

DRIVING CUSTOMER SATISFACTION THROUGH SENSES, EXPERIENCE AND VALUES

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Abstract

In coffee shop businesses, the increase in competition has led retailers to revert to innovative methods to capture the customers' attention. Thus, the aim of this study is to analyze the effects of multi-sensory branding and experiential marketing on the customer satisfaction at coffee shops in Yangon, Myanmar. In this study, the five senses (sight, smell, sound, taste and touch) and experiential marketing (affective, behavioral, intellectual and relational) are the predictor variables, with customers' experiential values (emotional and functional values) as the mediating variables, and customer satisfaction as the outcome variable. This study started by conducting quantitative survey distributed to 330 respondents in Yangon, Myanmar; then followed by quantitative research conducted in the coffee shops in Yangon. The data were collected by using a survey questionnaire and distributing online survey links to the people, aged 18 years or above, who had been to coffee shops and were living in Yangon. The partial least square (PLS) method was used for the model and for testing the proposed hypotheses. The results indicate that (1) taste and relational experience are the main predictors of the experiential values, and (2) affective experience has significant effect on emotional value and sight and behavioral experience have significant effects on functional value respectively. The results also prove that customers' experiential values can generate customers' satisfaction.

Keywords: Five Senses, Experience, Experiential Values, Customer Satisfaction

Introduction

The emerging branding concept has involved in businesses for the past decades and businesses have realized the importance of the use of sensory branding to create the brand experience. Even though it is not an entirely new aspect, the implementation of multi-sensory experience and developing the strategies becomes popular as the retail businesses try to establish exceptional in-store experience (Michon, Chebat, & Turley, 2005). Today's customers search for brands which could provide unforgettable and exclusive experiences to them. The perceptions of the five senses (sight, smell, sound, touch, and taste) turn out to be essential to better attractions to the consumer (Schmitt, 2009). Several consumer behavior researchers put efforts to collaborate the perceptions of sight, sound, smell, sound, taste and touch in their research. Multi-sensory branding includes the practice of better understanding of consumers' sensation and perception in the marketing field (Krishna, 2012). In order to get a clearer concept, Krishna (2012) made the proposition of a conceptual framework of sensory branding which was also adapted for the development of the model of the present study.

Today, it becomes important to provide experience in order to continue competitive in the markets. Due to the fact, marketers have realized and recognized the benefits of delivering remarkable experience rather than simply promoting value added services and products to the customer. For this reason, the

idea of experiential marketing has increased the attentions of marketing specialists and professionals (Brakus, Schmitt, & Zarantonello, 2009) and particularly techniques aimed at experiential marketing which discusses all senses have been applied (Lindstrom, 2005). Experiential marketing could be viewed as a marketing approach which is actually created by way of the business to establish the whole physical environment and also the operational tasks for its customers to experience. Experiential marketing is a growing type of marketing and it concentrates not just on a service or a product but additionally on a whole experience that a business produces for its customers. Companies generally produces unique processes of different stimulations, including layouts, atmospheres, and environments for buyers to experience. When the customers get to experience, they have reactions and perceptions to these simulations depending on how they experience.

Customers determine the experiential benefit of the various types of experience that have arisen from the experience with service providers. This particular value is crucial to the satisfaction of the customer (Cronin, Brady, & Hult, 2000). Additionally, attaining and retaining the satisfied customers is important in order for the businesses to be successful and remain competitive in the markets. Fonvielle (1997) made an argument that higher customer satisfaction provides a strategic advantage for the organizations since it leads to frequent buying. Researchers

have stated that the greater the satisfaction of the customer, the more positive the word of mouth, the greater the customer loyalty, the greater the motive to repurchase repeatedly, and the higher the market share (Fornell, 1992). Due to the fact, to marketing professionals, a report which combines customer satisfaction, experiential value, multisensory branding and experiential marketing and extension by creating a model to talking about the relationships with these variables is advantageous.

Coffee is among the renowned beverages in the planet, and it is regarded as a proper substitute for alcoholic drinks in social gatherings (Cristovam, Russell, Paterson, & Reid, 2000). Generally, the customers today highly recognize and acknowledge the products and services based on their experiences, sensations, and impressions that they received from the coffee shops. Investing in this sector is advantageous for marketers, creating the exclusive in-store experience and creating a nice coffee shop environment for consumers due to the emerging importance of this market. The success of the coffee shop business depends on satisfying customers and retaining them.

