

**THE IMPACT OF SENSORY MARKETING ON PURCHASE DECISIONS
OF OLIVE YOUNG OFFLINE STORE CUSTOMERS: CUSTOMER
SATISFACTION AS MODERATOR**

ABSTRACT

After the COVID-19 pandemic subsided, there was a resurgence in offline shopping trends as consumers sought sensory experience, with South Korea's cosmetics sector, led by Olive Young, being one notable example. While many studies highlight the effectiveness of sensory marketing in enhancing the shopping experience, few have explored how multiple sensory elements interact to influence purchase decisions in offline cosmetics retail, particularly in non-Western contexts. This study aims to contribute to that area by focusing on how sensory marketing affects their purchase decisions, moderated by customer satisfaction.

The research employed a quantitative approach using an online survey utilizing Likert's 5-point scale distributed to the customers aged 18 and above who have visited Olive Young stores in South Korea in the last one-year period. The sample is taken using convenience sampling. A total of 106 valid responses were analyzed using linear regression to identify direct effect of sensory marketing independent variable and moderation model to explore the role of customer satisfaction as the moderating factor.

The results indicate that sensory marketing has a significant and positive effect on purchase decisions ($p < 0.001$). However, customer satisfaction does not have a significant direct effect on purchase decisions ($p = 0.172$). Interestingly, the interaction between sensory marketing and customer satisfaction is statistically significant ($p = 0.037$). This indicates that customer satisfaction moderates the relationship between sensory marketing and purchase decisions, strengthening the effect when satisfaction levels are high. These findings are consistent with the concept of a pure moderator, as described by Sugiyono (2004). These findings suggest that companies should enhance both sensory experiences and customer satisfaction to effectively influence consumer purchasing behavior. This study's limitations include the retention of only one valid tactile item in the sensory marketing scale, a relatively small and demographically specific sample, limited prior research, and potential response bias due to the online survey method; future research should expand tactile measurement items, increase sample diversity and size, and consider alternative data collection methods to improve generalizability and depth of understanding.

Keywords: sensory marketing, customer satisfaction, purchase decisions, moderation, pure moderator