The Impact Of Multisensory Marketing On Customers Behavioral Intentions Through The Customer Experience: A Descriptive Analytical Study Of The Opinions Of A Sample Of Five-Star Hotel Customers In Baghdad Province

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Abstract

The research aims to investigate the effect of multi-sensory marketing on customers' behavioral intentions by supporting the mediating role of the customer experience among customers of five-star premium hotels in Baghdad Governorate - Iraq. The problem was diagnosed with a set of questions that mainly included the impact that the customer experience variable will have on the influential relationship. From multi-sensory marketing to behavioral intentions, the researcher relied on the descriptive analytical approach. The main research tool was the questionnaire. The sample of respondents was 327 customers. The data was analyzed through a set of statistical programs Spss.v.26, Amos.v.23, Eviews.v 10. The research concluded with a set of results, the most important of which is that the effect of multi-sensory marketing on behavioral intentions increases when the customer experience is intervened as an intermediary variable.

Keywords: *Multisensory Marketing , Behavioral Intentions, Customer Experience.*

1. Introduction

Success is the distinguishing feature and the primary goal that business organizations of all kinds strive for in light of the developments imposed by the environment and the business reality that is characterized by rapid, continuous change, which requires moving towards abandoning the traditional methods and techniques that stand in their way and relying on innovative vital technologies that are compatible with the course of the world today, which It may be reflected in some way on achieving its success (Farajnezhada, Noubar, & Azara, 2022). Thus, visions are formed that direct attention towards the customer's behavioral intentions in order to emulate and adapt him t[1]o the benefit of the organization with the aim of building sustainable relationships and maintaining marketing assets that are a source of the organization's profitability and competitiveness (Acampora, Preziosi, Lucchetti, & Merli, 2022). Directing managers to use marketing techniques according to studying customers' behavioral intentions increases the level of acceptance of the services provided (Hossain, Rabindra, & Kim, 2021). Accordingly, multi-sensory marketing was addressed as one of the innovative marketing methods, a marketing approach that engages multiple senses for the customer in order to create an unforgettable brand experience, as it is an effective way to attract customers (Haase, Wiedmann, & Bettels, 2020, pp. 475-487). Allowing marketers to create

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interactive, immersive brand experiences that engage multiple senses that can help them create more effective multi-sensory marketing campaigns (Raji, Brimah, & Mustapha, 2020, pp. 97-110).

At present, many business organizations have begun to search for marketing techniques in order to positively influence the customer on the sensory level, especially in the tourism sector, to provide them with multi-sensory experiences, through which they can build a customer that will last for a longer period, which reflects his loyalty, which is the basic essence of maintaining a relationship. long-term (Chen, Zhang, Lei, & Zou, 2021). According to Shaw and Ivens, 85% demonstrate the belief that customer experience today is the main competitive advantage (Godovykh, 2020, pp. 1-10). Customer experience is becoming more important in determining business success, especially in the service industry (Schalkwyk, 2020, pp. 3-6). Many business organizations have changed their philosophy, culture, and standards, which were product-oriented, to put the customer at the forefront of their concerns (Peppers & Rogers, 2017, p. 116). Its importance is demonstrated by keeping business organizations alive in today's economy. Providing high-quality goods and services alone is not enough. Rather, they must compete at a more complex level by creating a satisfactory experience for customers at all stages of the purchasing process, and managing their expectations and evaluations before, after, and during the sale (Zolkiewski, et al., 2017, pp. 1-36). In addition, it is considered a priority and is seen as a differentiator that can give business organizations a sustainable competitive advantage (Sun, Xue, Bandyopadhyay, & Cheng, 2022, pp. 227–246). Business organizations began to pay attention to the service-based economy and thus customer experience became a necessary measure to support institutional performance, and it became the battleground for business organizations after goods and services as a winning economic offer for business organizations that depends on the level of customer satisfaction mainly based on their positive or negative experiences (Knutson (Beck, Kim, & Cha, 2009, pp. 43-56). The customer experience is also seen as a top priority because it determines the quality that customers perceive in the competition. The customer experience revolves around understanding the lifestyle of customers and broadening the view of marketers from the product to the consumption process. Without customer satisfaction, business organizations' chances of survival decrease (Salim, Catherine, & Andreani, 2015, pp. 322-340). Furthermore, focusing on customer experience significantly improves customers' livelihoods through increased convenience, comfort, and affordability (Duncan, 2017).