The present study investigates multi-sensory branding, experiential marketing, experiential values and customer satisfaction who visited coffee shops located in Yangon, Myanmar. Regardless of the many studies on the atmosphere of the store and its impact on the purchasing behavior of the customers,

a few studies have concentrated on sensory and experiential marketing in Myanmar which is usually overlooked as a developing country. The lack of studies in this area has therefore underlined the need for this study. The study uses the instrument developed by Schmitt (1999) to measure how strategic experiential module and multi-sensory brand experience model by Hulten (2011).

This research will explain about the information how multi-sensory branding and experiential marketing influence on customers' experience value and then on customer satisfaction. The dependent variable of this research is customer satisfaction. The independent variables are sight, sound, smell, taste, touch, affective experience, behavioral experience, intellectual experience, and relational experience would be studied and these factors significantly affect customer experience value and then to customer satisfaction. In this study, twenty hypotheses were developed to investigate the relationship between the variables and data was analyzed by the use of Partial Least Square (PLS) method. This will benefit the researchers and marketers in the future and apply for the managerial implications.

Research Objectives

The objectives of the research are:

1. To analyze the effect of multi-sensory branding on customers' experience value.
2. To analyze the effect of experiential marketing on customers' experience value.

3. To analyze the effect of customers' experience value towards customer satisfaction in the coffee shops in Yangon, Myanmar.

Literature Review

This particular study is based on two key theoretical frameworks which are Schmitt (1999) experiential marketing and Hulten (2011) multi-sensory branding.

Multi-sensory Branding

In order to meet the trending marketing need and paradigm the service industry and gastronomy potentially applying holistic communication concept that involves five senses such as: sight, touch, smell, hearing and taste (Lin, 2019). Sensory marketing is a marketing technique that can be defined as to communicate with customers through his five senses (Moreira, Fortes, & Santiago, 2017). It deals with the customers' experiences and make them delighted and also enhance the association between the customer and brand that is different from traditional marketing (Liu, Bogicevic, & Mattila, 2018). Sensory branding means utilizing the five senses in order to make a certain customer experience, therefore providing a sustainable market advantage (Hulten, 2011). According to Hulten (2011), multi senses perform significant parts in the customer experience of the store. The values of each sense can vary based on the product or service sold at a given store (Hultén, 2009). Color, light, size and form are the principal visual dimensions of a person (Kotler, 1974). The sense of sight is the visual dimension of sensory marketing (Soars, 2009). Klink (2000)

mentioned that brand sounds evoke meaning. Creating new and distinguishable brands in difficult in the competitive brand market hence marketers had been adopting the technique of sound symbolism linked to brands to make them recognizable (Klink, 2000). Lindstrom (2005) identifies smell as the second important sensory attribute after sight and triggers three-fourths of the emotions. According to Bradford & Desrochers (2009), the sense of smell is one that cannot be turned off and has the ability to prompt emotional responses immediately. Consumers are continuously influenced by scents that are general odours emanating from the retail environment and are not part of the product (Bradford & Desrochers, 2009). The ambient smell of coffee has also been reported to exert a noticeable effect on consumer behaviour (Forster & Spence, 2018). No surprise, then, that a number of companies have been working in recent years to improve the availability of coffee aroma by modifying the design of coffee cup lids (Spence, 2017). Some of the components in the mouth, known as taste buds, know the taste, with taste aspects that are different on our tongue, determining tastes that are different (Lindstrom, 2005). Taste worked best when the aim was to create customer loyalty towards brands (Soars, 2009). Spence & Gallace (2011) explain that touch performs a vital role when customers assess products.

Experiential Marketing

The value creation for the customers for competitive advantage is a key principle

in marketing. The new marketing concept challenge is to establish experiential marketing with the goal of establishing a competitive advantage at the firm level. One of the fundamental thoughts in experiential marketing is that value does not merely occur in the consuming of services or goods and their utilitarian benefits, but it lies in its hedonic elements and in the experience of consumption itself (Kim, Takashima, & Newell, 2018). Schmitt (1999) created a five-dimensional branding model that encompasses sensory experience, behavioral experience, affective experience, cognitive experience and relational experience. These elements are invoked by a variety of selection of stimulations, including brand structure, packaging, interaction and ambiance (Schmitt, 1999). Experimental marketing field's research stated that gastronomy experiences bring customers closer to the brand and create emotional connection between them (Xie, et al., 2017).

