

Mapping Multi-Sensory Brand Experiences and Their Impact on Customer Satisfaction: A Bibliometric and Systematic Literature Review on Scopus

Kevin Ghulaman Silmi¹, Budi Eko Soetjipto², Ludi Wisnuwardhana³

^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas Negeri Malang, Indonesia

E-mail: kevin.ghulaman.2404138@students.um.ac.id

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Abstract

*Multi-sensory brand experience has emerged as a crucial factor in modern marketing, significantly influencing customer satisfaction, brand perception, and loyalty. Despite its increasing importance, research in this area remains fragmented, with theoretical integration and empirical validation gaps. This study employs a **Systematic Literature Review (SLR)** and **bibliometric analysis** using the **Scopus** database to map the evolution of research on multi-sensory brand experiences and their impact on customer satisfaction. From an initial dataset of **203 documents**, a rigorous selection process resulted in **41 relevant articles** for in-depth analysis. Using **VOS viewer**, the study visualizes research networks, inter-topic relationships, and emerging trends, revealing a **47% increase in publication volume from 2012 to 2024**.*

*Findings indicate that **customer satisfaction, consumer behaviour, and sales** are dominant themes, with **sentiment analysis and digital technology (AI, AR)** gaining traction in recent years. However, significant gaps remain, particularly in **experimental studies quantifying the long-term impact of multi-sensory experiences on customer loyalty** and **cross-industry comparisons of multi-sensory branding effectiveness**. The novelty of this study lies in its **combined bibliometric and systematic approach**, which identifies critical research trends, theoretical gaps, and emerging digital strategies in multi-sensory marketing. This study contributes to the academic discourse by comprehensively synthesizing **research trends** and proposing future research directions in **technology-driven branding strategies and consumer engagement**.*

Keywords: Multi-sensory experience, brand positioning, customer satisfaction, systematic literature review, bibliometric analysis, AI, AR.

1. INTRODUCTION

In today's competitive marketing landscape, customer experience is no longer limited to product or service quality but extends to multi-sensory interactions that shape consumer perceptions, emotions, and decision-making. Multi-sensory brand experience is the strategic use of sensory elements—visual, auditory, olfactory, gustatory, and tactile stimuli—to enhance brand engagement and customer satisfaction (Krishna, 2012). Studies suggest that

well-designed multi-sensory experiences can create strong emotional connections, enhance brand recall, and foster long-term customer loyalty (Hultén, 2019). However, despite its growing significance, research on multi-sensory brand experiences remains fragmented, with limited theoretical integration and a lack of standardized frameworks to systematically map key trends. Several theoretical frameworks have been employed to explain the impact of multi-sensory brand experiences on customer satisfaction. The Stimulus-Organism-Response (SOR) Model (Mehrabian & Russell, 1974) posits that sensory stimuli influence customer emotions (organism), ultimately shaping responses such as satisfaction, brand loyalty, or purchasing decisions. Another relevant framework is the expectation-confirmation theory (ECT) (Oliver, 1980), which asserts that customer satisfaction depends on whether the multi-sensory experience meets or exceeds expectations. However, research gaps remain in validating these theories empirically, especially in the context of digital and AI-driven multi-sensory branding.

Existing studies have explored multi-sensory experiences across retail, hospitality, automotive, and digital services industries. However, most research remains industry-specific, limiting broader insights into how multi-sensory experiences contribute to customer satisfaction across different business sectors. Furthermore, technological advancements such as Artificial Intelligence (AI), Augmented Reality (AR), and the Internet of Things (IoT) have enabled personalized multi-sensory brand experiences. Yet, their full potential remains underexplored in academic research (Petit et al., 2019). Research gaps in this area include the lack of empirical validation, as few studies have conducted experimental research to quantify the causal impact of multi-sensory experiences on long-term customer loyalty. There is also a limited cross-industry comparison, as most research focuses on specific industries, ignoring how multi-sensory branding functions across different sectors. Additionally, the underexplored integration of AI and AR suggests that while technological advancements are emerging, their role in enhancing multi-sensory experiences remains insufficiently studied.

The novelty of this study lies in its combination of bibliometric and systematic approaches to provide a structured overview of multi-sensory brand experience research. It uses VOS viewer to analyse keyword relationships, conceptual linkages, and publication trends while identifying digital transformation trends influencing multi-sensory branding and customer satisfaction. This study aims to identify key research trends and academic contributions in multi-sensory marketing, examine the distribution of research across disciplines (e.g., marketing, psychology, computer science), highlight theoretical gaps that require further exploration, and provide visualized research networks using VOS viewer to showcase conceptual linkages and emerging themes.

