



Consumer Purchase Decisions in the Coffee Industry: An Integrated Model of Digital Interactions (AISAS) and Sensory Experience (AIDA) in Emerging Markets

Romina Selena Soto-Santos, Madison Kimberly Terreros Zamudio, Miguel Angel Canchari-Preciado*

Universidad Cesar Vallejo, Trujillo, Peru. *Email: mcancharip@ucvvirtual.edu.pe

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ABSTRACT

This study examines how digital marketing and sensory marketing predict consumer purchase decisions in coffee shops in Peru (emerging market context). Building on an integrated framework combining AISAS, AIDA, and the Engel–Blackwell–Miniard decision model, we collected cross-sectional survey data from 150 consumers. Using ordinal logistic regression, results show that digital marketing and sensory marketing significantly improve model fit and jointly explain a substantial proportion of variance in purchase decisions (Nagelkerke $R^2 = 0.63$; $\chi^2 = 106.732$, $P < 0.001$). Descriptively, perceived digital marketing was predominantly high (62.7%), with stronger AISAS stages in Interest, Search, and Action, while sensory marketing showed higher perceptions overall (73.3%), particularly in Attention. Findings suggest that digital touchpoints shape pre-visit information search and intention formation, whereas in-store sensory cues reinforce desire and action at the point of experience. The study contributes evidence from an underexplored SME service context and offers actionable guidance for coffee shop managers to allocate hybrid “phygital” marketing resources to support competitiveness and business resilience (SDG 8).

Keywords: Digital Marketing, Sensory Marketing, Consumer Behavior, Purchase Decisions, Customer Experience

JEL Classifications: M31, M37, L81, D12, O33

1. INTRODUCTION

Over the past decade, rapid advances in digital technologies have fundamentally transformed how firms communicate with and influence consumers. Digital channels—including search engines, social media platforms, mobile applications, and brand websites—now mediate a substantial share of information search and brand evaluation processes. Globally, approximately 5.35 billion people—nearly 66% of the world’s population—are internet users (DataReportal, 2024), and digital advertising accounts for the majority of global marketing expenditure, surpassing USD 1.1 trillion in 2024 (DataReportal, 2025; Goldman Sachs Research, 2024). These developments confirm that digital marketing has become a central strategic instrument shaping contemporary consumer behaviour.

Recent contributions in Administrative Sciences reinforce this transformation within service industries. Sarkis et al. (2025) demonstrate that social media-based digital engagement significantly enhances customer responsiveness in food and beverage contexts, while Sousa et al. (2024) show that technology-enabled personalization positively affects perceived service quality and customer experience in hospitality settings. Together, these findings suggest that digital marketing has evolved beyond mere promotional communication to become a core driver of pre-consumption evaluation and behavioural intention formation.

Digital marketing is broadly conceptualised as the strategic use of digital technologies to create and deliver value through interactive, personalised, and measurable communication (Kannan and Li, 2017). Frameworks such as AISAS (attention, interest, search,

action, share) explain how digital touchpoints guide consumers from initial exposure to active information search, behavioural action, and post-consumption engagement (Dentsu, 2005). Social media platforms further intensify this process by integrating entertainment, peer recommendations, and user-generated content into interactive consumption journeys (Appel et al., 2020).

Parallel to digital transformation, marketing research increasingly recognises that consumption decisions are not solely cognitive but deeply experiential. The experience economy perspective introduced by Pine and Gilmore (1998) emphasises that value creation in service contexts depends on emotionally engaging and memorable experiences. Sensory marketing research further demonstrates that multisensory stimuli—such as aroma, lighting, sound, and visual design—significantly influence emotional responses, perceived quality, and behavioural intentions (Krishna, 2012; Hultén, 2011; Spence et al., 2014). These insights are particularly relevant for coffee shops, where sensory cues constitute a central component of immersive service experiences.

Consumer decision-making has traditionally been conceptualised as a multi-stage process involving need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Engel et al., 2006). Behavioural frameworks such as the Theory of Planned Behavior further emphasise the role of attitudes and perceived control in shaping intentions (Ajzen, 1991). In contemporary hybrid consumption journeys, digital marketing primarily shapes expectations before store entry, whereas sensory marketing reinforces evaluations and emotions within the physical environment (Krishna, 2012; Büyükdağ et al., 2020).

Despite the growing relevance of both digital and sensory marketing, empirical evidence remains limited in small service-oriented businesses operating in emerging urban contexts. Much of the existing literature focuses on large firms or developed markets, leaving a gap in understanding how these marketing dimensions jointly influence consumer purchase decisions in emerging economies. In Peru, independent coffee shops increasingly combine strong social media engagement with deliberately designed sensory environments; however, the integrated effects of digital and sensory marketing on consumer decision-making in this context remain underexplored.