The customer's emotional or affective experience has to do with the emotions which the marketing environment cultivates in the customer. The affective dimension means that the moods and sensations of customers, like fun or pleasure, which are created jointly by customers and providers. Cognitive or intellectual experience defines the experiences of a customer about the marketing context where he or she is embedded (Schmitt, 1999). When the customers are provided with precise service

by the shop employees and when the staff warmly and respectfully served the customers with appreciation and assisted in all respects relevant to their product enquiries, it can be considered that the customers are provided with satisfying positive behavioral experience by the store (Brakus, Schmitt, & Zarantonello, 2009). The relational or social experience refers to the relationships developed between the employees and the customers as well as the relationships between the different customers interacting in the shop. It can also mean the quality and strength of the relationships between the individuals formed in the shop (Schmitt, 1999).

Customers' Experiential Value

Customer experience value also refers to "the interest of the context that identifies the experience of consumers engaging with entities, including products, facilities, environments, activities, or opinions" (Kim, 2002). There are two elements for customer value which are emotional values and functional values.

Functional value can be defined as financial or mental incentives that customers obtain from delivering the goods to the customers. Emotional value is applied to the feeling or emotional response that customers receive throughout and after their experience (Yuan & Wu, 2008).

Customer Satisfaction

Post-consumption emotional reaction resulting from the comparisons between anticipated and real results is satisfaction.

Customer satisfaction also acts as a key element in maintaining profitability and commitment to the brand. (Barsky & Nash, 2003). The understanding of the accurate measurement of this satisfaction has become important. Several experts have attempted to calculate customer satisfaction and, as a matter of fact, have collected a lot of data. The interaction and engagement of the customers are critically important to the satisfaction of the customer. In addition, Sparks, Butcher, & Pan (2007) discovered the fact that customer values are favorably and substantially associated with the satisfaction

of the timeshare commodity.

Research Model

The conceptual model is presented to investigate the effect of experiential marketing on the customer experience values and its effects on the satisfaction of customers at Yangon coffee shops. The independent variables used in this research are sight, sound, smell, taste, affective experience, behavioral experience, intellectual or cognitive experience and relational or social experience, the mediators are emotional value and functional value and the dependent variable is customer satisfaction.

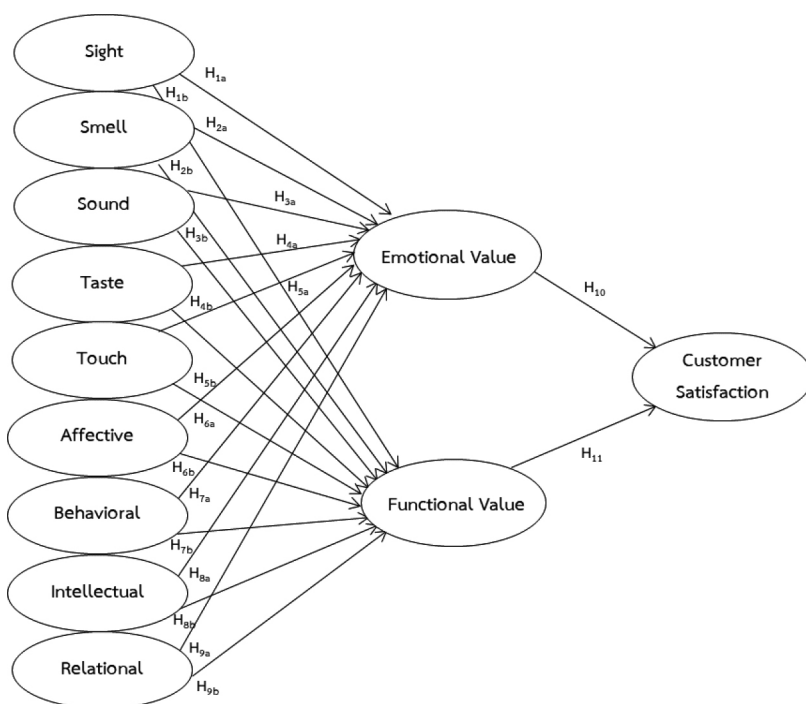


Figure 1 Conceptual Framework

Methodology

The main objective of the study is to analyze the relationships between the multi-sensory branding and experiential marketing variables with customer experience values and then between customer

