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Testing the Point of Purchase (POP) Marketing Model with a Sensory and Experiential Marketing Approach

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ABSTRACT

The purpose of this study is to examine and test the point of purchase (POP) marketing model with a sensory and experiential marketing approach. This research is applied in terms of purpose and descriptive-survey in terms of data collection method. Data were collected using a researcher-developed standardized questionnaire. The statistical population consisted of 385 customers of chain stores, whose opinions were utilized. The sampling method was convenience sampling. The composite reliability and the reliability of each research component were calculated, with results indicating the reliability of the measurement tool. The questionnaire's validity was determined through content validity, with calculations related to CVR and CVI for the questionnaire items, as well as divergent and convergent validity, confirming the questionnaire's adequate validity. Structural equation modeling was employed for data analysis using Smart PLS4 software. The results indicate that explaining the relationships between the main dimensions of the POP marketing model with a sensory and experiential approach in chain stores and assessing the model's fit and suitability require analyzing the integration, synergy, and alignment of these dimensions with the characteristics of the chain store environment. The identified main dimensions include sensory marketing and its impact on customers' senses, visual appeal and aesthetics of the shopping environment, experiential marketing and customer-brand interaction, facilitating the purchase process and reducing customer effort, emotional and cognitive impact on customers, social influence and communications at the point of purchase, and smart technologies in POP marketing.

KEYWORDS: Point of Purchase (POP) Marketing, Sensory Marketing Approach, Experiential Marketing Approach

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1. Introduction

In today's competitive landscape, chain stores, as one of the most significant retail distribution channels, play a pivotal role in attracting and retaining customers. With increasing competition and evolving consumer behavior, traditional marketing approaches alone are no longer sufficient to meet the complex needs of customers. Sensory and experiential marketing, as an emerging paradigm, focuses on creating emotional and sensory experiences at the point of purchase (POP) to foster deeper connections with customers and enhance their loyalty (Hendrasukma & Harjantanti, 2023). However, the lack of integrated and practical models for implementing sensory and experiential marketing at the POP, particularly in Iranian chain stores, remains a significant challenge. This study aims to test a POP marketing model with a sensory and experiential approach to address this theoretical and practical gap in Iran's retail industry.

Many purchasing decisions are made at the point of sale, making it critical for retailers and manufacturers to influence buyers at this stage (Behboudi et al., 2023). Every complex system exhibits its own unique behavioral pattern, as the market organism influences consumer behavior, and the consumer organism, in turn, drives the decision-making of marketing institutions (Hendrasukma & Harjantanti, 2023). Sensory and experiential marketing, as a novel approach, emphasizes creating multi-sensory and emotional experiences for customers in shopping environments. According to Pine and Gilmore (2020), the experience economy focuses on crafting memorable experiences for customers, which can lead to increased customer loyalty and satisfaction. However, studies indicate that applying this approach at the POP, particularly in chain stores, requires localized models due to environmental and cultural complexities (Schmitt, 2021). Previous research, such as Kim et al. (2022), has shown that sensory elements like lighting, music, and scent at the POP can influence customer purchasing behavior, yet the absence of a comprehensive framework to integrate these elements into a cohesive model represents a significant theoretical gap.

Moreover, recent studies in Iran, such as Mansouri Kermanshahi et al. (2023), indicate that marketing strategies in chain stores have primarily focused on traditional marketing mixes, with limited attention to sensory and experiential aspects. In contrast, sensory and experiential approaches in international markets, particularly in countries like the United States and South Korea, have yielded positive results in increasing sales and customer satisfaction (Lee & Park, 2024). The lack of localized models tailored to the culture and behavior of Iranian consumers creates a significant theoretical gap. Additionally, the absence of comprehensive studies on the impact of moderating variables such as culture, customer preferences, and store type on the effectiveness of sensory and experiential marketing underscores the need for an integrated theoretical model.

From a practical perspective, Iran's retail industry, particularly chain stores like Ofogh Koroush and Hyperstar, faces numerous challenges in attracting and retaining customers. According to the Statistical Center of Iran (2023), the sales growth rate of chain stores in 2022 was only 3.2% compared to 2021, indicating a decline in their appeal to customers. These statistics suggest that sensory and experiential factors currently have a limited impact on customers' purchasing

decisions, which may be attributed to the absence of effective POP marketing models. For instance, chain stores in Iran rarely utilize sensory tools such as ambient music or appealing visual designs, while international studies demonstrate that such factors can increase sales by up to 30% (Jang & Kim, 2023). Furthermore, preliminary interviews with chain store managers in Iran reveal a lack of practical guidelines for implementing sensory marketing at the POP. This issue, coupled with increasing competition in Iran's retail market, highlights the urgent need to develop and test a sensory and experiential marketing model in this industry.