Against this backdrop, this study examines the influence of digital marketing—conceptualised through the AISAS framework—and sensory marketing—operationalised via the AIDA model—on consumer purchase decisions in the coffee shop industry of an emerging market. Using a quantitative, cross-sectional design and ordinal logistic regression analysis, the study assesses the relative and combined contributions of digital interactions and sensory experiences to consumer decision-making. By providing empirical evidence from small and medium-sized service businesses, this research contributes to administrative and service management literature and offers practical guidance for managers seeking to integrate digital and sensory strategies to enhance consumer engagement and decision effectiveness.

These developments suggest the emergence of a hybrid consumption paradigm, in which consumer decision-making

unfolds across digitally mediated anticipation and physically embodied experience. Rather than operating as separate domains, digital and sensory stimuli form interconnected layers within a unified behavioural architecture. This study therefore adopts a hybrid consumption perspective, positioning digital marketing as a pre-consumption cognitive driver and sensory marketing as an experiential activation mechanism within physical service environments.

2. THEORETICAL FRAMEWORK

2.1. Digital Marketing

Digital marketing refers to the strategic deployment of digital tools and platforms to create value and influence consumer behaviour through interactive and data-driven communication (Kannan and Li, 2017). Unlike traditional media, digital environments enable measurable, personalised, and bidirectional interactions between firms and consumers. As digital penetration expands globally (DataReportal, 2024), organisations increasingly rely on digital channels to shape awareness, information search, and behavioural intentions.

A central framework for understanding digital consumer journeys is the AISAS model (attention, interest, search, action, share) developed by Dentsu (2005). The model conceptualises consumer progression from initial exposure to active information search, purchasing action, and post-consumption sharing.

The attention stage is particularly relevant in digital environments because consumer exposure, attention allocation, and memory processes strongly influence how marketing messages are noticed, processed, and retained (Wedel and Pieters, 2015).

Empirical research supports the sequential logic of AISAS. Aboalghanam et al. (2025) demonstrate that user-generated content significantly influences visit intentions through cognitive and affective mechanisms, reinforcing the relevance of the “Share” stage. Similarly, Ben Arbia et al. (2025) show that influencer-generated content enhances attention and interest by increasing perceived credibility and information adoption.

Digital engagement is particularly salient in service industries. Sarkis et al. (2025) provide evidence that social media-based engagement significantly amplifies customer responsiveness in food and beverage contexts. Collectively, these studies support the proposition that digital marketing not only generates awareness but actively guides search behaviour, action, and post-purchase engagement, making AISAS an appropriate framework for analysing digital influences on purchase decisions.

2.2. Sensory Marketing

Sensory marketing refers to strategies that stimulate one or more human senses to influence perceptions, emotions, and behavioural responses (Krishna, 2012). In experiential service contexts, multisensory cues—such as lighting, music, scent, colour, and texture—shape emotional engagement and perceived service quality (Hultén, 2011; Spence et al., 2014).

Such sensory and atmospheric mechanisms are also consistent with neuromarketing and store-atmospherics evidence showing that marketing stimuli can shape emotional responses and customer evaluations (Ariely and Berns, 2010; Jiménez et al., 2022).

Research consistently demonstrates that sensory stimuli operate through emotional mediation mechanisms. Krishna et al. (2016) show that multisensory integration enhances perceived product quality and affective engagement, while Bagozzi et al. (1999) argue that emotions serve as intermediaries between marketing stimuli and behavioural outcomes. In hospitality environments such as coffee shops, sensory exposure is continuous and immersive, amplifying its impact on evaluation and purchase behaviour.

The AIDA model (attention, interest, desire, action) provides a structured framework for understanding sensory persuasion (Lewis, 1898). Within experiential marketing contexts, AIDA stages can be activated through carefully designed sensory stimuli that capture attention, sustain interest, evoke desire, and stimulate behavioural action (Hultén, 2011).

This interpretation is consistent with experience marketing theory, which argues that consumer responses are shaped by sensory, affective, cognitive, behavioural, and relational experiences rather than by functional attributes alone (Schmitt, 2010).

Empirical evidence further confirms that multisensory environments significantly influence purchase behaviour in restaurant and retail settings (Büyükdag et al., 2020; Tekin and Kanat, 2023). These findings justify the operationalisation of sensory marketing through the AIDA framework.