experience values and customer satisfaction. The target population of interest for this study is made up of male and female consumers in Yangon. The sample or subset of the population will include students, working people, coffee drinkers and general customers

who buy at any of the coffee shops in Yangon. The total population of Yangon is 54,409,800 in 2020 according to the World Population Review.

To obtain the objective of the study, the sample size of 300 to 350 was collected. For the calculation of the sample size, Green's (1991) formula was applied.

$$N \geq 50 + 8m$$

Where, N = the minimum number of subjects, m = the number of predictors

For this research, with 12 variables

$$N \geq 50 + 8m$$

$$N \geq 50 + 8(12) \geq 150$$

The research will be used the minimum sample size of 150 and will be collected between 300 to 350 respondents in Yangon.

The analysis of the proposed research model was begun with the initiation based on a quantitative method among consumers in Yangon. Hence, online survey was conducted and participants were administered through online survey links and convenience sampling. This research will use the survey questionnaires for investigating the effect of multi-sensory experience and experiential marketing on the case of coffee shops in Yangon. Within the questionnaire, the variables were gathered by using Five-point Likert scale (where 5-point scales present 1 = "strongly disagree" to 5 = "strongly agree") to keep record the answers of the participants.

For the current study, face-to-face survey questionnaires were distributed and data were collected from the consumers including both coffee drinkers and non-coffee

drinkers who have visited the coffee shops in Yangon to buy food or beverages. A set of screening questions in the questionnaire was used to meet the pre-requirement. The questionnaires were distributed face-to-face and physically handed over to the consumers at the coffee shops. Online survey was conducted to the respondents mainly instead of completing a physical one.

A pilot study was performed to minimize errors and to obtain the validity after the research instrument was developed. The respondents of the pilot test were randomly selected 30 respondents at the coffee shops in Yangon whom were requested to complete the survey questionnaire and their results were investigated. This pilot study attended to check the sufficiency of the questionnaire as a pre-test to meet the purpose of the study. In the pilot test, Cronbach's alpha values of all variables range from 0.713 to 0.894. According to Nunnally (1978), the Cronbach's alpha value can be considered reliable if it is greater than 0.7. Therefore, the Cronbach's alpha values of all variables obtained from the pilot test were all above 0.7 therefore they are reliable and acceptable.

The partial least square structural equation (PLS-SEM) was used for evaluating the measurement model and structural model with Adanco Advanced Analysis of Composites Software Version (2.0.1) (Henseler, 2017). In order to analyze the partial model, there are two steps to be followed that include the assessment of the measurement model and the assessment of the structural

model (Chin, 1998). The measurement model or the outer model specifies the relationships between the latent variables and their measures or their indicators. The relationships between the latent variables are described in the structural model, which is also known as the inner model. By using several variables to measure the construct, the researcher can assess the reliability and validity of the construct and by examining the PLS-SEM measures. In order for the questionnaires variables items to be used in this study, a comprehensive assessment of the questionnaires was conducted to assure that the items are reliable and valid. Reliability applies to the degree of consistency achieved when measurements are taken on a scale repeatedly (Malhotra & Birks, 2007). With the application of Correlations of Cronbach Coefficient Alpha, the reliability was ensured. The scale was considered reliable when the value of Cronbach Coefficient Alpha is between 0.5 and 0.6 (Nunnally, 1978).