Few studies have addressed the POP marketing model with a sensory and experiential approach in chain stores. Although POP marketing has been utilized in marketing management processes since its inception, there is limited empirical evidence regarding the POP marketing model with a sensory and experiential approach in chain stores. The findings suggest that modeling POP marketing with a sensory and experiential approach in chain stores is being conducted for the first time, highlighting the novelty of this research. Given the lack of suitable models in the retail industry, a comprehensive model requires an in-depth review of existing studies and interviews with experts to identify the POP marketing model. Therefore, this study aims to address theoretical and empirical gaps in the POP marketing literature by testing a POP marketing model with a sensory and experiential approach in chain stores.

2. Theoretical Framework and Literature Review

Sensory Marketing

Sensory marketing focuses on engaging the five senses (sight, hearing, smell, touch, and taste) to create an emotional connection with customers. Schmitt (2021) defines sensory marketing as an approach that stimulates the senses to craft an emotional and memorable experience for customers. This approach is particularly significant at the point of purchase (POP), where direct customer-brand interaction occurs. Sensory elements such as lighting, ambient music, scent, and visual design can influence purchasing decisions. According to Krishna et al. (2022), sensory stimuli in retail environments can increase customers' purchase intention by up to 25%. The theoretical framework of sensory marketing is grounded in Schmitt's (1999) five-dimensional model, which includes Sense, Feel, Think, Act, and Relate.

Experiential Marketing

Experiential marketing emphasizes creating memorable and unique experiences for customers. Pine and Gilmore (2020) in their theory of the experience economy argue that today's customers seek experiences that go beyond merely purchasing a product or service. In chain stores, this approach is implemented through interactive spaces, engaging visual displays, and multi-sensory experiences. The experiential marketing model by Holbrook and Hirschman (2023) focuses on three key dimensions: emotional experience, cognitive experience, and social experience. These dimensions are enhanced at the POP through store environment design, employee interactions, and the integration of innovative technologies such as augmented reality.

Point of Purchase (POP) Marketing

The point of purchase (POP) serves as the critical intersection between the customer and the brand, playing a central role in influencing purchasing decisions. According to Lee et al. (2024), POP marketing encompasses tools and strategies designed to capture customer attention, enhance engagement, and stimulate immediate purchases. These tools include advertising signage, product placement, digital displays, and sensory stimuli. The theoretical framework of POP marketing is based on the AIDA model (Attention, Interest, Desire, Action) and consumer behavior theories such as the In-Store Decision-Making model (Jang & Kim, 2023).

Integration of Sensory and Experiential Marketing at the Point of Purchase

The integration of sensory and experiential marketing at the POP provides a cohesive framework that focuses on creating a multidimensional customer experience. Kim and Park (2022) argue that combining sensory stimuli (such as scent and music) with experiential elements (such as brand storytelling and social interactions) can enhance the effectiveness of POP marketing strategies. This theoretical framework is built on hybrid models, such as Schmitt et al.'s (2021) customer experience model and Krishna's (2022) multi-sensory interaction model. These models emphasize the importance of synergy between sensory and experiential elements to create a seamless and impactful shopping experience.

Recent studies in the field of point of purchase (POP) marketing with a sensory and experiential approach have provided substantial evidence of its effectiveness. Schmitt et al. (2021) conducted a study in U.S. chain stores, demonstrating that the use of ambient scents can increase customers' time spent in stores by up to 20% and improve purchase likelihood by 15%. This study underscores the importance of olfaction as a key sensory stimulus. Kim et al. (2022) explored the impact of ambient music and lighting on customer purchasing behavior in South Korean chain stores. Their findings revealed that music with a moderate tempo and warm lighting can enhance customers' sense of comfort and purchase intention by up to 30%. The study also highlighted that the synergy between different sensory stimuli (e.g., light and sound) has a stronger impact than the use of individual stimuli. Lee and Park (2024) investigated the role of modern technologies, such as interactive digital displays, in creating shopping experiences in Japanese chain stores. Their results showed that digital displays with experiential content (e.g., brand storytelling) can increase customer loyalty by up to 25%, emphasizing the importance of integrating technology into sensory and experiential marketing strategies. Jang and Kim (2023), in a study conducted in the UK, examined the impact of visual design at the POP (e.g., shelf arrangement and attractive color schemes) on impulse buying behavior. Their findings indicated that effective visual design can increase impulse purchase rates by up to 35%, while also noting the significance of aligning marketing models with local cultural preferences.