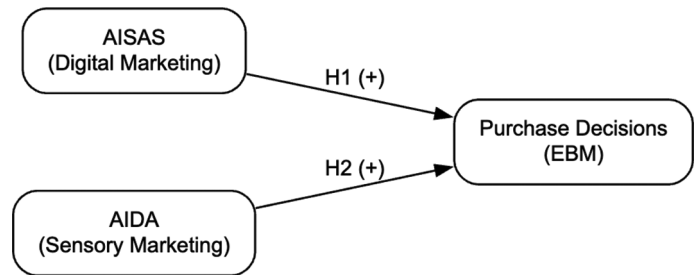
2.3. Consumer Decision-Making

Consumer decision-making is commonly conceptualised as a multi-stage process involving need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Engel et al., 2006). The Engel–Blackwell–Miniard (EBM) model provides a structured representation of these stages, facilitating analysis of how marketing stimuli influence different decision points.

Behavioural theories further emphasise that attitudes and perceived behavioural control shape purchase intentions (Ajzen, 1991), while perceived value theory suggests that consumers evaluate expected benefits relative to perceived sacrifices (Zeithaml, 1988). Experiential perspectives extend this view by highlighting the role of emotions and contextual stimuli in shaping decisions beyond purely rational evaluation (Schmitt, 1999; Mora Cortez and Johnston, 2020).

Existing evidence indicates that digital and sensory stimuli influence complementary stages of the decision process. Digital marketing primarily shapes awareness, information search, and consideration, whereas sensory marketing exerts stronger influence during in-store evaluation and behavioural enactment (Krishna, 2012; Büyükdag et al., 2020). This complementarity provides the foundation for an integrated model.

Figure 1: Integrated theoretical model linking digital marketing (AISAS) and sensory marketing (AIDA) to consumer purchase decisions (EBM)



2.4. Integration of Digital and Sensory Marketing

Recent customer experience literature further supports the need to understand consumer behaviour as a hybrid process involving online and offline interactions. Prior studies have shown that customer experience is shaped by multiple touchpoints across the journey, including digital communication, service quality, atmospheric cues, and post-purchase engagement (Verhoef et al., 2009; Homburg et al., 2017; Grewal et al., 2017; Shankar et al., 2003). In addition, contemporary marketing literature highlights the role of digital transformation, experiential value, and sensory-based persuasion in shaping purchase behaviour in service contexts (Chaffey and Smith, 2024; Kotler and Armstrong, 2021; Batat, 2019; Spence, 2020).

Grounded in AISAS (digital), AIDA (sensory), and the Engel–Blackwell–Miniard model (decision process), this study proposes that digital and sensory marketing exert significant and complementary influences on consumer purchase decisions in coffee shop contexts.

- H_1 : Digital marketing, conceptualised through the AISAS framework, has a significant and positive influence on consumer purchase decisions.
- H_2 : Sensory marketing, operationalised via the AIDA framework, has a significant and positive influence on consumer purchase decisions.

Figure 1 presents the integrated theoretical model linking digital marketing through AISAS, sensory marketing through AIDA, and consumer purchase decisions through the Engel–Blackwell–Miniard framework.

3. MATERIALS AND METHODS

3.1. Research Design

This study employed a quantitative, non-experimental, cross-sectional, and explanatory research design. A quantitative approach is appropriate for testing theoretically derived hypotheses and examining relationships between latent constructs using statistical modelling techniques (Creswell and Creswell, 2018). Given that the objective was to assess the influence of digital marketing and sensory marketing on consumer purchase decisions without manipulating variables, a non-experimental design was adopted (Hair et al., 2020).

The cross-sectional design was justified as data were collected at a single point in time from consumers frequenting coffee shops

in an emerging urban context in Peru. This approach enables the identification of associative relationships while acknowledging temporal limitations.

3.2. Population and Sample

The target population comprised consumers who regularly purchase beverages or food in independent coffee shops located in an urban city in Peru. Due to the absence of precise population data, the required sample size was calculated using the infinite population formula at a 95% confidence level and a 5% margin of error (Malhotra, 2019).

The minimum required sample size was 150 respondents, which meets recommended thresholds for multivariate analysis in behavioural research (Hair et al., 2020). A non-probability convenience sampling technique was employed due to accessibility constraints and the natural flow of customers in coffee shop environments. Although this approach limits statistical generalisability, it is widely accepted in explanatory studies within emerging market contexts (Büyükdag et al., 2020). Data were collected both inside and in the immediate vicinity of selected coffee shops to ensure diversity in consumer profiles and purchasing patterns.

3.3. Research Instrument

Data were gathered using a structured questionnaire divided into three sections.

The first section measured digital marketing using items operationalised according to the AISAS framework (attention, interest, search, action, share). Items were adapted from validated digital communication and consumer behaviour studies (Kannan and Li, 2017; Appel et al., 2020).