To measure the internal reliability of the instrument, Composite Reliability index was also used and it should be greater than 0.7 to be acceptable (Hair, Bush, & Ortinau, 2009). Validity is the measure to which the differences are considered upon the characteristics that are under the examination in a research project (Malhotra & Birks, 2007). Validity for the scales was to make sure with the use of the Convergent validity technique of Item Loading to analyze the correlations between scales in the same direction with other measures of the same construct (Schwab, 2006). The

Average Value Extracted (AVE) is an indicator of the total amount of variance in the tested variables. Fornell & Larcker (1981) suggested to use the average variance extracted (AVE) to measure the convergent validity and it has to be greater than 0.5 to be considered acceptable and reliable. According to Cohen (1992), the factor loadings should be above the common threshold of 0.7 to assess the measurement models. The structural model or the inner path model measures would be evaluated when the calculated latent variable scores indicate the confirmation of sufficient reliability and validity. Bootstrapping (999 resamples) was used to generate standard errors and t-statistics according to an approach consistent with Chin (1998).

Results

This section reflects on the analysis of the statistical data as well as the outcome or results achieved from the data collected that provides the explanation of how multi-sensory branding and experiential marketing effect the customer satisfaction at coffee shops in Yangon. The summary of the demographic characteristics of the respondents are that there are more female participants (68%) than male (32%), the biggest group of the respondents was the age between 21 and 30 years old (56%). Most respondents visited the coffee shops for the reason of socializing (50%).

The constructs of the present study in this research are sight (SI), smell (SM), sound (SO), taste (TA), touch (TO), affective

experience (AE), behavioral experience (BE), intellectual experience (IE), relational experience (RE), emotional value (EV), functional value (FV) and customer satisfaction (CS) and they were measured to examine the reliability and the validity of each construct. In this section of the study, the results of the reliability and validity of the measurement instrument are tested, modified and discussed and these results are described in Table 1 as shown below. Cronbach Alpha Coefficient, Composite reliability (CR) and Average Value Extracted (AVE) are the three measures used to test the reliability of the measurement instrument. Convergent validity (Factor loadings) and discriminant validity are used to examine the validity of the measurement instrument. The Cronbach Alpha Coefficient measure was analyzed to examine the reliability of all the variables of the study. The Cronbach Alpha Coefficient value has to be higher than 0.7 for the construct to be considered reliable (Hair, Bush, & Ortinau, 2009). The results of the present study show that all the values obtained are higher than 0.7 and ranges between 0.744 and 0.905. This

shows that the measures used for the study are reliable. Reliability of the constructs was tested by the use of the Composite Reliability and the values are described in the table 1 shown below. The Composite Reliability (CR) values obtained for the measures are ranged between 0.856 and 0.939 and the minimum threshold of Composite Reliability (CR) index is to be greater than 0.7 for it to be accepted as reliable (Hair, Bush, & Ortinau, 2009).

The Average Variance Extracted scores (AVE) should also meet the minimum threshold of 0.5 (Chin, 1998) and all the variables in this study were above 0.5 and vary from 0.574 and 0.838. Convergent validity measures the degree to which items on a scale are in theory linked. A common rule-of-thumb is a loading greater than 0.7 (Chin, 1998). Since SO5 and AE3 got the factor loading values below 0.7, these indicators were not included in this study in order to ensure the indicators internal consistency. In this case, the rest of the items loaded on their constructs are over 0.7 describing convergent validity.

Table 1 The Measurement Model (n = 330)

Constructs	Composite Reliability	Cronbach's Alpha	AVE
Customer Satisfaction	0.93	0.91	0.78
Sight	0.90	0.84	0.68
Smell	0.86	0.77	0.68
Sound	0.89	0.83	0.67
Taste	0.90	0.82	0.74
Touch	0.89	0.81	0.72
Affective Experience	0.92	0.82	0.85
Behavioral Experience	0.94	0.90	0.84
Intellectual Experience	0.89	0.84	0.68

Table 1 The Measurement Model (n = 330) (Cont.)

Constructs	Composite Reliability	Cronbach's Alpha	AVE
Relational Experience	0.90	0.79	0.82
Emotional Value	0.92	0.87	0.80
Functional Value	0.91	0.86	0.78

Note: Author's Calculation

In order to consider the measures have discriminant validity, the square root of the average value extracted (AVE) for each construct has to be larger than the correlation between the construct and any other construct in the model. As shown in table 2, the pattern provides the scale and all

constructs in the estimated model achieve this condition.

Therefore, the results of the measurement model contributed the confirmation for the reliability, and convergent and discriminant validities of the measures used in the present study.