From this standpoint, customer experience is viewed as a multidimensional structure that focuses on the customer's cognitive, emotional, behavioral, sensory, and social responses to organizations' offers during the customer's entire purchasing journey (Gerea, Gonzalez-Lopez, & Herskovic, 2021). Accordingly, customers seek to engage with service brands and interact with service organizations that provide superior experiences (Bolton, 2018, pp. 776-808). On this basis, it has become necessary to research important and necessary topics in the field of marketing that mimic the reality today, and due to the urgent need of the Iraqi environment in the field of tourism in general and hospitality in particular for such intellectual and cognitive proposals, it has become necessary to research these topics in order to reach results that are intellectually and practically feasible. The current research came as an attempt to cover these contemporary issues in the field of marketing, which are new to the Iraqi environment with regard to the hotel service sector, through the impact of multi-sensory marketing on the behavioral intentions of customers. In order to bring the picture closer clearly and with high accuracy, the current research was interested in determining the role of the customer experience through... Its mediating role aims to identify the results of customer experiences, which has become more important for business organizations to adopt technologies that make them more attractive to customers and control future behavior. Therefore, the research idea emerged from

the nature of the stage as it is an important factor for any business organization. Accordingly, the foundational approach to the idea of research and the formulation of its problem is that the services sector in Iraq is one of the most deteriorating sectors, according to what was indicated in the report of the Iraqi Economic Center through a questionnaire of a number of directors of the general administrations of excellent five-star hotels in the capital, Baghdad, during which it was concluded that the occupancy rate for the year 2022 They amounted to (38%, 30%, 25%, 9%, 6%) respectively, as the number of rooms for each hotel was (300, 170, 262, 348, 207) respectively, and the rooms that were occupied were (114, 51, 66). , 31, 12). That is, the total number of rooms is 1287, and the number of occupied rooms is 274, which indicates that the occupancy rate reached 21%, which means that 274 rooms out of 1287 rooms were occupied. This indicates a lack of interest on the part of the responsible authorities in a country that possesses the elements of tourism in all its religious, cultural, geographical and natural types. This indicates the absence of strategic plans for the tourism and hotel sector and that there is a clear discrepancy in the numbers of guests in hotels and tourist accommodation complexes in general and the number of guests in excellent five-star hotels in particular. This represents a starting point for the essence of the field research problem, which can be reduced to the following question: (What is the extent of the impact of Multi-sensory marketing techniques in customer behavioral intentions through customer experience?) The research problem seeks to answer the following questions:

a- What is the level of impact of multi-sensory marketing techniques on customers' behavioral intentions in five-star premium hotels in Baghdad Governorate?

b- What is the level of impact of multi-sensory marketing techniques on customers' experience in five-star premium hotels in Baghdad Governorate?

c- What is the level of impact of multi-sensory marketing techniques on behavioral intentions through the customer experience in five-star premium hotels in Baghdad Governorate?

2. Literature Review

2.1. Multi-sensory marketing

The theoretical basis of multi-sensory marketing is based on the principles of sensory marketing, which assumes that customers' perceptions and behavior are influenced by sensory stimuli, which has been shown to be in the direction of providing customers with new stimuli that positively influence their purchasing behavior (Yognathana & Sophie, 2018, p. 4). The emergence of multisensory marketing represents a transition from the traditional marketing approach based on need, information search, and evaluation of product alternatives to a marketing approach that emphasizes experiences (Isaac, Keelson, & Yiadom, 2023). It appears to be a promising approach for effective product promotion, and involves using multiple senses to interact with customers. Creating an unforgettable experience depends on the understanding that our perception of the world is shaped not only by visual and auditory stimuli, but also by other senses such as touch, taste, and smell (Brakus, Schmitt, & Zhang, 2007). Through this, multi-sensory marketing is a marketing technique that uses multiple senses, such as sight, sound, touch, taste, and smell. Its goal is to create a stronger emotional relationship with the customer by stimulating multiple senses, which can increase participation and ultimately lead to achieving customer loyalty and satisfaction. Therefore, it has become It is worthwhile for business organizations to pay attention to customers and stimulate their senses in new and provocative ways to capture them (Kumar P., 2014, pp. 90-91).