The second section assessed sensory marketing using items aligned with the AIDA model (attention, interest, desire, action), based on established sensory marketing research (Krishna, 2012; Hultén, 2011; Spence et al., 2014).

The third section measured consumer purchase decisions according to the Engel–Blackwell–Miniard model (Engel et al., 2006) and behavioural intention theory (Ajzen, 1991; Zeithaml, 1988).

All items were measured on a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”).

Composite indices for digital marketing, sensory marketing, and purchase decisions were computed by averaging their respective item scores. For descriptive purposes, these composite scores were categorised into low, medium, and high levels using tercile distribution cut-off points.

3.4. Validity and Reliability

Content validity was established through expert evaluation by three academics specialising in digital marketing, sensory marketing, and consumer behaviour. The panel assessed item clarity, relevance, and theoretical alignment.

Internal consistency reliability was assessed using Cronbach’s alpha coefficients (Nunnally and Bernstein, 1994). All constructs demonstrated strong reliability: Digital marketing ($\alpha = 0.89$), sensory marketing ($\alpha = 0.91$), and consumer purchase decisions ($\alpha = 0.87$), exceeding the recommended threshold of 0.70.

3.5. Data Collection Procedure and Ethical Considerations

Data were collected over a 2-week period using both face-to-face and online survey administration. Participants were informed of the study’s purpose, voluntary nature, and confidentiality guarantees prior to participation. Verbal informed consent was obtained from all respondents.

This study adhered to institutional research guidelines and complied with national regulations regarding minimal-risk survey research.

3.6. Data Analysis

Data were analysed using IBM SPSS Statistics (Version 27). The analysis followed a three-step procedure.

First, descriptive statistics (frequencies, means, and standard deviations) were computed to summarise respondent perceptions.

Second, Pearson correlation analysis was conducted to examine bivariate relationships among variables.

Third, ordinal logistic regression analysis was performed to test the proposed hypotheses. The dependent variable—consumer purchase decisions—was treated as an ordinal variable based on categorised composite scores (low, medium, high). Digital marketing and sensory marketing served as independent variables.

The use of ordinal regression was justified by the ordered categorical nature of the dependent variable and the violation of normality assumptions required for linear regression.

Model assumptions were assessed prior to estimation. Multicollinearity was evaluated using variance inflation factor (VIF) and tolerance statistics, with VIF values below 5 indicating acceptable levels. The proportional odds assumption was tested using the test of parallel lines and was satisfied. Model fit was assessed using -2 Log Likelihood, chi-square statistics, and pseudo R^2 measures (Nagelkerke). Statistical significance was established at $P < 0.05$.

Although composite scores were initially computed as continuous variables, the dependent variable was categorised into ordered levels (low, medium, high) to reflect meaningful behavioural distinctions and to align with decision-stage interpretations derived from the EBM framework. Ordinal logistic regression was therefore selected as it preserves rank-order information while accommodating non-normal distributions. This modelling strategy enables robust estimation of stage-based behavioural likelihoods without assuming interval-level measurement properties.

3.7. Data Availability Statement

The datasets generated and analysed during the current study are available from the corresponding author upon reasonable request.

3.8. Use of Generative Artificial Intelligence

Generative artificial intelligence tools were used solely for linguistic refinement and stylistic editing. No AI-assisted tools were used in data collection, statistical analysis, or interpretation of results.

4. RESULTS

This section reports the descriptive and inferential results of the study, examining consumers' perceptions of digital marketing, sensory marketing, and purchase decision processes in coffee shops in Peru. Descriptive results are presented first, followed by the ordinal logistic regression analysis used to test the proposed hypotheses.

4.1. Descriptive Results

4.1.1. Perceptions of digital marketing

Table 1 summarises consumers' perceptions of digital marketing in coffee shops. Overall, 62.7% of respondents reported a high perception of digital marketing. The strongest high-level responses were observed for Action (60.0%), Search (59.3%), and Interest (58.7%), suggesting that digital strategies are perceived as particularly effective in stimulating information-seeking and behavioural activation. By contrast, Share presented the lowest proportion of high perceptions (48.7%), indicating comparatively weaker post-purchase content sharing behaviour.

4.1.2. Perceptions of sensory marketing

Table 2 presents perceptions of sensory marketing. A strong majority of respondents (73.3%) perceived sensory marketing at a high level. The Attention dimension showed the highest concentration of high perceptions (76.7%), highlighting the role of sensory cues (e.g., aroma, lighting, ambience) in capturing consumers' attention. Desire (58.7%) and Action (63.3%) showed relatively more dispersion, indicating variability in how sensory stimuli translate into motivational and behavioural outcomes.