By addressing these gaps, this study contributes to advancing multi-sensory branding strategies. It provides insights for future research on improving customer experience through sensory marketing and digital innovation.

2. THEORY

This study employs a Systematic Literature Review (SLR) approach to examine the relationship between multi-sensory brand experience and customer satisfaction. The methodology follows a structured process by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, including identification, selection, extraction, and data analysis. This ensures transparency and replicability in the research process. The literature selection process was conducted through several stages, as illustrated in Figure 1.

3. RESEARCH METHOD

This study employs a Systematic Literature Review (SLR) approach using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method to select and synthesize relevant studies on the relationship between brand positioning and customer loyalty. This approach enables the research to be conducted in a systematic, transparent, and replicable manner, ensuring that the findings obtained have high validity and reliability.

In the literature identification process, data were collected from Scopus as the primary source, considering its credibility in providing high-quality academic journals. The initial search resulted in 76 articles deemed relevant to the research topic. Next, a screening process was conducted to eliminate duplicate articles and those that did not meet the selection criteria, resulting in 53 articles for further review.

The screening stage involved reviewing abstracts and topic relevance to the research focus. At this stage, 7 articles were excluded due to inappropriate research designs. From the remaining 46 articles, an eligibility assessment was conducted, where each article was thoroughly analyzed based on its methodological suitability, relevance to the study, and connection to key research variables. As a result of this process, 22 articles were shortlisted for detailed review, with 15 final articles selected as the basis for the synthesis in this study.

Inclusion and Exclusion Criteria

The selection of articles was based on the following inclusion criteria:

1. Articles that discuss the relationship between brand positioning and customer loyalty.
2. Journals published within the 2014–2024 timeframe to ensure relevance to current marketing trends.
3. Articles available in full-text format and sourced from Scopus-indexed journals.
4. Studies using quantitative, qualitative, or mixed-method approaches with empirical data.

Meanwhile, the exclusion criteria included:

1. Articles that only discuss brand awareness without any connection to customer loyalty.

2. Studies focusing on branding theory in general without examining its impact on consumer decision-making.
3. Articles with inappropriate research designs, such as conceptual studies without empirical analysis.

Data Analysis

The data analysis in this study was conducted using a thematic and narrative synthesis approach, in which each selected article was categorized based on the key themes identified, such as:

- Factors influencing brand positioning,
- The impact of brand positioning on customer loyalty, and
- The role of digitalization in strengthening brand positioning in the market.

This thematic synthesis allowed for a structured and systematic interpretation of existing research findings, ensuring that insights were drawn from multiple perspectives and methodologies.

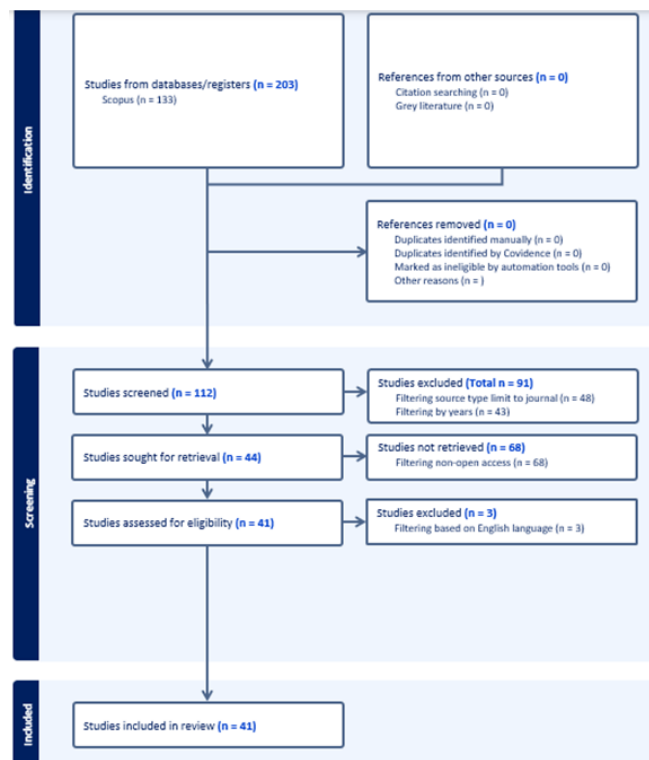


Figure 1. Literature Selection Flow Diagram in Systematic Literature Review

3. RESULTS

A stepwise selection process was implemented for 203 documents identified in Scopus. The screening process included filtering publication types (journals only), selecting only English-language articles, and restricting the study field to Business, Management, and Accounting. Following this filtration, 41 relevant documents were selected for further analysis.