2.2.   Behavioral intentions

The increasing awareness of business organizations towards sustainability has led to them adopting many methods in their communications through which they seek to influence customer behavior (Newman, Gorlin, & Dhar, 2014, pp. 823–839). This interest was reflected in the behavioral intentions of customers and this is due to the connection The close relationship between behavior and intentions: Ajzen, 1991 confirms that the perception of behavior depends primarily on intentions, and Oliver, 1997 explains that intention is a level of probability of achieving a certain behavior and behavior can be predicted based on intentions (Eskiler & Altunışık, 2021, pp. 1-12). Intention is the process of behavioral expression and decision before the behavior occurs (Shen, Fan, Zhan, & Zhao, 2014). While Bettman, 1987 emphasized that the concept of intention is due to a combination of desire, belief or knowledge, that is, it is to do something (Falcão & Bittencourt, 2014, pp. 109-119). From another point of view, it is known as the direct antecedents of behavior (Khumrat, 2012). They are also seen as links to future actions (Súcia, 2014). It is concluded that customers are linked to predictions of their behavior (Morwitz V., 2012, pp. 181-230). According to Fishbein & Ajzen, 1975 customers' behavior can be determined by their intentions, that is, intention emerges as the probability of customers to behave in a certain way (Zhu, Geng, Disney, & Pan, 2023, pp. 3859–3892). Also, many studies based on service research have shown that consumer prediction can be explained by intention (Weng, 2013, pp. 70-101). Behavioral intention is the motivational component of behavior and is closely related to it as it can be used to predict future consumption behavior (Chuaa, Jinb, Lee, & Goh, 2014, pp. 67-84). From this standpoint, behavioral intentions are defined as the process of behavioral expression and decision making before the behavior occurs (Shen, Fan, Zhan, & Zhao, 2014).

2.3.   Customer experience

The concept of customer experience was first introduced by Toffler in 1970 and was established in marketing literature in the mid-1980s when Holbrook & Hirschman (1982) introduced an experiential approach as a view of consumer behavior. The concept did not gain acceptance in business until the 1990s when Payne and Gilmore, 1999 Customer Experience In their book, Experimental Economics, after which researchers paid attention to customer experience as a means of creating value for the customer, they conclude that customer experience is an advanced view of the traditional concept of the purchasing process presented by Patterson (Laming & Mason, 2014, pp. 16-17). . It can be interpreted as the impression left on a customer as a result of interacting with a company (Schalkwyk, 2020, pp. 23-28). It revolves around understanding the lifestyle of customers and broadening the view of marketers from the product to the consumption process, and for this reason the customer experience depends on the comparison between customers' expectations and the company's performance (Andreani, 2007, pp. 1-8). It is often treated as a tool to measure customers' evaluation of offers and their satisfaction. As such, researchers have suggested it as a fruitful way to enhance the competitiveness of business organizations (Kim & Han, 2020, pp. 804-822), (Jeong & Kubickova, 2020, pp. 565- 581). Business leaders believe that customer experience is fundamental to the competitiveness of a business organization and marketing scholars call it the main foundation of marketing management (Becker & Jaakkola, 2020, pp. 631-639).

2.4.   The influential role of multi-sensory marketing on customers' behavioral intentions

The study (Chen, et al., 2021) found that multi-sensory marketing is associated with positive behavioral intentions of customers, which in turn works to reduce unfavorable intentions of customers. As for the study (Dung, et al., 2022), based on the effect of multi-sensory marketing

on the behavioral intention of Vietnam Airlines customers in the city of Hanoi, it found that multi-sensory marketing positively affects the desire to reuse the airline services of Vietnam Airlines. . While the study (Lam, Ngoan, & Anh, 2022) showed that multi-sensory marketing through taste, sight, and touch has an impact on tourists' return intention (Perumal, Alia, & Shaari, 2021). Albert tried to evaluate the effectiveness of multi-sensory marketing techniques used by fast food restaurants on behavior and customer loyalty to the brand. He demonstrated the effect of multi-sensory marketing in stimulating the intention to repurchase behavior (Albert, 2021). Based on the above, the actual test of the effect of multi-sensory marketing on customers' behavioral intentions in a sample of customers of five-star premium hotels will be through the hypothesis and proposal, as follows: There is a significant effect relationship at the significance level (α≤0.05) of multi-sensory marketing in Behavioral intentions among customers of five-star premium hotels in Baghdad Governorate.