4.1.3. Perceptions of consumer purchase decision processes

Table 3 summarises the purchase decision process. Overall, 65.3% of respondents reported high engagement. The highest high-level perceptions were observed for Evaluation of Alternatives (72.0%), Need Recognition (68.0%), and Information Search (68.0%), indicating strong cognitive involvement prior to purchase. In contrast, Purchase Stage (44.7% high) and Consumption (48.0% high) exhibited higher medium-level responses, suggesting more moderate perceptions during transactional and consumption moments.

4.2. Ordinal Logistic Regression Results

4.2.1. Overall model (digital marketing and sensory marketing)

To test H_1 and H_2 , an ordinal logistic regression model was estimated including overall digital marketing and overall

sensory marketing as predictors of consumer purchase decisions.

The overall model fitting information and pseudo R^2 values are presented in Table 4.

The model significantly improved fit compared to the intercept-only model ($\chi^2 = 106.732$, $df = 2$, $P < 0.001$), indicating that the inclusion of digital and sensory marketing substantially enhances explanatory power. The Nagelkerke R^2 value of 0.63 suggests that

Table 1: Consumers' perception of digital marketing in coffee shops (n=150)

Digital marketing dimension	Low (n/%)	Medium (n/%)	High (n/%)	Total
Digital marketing (overall)	13 (8.7)	43 (28.7)	94 (62.7)	150
Attention	13 (8.7)	60 (40.0)	77 (51.3)	150
Interest	16 (10.7)	46 (30.7)	88 (58.7)	150
Search	13 (8.7)	48 (32.0)	89 (59.3)	150
Action	15 (10.0)	45 (30.0)	90 (60.0)	150
Share	18 (12.0)	59 (39.3)	73 (48.7)	150

Values represent absolute frequencies (n) and percentages (%). Digital marketing perceptions were measured using the AISAS framework (attention, interest, search, action, share) on a five-point Likert scale (1=Strongly disagree; 5=Strongly agree). Overall digital marketing levels were classified into low, medium, and high categories based on composite scores. Percentages may not total exactly 100 due to rounding

Table 2: Consumers' perception of sensory marketing in coffee shops (n=150)

Sensory marketing dimension	Low (n/%)	Medium (n/%)	High (n/%)	Total
Sensory marketing (overall)	8 (5.3)	32 (21.3)	110 (73.3)	150
Attention	9 (6.0)	26 (17.3)	115 (76.7)	150
Interest	9 (6.0)	39 (26.0)	102 (68.0)	150
Desire	9 (6.0)	53 (35.3)	88 (58.7)	150
Action	9 (6.0)	46 (30.7)	95 (63.3)	150

Values represent absolute frequencies (n) and percentages (%). Sensory marketing perceptions were measured using the AIDA framework (attention, interest, desire, action) on a five-point Likert scale (1=Strongly disagree; 5=Strongly agree). Overall sensory marketing levels were categorised into low, medium, and high based on aggregated dimension scores. Percentages may not sum to 100 due to rounding

Table 3: Consumers' perception of purchase decision processes (n=150)

Decision-making dimension	Low (n/%)	Medium (n/%)	High (n/%)	Total
Purchase decision (overall)	11 (7.3)	41 (27.3)	98 (65.3)	150
Need recognition	14 (9.3)	34 (22.7)	102 (68.0)	150
Information search	11 (7.3)	37 (24.7)	102 (68.0)	150
Evaluation of alternatives	14 (9.3)	28 (18.7)	108 (72.0)	150
Purchase stage	24 (16.0)	59 (39.3)	67 (44.7)	150
Consumption	23 (15.3)	55 (36.7)	72 (48.0)	150
Post-consumption evaluation	15 (10.0)	40 (26.7)	95 (63.3)	150
Discarding stage	12 (8.0)	42 (28.0)	96 (64.0)	150

Values represent absolute frequencies (n) and percentages (%). Purchase decision processes were assessed according to the Engel-Blackwell-Miniard (EBM) decision-making model, including need recognition, information search, evaluation of alternatives, purchase, consumption, post-consumption evaluation, and discarding stages. Responses were measured on a five-point Likert scale and categorised into low, medium, and high levels. Minor discrepancies in totals may occur due to rounding

approximately 63% of the variance in purchase decision levels is explained by the model, representing strong explanatory capacity in behavioural research.

Both predictors were statistically significant:

- Digital marketing (overall) positively influenced purchase decisions ($P < 0.05$).
- Sensory marketing (overall) positively influenced purchase decisions ($P < 0.05$).

These results provide empirical support for H_1 and H_2 .

