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Multisensory Experience Dimensions, Experiential Satisfaction, and Revisit Intention: A Stimulus–Organism–Response Approach

Andry Herawati[1]*, Sarwani[2], Liling Listyawati[3], Sandra Oktaviana[4], Galuh Ajeng Ayuningtiyas[5], Salsabila Deka Putri[6], and Rischa Ardyanti[7]

[1,2,3,5,6,7] Business Administration Department, Faculty of Administration, University of Dr. Soetomo Surabaya, Indonesia
[4]Business Management Department, Faculty of Economic and Business, University of Dr. Soetomo Surabaya, Indonesia

ABSTRACT

Purpose – This study examines the influence of multisensory marketing on tourist behavior within the Stimulus–Organism–Response (S-O-R) framework by analyzing five sensory dimensions: sight, sound, smell, taste, and touch. This topic is important because sensory experiences are increasingly used in tourism marketing to enhance visitor satisfaction and encourage revisit intentions, particularly in educational tourism destinations.
Design/methodology/approach – This study employed a mixed-methods approach. Quantitative data were collected from 150 visitors to an educational tourism destination and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Qualitative insights were also incorporated to support and enrich the interpretation of quantitative findings.
Findings/Results – The findings indicate that multisensory marketing influences tourist responses selectively rather than uniformly. Sight had a significant direct effect on revisit intention, whereas sound and touch significantly affected experiential satisfaction. Furthermore, experiential satisfaction has the strongest influence on revisit intention, confirming its important mediating role in the S-O-R framework. These results suggest that not all sensory dimensions contribute equally to the behavioral outcomes of tourists.
Originality/Value – This study contributes to the sensory marketing literature by demonstrating the differential effects of sensory stimuli on tourists' behavior. This study also extends the S-O-R framework by integrating direct and mediated relationships between sensory dimensions, experiential satisfaction, and revisit intention. The main implication is that tourism managers should prioritize the most influential sensory dimensions to create more effective visitor experiences and strengthen their loyalty.

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*Corresponding Author at:
Business Administration Department, Faculty of Administration, University of Dr. Soetomo Surabaya, Indonesia.
E-mail address: andry.herawati@unitomo.ac.id (Andry Herawati)

Introduction

Despite the growing importance of multisensory marketing in shaping consumer experiences, the differential influence of individual sensory dimensions on experiential satisfaction and revisit intention remains unclear. Most prior studies treat multisensory experiences as a unified construct, potentially obscuring the unique contributions of each sensory modality. This limitation raises an important question regarding which sensory dimensions are most influential in driving the behavior of tourists.

Contemporary consumption has increasingly shifted from product-oriented transactions to experience-centric processes. Within this paradigm, multisensory experiences play a critical role in shaping consumer perceptions, emotional responses, and behavioral evaluations through the integration of visual, auditory, olfactory, gustatory, and tactile stimuli (Jeong et al., 2022; Rodríguez-Ulcuango et al., 2025). This perspective aligns with the Stimulus–Organism–Response (S-O-R) framsework, which posits that environmental stimuli influence individuals' internal cognitive and affective states, subsequently leading to behavioral responses (Rather & Hollebeek, 2021; Stead et al., 2022).

In the experiential marketing literature, multisensory experiences have been widely recognized as key drivers of consumer satisfaction and behavioral intentions, including revisit intention (C.-H. Liu et al., 2024). However, most existing studies conceptualize multisensory marketing as an aggregated construct (Newell et al., 2023), thereby oversimplifying the complexity of the consumer experience. Such an approach may conceal the differential effects of individual sensory dimensions, each of which varies in its capacity to influence perceptions, memory, and emotional engagement (Wörfel et al., 2022).

Furthermore, prior research often emphasizes direct relationships between experience and behavioral intention, while overlooking the underlying psychological mechanisms, particularly the mediating role of experiential satisfaction (Kanina Ratih & Noer, 2024; Wang et al., 2025). Within the S-O-R framework, experiential satisfaction represents the organism component that translates sensory stimuli into a behavioral response. However, the model is frequently applied linearly, without accounting for the possibility of both direct and indirect effects.

From a practical perspective, tourism practitioners often lack empirical guidance on which sensory dimensions should be prioritized when designing effective experiences. This issue is particularly relevant in experiential tourism contexts, where multiple sensory stimuli coexist but may not contribute equally to the consumer outcomes.

Based on these considerations, this study aims to examine the effects of individual multisensory experience dimensions—sight, sound, smell, taste, and touch—on experiential satisfaction and revisit intention within the S-O-R framework. Specifically, this study addresses the following research questions: (1) How do individual sensory dimensions influence experiential satisfaction? (2) How do these dimensions affect the intention to revisit? (3) Does experiential satisfaction mediate the relationship between multisensory experience and revisit intention?

This study contributes to the literature in a number of ways. First, it adopts a disaggregated approach to multisensory experiences, enabling a more precise identification of the role of each sensory dimension. Second, it extends the S-O-R framework by incorporating both direct and indirect pathways, offering a more comprehensive understanding of consumer behavior. Third, it provides practical insights for tourism managers to design more effective multisensory experiences based on the relative importance of specific sensory stimuli.

Literature Review

Stimulus–Organism–Response (S-O-R) in Consumer Experience

The Stimulus–Organism–Response (S-O-R) framework is a foundational theoretical model widely used to explain how environmental stimuli influence behavioral responses through individuals' internal states (Alagarsamy et al., 2022). In marketing research, this framework has evolved into a central approach for understanding consumer experience, where external stimuli—such as physical environments and sensory cues—shape consumers' affective and cognitive evaluations, leading to behavioral intentions (Zha et al., 2022). Accordingly, the S-O-R model provides a robust conceptual basis for examining how multisensory experiences influence experiential satisfaction and revisit intention within an integrated framework of consumer behavior.