Data Sources and Search Strategies

Data was collected from Scopus, which was chosen for its broad coverage and inclusion of articles from highly reputable, peer-reviewed journals. To enhance relevance, the search was conducted using Boolean operators (AND, OR, and wildcard “*”) within a PICOS framework (Population, Intervention, Comparison, Outcome, Study Design). The search was restricted to 2012-2025 to ensure that only the most recent literature was considered.

An example of a search query used in Scopus:

- (TITLE-ABS-KEY ("sensory experience" OR "multi-sensory experience" OR "sensory marketing" OR "experiential marketing")
- AND TITLE-ABS-KEY ("customer satisfaction" OR "consumer experience" OR "customer loyalty" OR "brand perception")
- AND TITLE-ABS-KEY ("review" OR "systematic review" OR "meta-analysis" OR "bibliometric analysis"))

Literature Selection Process

The literature selection process was conducted in three stages:

1. Initial Screening—112 studies were screened based on title and abstract to eliminate irrelevant studies.
2. Full-Text Evaluation—Of 44 studies sought for retrieval, 41 were assessed for eligibility, ensuring methodological rigor and relevance.
3. Application of Inclusion and Exclusion Criteria – Only 41 studies met the final inclusion criteria.

Inclusion Criteria:

- Articles published in peer-reviewed journals indexed in Scopus.
- Studies that examine the relationship between multi-sensory brand experiences and customer satisfaction.
- Articles written in English.

Exclusion Criteria:

- Studies that did not have full-text access (n = 68, filtering non-open access articles).

Articles not based on empirical or systematic research (e.g., editorials, opinion pieces).

- Studies that did not align with the research scope (n = 91, including filtering non-relevant years and source types).

Data Analysis

After selection, data were analysed using descriptive and bibliometric approaches to identify research trends, field distribution, and theoretical contributions. VOS viewer was used to visualize the reviewed research's conceptual relationships and keyword networks. By applying a systematic and rigorous approach, this study ensures that only high-quality and relevant literature is analysed, providing a comprehensive mapping of the relationship between multi-sensory brand experience and customer satisfaction.

This research identified **203 documents** from Scopus relevant to *multi-sensory brand experience* and *customer satisfaction*.

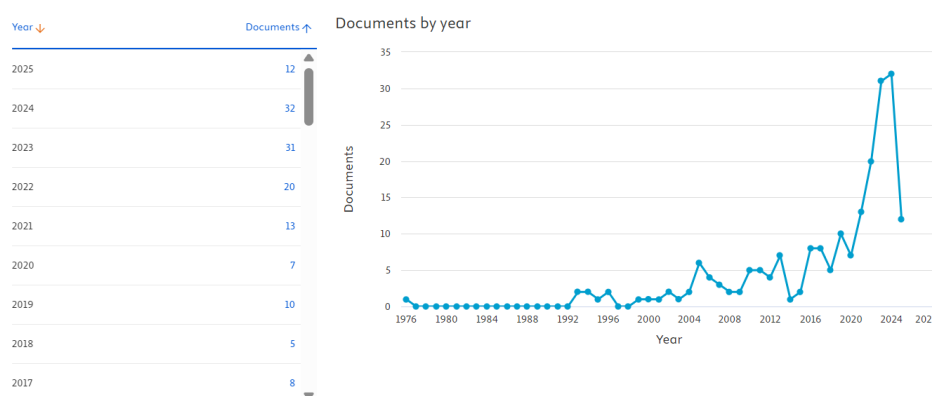


Figure 2: Number of documents per year

Analysis of publication data from Scopus reveals a significant increase in research related to multi-sensory brand experience and customer satisfaction since 1976, with 203

documents. The number of publications surged from 2021 (13 documents) to a peak in 2024 (32 documents), followed closely by 2023 (31 documents). The decline in 2025 (12 documents) is likely due to the limited availability of recent publication data. This upward trend reflects growing academic interest in this topic, emphasizing the need for systematic literature reviews to explore the role of multi-sensory experiences in enhancing customer satisfaction across various industries (Scopus, 2025).