4.2.2. Digital marketing dimensions (AISAS)

To further examine which digital components drive purchase decisions, a second model was estimated including the five AISAS dimensions as predictors.

The ordinal logistic regression results for the AISAS digital marketing dimensions are presented in Table 5.

Results indicate that:

- Interest ($\beta = 1.302$, $P = 0.001$; OR = 3.68)
- Action ($\beta = 1.748$, $P < 0.001$; OR = 5.74).

Were statistically significant predictors of higher purchase decision levels.

Attention, Search, and Share were not statistically significant ($P > 0.05$).

Table 4: Model fitting information and pseudo R^2 (ordinal logistic regression)

Model	-2 log likelihood	Chi-square	df	Sig.	Nagelkerke R^2
Intercept-only	135.378	–	–	–	–
Final model	28.646	106.73+2	2	0.000	0.63

The table reports goodness-of-fit statistics for the ordinal logistic regression model estimating the joint effects of digital marketing and sensory marketing on consumer purchase decisions. The -2 Log Likelihood values correspond to the intercept-only and final models. The Chi-square statistic reflects the improvement in model fit after including predictors. Nagelkerke R^2 indicates the proportion of variance explained by the model. Statistical significance was evaluated at $P < 0.05$.

Table 5: Ordinal logistic regression results for digital marketing dimensions

Predictor	β (Estimate)	SE	Wald χ^2	P	Odds ratio (Exp β)	95% CI for OR
Attention	0.650	0.415	2.455	0.117	1.92	(0.85, 4.32)
Interest	1.302	0.404	10.384	0.001	3.68	(1.67, 8.12)
Search	0.092	0.394	0.054	0.816	1.10	(0.51, 2.37)
Action	1.748	0.397	19.354	<0.001	5.74	(2.64, 12.50)
Share	0.623	0.390	2.549	0.110	1.86	(0.87, 4.01)

The table presents parameter estimates (β), standard errors (SE), Wald Chi-square statistics, significance levels (P), odds ratios (Exp β), and 95% confidence intervals (CI) for the digital marketing dimensions included in the AISAS model. Odds ratios <1 indicate an increased likelihood of higher purchase decision levels. Statistical significance was assessed at $P < 0.05$.

Table 6: Ordinal logistic regression results for sensory marketing dimensions

Predictor	β (Estimate)	SE	Wald χ^2	P	Odds ratio (Exp β)	95% CI for OR
Attention	0.737	0.562	1.719	0.190	2.09	(0.69, 6.29)
Interest	0.894	0.557	2.579	0.108	2.45	(0.82, 7.29)
Desire	0.962	0.546	3.106	0.078	2.62	(0.90, 7.63)
Action	2.758	0.496	30.903	<0.001	15.77	(5.97, 41.67)

The table reports ordinal logistic regression coefficients (β), standard errors (SE), Wald Chi-square statistics, significance levels (p), odds ratios (Exp β), and 95% confidence intervals (CI) for sensory marketing dimensions based on the AIDA framework. Odds ratios represent the change in the likelihood of higher purchase decision categories associated with each predictor. Statistical significance was determined at $P < 0.05$.

These findings suggest that digital marketing exerts its strongest influence during motivational and behavioural activation stages rather than during mere attention exposure.

4.2.3. Sensory marketing dimensions (AIDA)

A third model examined the influence of AIDA sensory dimensions.

The ordinal logistic regression results for the AIDA sensory marketing dimensions are presented in Table 6.

Results show that:

- Action ($\beta = 2.758$, $P < 0.001$; OR = 15.77).

Was the only statistically significant predictor of higher purchase decision levels.

Attention, Interest, and Desire were not statistically significant predictors, although Desire approached conventional significance thresholds ($P = 0.078$).

The magnitude of the odds ratio indicates that sensory-driven behavioural activation substantially increases the likelihood of higher purchase decision categories.

The present study examined the influence of digital marketing (AISAS) and sensory marketing (AIDA) on consumer purchase decisions in coffee shops within an emerging urban context. The findings provide empirical support for the integrated role of digital and experiential drivers in shaping consumer behaviour across hybrid consumption journeys.

5. DISCUSSION

5.1. Digital Marketing as a Pre-Consumption Driver

The results indicate that digital marketing significantly influences purchase decisions, confirming H_1 . At the dimensional level, Interest and Action emerged as the strongest predictors, suggesting that digital stimuli are particularly effective when they move beyond awareness and stimulate motivational and behavioural activation.