2.5. The influential role of customer experience on customers' behavioral intentions

This study (Ugwuany, Ehimen, & Uduji, 2021) adds an empirically supported trend to the customer experience in hotels by indicating the achievement of positive behavioral intentions. The study concluded that the customer experience has an impact on behavioral intention. The study (Faizana & Kashif, 2014) aimed to evaluate how guests' memories work with their experience in hotels. The results showed that customers' experience had a positive impact on their behavioral intentions. This is reinforced by a study (Patwayati & ZAID, 2021) examining the relationship between customer experience, purchasing behavior, and customer behavioral intentions in luxury hotels in Kenya. It concluded that customer experience affects customers' perception in luxury hotels in Kenya. While the results of the study (Amoako, Doe, & Nequaye, 2023) indicate that customer experiences lead to positive behavioral intentions and repurchase, and thus repurchase intention is linked to customer satisfaction. Based on what was mentioned above, testing the effect of the customer experience on the behavioral intentions of customers actually in a sample of customers of five-star excellent hotels will be through the hypothesis and proposal, as follows: There is a significant influence relationship at the significance level (α≤0.05) of the customer experience. Its dimensions in behavioral intentions among customers of five-star premium hotels in Baghdad Governorate.

2.6. The influential role of multi-sensory marketing on customers' behavioural intentions through the customer experience

Customers' desire to seek new experiences reflects that they have a positive view of innovative technologies because they find pleasure in trying new products and services (Averdung & Wagenfuehrer, 2011, pp. 98-106). Based on what was mentioned above in identifying the influential role of multi-sensory marketing on the behavioral intentions of customers and clarifying the effect of the customer experience on the behavioral intentions of customers and the lack of a comprehensive study of the research variables (multi-sensory marketing, customer experience and behavioral intentions of customers) according to the researcher's knowledge, and based on what was mentioned, the test The effect of multi-sensory marketing on customers' behavioral intentions through the customer's actual experience in a sample of five-star premium hotels will be through the hypothesis and proposal and as follows: There is a significant effect relationship at a significance level (α≤0.05) of multi-sensory marketing on behavioral intentions of During the customer experience among customers of five-star hotels in Baghdad Governorate.

3. Research Methodology

The descriptive analytical approach was relied upon as a basic approach in the current research with the aim of generating an in-depth understanding of the studied phenomenon, which helps to identify the causes and effects of these phenomena and works to identify patterns, trends and relationships between variables more accurately. It also focuses on description and analysis rather than theoretical interpretation and thus provides information. It is useful for developing the research process and improving results, which contributes to producing reliable and applicable knowledge in different fields.

3.1. Research Design

This research was designed to identify the effect of multi-sensory marketing techniques on customers' behavioral intentions and the mediating role of the customer experience, for customers of five-star premium hotels in Baghdad Governorate - Iraq. This design allows for gaining valuable insights, through which the researcher is able to identify patterns and trends that provide a deeper understanding of the characteristics and behaviors of the research sample. This information contributes to the design of services that meet the desires of customers and enhance experiences to better satisfy their needs, which makes the analysis a tool for decision-making and vision setting. The future of premium five-star hotels.

3.2. Sampling and Participants:

This study includes a purposeful strategy towards selecting samples, as it was limited to the (hotel sector) five-star excellent hotels in Baghdad Governorate, because they represent facilities for recreation and entertainment, meetings and conferences, business gatherings, the country's urban and service façade, and a reflection of economic development and growth in front of foreign and Arab delegations, businessmen, and other related aspects. Economic and social importance, while the time limits of the research sample extended from the year 2004 to the year 2021. The participants represented customers of excellent five-star hotels in Baghdad Governorate, and thus the results of the current research are considered a reflection of the point of view of the customers of these hotels.