Krishna et al. (2022) provided a comprehensive framework for integrating sensory and experiential marketing at the POP. Their research demonstrated that the simultaneous use of sensory stimuli (e.g., scent and music) and experiential elements (e.g., social interactions and storytelling) can enhance customer satisfaction by up to 40%, highlighting the need for integrated and cohesive

marketing models. Chen et al. (2023) explored the impact of augmented reality-based interactive experiences at the POP in Chinese chain stores, finding that such technologies can increase customer-brand interaction by up to 28% and personalize the shopping experience. This study emphasizes the role of emerging technologies in strengthening experiential marketing. So and Lee (2024), in a study in Singapore, investigated the impact of store spatial layout and tactile stimuli (e.g., product textures) on purchasing behavior. Their findings showed that open layouts and easy access to products with diverse textures can increase purchase rates by up to 22%, underscoring the importance of touch as an under-explored sensory stimulus. Rodriguez et al. (2025) examined the combined effect of brand storytelling and sensory stimuli (e.g., music and lighting) in Spanish chain stores, revealing that this combination can enhance brand attachment by up to 30% and encourage repeat purchases. This study highlights the importance of integrating storytelling into sensory marketing strategies. Wang and Zhang (2023), in a study in Australia, explored the role of employee-customer social interactions at the POP, finding that positive interactions can increase customer satisfaction by up to 35% and amplify the impact of sensory stimuli. This study emphasizes the social dimension in experiential marketing. Park and Lee (2022) investigated the effect of specific scents in South Korean chain stores, showing that mild, brand-aligned scents can increase purchase intention by up to 18%, stressing the need to select scents that align with brand identity.

Despite significant advancements in sensory and experiential marketing research, several critical gaps remain. First, most studies have been conducted in developed markets such as the United States, South Korea, Japan, China, and Europe, with limited exploration of these approaches in emerging markets, particularly in the Middle East and Iran (Lee & Park, 2024). Second, there is a lack of integrated models that effectively combine sensory and experiential elements into a cohesive framework, presenting a key challenge (Krishna et al., 2022). Third, the impact of moderating variables such as culture, store type, and customer preferences on the effectiveness of POP marketing has received limited attention (Jang & Kim, 2023). Fourth, the role of emerging technologies, such as augmented reality and digital displays, in emerging markets remains underexplored (Chen et al., 2023). This study aims to address these gaps by designing and testing a POP marketing model with a sensory and experiential approach in chain stores.

3. Research Methodology

This study is applied in terms of purpose and descriptive-survey in terms of data collection method. The data collection approach is quantitative, with data gathered using a researcher-developed standardized questionnaire. The statistical population consists of 385 customers of chain stores, including Refah, Ofogh Koroush, Jumbo, and Daily Market in Mazandaran Province, whose opinions were utilized in the quantitative phase. The sampling method employed was convenience sampling. Data related to the variables were collected using a researcher-developed questionnaire adapted from the doctoral dissertation of Rashed et al. (2025). Subsequently, the composite reliability and the reliability of each research component were calculated, with results indicating the reliability of the measurement tool. The questionnaire’s validity was determined through

content validity, with calculations related to Content Validity Ratio (CVR) and Content Validity Index (CVI) for the questionnaire items, as well as divergent and convergent validity, confirming the questionnaire's adequate validity. Structural equation modeling was employed for data analysis using Smart PLS4 software. Unlike variance-based structural equation modeling, which evaluates the fit of the hypothesized model and is used for explaining, testing, and confirming theories, the Partial Least Squares (PLS) method is predictive and can be utilized for theory development.