These findings align with Kannan and Li (2017), who argue that digital marketing enhances engagement through interactive and personalised communication, and with Appel et al. (2020), who emphasise the role of social media in facilitating behavioural responses in service contexts. The comparatively weaker performance of the Share dimension suggests that while consumers actively consume digital content, they are less inclined to engage in post-purchase content generation. This pattern is consistent with evidence indicating that passive digital engagement is more prevalent than active content creation (Grewal et al., 2021).

Overall, digital marketing appears to exert its strongest influence during pre-visit cognitive and motivational stages, shaping expectations and directing consumers toward physical service encounters.

5.2. Sensory Marketing as an Experiential Activation Mechanism

Sensory marketing demonstrated even stronger perceptual intensity and exerted a decisive influence on purchase decisions, particularly through the Action dimension. This suggests that behavioural activation within physical environments plays a central role in converting motivation into actual purchase decisions.

These findings are consistent with Krishna (2012) and Spence et al. (2014), who demonstrate that multisensory stimuli influence emotional responses and behavioural pacing within service environments. The strong role of sensory action further supports experiential marketing perspectives (Schmitt, 1999), which emphasise that immersive sensory coherence enhances experiential value and behavioural commitment.

Importantly, the fact that only the Action stage reached strong statistical significance suggests that sensory cues become most influential when they trigger concrete behavioural responses rather than merely capturing attention. This reinforces the notion that coffee shop consumption is inherently experiential and embodied, relying heavily on atmospheric and multisensory reinforcement mechanisms.

5.3. Decision-Making as a Hybrid Cognitive–Experiential Process

The descriptive results indicate strong engagement in cognitive stages such as need recognition, information search, and evaluation of alternatives, consistent with the Engel–Blackwell–Miniard model (Engel et al., 2006). However, the more moderate perceptions during purchase and consumption stages suggest that experiential and contextual factors may moderate behavioural enactment.

This pattern supports Zeithaml’s (1988) value framework, which posits that consumers continuously reassess perceived benefits relative to sacrifices during consumption. It also aligns with contemporary customer journey perspectives (Lemon and Verhoef, 2016), which conceptualise consumer decision-making as a dynamic, non-linear process spanning digital anticipation and in-store confirmation.

5.4. Complementarity between Digital and Sensory Marketing

The overall regression model demonstrated strong explanatory capacity (Nagelkerke $R^2 = 0.63$), indicating that digital and sensory marketing jointly account for a substantial proportion of variance in purchase decisions. These results support H_1 and H_2 and reinforce the conceptualisation of hybrid consumer journeys.

The findings suggest a functional differentiation:

- Digital marketing primarily shapes cognitive and motivational stages prior to store entry
- Sensory marketing exerts stronger influence at the moment of physical experience and behavioural enactment.

This complementarity aligns with integrated experience frameworks (Mora Cortez and Johnston, 2020) and engagement perspectives (Van Doorn et al., 2010), which emphasise that consumer behaviour emerges from cumulative interactions across digital and physical touchpoints.

Rather than operating as isolated mechanisms, digital and sensory marketing function as sequential and reinforcing drivers within the broader decision-making architecture.

Beyond statistical significance, the comparative magnitude of effects offers additional insight. The odds ratios indicate that sensory marketing—particularly through the Action dimension—exerts a substantially stronger behavioural activation effect than individual digital dimensions. While digital Interest and Action stages significantly increase the likelihood of higher purchase decisions, the magnitude of sensory-driven Action suggests that in-store experiential stimuli play a more immediate conversion role.

This comparative pattern implies a sequential influence mechanism: digital marketing primarily motivates and orients consumers prior to store entry, whereas sensory marketing functions as a behavioural accelerator within the physical environment. Rather than competing mechanisms, digital and sensory marketing appear to operate in a temporally differentiated but strategically aligned manner.

5.5. Contextual Contribution

This study contributes empirical evidence from an emerging Latin American service context, where small and medium-sized enterprises increasingly rely on integrated digital and experiential strategies. The findings demonstrate that digital marketing retains strong predictive power even outside large metropolitan markets, while sensory design remains a critical differentiator in culturally social consumption environments such as Peru.

These findings are also consistent with recent evidence from hospitality, tourism, and sustainable service contexts, where digital experiences, social media engagement, and generational consumption patterns influence customer decision-making (Sharafuddin, 2024; Candrea et al., 2025; Minazzi and Grechi, 2025).

In emerging market contexts, small and medium-sized enterprises also face increasing pressure to align competitiveness,

organizational sustainability, and business resilience with broader development agendas such as SDG 8 (Cisneros Camacho and Cancharí-Preciado, 2026).

By empirically integrating AISAS, AIDA, and EBM within a single analytical model, this study advances service management research by demonstrating how digital anticipation and sensory activation operate jointly in experiential service settings.