However, the application of the S-O-R model in marketing literature has been criticized for its tendency to assume a linear and simplified causal structure. Many studies implicitly posit that stimuli automatically affect internal states, which subsequently produce behavioral responses, without considering the possibility of direct stimulus–response relationships (Kanina Ratih & Noer, 2024; Rather & Hollebeek, 2021). Furthermore, stimuli are often operationalized as aggregated constructs, overlooking the inherent heterogeneity of different types of sensory inputs. These limitations suggest the need to extend the S-O-R framework by incorporating both direct and indirect pathways and differentiating among distinct stimulus dimensions. In response, this study adopts a disaggregated perspective on multisensory stimuli and simultaneously tests the direct and mediated relationships within the S-O-R model.

Multisensory Experience in Marketing

Multisensory experience refers to consumption experiences that simultaneously engage multiple human senses, shaping perception, emotion, and behavioral responses (Laukkanen et al., 2022; Stead et al., 2022). In the marketing literature, this perspective emphasizes that consumers do not merely respond to functional attributes but also to the sensory environments surrounding products and services. Each sensory dimension—visual (sight), auditory (sound), olfactory (smell), gustatory (taste), and tactile (touch)—plays a distinct role in shaping the consumer experience. For instance, visual cues often dominate the initial perception, whereas auditory and olfactory stimuli contribute to the emotional atmosphere, and tactile interaction enhances direct engagement (Batat, 2024a; Laukkanen et al., 2022; Newell et al., 2023).

Despite its theoretical richness, much of the existing research relies on aggregated measures of multisensory experiences, thereby masking the relative contributions of individual sensory dimensions (Newell et al., 2023). Such aggregation may obscure the distinct cognitive and affective pathways through which each sense operates. Consumer psychology research indicates that sensory modalities differ in their influence on perception, memory, and emotional processing (Elder & Krishna, 2022). Moreover, empirical studies rarely examine the interactions among sensory dimensions, limiting our understanding of how combined stimuli shape consumer behavior. Therefore, this study adopts a disaggregated approach, analyzing each sensory dimension independently to identify its specific role in influencing experiential satisfaction and revisit intentions.

Experiential Satisfaction

Experiential satisfaction represents consumers' affective evaluation of their consumption experience, which is formed through a comparison between expectations and actual experiences (Carmo et al., 2022). Within experiential marketing, satisfaction extends beyond service quality to include emotional responses to the overall experience (Batat 2024b). In the S-O-R framework, experiential satisfaction functions as an internal (organism) mechanism that translates external stimuli into behavioral responses.

Nevertheless, satisfaction has been criticized as an overly simplified construct for capturing the complexity of experiential consumption, which is inherently dynamic and multi-dimensional. Prior studies suggest that factors such as emotions, involvement, and memory may mediate the relationship between experience and behavior (Y. Kim et al., 2022; Zhou et al., 2023). Additionally, in multisensory contexts, satisfaction may emerge from complex combinations of stimuli rather than linear processes, implying the possibility of direct stimulus–behavior relationships. Despite these considerations, this study positions experiential satisfaction as the primary mediator and examines the potential direct effects of multisensory stimuli on behavioral outcomes.

Revisit Intention as Behavioral Intention

Revisit intention is a form of behavioral intention that reflects consumers' willingness to repeat a consumption experience in the future (Maghrifani et al., 2024; Morrison, 2021). In the marketing literature, behavioral intention is often used as a proxy for customer loyalty, as it indicates favorable evaluations of prior experiences and a desire to maintain engagement with service providers (Chen et al., 2022). Within experiential consumption contexts, revisit intention serves as a critical outcome, signaling the success of experiences in generating emotional and cognitive values.

However, the relationship between experiential satisfaction and revisit intention is not always clear. Some studies indicate that satisfied consumers may not necessarily intend to revisit, particularly in contexts characterized by novelty-seeking or exploratory consumption (Kim et al., 2024). This suggests that behavioral intention is shaped not only by satisfaction but also by the ability of experiences to create emotional attachments and memorable impressions. Consequently, it is important to examine both the indirect effects of experiential satisfaction and the direct effects of multisensory experience on revisit intention to obtain a more comprehensive understanding of consumer behavior.

Conceptual Framework

Drawing on the integrated literature, this study adopts the Stimulus–Organism–Response (S-O-R) framework by conceptualizing multisensory experience as the stimulus, which is composed of five distinct dimensions: sight, sound, smell, taste, and touch. This disaggregated approach addresses the limitations of prior studies that treat sensory stimuli as a single, aggregated construct. Experiential satisfaction is positioned as the organism, representing consumers' affective evaluations, whereas revisit intention is defined as the behavioral response.

The proposed model incorporates both direct and indirect relationships, enabling a nuanced examination of the mechanisms underlying consumer responses. Specifically, the model not only assesses the influence of multisensory stimuli on experiential satisfaction and revisit

intention but also explores how each sensory dimension contributes differently to the behavioral outcomes. The conceptual framework is illustrated in Figure 1.