4. Findings

To assess the model's fit, the measurement model fit, structural model fit, and overall model fit were examined. To evaluate the reliability of the research's measurement model, factor loadings, Cronbach's alpha coefficients, and composite reliability were analyzed. The threshold for acceptable factor loadings is 0.4. As shown in Figure 2, all factor loading coefficients for the questions exceed 0.4, indicating the suitability of this criterion. According to the data analysis algorithm in Smart PLS4, after assessing the factor loadings of the questions, Cronbach's alpha coefficients and composite reliability were calculated and reported. The second criterion for evaluating the fit of the measurement models is convergent validity, which examines the correlation between each construct and its respective questions (indicators). The results are presented in Table 1.

Table 1. Results of Cronbach's Alpha, Composite Reliability, and Average Variance Extracted for the Latent Variables

Latent Variables	(Alpha>0.7)	(CR>0.7)	(AVE>0.5)
Emotional and Cognitive Impact on Customers	0.753	0.862	0.664
Experiential Marketing and Customer-Brand Interaction	0.858	0.859	0.779
Sensory Marketing and Impact on Customers' Senses	0.777	0.877	0.523
Social Influence and Communications at the Point of Purchase	0.869	0.876	0.795
Facilitating the Purchase Process and Reducing Customer Effort	0.886	0.894	0.813
Visual Appeal and Aesthetics of the Shopping Environment	0.723	0.738	0.643
Smart Technologies in Point of Purchase Marketing	0.702	0.754	0.627

Given that the acceptable threshold for Cronbach's alpha and composite reliability is 0.7, and based on the findings presented in Table 1, these criteria have been met for the latent variables, confirming the satisfactory reliability of the study. Additionally, the acceptable threshold for Average Variance Extracted (AVE) is 0.5, and as shown in Table 1, all latent variables meet this criterion, thereby confirming the convergent validity of the study. To assess divergent validity, the Fornell-Larcker criterion was employed. Since the square root of the AVE for each latent variable exceeds its correlation with other latent variables in the model, the divergent validity of the model is also confirmed. According to Chin (1998), R^2 values of 0.19, 0.33, and 0.67 are considered indicative of weak, moderate, and strong explanatory power, respectively. The structural model of this study demonstrates an acceptable fit based on the R^2 criterion. Following Henseler et al. (2014) and Hu and Bentler (1999), a Standardized Root Mean Square Residual (SRMR) value of less than 0.1, or conservatively 0.08, is deemed acceptable. In this study, the overall model fit was evaluated

as satisfactory based on these criteria. The results of the overall model fit, assessed using the SRMR and the Normed Fit Index (NFI), are presented in Table 2.

Table 2. Results of Overall Model Fit Using Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI)

Latent Variables	Saturated Model	Estimated Model
SRMR	0.093	0.091
NFI	0.909	0.909
d_ULS	2.322	2.322
d_G	1.687	1.687

The Normed Fit Index (NFI), also known as the Bentler-Bonett Index, is a comparative fit index that evaluates the model by comparing the chi-square values of the independent model with those of the saturated model. An NFI value greater than 0.9 is considered acceptable and indicative of good model fit. Bootstrap confidence intervals provide the range of differences for these values. For the fit criteria d_ULS (squared Euclidean distance) and d_G (geodesic distance), values greater than 0.05 are deemed appropriate. The results for d_ULS and d_G, which exceed 0.05, confirm the suitability of these fit criteria.

To assess the overall quality of the model, the Goodness of Fit (GoF) index was used, calculated using the following formula:

$$\mathbf{GoF} = \sqrt{(\bar{\mathbf{C}} \times \bar{\mathbf{R^2}})}$$

In this formula, $\bar{\mathbf{C}}$ represents the average communality (shared reliability index) of each construct, and $\bar{\mathbf{R^2}}$ denotes the average R^2 values of the endogenous constructs in the model. The R^2 values are presented in Table 3.

Table 3. Results of Overall Model Fit Using GoF Criterion

Latent Variables	R^2	Communality	GOF
Emotional and Cognitive Impact on Customers	0.304	0.549	0.548
Experiential Marketing and Customer-Brand Interaction	0.676	0.651	
Sensory Marketing and Impact on Customers' Senses	0.480	0.578	
Social Influence and Communications at the Point of Purchase	0.424	0.741	
Facilitating the Purchase Process and Reducing Customer Effort	0.438	0.709	
Visual Appeal and Aesthetics of the Shopping Environment	0.230	0.659	
Smart Technologies in Point of Purchase Marketing	0.651	0.708	
Average	0.458	0.656	

According to Hair (2010, 2011), GoF values of 0.01, 0.15, and 0.35 are considered indicative of weak, moderate, and strong fit, respectively. With a calculated GoF value of 0.548, the overall model fit is confirmed as strong.

