSE does not significantly moderate the relationship between OS and SRI.
- PSQ × PSE → SRI:** The Beta value (-0.081) reflects a negative interaction effect. However, the T-value (1.268) and p-value (0.205) indicate that the moderating effect of PSE on the PSQ–SRI relationship is not statistically significant.
- VS × PSE → SRI:** The Beta value (-0.090) also suggests a negative interaction effect. Nonetheless, the T-value (1.533) and p-value (0.126) show that this moderating effect is not statistically significant.

In summary, none of the interaction terms (HS × PSE, OS × PSE, PSQ × PSE, VS × PSE) reached statistical significance at the 0.05 level. Therefore, PSE does not significantly moderate the relationships between the independent variables (HS, OS, PSQ, VS) and the dependent variable (SRI).

Table 4.3: Moderating Analysis

Path	Beta	S. D	T Values	P Values
HS * PSE -> SRI	0.125	0.072	1.745	0.082
OS * PSE -> SRI	0.024	0.063	0.387	0.699
PSQ * PSE -> SRI	-0.081	0.064	1.268	0.205
VS * PSE -> SRI	-0.090	0.059	1.533	0.126

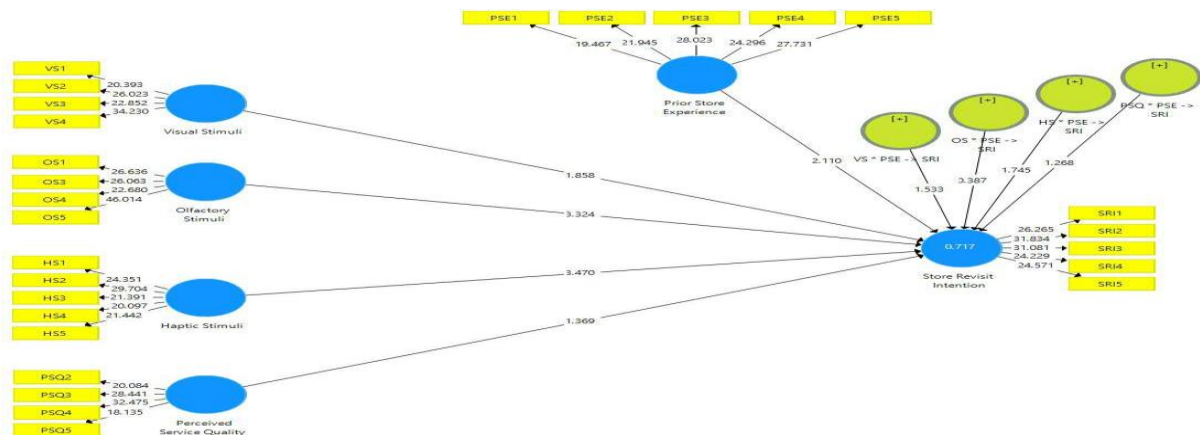


Figure 4.3

5.0 Discussions, Conclusion and Implications

5.1 Discussion

The study examined four direct hypotheses linking visual stimuli (H1), olfactory stimuli (H2), haptic stimuli (H3), and perceived service quality (H4) to store revisit intention (SRI). The results confirmed that all four hypotheses were supported, as each construct demonstrated a positive and significant relationship with SRI. In addition, prior store experience (PSE) was tested (H5–H6a–d) as a moderator. The findings revealed that PSE did not exert a statistically significant moderating effect on the relationships between VS, OS, HS, PSQ, and SRI, with the exception of a marginal influence observed for VS and SRI.

5.3 Implications of the Study

The findings of this study highlight that visual, olfactory, and haptic stimuli, along with perceived service quality, play a significant role in building customers' store revisit intentions. Therefore, retailers should be encouraged to apply a multisensory marketing approach, financing not only in-store design and ambiance but also in elements such as scent, touch, and service interactions. Emphasizing excellent customer service and employee training can further reinforce loyalty, guaranteeing that customers notice the environment and the service both as memorable and satisfying. Additionally, the moderating role of prior store experience suggests that customers respond differently based on their past interactions. Retailers should segment their customer base according to prior experiences and tailor strategies accordingly. By leveraging sensory marketing, enhancing service quality, and personalizing experiences, retailers can gain a strong competitive advantage, foster repeat visits, and sustain long-term customer relationships in an increasingly competitive retail environment.

5.4 Limitations and Future Research Directions

5.4.1 Limitations

This study has several limitations. First, the relatively small sample size and its context-specific nature limit the generalizability of the findings across different retail formats and customer groups. Second, the cross-sectional design restricts the ability to capture long-term behavioral dynamics. Finally, measuring sensory stimuli poses methodological challenges, and cultural influences on sensory perceptions were not fully considered.

5.4.2 Future Research Directions

Future studies should employ longitudinal and multi-method approaches to better understand how sensory stimuli and service quality influence revisit intentions over time. Cross-cultural

research could provide insights into cultural variations in sensory perceptions. Additionally, investigating mediating mechanisms (e.g., emotions, satisfaction) and moderating factors beyond prior store experience would enrich theoretical understanding. Finally, exploring emerging technologies such as augmented reality, virtual reality, and eco-friendly practices could expand knowledge on how sensory marketing shapes consumer loyalty in modern retail environments.

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