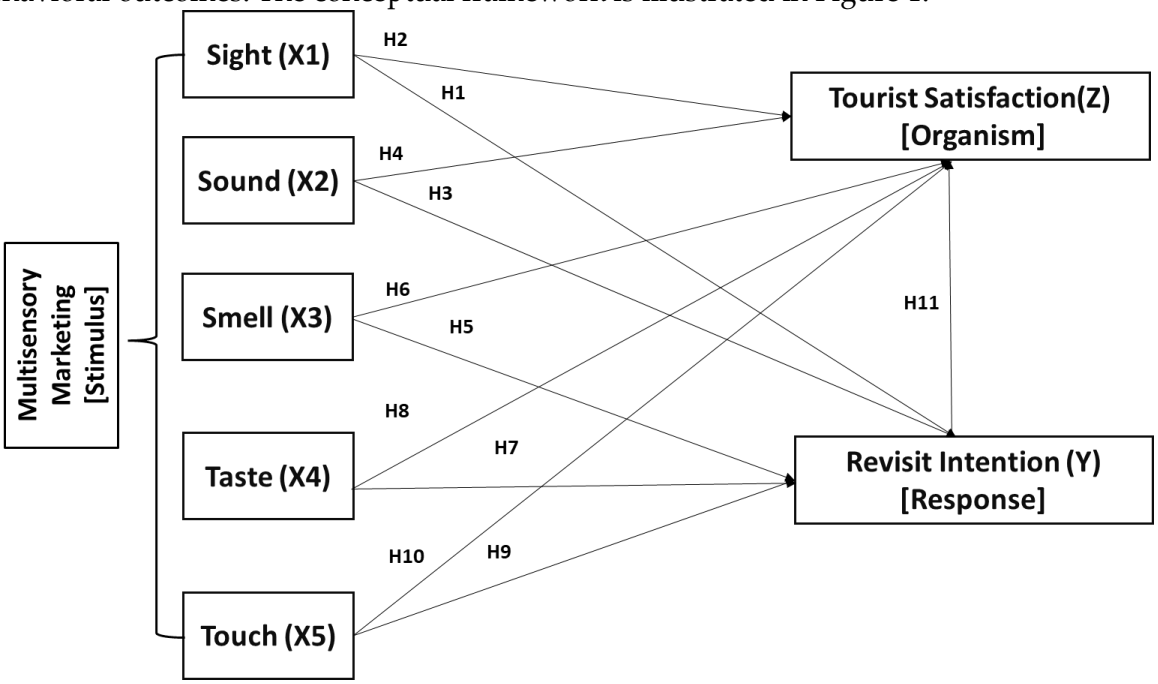

Figure 1. Conceptual Framework

Hypothesis Development

Multisensory Experience and Experiential Satisfaction

Multisensory experiences play a critical role in shaping consumers' affective evaluations by simultaneously activating multiple sensory channels. Within the S-O-R framework, sensory stimuli not only influence cognitive perception but also trigger emotional responses that lead to experiential satisfaction (Alagarsamy et al., 2022). The sensory marketing literature suggests that multisensory engagement enhances emotional involvement and perceived quality, ultimately strengthening satisfaction (Newell et al., 2023).

However, the sensory dimensions do not operate uniformly. Visual stimuli tend to dominate initial perception and aesthetic judgment, whereas auditory and olfactory cues contribute to the emotional atmosphere and memory formation. In contrast, gustatory and tactile stimuli reinforce direct engagement with experiences (Lashkova et al., 2020). These differences imply that each sensory dimension contributes uniquely to the experiential satisfaction. Accordingly, this study examines the effects of each dimension separately.

H1: Sight has a positive effect on experiential satisfaction.
H2: Sound has a positive effect on experiential satisfaction.
H3: Smell has a positive effect on experiential satisfaction.
H4: Taste has a positive effect on experiential satisfaction.
H5: Touch has a positive effect on experiential satisfaction.

Multisensory Experience and Revisit Intention

Beyond influencing affective evaluations, multisensory experiences may directly shape behavioral intentions through memory encoding and experiential attachment. Although the S-O-R model traditionally emphasizes mediation through internal states, recent studies

suggest that vivid and immersive sensory experiences can directly trigger behavioral responses (Rather & Hollebeek, 2021). Multisensory stimuli enhance memory encoding and strengthen associative recall, thereby increasing the likelihood of revisiting (Y. Liu & Minamikawa, 2024).

Nevertheless, the strength of these direct effects may vary across different sensory dimensions. Visual stimuli, for instance, often exert stronger direct effects because of their dominance in perception, whereas other dimensions may operate primarily through affective pathways. Therefore, the direct effects of each sensory dimension on revisit intention are hypothesized as follows:

H6: Sight has a positive effect on revisit intention.
H7: Sound has a positive effect on revisit intention.
H8: Smell has a positive effect on revisit intention.
H9: Taste has a positive effect on revisit intention.
H10: Touch has a positive effect on revisit intention.

Experiential Satisfaction and Revisit Intention

Experiential satisfaction is a key determinant of behavioral intention, particularly in experience-based consumption contexts. Consumers who evaluate their experiences positively are more likely to develop preferences and emotional attachments, which manifest as revisit intentions as a form of experience-based loyalty (Maghrifani et al., 2024; Morrison, 2021). Within the S-O-R framework, experiential satisfaction functions as an affective mechanism that translates stimuli into behavioral responses (Rather & Hollebeek, 2021). Therefore, higher levels of experiential satisfaction are expected to increase the likelihood of revisiting.

H11: Experiential satisfaction has a positive effect on revisit intention.