3.3. Data Collection

The data was collected from statistics provided by the Central Statistical Organization of the Ministry of Planning - Iraq. These statistics are issued on an annual basis via the website (https://cosit.gov.iq/ar). The sample members were selected by extracting the average number of guests (customers). For the period 2015-2021, the average number of guests was (107,184) customers. The margin of error in calculating the sample was assumed to be (9.60%) instead of (0.5%) and by entering the data (research population = 107,184, confidence level = 95%, margin of error = 9.60%, population proportionality = 50%) On one of the websites specialized in calculating the research sample using Stephen Thompson's equation (www.calculator.net/sample-size-calculator.html), the sample members reached (384) customers, and it was Reaching (327) customers who were surveyed, thus the response rate was (85%). The questionnaire was designed to include all the variables of the current research and their dimensions to represent the required data collection tool. The questionnaire items were distributed according to a five-point Likert scale as follows (completely agree = five degrees, agree = four degrees, somewhat agree = three degrees, disagree Agree = two degrees, completely disagree = one degree), the dimensions of the multisensory marketing variable were chosen according to the scale of the study of (Chen et al. 2021) and (Wiedmann et al. 2021), which serves as a basis for measuring multisensory marketing techniques in hotels. As for the customer experience variable, the ideas came as a result of the work of (Huang & Hsu, 2010), (Klaus & Maklan, 2012), (Walls, Okumus, Wang, & Kwun, 2011), (ZAID & PATWAYATI, 2021), (Barbu, Florea , Dabija, & Barbu, 2021), while the behavioral intentions variable was

based on a scale (Zeithaml et al. 1996) based on the ideas of (Cronin & Taylor, 1992), Babakus & Boller, 1992).

3.4. Data Analysis

The data was analyzed through a set of statistical programs Spss.v.26, Amos.v.23, Eviews.v.10 to measure the quality, suitability and validity of the research tool and analyze the influence relationships between the variables combined, in addition to indicating the extent of mediation achieved by the customer experience variable.

3.5. Validity and Reliability:

F- R^2- Sig	P-value	T	β	المسار
F= 467.135 R^2= 0.879 Sig.= 0.000	0.000	5.237	0.169	BI <<< HAS
	0.000	8.777	0.218	BI <<< VIS
	0.000	21.276	0.626	BI <<< AUS
	0.000	4.754	0.108	BI <<< GUS
	0.194	-1.302-	-0.033-	BI <<< OLS