5.6. Theoretical Contributions

This study advances consumer behaviour and service management literature in four principal ways.

First, it empirically integrates three established frameworks—AISAS, AIDA, and the Engel–Blackwell–Miniard (EBM) decision model—within a single explanatory structure. While prior research has examined digital marketing, sensory marketing, and decision-making processes independently, few studies have tested their joint predictive capacity within a unified behavioural model. By demonstrating that digital and sensory marketing operate as complementary drivers across different stages of the consumer journey, this study contributes to the development of an integrated hybrid consumption framework.

Second, the findings extend the AISAS model beyond purely digital environments. The results indicate that digital marketing not only shapes online engagement but also exerts measurable influence on offline purchase decisions in physical service contexts. This expands AISAS from a digital communication model into a broader pre-consumption behavioural driver within service ecosystems.

Third, the study refines the application of the AIDA framework by demonstrating that sensory stimuli exert their strongest influence at the behavioural activation stage rather than merely at attention capture. This suggests that experiential persuasion in service environments is primarily conversion-oriented, providing empirical clarification to longstanding theoretical assumptions about sequential persuasion models.

Fourth, by providing empirical evidence from an emerging market SME context, this research contributes to service management literature that has traditionally relied on large-firm or developed-economy samples. The findings indicate that hybrid digital–sensory mechanisms operate robustly even within small independent service businesses, thereby strengthening the external validity of integrated consumer journey models.

Collectively, these contributions support a more dynamic understanding of consumer decision-making as a hybrid cognitive–experiential process spanning digital anticipation and physical activation.

5.7. Research Outlook

Future research may examine moderating variables such as consumer involvement, generational differences, or service quality perceptions. Longitudinal designs would further clarify how digital expectations evolve into experiential satisfaction over

time. Additionally, comparative studies across service categories could explore whether the relative weight of digital versus sensory drivers varies across consumption contexts.

6. CONCLUSION

This study investigated the influence of digital marketing (AISAS) and sensory marketing (AIDA) on consumer purchase decisions in coffee shops within an emerging urban context. The findings demonstrate that both digital and sensory marketing exert significant and complementary influences on purchase decision levels.

Digital marketing primarily shapes pre-consumption cognitive and motivational stages, guiding consumers through awareness, interest, and action. Sensory marketing, by contrast, plays a decisive role during in-store experiential engagement, where multisensory cues activate behavioural responses and reinforce purchase decisions.

By integrating digital and experiential frameworks within the Engel–Blackwell–Miniard decision-making model, this research highlights the hybrid nature of contemporary consumer journeys. The evidence suggests that effective consumer engagement in service contexts depends not on isolated promotional tactics but on strategic alignment between digital communication and in-store sensory design.

For managers of small and medium-sized service enterprises, particularly in emerging markets, the results underscore the importance of coordinating online visibility with immersive physical environments. Such integration may enhance competitiveness, consumer engagement, and business resilience in increasingly experience-driven markets.

Future research may expand this framework by incorporating longitudinal designs, moderating variables, or alternative modelling techniques to further examine dynamic interactions between digital anticipation and sensory activation across service contexts.

6.1. Limitations

Despite its contributions, this study presents several limitations that should be acknowledged.

First, the cross-sectional design restricts the ability to infer causal relationships among variables. Although ordinal logistic regression allows for the examination of predictive associations, longitudinal designs would be required to capture dynamic changes in consumer behaviour across time and repeated service encounters.

Second, the use of non-probability convenience sampling limits the generalisability of findings beyond the studied context. While this approach is common in service and consumer behaviour research conducted in naturalistic environments, future studies employing probabilistic sampling techniques would enhance external validity.

Third, the reliance on self-reported data may introduce common method bias and subjective perception effects. Although anonymity

was ensured to reduce social desirability bias, behavioural measures or experimental designs could provide additional robustness.

Fourth, the study was conducted in a specific emerging urban context in Peru. Cultural norms, consumption patterns, and service expectations may differ across regions and countries, potentially limiting cross-cultural applicability.

Finally, the study examined direct effects of digital and sensory marketing but did not incorporate potential mediating or moderating variables, such as consumer involvement, service quality perceptions, or generational differences, which may further refine explanatory mechanisms.

6.2. Future Research

Future research may adopt longitudinal or experimental designs to examine how digital expectations evolve into experiential satisfaction over repeated consumption cycles. Additionally, incorporating mediating and moderating variables could clarify the mechanisms through which digital and sensory stimuli influence behavioural outcomes. Comparative studies across service sectors or cultural contexts would further extend the generalisability of the integrated framework proposed in this study.

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