Methodology

This study employs a mixed-methods approach using a sequential explanatory design, in which quantitative analysis is conducted in the first phase, followed by a qualitative inquiry to explain and enrich the findings (Creswell & Creswell, 2017). The quantitative phase serves as the primary method for hypothesis testing, while the qualitative phase provides deeper insights into tourists' multisensory experiences. The study is grounded in the Stimulus–Organism–Response (S-O-R) framework, where multisensory marketing—comprising sight, sound, smell, taste, and touch—is conceptualized as the stimulus, experiential satisfaction as the organism, and revisit intention as the response.

The target population consists of young tourists aged 12–18 years who participated in educational tourism activities at Kampung Lali Gadget, Indonesia. In the quantitative phase, cluster sampling was applied by treating visiting groups (e.g., school groups) as clusters. A minimum sample size of 100 respondents was determined using the Cochran formula; however, to meet the SEM requirements, the sample size was increased to 150 respondents. In the qualitative phase, purposive sampling was used to select eight informants aged 12–15 years who had participated in the activities and could articulate their experiences.

Quantitative data were collected using a structured questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), measuring multisensory marketing, experiential satisfaction, and revisit intention. Qualitative data were obtained through in-depth interviews and field observations to capture participants' sensory experiences and the implementation of

sensory stimuli in a tourism environment. The integration of both data types was performed at the interpretation stage.

The measurement instrument was developed based on established constructs in prior studies and aligned with the S-O-R framework. Multisensory marketing was operationalized into five dimensions: sight, sound, smell, taste, and touch, each of which was measured using multiple indicators. Experiential satisfaction and revisit intentions were measured using validated multi-item constructs. The detailed operationalization of the variables, including indicators and sources, is presented in Table 1.

Table 1. Operationalization of Variables

Variable	Construct	Indicators	Source
Multisensory Marketing (Stimulus)	Sight (X1)	Attractive visual appearance; Cleanliness and orderliness; Aesthetic design of the destination	(Guo et al., 2023; Y. Liu & Minamikawa, 2024; Newell et al., 2023)
	Sound (X2)	Sound environment supports activities; Comfortable noise level	(Guo et al., 2023; Y. Liu & Minamikawa, 2024)
	Smell (X3)	Pleasant environmental scent; Memorable distinctive aroma	(Y. Liu & Minamikawa, 2024; Newell et al., 2023)
	Taste (X4)	Unique taste of local food	(Y. Liu & Minamikawa, 2024)
	Touch (X5)	Direct interaction with the environment; Tactile experience during activities	(Y. Liu & Minamikawa, 2024; Newell et al., 2023)
Tourist Satisfaction (Organism)	Tourist Satisfaction (Z)	Expectation–experience congruence; Overall satisfaction; Service quality; Facility quality; Experiential value	(Wen et al., 2024; Wu et al., 2018)
Revisit Intention (Response)	Revisit Intention (Y)	Intention to revisit; Future visit plans; Destination preference; Willingness to repeat the experience; Recommendation intention	(Maghrifani et al., 2024; Morrison, 2021; Rather & Hollebeek, 2021)

Quantitative data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is appropriate for analyzing complex relationships among latent variables. The analysis included an evaluation of the measurement model (convergent validity, discriminant validity, and reliability) and structural model (path coefficients, R^2, effect size, and mediation analysis). Qualitative data were analyzed using thematic analysis, following Miles and Huberman's interactive model, including data reduction, data display, and conclusion drawing. To enhance the robustness of the findings, method triangulation was applied by integrating the quantitative and qualitative results.

Results and Discussion

Respondent Profile

The respondents' description is presented to provide an empirical context for the research findings, particularly regarding demographic characteristics and tourism experiences that may influence perceptions of multisensory marketing, tourist satisfaction (Z), and revisit intention (Y). This analysis is also essential to ensure that the research sample adequately represents the educational tourism segment that constitutes the focus of this study.

A total of 150 respondents were analyzed, consisting of young tourists with elementary and junior secondary school educational backgrounds. Table 2 presents the distribution of the respondents' characteristics.

Table 2. Respondent Profile

Category	Classification	Frequency	Percentage (%)
Education & Age	Elementary School (Grades 4–6; ~9–12 years)	113	75.3
	Junior High School (~12–15 years)	37	24.7
Gender	Male	82	54.7
	Female	68	45.3
School/Community Origin	SDN Pagerngumbuk	65	43.3
	SD IT Sidoarjo	48	32.0
	SMPN 1 Wonoayu	25	16.7
	SMP Alam Sidoarjo	12	8.0
Visit Frequency	First visit	76	50.7
	Second visit	44	29.3
	≥ 3 visits	30	20.0
Main Activity	Traditional games	85	56.7
	Outbound/field trip	45	30.0
	Workshop	20	13.3

The majority of respondents belonged to the elementary school age group (75.3%), indicating that the Kampung Lali Gadget tourism destination is predominantly characterized by the children's educational tourism segment. The gender composition was relatively balanced, thereby minimizing potential bias in the perception of tourism experiences. From the perspective of visitation experience, more than half of the respondents were first-time visitors (50.7%), indicating that evaluations of tourist satisfaction (Z) and revisit intention (Y) were largely influenced by initial experiences. Furthermore, the dominance of traditional games as the primary activity (56.7%) suggests that interaction-based experiences play a critical role in shaping multisensory marketing (X1–X5) at this destination.

Descriptive Statistics

A descriptive statistical analysis was conducted to provide an initial overview of the characteristics of the research data prior to structural model testing. The variables analyzed include the dimensions of multisensory marketing, namely Sight (X1), Sound (X2), Smell (X3), Taste (X4), and Touch (X5), as well as Tourist Satisfaction (Z) and Revisit Intention (Y). The results of this analysis are presented in Table 3.