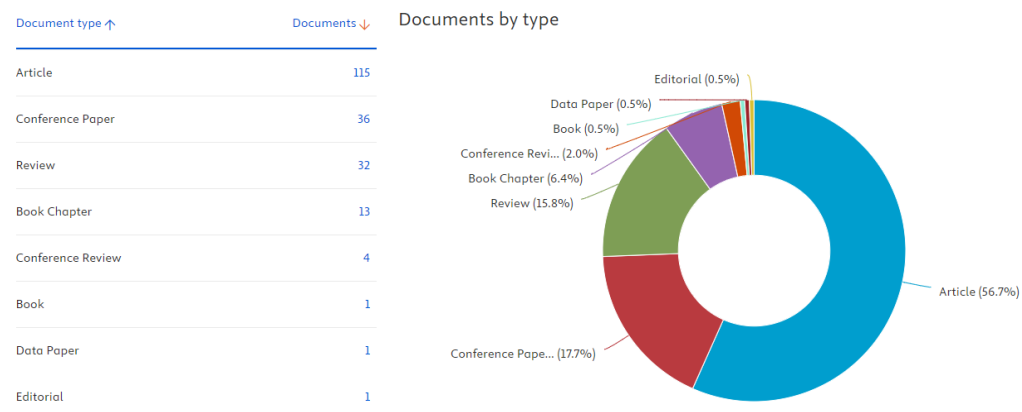


Figure 3: Distribution of Publication Types in Multi-Sensory Brand Experience Research

Based on the analysis of document types in the Scopus database, research related to multi-sensory brand experience and customer satisfaction is dominated by journal articles (115 documents; 56.7%), followed by conference papers (36 documents; 17.7%), and review studies (32 documents; 15.8%). The significant proportion of journal articles indicates that research in this field has been conducted within a formal academic framework and has undergone rigorous peer-review processes.

Additionally, contributions from book chapters (13 documents; 6.4%), conference reviews (4 documents; 2.0%), and a minimal number of books, data papers, and editorials (each 0.5%) suggest that while the topic is gaining traction, it is still developing in terms of comprehensive literature synthesis. The dominance of journal articles and conference proceedings highlights an ongoing discourse in academic forums and scientific seminars. However, the relatively small number of review studies (15.8%) indicates a gap in systematic and comprehensive evaluations of the impact of multi-sensory experiences on customer

satisfaction. This reinforces the need for a more structured Systematic Literature Review (SLR) to provide a more precise and more in-depth mapping of the existing literature (Scopus, 2025).

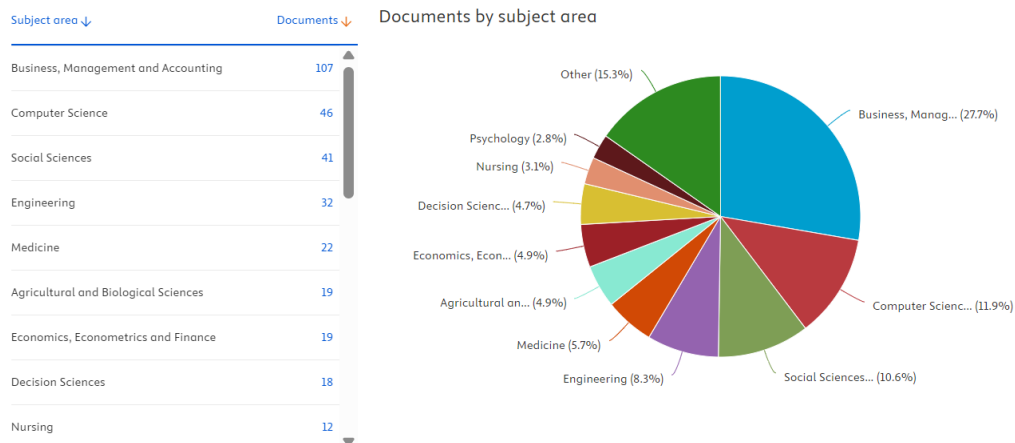


Figure 4: Distribution of Fields of Study in Multi-Sensory Brand Experience Research

Based on the analysis of research fields in the Scopus database, most publications related to multi-sensory brand experience and customer satisfaction come from the field of Business, Management, and Accounting (107 documents; 27.7%), followed by Computer Science (46 documents; 11.9%) and Social Sciences (41 documents; 10.6%). The dominance of business and management research suggests that multi-sensory experience has become a critical factor in marketing strategy and customer satisfaction.