Table 2 Fornell-Larcker criterion: matrix of correlation constructs and the square root of AVE

Construct	CS	SI	SM	SO	TA	TO	AE	BE	IE	RE	EV	FV
CS	0.89											
SI	0.30	0.82										
SM	0.25	0.28	0.82									
SO	0.20	0.18	0.19	0.82								
TA	0.32	0.20	0.25	0.13	0.86							
TO	0.15	0.18	0.20	0.10	0.10	0.85						
AE	0.37	0.35	0.25	0.21	0.23	0.23	0.92					
BE	0.15	0.11	0.11	0.04	0.09	0.14	0.15	0.92				
IE	0.04	0.04	0.08	0.01	0.03	0.17	0.11	0.25	0.82			
RE	0.28	0.12	0.15	0.08	0.09	0.15	0.19	0.23	0.20	0.90		
EV	0.54	0.30	0.26	0.18	0.28	0.19	0.47	0.17	0.12	0.31	0.90	
FV	0.53	0.26	0.23	0.15	0.29	0.15	0.30	0.17	0.08	0.24	0.35	0.88

Note: Authors' Calculations

As it can be seen from the results, only taste (TO), affective experience (AE), and relational experience (RE) have significant positive effect on emotional value and all the rest of the others are not significant. Therefore, hypotheses of H_{4a} , H_{6a} , and H_{9a} are supported. For functional value, while sight (SI), taste (TA), behavioral experience (BE), and relational experience (RE) modules have significant

positive effects on functional value (FV), other modules do not. Therefore, H_{1b} , H_{4b} , H_{7b} , and H_{9b} are supported and the rest of the hypotheses are not supported. Emotional value (EV) and functional value (FV) have significant positive effect on customer satisfaction (CS). So, H_{10} and H_{11} are supported. Out of twenty hypotheses, nine hypotheses are supported. The summary is shown in the table as below.

Table 3 Summary of Structural Model Results

	Path	Beta	t-value	P-value	Result
H _{1a}	SI ➤ EV	0.096	1.51	P<0.131	Not Supported
H _{1b}	SI ➤ FV	0.163**	2.82	P<0.005	Supported
H _{2a}	SM ➤ EV	0.049	0.91	P<0.365	Not Supported
H _{2b}	SM ➤ FV	0.066	1.11	P<0.268	Not Supported
H _{3a}	SO ➤ EV	0.034	0.68	P<0.497	Not Supported
H _{3b}	SO ➤ FV	0.068	1.26	P<0.209	Not Supported
H _{4a}	TA ➤ EV	0.169**	3.15	P<0.001	Supported
H _{4b}	TA ➤ FV	0.269***	4.88	P<0.000	Supported
H _{5a}	TO ➤ EV	0.019	0.39	P<0.698	Not Supported
H _{5b}	TO ➤ FV	0.028	0.5	P<0.621	Not Supported
H _{6a}	AE ➤ EV	0.367***	6.7	P<0.000	Supported
H _{6b}	AE ➤ FV	0.062	1.03	P<0.302	Not Supported
H _{7a}	BE ➤ EV	0.031	0.56	P<0.578	Not Supported
H _{7b}	BE ➤ FV	0.113*	2.07	P<0.039	Supported
H _{8a}	IE ➤ EV	0.034	0.73	P<0.465	Not Supported
H _{8b}	IE ➤ FV	-0.005	-0.1	P<0.919	Not Supported
H _{9a}	RE ➤ EV	0.275***	4.64	P<0.000	Supported
H _{9b}	RE ➤ FV	0.219***	3.69	P<0.002	Supported
H ₁₀	EV ➤ CS	0.465***	10.17	P<0.000	Supported
H ₁₁	FV ➤ CS	0.453***	10.24	P<0.000	Supported

Note: R² for EV = 61.6%, R² for FV = 47.7% and R² for CS = 67.2%, p < 0.1, 0.05 and 0.001. (Authors' Calculations)

In the present study, some of the sensory branding drivers were shown to be significantly relevant, with sight and taste as the most powerful drivers on emotional value and functional value. In addition, smell and sound perception each play less important role on emotional value and functional value. Touch perception seems to be the weakest driver on emotional and functional value. This might be explained by the fact that touch stimuli are rather perceived unconsciously. Additionally, for smell and sound stimuli, it can be considered that a dominant implicit information processing leads to a weaker explicit impact. This means that the customers

might feel the presence of the smell and sound stimuli when they are in the coffee shop but this does not mean that they would have functional and emotional value. Among the model's eight hypotheses of brand experience, four hypotheses are supported which includes H_{6a}, H_{7b}, H_{9a}, and H_{9b}. Several paths of this model were supported: affective experience affects customer satisfaction by means of emotional value, behavioral experience affects customer satisfaction through functional value and relational experience affects customer satisfaction through emotional and functional values.