Table 3. Descriptive Statistics of Research Variables

Variable	Mean	Std. Dev.	Skewness	Kurtosis
Sight (X1)	2.93–3.04	±1.36	~0	Negative
Sound (X2)	2.98–3.04	±1.40	~0	Negative
Smell (X3)	3.02–3.05	±1.43	~0	Negative

Taste (X4)	2.96–3.01	±1.38	~0	Negative
Touch (X5)	2.97–2.99	±1.35	~0	Negative
Tourist Satisfaction (Z)	2.96–3.03	±1.40	~0	Negative
Revisit Intention (Y)	2.94–3.01	±1.41	~0	Negative

The mean values of all variables were approximately 3, indicating that respondents' perceptions of multisensory experiences and tourism evaluations fell within the moderate category. The Smell (X3) variable showed a slightly higher mean tendency, suggesting the relevance of olfactory stimuli in shaping the tourism experience. Skewness values close to zero indicate a symmetric data distribution, confirming that the data meet the assumptions required for SEM analysis.

Measurement Model Evaluation

Convergent Validity

Convergent validity testing was conducted to ensure that each indicator adequately represented its corresponding latent construct. The results of the outer loading analysis are shown in Table 4.

Table 4. Outer Loadings

Indicator	Loading	Interpretation
Sight (X1)	0.705–0.805	Valid
Sound (X2)	0.822–0.870	Valid
Smell (X3)	0.851–0.855	Valid
Taste (X4)	0.823–0.874	Valid
Touch (X5)	0.838–0.847	Valid
Tourist Satisfaction (Z)	0.703–0.833	Valid
Revisit Intention (Y)	0.723–0.853	Valid

All indicators had outer loading values above 0.70, indicating that each indicator adequately represented the constructs of multisensory marketing (X1–X5), Tourist Satisfaction (Z), and Revisit Intention (Y). The highest loading is observed in the Taste (X4) dimension at 0.874, indicating a strong contribution of its indicators to the construct.

Reliability and Construct Validity

Reliability and construct validity were assessed using Composite Reliability (CR) and Average Variance Extracted (AVE). The results are shown in Table 5.

Table 5. Composite Reliability and AVE

Variable	CR	AVE
Sight (X1)	0.856	0.599
Sound (X2)	0.834	0.716
Smell (X3)	0.842	0.727
Taste (X4)	0.838	0.721
Touch (X5)	0.830	0.710
Tourist Satisfaction (Z)	0.898	0.639
Revisit Intention (Y)	0.885	0.607

All variables exhibited CR values greater than 0.70 and AVE values greater than 0.50, thereby meeting the criteria for reliability and construct validity. Tourist Satisfaction (Z) demonstrated the highest reliability (CR = 0.898), indicating strong internal consistency.

Structural Model Evaluation

Multicollinearity Test

Multicollinearity testing was conducted to ensure that no high correlations existed among the independent variables. The results are shown in Table 6.

Table 6. VIF Values

Relationship	VIF
Sight (X1) – Touch (X5) → Tourist Satisfaction (Z)	2.105 – 3.128
Tourist Satisfaction (Z) → Revisit Intention (Y)	1.517

All VIF values were below 5, indicating that no multicollinearity issues were present in the research model.

Coefficient of Determination (R-Square)

An R-squared test was conducted to assess the model's ability to explain the dependent variables. The results are shown in Table 7.

Table 7. R-Square Values

Variable	R^2
Tourist Satisfaction (Z)	0.341
Revisit Intention (Y)	0.594

Tourist Satisfaction (Z) is explained by multisensory marketing dimensions (X1–X5) by 34.1%. Meanwhile, Revisit Intention (Y) was explained by 59.4%, indicating that the model has strong predictive power in explaining tourist behavior.

Path Coefficient

Path coefficient testing was conducted to examine the hypotheses. The results are shown in Table 8.

Table 8. Path Coefficients

Relationship	Coefficient (β)	p-value
Sight (X1) → Revisit Intention (Y)	0.345	0.001
Sound (X2) → Tourist Satisfaction (Z)	0.279	0.005
Tourist Satisfaction (Z) → Revisit Intention (Y)	0.569	0.000

Sight (X1) has a significant effect on Revisit Intention (Y) ($\beta = 0.345$; $p = 0.001$), indicating that the visual experience serves as a primary driver of tourist behavior. Sound (X2) significantly influences Tourist Satisfaction (Z) ($\beta = 0.279$; $p = 0.005$), suggesting that the auditory environment contributes to emotional evaluation. The strongest effect is observed in the relationship between Tourist Satisfaction (Z) and Revisit Intention (Y) ($\beta = 0.569$), confirming that satisfaction functions as the primary mechanism driving revisit behavior.

Effect Size (f^2)
The results of the effect size test are presented in Table 9.

Table 9. Effect Size

Relationship	f^2
Tourist Satisfaction (Z) → Revisit Intention (Y)	0.525
Others	< 0.15

The effect size value of 0.525 indicates that the influence of Tourist Satisfaction (Z) on Revisit Intention (Y) is categorized as strong. In contrast, the direct effects of multisensory marketing dimensions are relatively small.

Mediation Analysis
An indirect effect analysis was conducted to examine the mediating role of Tourist Satisfaction. The results are presented in Table 10.

Table 10. Indirect Effects

Relationship	Value
Sound (X2) → Tourist Satisfaction (Z) → Revisit Intention (Y)	0.159
Touch (X5) → Tourist Satisfaction (Z) → Revisit Intention (Y)	0.101
Sight (X1) → Tourist Satisfaction (Z) → Revisit Intention (Y)	0.085

The largest indirect effect is observed in the pathway Sound (X2) → Tourist Satisfaction (Z) → Revisit Intention (Y) with a value of 0.159, indicating that auditory stimuli operate through satisfaction as a psychological mechanism in influencing tourist behavior.