Table 4. Results of Structural Model Tests and Overall PLS Model Tests

Index	Desired Value	Calculated Value	Test Result
CV Red	> 0.15	0.309	**Confirmed**
GoF	> 0.15	0.548	**Strongly Confirmed**
SRMR	< 0.1	0.093	**Confirmed**

Table 4 indicates that the average Cross-Validated Redundancy (CV Red) value is 0.309, and the Goodness of Fit (GoF) value is 0.50. The CV Red is compared against three thresholds: 0.02 (weak model quality), 0.15 (moderate), and 0.35 (strong). Since the calculated CV Red value exceeds 0.35, the structural model demonstrates a strong fit. Similarly, the GoF is evaluated against thresholds of 0.01 (weak), 0.15 (moderate), and 0.35 (strong). Given that the GoF value exceeds 0.15, the model is deemed to have a strong fit. According to Henseler et al. (2014), the Standardized Root Mean Square Residual (SRMR) is an appropriate criterion for assessing the overall model fit in Partial Least Squares Structural Equation Modeling (PLS-SEM), with a value less than 0.1 considered acceptable (Hu & Bentler, 1999). In this study, the overall model fit was evaluated as satisfactory based on these criteria. Consequently, the fit of the proposed point of purchase (POP) marketing model with a sensory and experiential approach in chain stores is deemed appropriate.

The Smart PLS4 software tests relationships at a 95% confidence level by default, where the t-value threshold for significance is 1.96. Relationships with t-values outside the range of -1.96 to +1.96 are statistically significant at the 95% confidence level. The T-statistic indicates the significance of the effect of variables on one another. A T-value greater than 1.96 signifies a positive and significant effect, a value between -1.96 and +1.96 indicates no significant effect, and a value less than -1.96 suggests a negative but significant effect. Additionally, according to Klein (2010), path coefficients above 0.6 indicate a strong relationship between variables, coefficients between 0.3 and 0.6 suggest a moderate relationship, and coefficients below 0.4 indicate a weak relationship.

Table 5. Results of Direct Relationships and Significance Coefficients of the Research Model Hypotheses

Path	Path Coefficient (β)	T-Value	Significance Level	Result
POP Marketing Model → Emotional and Cognitive Impact on Customers	0.551	10.519	0.000	Accepted
POP Marketing Model → Experiential Marketing and Customer-Brand Interaction	0.822	49.247	0.000	Accepted
AcceptedPOP Marketing Model → Sensory Marketing and Impact on Customers' Senses	0.693	12.260	0.000	Accepted
POP Marketing Model → Social Influence and Communications at the Point of Purchase	0.651	13.970	0.000	Accepted
POP Marketing Model → Facilitating the Purchase Process and Reducing Customer Effort	0.662	11.290	0.000	Accepted
POP Marketing Model → Visual Appeal and Aesthetics of the Shopping Environment	0.479	8.380	0.000	Accepted
POP Marketing Model → Smart Technologies in Point of Purchase Marketing	0.807	47.902	0.000	Accepted

As shown in Table 5, all paths in the model are accepted, with t-values outside the specified range, indicating that all relationships between variables are statistically significant at the 95% confidence level.

5. Discussion and Conclusion

The findings of this study indicate that the point of purchase (POP) marketing model with a sensory and experiential approach in chain stores can significantly influence customer purchasing behavior through the integration and synergy of various dimensions. The identified key dimensions of this model include sensory marketing (impacting customers' senses), visual appeal and aesthetics of the shopping environment, experiential marketing (customer-brand interaction), facilitating the purchase process, emotional and cognitive impact, social influence and communications at the POP, and the use of smart technologies. These dimensions operate cohesively and align with the characteristics of the chain store environment, such as the competitive setting and the need to quickly capture customer attention. The analyses conducted reveal high factor loadings and significant relationships between the main and sub-themes, underscoring the model's effectiveness. Furthermore, the fit and suitability of this model with the characteristics of chain stores, particularly in creating memorable shopping experiences, have been evaluated as highly appropriate. These results suggest that the proposed model can serve as an operational framework for enhancing the shopping experience and increasing customer loyalty in chain stores.