Additionally, contributions from Computer Science (11.9%) highlight the role of technology in enhancing customer experiences, including applications of artificial intelligence (AI), sensory data analysis, and digital interaction. Engineering (8.3%) also reflects research on multi-sensory product development, while Economics, Econometrics, and Finance (4.9%) contribute to analysing the economic impact of multi-sensory marketing strategies.

This diverse distribution of research fields indicates that multi-sensory brand experience has multidisciplinary implications, extending beyond marketing to include technology innovation and economic evaluation. However, limited studies have been conducted in Psychology (2.8%) and Nursing (3.1%), suggesting opportunities for further exploration of the psychological and physiological effects of multi-sensory experiences on customer satisfaction (Scopus, 2025).

Despite the rapid growth of research on customer experience and brand positioning, several gaps in the literature remain:

1. Most studies are cross-sectional and have not examined the long-term impact of multi-sensory experiences on customer loyalty.
2. Many studies focus on sensory experiences but fail to establish direct connections with customer psychological factors in digital marketing.
3. There is a lack of empirical research testing the causal relationship between multi-sensory brand experience and customer satisfaction.

Bibliometric Analysis on Brand Positioning, Customer Satisfaction, and Consumer Behaviour

This study employs VOS viewer software to conduct a bibliometric analysis of scientific publications related to brand positioning, customer satisfaction, and consumer behavior. The keywords used in the analysis reflect the primary research themes and are visualized through three approaches: **network visualization, overlay visualization, and density visualization.**

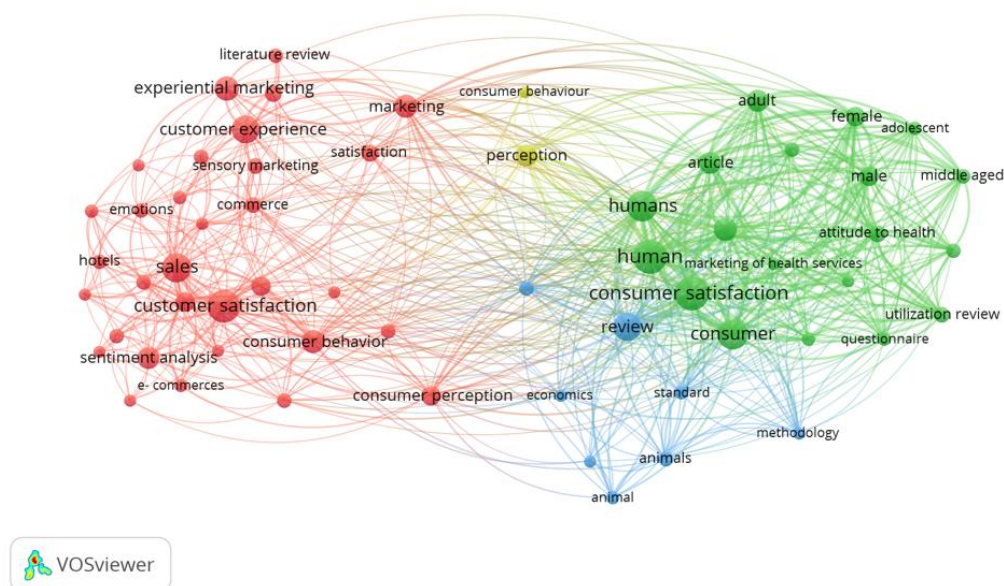


Figure 5: Network Visualization: Keyword Distribution in Brand Positioning Research

The network visualization illustrates the interconnections among key concepts in marketing studies, particularly those associated with customer satisfaction, sales, and consumer behavior. The most prominent keywords, such as “*customer satisfaction*” and “*customer experience*,” appear frequently, signifying their central role in the literature.

The dense linkages among keywords highlight the strong interrelation between customer experience, digital technology, and data-driven marketing strategies. Furthermore, connections with terms like “*e-commerce*” and “*data mining*” emphasize the increasing integration of technology in marketing to understand and enhance customer satisfaction. These insights provide a foundation for identifying current research directions and guiding future developments in brand strategy and management.



Recent developments are evident in the rising emphasis on “*machine learning*” and “*e-commerce*,” demonstrating the growing role of digital technologies in consumer behaviour analysis and brand positioning. The connections between “*online reviews*,” “*consumer perception*,” and “*social media*” indicate the increasing impact of digital platforms on customer decision-making. These findings underscore the shift toward

technology-driven approaches in marketing, influencing brand positioning and customer engagement strategies.