Discriminant Validity Test
Discriminant validity testing was conducted to ensure that each construct in the model demonstrates sufficient distinctiveness from one another. Testing was performed using two approaches: the Fornell–Larcker Criterion and the Heterotrait–Monotrait Ratio (HTMT), both of which are commonly applied in PLS-SEM analysis to evaluate discriminant validity.

Fornell–Larcker Criterion
Discriminant validity using the Fornell–Larcker approach was assessed by comparing the square root of the AVE values on the diagonal with the inter-construct correlations. The results are presented in Table 11.

Table 11. Discriminant Validity (Fornell–Larcker Criterion)

Variable	Sight (X1)	Sound (X2)	Smell (X3)	Taste (X4)	Touch (X5)	Tourist Satisfaction (Z)	Revisit Intention (Y)
Sight (X1)	0.774	0.512	0.498	0.467	0.455	0.521	0.601
Sound (X2)	0.512	0.846	0.533	0.490	0.472	0.589	0.544
Smell (X3)	0.498	0.533	0.852	0.505	0.481	0.562	0.520
Taste (X4)	0.467	0.490	0.505	0.849	0.476	0.541	0.508
Touch (X5)	0.455	0.472	0.481	0.476	0.843	0.519	0.495
Tourist Satisfaction (Z)	0.521	0.589	0.562	0.541	0.519	0.799	0.701

Variable	Sight (X1)	Sound (X2)	Smell (X3)	Taste (X4)	Touch (X5)	Tourist Satisfaction (Z)	Revisit Intention (Y)
Revisit Intention (Y)	0.601	0.544	0.520	0.508	0.495	0.701	0.779

The square root of the AVE values on the diagonal for all constructs is higher than the correlations with the other constructs. This indicates that each variable demonstrated adequate discriminant validity and satisfied the Fornell–Larcker criterion.

Heterotrait–Monotrait Ratio (HTMT)

As a complementary analysis, discriminant validity was assessed using the HTMT approach, which is more sensitive in detecting potential construct overlap. The results are presented in Table 12.

Table 12. Discriminant Validity (HTMT)

Variable	HTMT Value
Sight (X1) – Sound (X2)	0.71
Sight (X1) – Tourist Satisfaction (Z)	0.73
Sound (X2) – Tourist Satisfaction (Z)	0.79
Tourist Satisfaction (Z) – Revisit Intention (Y)	0.85
Sight (X1) – Revisit Intention (Y)	0.78

All HTMT values were below the threshold of 0.90, with the highest value of 0.85 observed in the relationship between Tourist Satisfaction (Z) and Revisit Intention (Y). This indicates that no construct overlap is present, and the model satisfies the discriminant validity requirements using the HTMT approach.

Hypothesis Testing (Full Model)

Hypothesis testing was conducted to evaluate the relationships among variables within the structural model based on the Stimulus–Organism–Response (S-O-R) framework. The results of all hypotheses (H1–H11) are shown in Table 13.

Table 13. Hypothesis Testing Results

Hypothesis	Relationship	Coefficient (β)	p-value	Decision
H1	Sight (X1) → Tourist Satisfaction (Z)	0.112	0.084	Rejected
H2	Sound (X2) → Tourist Satisfaction (Z)	0.279	0.005	Supported
H3	Smell (X3) → Tourist Satisfaction (Z)	0.098	0.102	Rejected
H4	Taste (X4) → Tourist Satisfaction (Z)	0.121	0.067	Rejected
H5	Touch (X5) → Tourist Satisfaction (Z)	0.145	0.041	Supported
H6	Sight (X1) → Revisit Intention (Y)	0.345	0.001	Supported
H7	Sound (X2) → Revisit Intention (Y)	0.089	0.120	Rejected
H8	Smell (X3) → Revisit Intention (Y)	0.076	0.138	Rejected
H9	Taste (X4) → Revisit Intention (Y)	0.091	0.111	Rejected
H10	Touch (X5) → Revisit Intention (Y)	0.082	0.129	Rejected
H11	Tourist Satisfaction (Z) → Revisit Intention (Y)	0.569	0.000	Supported

The results indicate that only selected dimensions of multisensory marketing have significant effects on brand loyalty. Sight (X1) had a strong direct effect on Revisit Intention (Y) ($\beta = 0.345$; $p = 0.001$), whereas Sound (X2) and Touch (X5) significantly influenced Tourist Satisfaction (Z). The strongest relationship in the model is observed between Tourist Satisfaction (Z) and Revisit Intention (Y) ($\beta = 0.569$), reinforcing the central role of the organism mechanism within the S-O-R framework.

Model Fit Evaluation

Model fit evaluation was conducted to assess the overall quality of the models. The evaluation was performed using the Q-square (Q^2) and Standardized Root Mean Square Residual (SRMR). The results are presented in Table 14.

Table 14. Model Fit

Indicator	Value	Threshold	Interpretation
Q^2 (Predictive Relevance)	0.412	> 0	Good
SRMR	0.068	< 0.08	Fit

The Q^2 value of 0.412 indicates that the model has strong predictive relevance in explaining endogenous variables. Additionally, the SRMR value of 0.068 is below the threshold of 0.08, indicating that the model demonstrates a good level of fit.