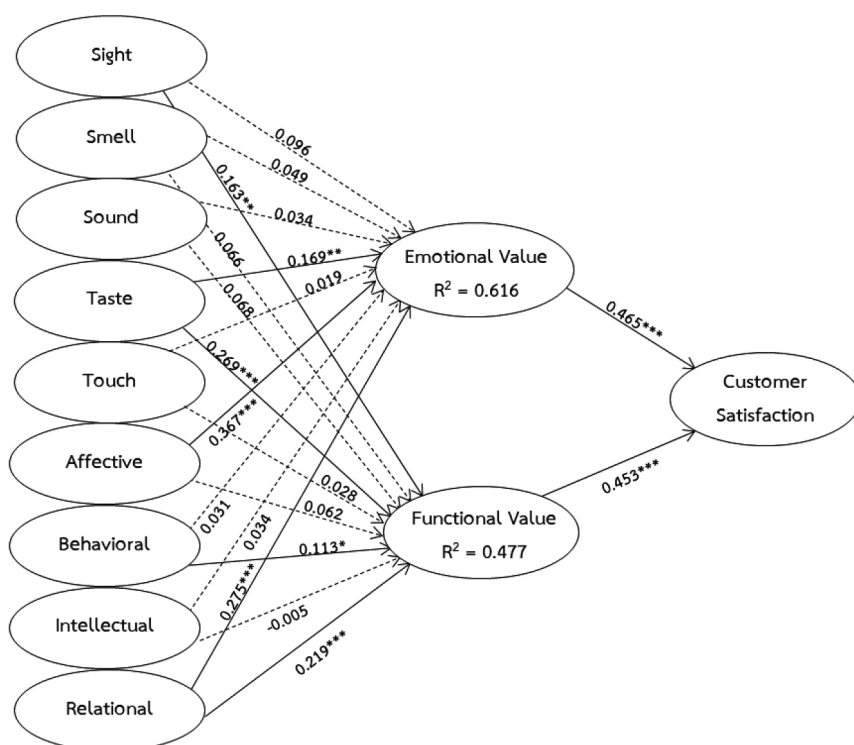


Figure 2 Results for Structural Model (Author's Calculation)

Note: Paths coefficients that were not statistically significant presented in dashed line

Discussion

A proposed structural model was to investigate the effects of multisensory branding and experiential marketing on customers' experiential values and then on its impact on customer satisfaction in coffee shops in Yangon. The PLS method provides the interpretation of the variables and also the relationships of measurement model as well as the structural model are analyzed simultaneously in PLS analysis. The results of the study provided that 9 out of 20 hypotheses are significant. By observing the outcomes obtained from the analysis, it can be explained that the efforts of experiential marketing into the businesses support to get the positive significant customer experience values which could lead to customer satisfaction.

Nysveen, Oklevik, & Pedersen (2018) and Iglesias, Markovic, & Rialp (2019) have studied the impact of sensory marketing on the customer satisfaction and they found it statistically significant. So these studies support our hypotheses and it is concluded that sensory marketing and customer satisfaction are linked and they worked simultaneously in the coffee shop industry. The relationships between smell, sound, touch, and customer experience values were not significant. One reason could be that most of the respondents were people who are between 21 to 30 years old with the reasons of socializing with their friends, colleagues, etc., so these multisensory branding might not have effect to attract them. Other factors should be considered for them to have experience value and satisfaction. To put this