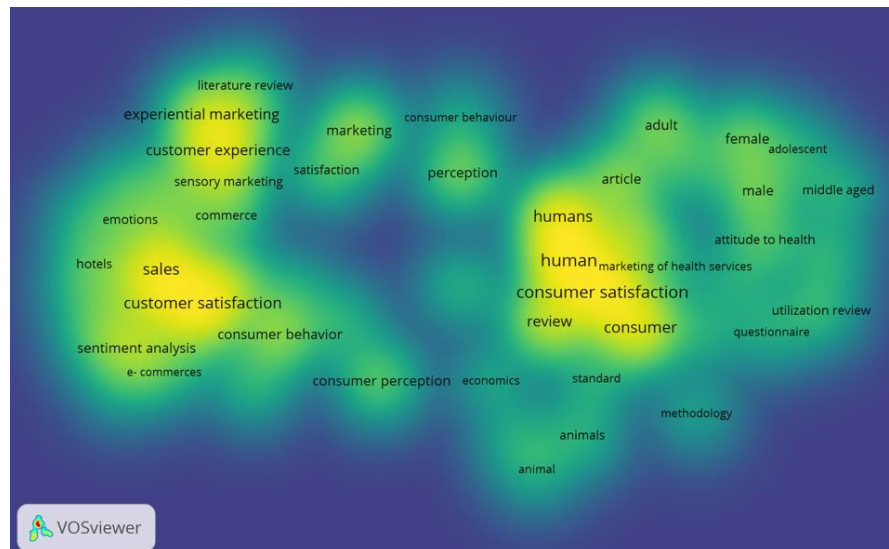


Figure 7: Density Visualization: High-Frequency Keywords and Research Focus

The density visualization highlights the intensity of keyword occurrences in the analysed literature. Keywords in bright yellow signify the most frequently discussed topics, while green and blue represent less prominent but still relevant areas. “*Customer satisfaction*,” “*customer experience*,” and “*sales*” emerge as the dominant themes, reinforcing the central focus on customer-oriented marketing strategies.

The interrelation between “*consumer behaviour*” and “*online reviews*” suggests the pivotal role of consumer insights in shaping brand strategies. Furthermore, newer research topics, including “*machine learning*,” “*e-commerce*,” and “*consumer perception*,” reflect the increasing adoption of data-driven methodologies in marketing studies. This visualization reaffirms that modern research is progressively aligning with digital transformation and integrating advanced analytics to optimize customer satisfaction and brand positioning.

4. CONCLUSION

This study employs a Systematic Literature Review (SLR) approach to examine the relationship between multi-sensory brand experience and customer satisfaction. This study ensures that only relevant, high-quality, and methodologically rigorous literature is analysed

by adhering to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. The literature selection process began with 203 identified journals from the Scopus database. However, after a rigorous screening and eligibility evaluation process, only 41 journals met the inclusion and exclusion criteria for the final review. The selection process considered topic relevance, research methodology, and theoretical contributions to multisensory brand experience and customer satisfaction.

This study underscores the critical role of multi-sensory brand experiences in shaping customer satisfaction through three main dimensions: sensory engagement, emotional connection, and cognitive evaluation. Sensory engagement refers to the direct influence of visual, auditory, tactile, olfactory, and gustatory stimuli. At the same time, emotional connection highlights how brand-triggered emotions such as excitement, pleasure, and nostalgia strengthen customer-brand relationships. Cognitive evaluation, on the other hand, determines how customers assess and process multisensory interactions in forming brand perceptions and loyalty.

The bibliometric analysis reveals a significant surge in research on multisensory branding in recent years, highlighting the increasing relevance of Artificial Intelligence (AI) and Augmented Reality (AR) as emerging tools in sensory-driven brand strategies. However, findings indicate that despite this progress, most studies remain qualitative or meta-analytical, with limited empirical validation of the causal relationship between multisensory branding and customer satisfaction over time.

From an academic perspective, this study highlights a pressing need for more experimental and longitudinal research to provide stronger empirical evidence on how multi-sensory brand experiences influence long-term customer loyalty and engagement. From a business perspective, companies are encouraged to integrate AI, AR, and advanced data-driven techniques to design more personalized multisensory brand experiences that enhance customer interactions and differentiation in competitive markets.

By addressing these gaps, future research and industry strategies can further develop multisensory branding as a key driver of customer satisfaction, brand equity, and competitive advantage in an increasingly digital and experience-driven economy.

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