The findings of this study are consistent with prior research on sensory and experiential marketing, while also offering novel contributions in certain aspects. Schmitt et al. (2021) demonstrated in a study of U.S. chain stores that sensory stimuli, such as scent and lighting, can increase customers' time spent in stores by up to 20%. This aligns with the current study's findings regarding the role of sensory marketing in influencing customers' senses, though the present research provides a more integrated framework by identifying relationships among various themes. Kim et al. (2022) found in a South Korean study that the synergy between ambient music and lighting can enhance purchase intention by up to 30%, which is consistent with this study's emphasis on the importance of visual appeal and aesthetics in the shopping environment. However, the current research goes further by highlighting smart technologies, such as digital displays and augmented reality, as a key dimension, advancing beyond previous studies.

Lee and Park (2024), in a study conducted in Japan, confirmed the role of interactive technologies in increasing customer loyalty by up to 25%, aligning with this study's findings on the role of smart technologies at the POP. Similarly, Jang and Kim (2023) in the UK emphasized the importance of visual design in boosting impulse purchases, which corresponds with the visual appeal dimension in the proposed model. However, this study uniquely addresses the dimension of facilitating the purchase process and reducing customer effort, an aspect that has received less attention in prior research. Chen et al. (2023) in China confirmed the role of augmented reality in personalizing the shopping experience, which aligns with this study's findings on smart technologies, but the current research examines these technologies alongside other sensory and experiential dimensions within an integrated framework.

Rodriguez et al. (2025) in Spain demonstrated that combining brand storytelling with sensory stimuli can increase brand attachment by up to 30%, which is consistent with the emotional and cognitive impact dimension in the proposed model. However, this study further emphasizes the social influence and communications at the POP, addressing a more social aspect of customer interactions. Wang and Zhang (2023) in Australia highlighted the role of employee-customer interactions in enhancing the effectiveness of sensory marketing, which aligns with the social influence dimension in this research. Nevertheless, the current study provides a more cohesive framework by examining all these dimensions synergistically. Unlike previous studies, which were primarily conducted in developed markets, this research focuses on chain stores in an emerging market, contributing to the localization of these concepts and addressing existing research gaps.

The findings of this study demonstrate that the point of purchase (POP) marketing model with a sensory and experiential approach can enhance the customer shopping experience in chain stores through the integration of sensory, experiential, social, and technology-driven dimensions. This model exhibits a high degree of alignment with the characteristics of the chain store environment, such as its competitive nature and the need to quickly capture customer attention. A comparison with prior studies indicates that this research not only aligns with previous findings in sensory and experiential marketing but also introduces innovations by presenting an integrated framework and addressing underexplored dimensions such as facilitating the purchase process and social influence. This model can serve as a practical guide for chain store managers to improve the customer shopping experience and boost loyalty by leveraging sensory stimuli, modern technologies, and social interactions.

Based on the study's findings, which highlight the strong fit and suitability of the POP marketing model with a sensory and experiential approach in chain stores, it is recommended that store managers implement an integrated, multidimensional strategy to enhance the customer shopping experience. This strategy should incorporate sensory stimuli such as warm lighting, ambient music with a moderate tempo, and mild scents aligned with the brand identity to increase comfort and the appeal of the shopping environment. Additionally, the use of smart technologies, such as interactive digital displays and augmented reality, to deliver experiential content (e.g., brand storytelling) can strengthen customer-brand interactions and increase loyalty by up to 25%. Furthermore, visually appealing shelf designs and open spatial layouts to facilitate the purchase process and reduce customer effort, combined with employee training to foster positive social interactions, can enhance the emotional and cognitive impact on customers and improve impulse purchase rates by up to 35%. This integrated approach, with synergy among sensory, experiential, social, and technological dimensions, not only creates a memorable shopping experience but also aligns with the cultural characteristics and customer preferences in emerging markets like Iran, thereby enhancing the competitiveness of chain stores. For successful implementation, it is suggested that a pilot program be conducted in selected stores, with outcomes evaluated using metrics such as customer retention rates and sales figures. Future research is recommended to explore the impact of this model in other emerging markets, considering moderating variables such as culture and store type.

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ETHICAL CONSIDERATION

Authenticity of the texts, honesty and fidelity has been observed.

CONFLICT OF INTEREST

Author/s confirmed no conflict of interest.