into perspective, sensory branding through the three senses of smell, sound and touch may affect the customers' satisfaction but this may not lead to them having customer experience value. Therefore, the marketers might also have to think about other alternative ways in order to obtain the objective if they intend to put efforts into the focus on smell, sound, and touch to the coffee shops. The researchers propose several possible explanations concerning with the incompatibility of the multisensory branding in the hypotheses. First, the familiarities the customers have with the shop establishments may cause the repeat customers not pay too much attention to the decoration, music, or layout of the shop. The second cause may be the threshold of sensory cues. When an environment achieves a certain threshold, customers will not perceive minor differences. Third, other measurement tools might be more appropriate to assess the multisensory than questionnaires, for example, interviews or focus groups. Fourth, some coffee shops in Yangon might not have decent decorations and other sensory cues, so that might make the respondents' answers would be focus on other factors. Finally, sense stimulation may be a hygiene factor that may not lead to satisfaction but is still important to attract the customers which is similar to the two-factor theory proposed by Herzberg, Mausner, & Snyderman (1959), which has been widely accepted to explain employees' job satisfaction within an organization

This study can be concluded that

strategic experiential modules have partially significant effects on emotional and functional values which influence customer satisfaction. The results of this study are consistent with the findings of the previous study (Han et al., 2019). The results of the structural equation modeling revealed that a coffeehouse brand experience exerted a significant influence on customer satisfaction and perceived value.

The results of hypothesis testing for the experiential marketing show that several paths of this model were supported. Affective and relational experiences affect customer satisfaction by means of emotional value. Behavioral and relational experiences affect customer satisfaction by means of functional value. From another point of view, relational experience affects customer satisfaction through emotional and functional value. The overall results of this study provide that consumption is a holistic concept, and that experiential marketing can bring about the customers' experiential values that have significant effect on customer satisfaction.

The results also provide that customers experience value perceptions have a significant positive effect on their level of satisfaction. This result is supported by Wu & Liang (2009). According to a rule of thumb on the strength of correlation coefficient (Hair, Bush, & Ortinau (2009) both emotional and functional values have strong positive correlations with customer satisfaction which are in accordance with the findings of other researchers (Cronin, Brady, & Hult 2000). This means that customer experience values

created by improving experiential marketing efforts of the coffee shops can achieve higher customer satisfaction.

Conclusion

This research was conducted for the influence of multisensory and brand experience on experience value and its impact on customer satisfaction of coffee shop in Yangon, Myanmar. Thus, the proposed study only focused in Yangon and would not cover the whole part of the country. Moreover, this research focused only on the scope of the coffee shops.

Theoretically, this study contributed to existing literature in the field of multi-sensory branding and experiential marketing especially in the retail category of coffee shops business. The present research contributes to academic literature as it demonstrates evidence of multiple senses and experience as (predictor) of customer satisfaction (outcome or dependent). The findings of the study have identified the nature of relationship between multisensory branding and experiential marketing and customer satisfaction through experience value at coffee shops.

From a practical perspective, managers can use the findings of this study to obtain a detailed understanding of the importance of multi-sensory branding, experiential marketing, customers' experience values, and customers' satisfaction and the relationships among the variables. This kind of understanding is going to benefit managers from developing

successful marketing techniques to enhance the operational environment and help support the enhancement of the perceived experiential values of the customers. Based on the results of the study, one of the managerial implications is that the owners of the coffee shops might also have to rethink about the allocation of the money into their businesses which are invested on in-store decorations and other facilities. It has been regarded as the important factor that providing customers with strong stimulations could overcome the intangible characteristics of service products. Sense perception may not be as important as previously assumed; coffee shops should focus more on allocating money into the core business operations, such as store design and higher-quality products, or hire and train staffs in order to provide better services. In this sense, they could use their capital more efficiently and the return on investment would be higher.

The outcome of this research also provides empirical supports for managers to implement experiential marketing strategies. In conclusion, the outcomes of this article help marketing managers develop appropriate strategies to design and stage operational processes and physical environments to satisfy their customers. On the other hand, customers also benefit from the unforgettable experiences they desire.

The findings of the present study produce several suggestions for future studies. The results achieved from new studies of different sectors can be compared and

examine the differences of the results between industries. Future research can focus on sense perception to find out the possible reasons why some of the hypotheses of sensory branding are not supported. Finally, the research model can

also be conducted with other important concepts in the marketing field, such as customer loyalty and repurchase intention. Therefore, the study for the relationship among experiential marketing and customer loyalty can be developed supported.

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