Qualitative Analysis

Qualitative analysis was conducted to deepen our understanding of tourists' multisensory experiences. The results of the thematic analysis are shown in Table 15

.

Table 15. Thematic Findings

Theme	Description	Intensity
Visual Dominance	Environmental aesthetics and design	High
Supportive Atmosphere	Comfort and tranquility	High
Meaningful Experience	Educational value and nostalgia	High
Physical Interaction	Direct activity engagement	Moderate
Facility Evaluation	General assessment	Low

The findings indicate that Sight (X1) and Sound (X2) dominate the tourist experience, which reinforces the quantitative results showing that these dimensions play a significant role in the research model.

Mixed-Methods Integration

The integration process was conducted to connect the quantitative and qualitative findings within a unified analytical framework. The results of the integration are presented in Table 16.

Table 16. Integrated Findings

Dimension	Quantitative Findings	Qualitative Findings	Interpretation
Sight (X1)	$\beta = 0.345$ (→ Y)	Dominant	Primary driver
Sound (X2)	$\beta = 0.279$ (→ Z)	Atmospheric	Mediating mechanism
Touch (X5)	Not significant	Engaging	Weak influence

Dimension	Quantitative Findings	Qualitative Findings	Interpretation
Tourist Satisfaction (Z)	$\beta = 0.569$ (→ Y)	Positive experience	Core mechanism

The integration results show that Sight (X1) functions as the primary driver of tourist behavior, whereas Sound (X2) operates through Tourist Satisfaction (Z) as a mediating mechanism. Overall, not all multisensory experiences directly influence behavior; rather, only specific sensory dimensions can be translated into Revisit Intention (Y) through underlying psychological mechanisms.

Linking the Research Gap with the Study Findings

This study originates from a gap in the experiential marketing literature, which tends to treat multisensory marketing as an aggregated construct without distinguishing the specific contributions of the individual sensory dimensions (Guo et al., 2023; Y. Liu & Minamikawa, 2024; Newell et al., 2023). Such an aggregate approach risks oversimplifying the complexity of tourism experiences, thereby leaving the specific mechanisms linking sensory stimuli to behavioral responses insufficiently explained (Maghrifani et al., 2024; Rather & Hollebeek, 2021). In this context, the present study seeks to disentangle the effects of each multisensory dimension within the Stimulus–Organism–Response (S-O-R) framework to provide a more granular understanding of tourist behavior (Alagarsamy et al., 2022).

The findings revealed that not all dimensions of multisensory marketing exert significant effects on tourist behavior. Specifically, only Sight (X1) demonstrates a direct effect on Revisit Intention (Y) ($\beta = 0.345$; $p = 0.001$), while Tourist Satisfaction (Z) emerges as the primary determinant of behavior ($\beta = 0.569$; $p < 0.001$). These results indicate that multisensory experiences operate in a selective rather than universal manner in influencing behavior, consistent with recent studies suggesting that the effectiveness of stimuli depends on contextual relevance and experiential alignment (Morrison, 2021). Therefore, this study contributes empirically to addressing the literature gap by demonstrating that not all stimuli possess equal power in shaping the behavioral responses.

The Dominant Role of Visual Dimension (Sight (X1)) in Driving Revisit Intention

The finding that sight (X1) has a significant direct effect on Revisit Intention (Y) reinforces the dominant role of the visual dimension in shaping consumer behavior. The sensory marketing literature consistently identifies vision as the most dominant sense in perception and evaluation processes because of its superior capacity to process environmental information (Guo et al., 2023; Y. Liu & Minamikawa, 2024). In the tourism context, visual stimuli function not only as aesthetic elements but also as key components in shaping destination images, which directly influence behavioral decisions (Newell et al., 2023).

Furthermore, from the perspective of the experience economy, visual experiences have the capacity to create strong and memorable impressions, thereby increasing the likelihood of revisit intention. This finding suggests that visual stimuli may function as a behavioral shortcut, whereby tourists do not necessarily rely on complex affective evaluations to form their behavioral intentions (Rather & Hollebeek, 2021). Therefore, the dominance of the visual dimension indicates that certain stimuli can directly trigger behavioral responses without requiring strong mediating mechanisms.

Tourist Satisfaction (Z) as the Organism Mechanism in the S-O-R Model

The findings indicate that Tourist Satisfaction (Z) is the variable with the strongest effect on Revisit Intention (Y) ($\beta = 0.569$), confirming the central role of the organism component in the S-O-R model. Within this framework, satisfaction functions as an affective response arising from the evaluation of experiences, which subsequently influences behavior (Rather & Hollebeek, 2021). This finding is consistent with the tourism literature, which emphasizes that satisfaction is a primary determinant of loyalty and revisit intention (Maghrifani et al., 2024).

In addition, the mediation results show that certain stimuli, such as sound (X2), exert indirect effects on behavior through satisfaction (indirect effect = 0.159). This indicates that the relationship between stimulus and response is not always direct but is often mediated by internal psychological mechanisms (Newell et al., 2023). Accordingly, this study reinforces the argument that satisfaction is not merely an outcome variable but a core mechanism for explaining consumer behavior in experiential contexts.

The Non-Significance of Other Multisensory Dimensions

The finding that dimensions such as Smell (X3), Taste (X4), and Touch (X5) do not significantly influence Revisit Intention (Y) provides a critical perspective on multisensory marketing literature. Previous studies have often assumed that activating a greater number of sensory stimuli leads to higher-quality experiences (Guo et al., 2023; Y. Liu & Minamikawa, 2024). However, the present findings demonstrate that not all stimuli contribute significantly to the behavioral outcomes.

