

A Study on How Multi-sensory Marketing Enhances Customer Loyalty in Brighten Coffee

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1. Introduction

- Coffee is one of the **most popular beverages** in the world
- More competitors are entering the coffee industry, and **the competition is becoming fierce**
- Explore the **impact** of multi-sensory marketing on Brighten Coffee's customer loyalty
- Find out how to utilize **multi-sensory marketing** to enhance **customer loyalty** at Brighten Coffee

2. Problems

- Explore the **current multi-sensory challenges** faced by Brighten Coffee
- Address the unclear positioning between the **layouts** of the two branches
- Identify and overcome difficulties in optimizing the **pricing** strategy
- Improve unsatisfactory brand **differentiations**



3. Methodology

- **Focus groups and Interviews** were used to obtain a comprehensive set of results
- Three types of customers include **loyal customers, existing customers**, and **new customers** with a total of 10 females and 2 males
- Objective: Gather the participants' **nuanced perspectives** and **imaginative ideas regarding the sensory design** of Brighten Coffee for subsequent analysis

4. Findings

- All types of customers agree on the **need for improvements** in several aspects of Brighten Coffee's store design
- Loyal and existing customers have a **more positive perception**
- New customers tend to have a **relatively negative impression**
- Brighten Coffee **faces challenges** in attracting new customers and should make **appropriate adjustments** to its sensory design in five areas



5. Recommendations

- **Layout design:** Improve the lighting, create more space for coffee products, organize items neatly, and use contrasting colors
- **Music design:** Incorporate appropriate types of music, such as energetic music, during different periods of the day
- **Packaging design:** Utilize environmentally friendly packaging boxes to allow more space for information printing, and add flavor patterns on the packaging stickers of coffee drip bags