This phenomenon can be explained by the concept of stimulus relevance, whereby the effectiveness of a stimulus depends on its contextual appropriateness and alignment with the primary activity experienced by tourists (Morrison, 2021). In the context of educational tourism, visual and auditory dimensions tend to dominate, whereas other sensory stimuli are less relevant in shaping the experience. Therefore, this study challenges the universalist assumption of multisensory marketing and suggests that a more selective and context-based strategy is required to enhance its effectiveness.

Integration of Quantitative and Qualitative Findings

The integration of quantitative and qualitative findings demonstrates a strong consistency in explaining the research phenomenon. Quantitatively, Sight (X1) is identified as the primary driver of behavior, which is further supported by qualitative findings highlighting the dominance of visual aspects in the tourist experience. This is consistent with prior research that emphasizes the importance of visual stimuli in shaping destination perception and experience (Newell et al., 2023).

Moreover, qualitative findings also reinforce the role of Sound (X2) as a key element in shaping atmosphere and influencing satisfaction, aligning with the quantitative results ($\beta = 0.279$). This integration highlights that tourism experiences are inherently multidimensional and involve interactions among various sensory stimuli (Rather & Hollebeek, 2021). Thus, the mixed-methods approach employed in this study provides a more comprehensive and nuanced understanding of the mechanisms of multisensory marketing.

Theoretical Implications

This study contributes to the development of the S-O-R framework by demonstrating that the relationship between stimulus and response is neither linear nor uniform. The finding that only certain stimuli are significant suggests that the S-O-R mechanism is selective and context-dependent (Alagarsamy et al., 2022; Rather & Hollebeek, 2021). This expands the understanding that not all stimuli possess an equal capacity to influence behavioral responses. In addition, this study contributes to the sensory marketing literature by critically examining the dominant aggregative approach. By disentangling multisensory dimensions, the findings show that the effectiveness of sensory marketing depends on the relevance and quality of specific stimuli .(Y. Liu & Minamikawa, 2024). Accordingly, this study introduces the perspective that multisensory marketing should be understood as a selective and context-driven strategy.

Practical Implications

From a practical perspective, the findings suggest that destination managers should prioritize the visual dimensions of their marketing strategies. This aligns with the literature emphasizing the importance of visual design in shaping experiences and enhancing destination attractiveness. Strengthening visual elements can be achieved through improvements in environmental aesthetics, spatial design, and engaging visual features.

In addition, managers should pay attention to the auditory dimension as a factor influencing tourist satisfaction. A comfortable and well-managed sound environment can enhance the experiential quality and reinforce positive evaluations. Conversely, investments in other sensory dimensions should be undertaken selectively to ensure their efficiency and strategic relevance.

Contribution to the Development of Marketing Knowledge

This study contributes to the development of marketing knowledge by demonstrating that the effectiveness of multisensory marketing is determined not by the quantity of stimuli but by the relevance and strength of specific stimuli. This finding shifts the paradigm in experiential marketing from “more is better” to “selective optimization”

Furthermore, this study strengthens the integration between consumer behavior theory and experiential marketing by demonstrating that behavior is shaped by the interaction between external stimuli and internal psychological mechanisms. Thus, this study enriches the marketing literature by offering a more integrated and mechanism-based perspective.

Limitations and Future Research Agenda

This study had several limitations related to the context and respondent characteristics. The research was conducted at a single tourism destination with a dominant young respondent group, which limits the generalizability of the findings. In addition, the cross-sectional design does not capture the dynamic nature of tourists’ behavior over time.

Future research should test this model across different types of destinations and diverse tourist segments. Furthermore, longitudinal approaches should be employed to better understand the dynamic relationship between multisensory experience and tourist behavior.

Conclusion

This study examines the role of multisensory marketing in shaping tourist satisfaction and revisit intention within the Stimulus–Organism–Response (S-O-R) framework. These findings demonstrate that the effects of multisensory experiences are selective rather than uniform across sensory dimensions. Among the five dimensions examined, sight is the only stimulus that exerts a significant direct effect on revisit intention ($\beta = 0.345$; $p = 0.001$). In contrast, sound ($\beta = 0.279$; $p = 0.005$) and touch ($\beta = 0.145$; $p = 0.041$) significantly influenced experiential satisfaction, whereas smell and taste did not show significant effects.

Furthermore, experiential satisfaction emerged as the most influential factor in explaining revisit intention ($\beta = 0.569$; $p < 0.001$), confirming its central role as an organism mechanism in the S-O-R framework. This finding indicates that while certain sensory stimuli can directly influence behavior, most effects are transmitted through psychological evaluation. The results also suggest that the effectiveness of multisensory marketing depends on the relevance and contextual alignment of specific sensory dimensions rather than on the accumulation of sensory stimuli.

From a theoretical perspective, this study extends the S-O-R framework by demonstrating that stimulus–response relationships are not strictly linear but are selective and context-dependent. It also contributes to the sensory marketing literature by highlighting the importance of analyzing individual sensory dimensions rather than relying on aggregated constructs. From a practical standpoint, the findings suggest that tourism managers should prioritize visual design as a primary driver of revisit intention while enhancing auditory and tactile elements to improve the experiential satisfaction.

Despite these contributions, this study is limited by its focus on a single educational tourism context and a relatively homogeneous group of respondents. Future research should examine different tourism settings, such as culinary or immersive tourism, where other sensory dimensions may play a more prominent role. Additionally, future studies should incorporate moderating variables such as age, novelty-seeking behavior, and emotional engagement, and apply longitudinal designs to better capture the dynamic nature of tourist behavior over time.

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