The purpose of this paragraph is to conduct tests that explore the quality of the research tool (the questionnaire), as it is necessary to ensure the effectiveness, reliability and credibility of using the research tool. The researcher based the evaluation of the quality of the (questionnaire) on an alternative sample of 60 customers, to verify the validity of the questionnaire and the extent of its readiness for distribution. On the research sample by conducting a set of tests and it was divided according to the following steps: normal distribution test using (Kolmogorov-Smirnov), VIF and Tolerance test, Alpha Cronbach test, Split-half Reliability Tests, KMO test and Bartlett Test based on Chi-Squar.
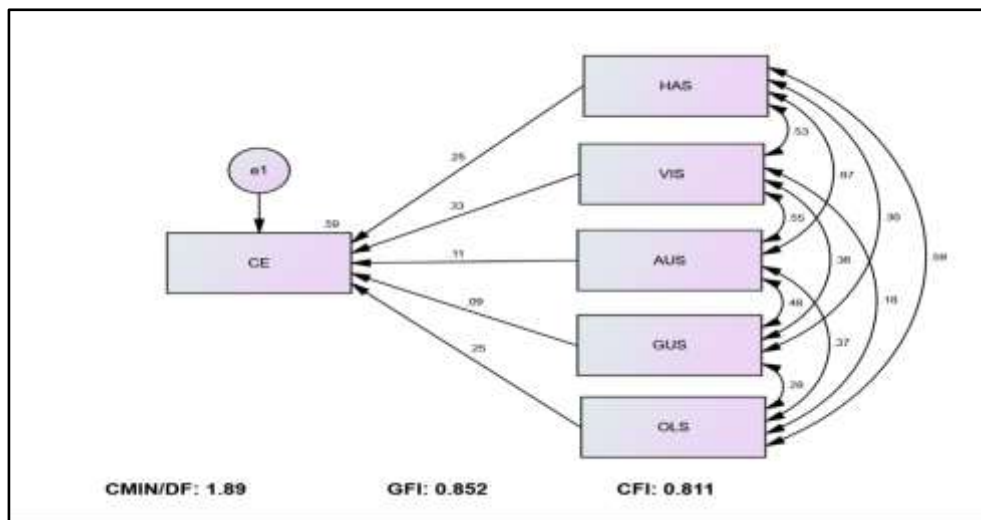
4. Result and Discussion
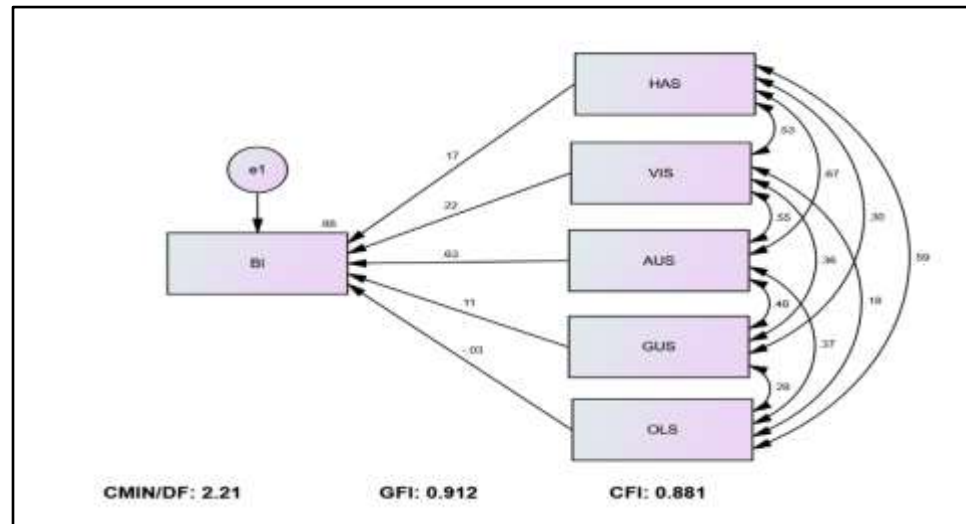
Through Table No. (1) and Figure No. (1), it is clear that there is an impact relationship for multi-sensory marketing techniques and its dimensions on behavioral intentions, and this appears clear through the calculated (F) value, which reached a significance level of (0.05), (467.135), which is higher than its value. The tabulation (3.92) is at a level of freedom (1, 326). This confirms the significance of the regression model of the effect of multi-sensory marketing on behavioral intentions and gives a logical conclusion that customers dealing with five-star hotels depend directly on multi-sensory stimuli (hearing, touch, sight, Taste and smell) in enhancing their behavioral intentions that involve their actual use of the service, and this leads to accepting the hypothesis, which states: There is a significant influence relationship at the level of significance ($\alpha \leq 0.05$) of multi-sensory marketing techniques on the behavioral intentions of five-star premium hotels. Stars in Baghdad Governorate. While the value of (R^2) was (0.879), this indicates that multi-sensory marketing techniques explain approximately (88%) of the changes that occur in customers' behavioral intentions, and at the level of sub-dimensions, we see that the effect of multi-sensory marketing techniques on behavioral intentions is due to The effect of all dimensions of multi-sensory marketing techniques is significant, except for the dimension (marketing through olfactory stimuli), which did not show a significant effect. This may be explained by the fact that hotel managements did not give sufficient attention to customers' olfactory stimuli, which was reflected in not giving it sufficient importance. Customers value the sense of smell compared to other senses in forming their behavioral intentions towards the service provided in the selected hotels. The value of (β) for the moral dimensions reached (0.169, 0.218, 0.626, 0.108). This confirms that a single unit change in marketing through sensory stimuli (touch) leads to a change of approximately (17%) in the behavioral intentions of customers. Likewise, the change One unit of marketing through sensory stimuli (sight) is reflected in behavioral intentions by approximately (22%). As for marketing through sensory stimuli (hearing), a one-unit change in sensory stimuli (hearing) is reflected in behavioral intentions by (62%). One unit change in marketing through sensory stimuli (taste) is reflected in behavioral intentions by an amount of (11%). This is the case for the dimensions that have a moral impact. Regarding the significance of the dimensions that affect behavioral intentions, they were all significant except for the dimension (marketing through Stimuli of the sense of smell. The moral values (P-value) for these dimensions reached (0.000) and for all moral dimensions, which are values less than (0.05). This confirms the significance of the effect of these dimensions on behavioral intentions, which is completely reflected in the significance of the effect of multi-sensory marketing techniques on intentions. Customer behaviour.
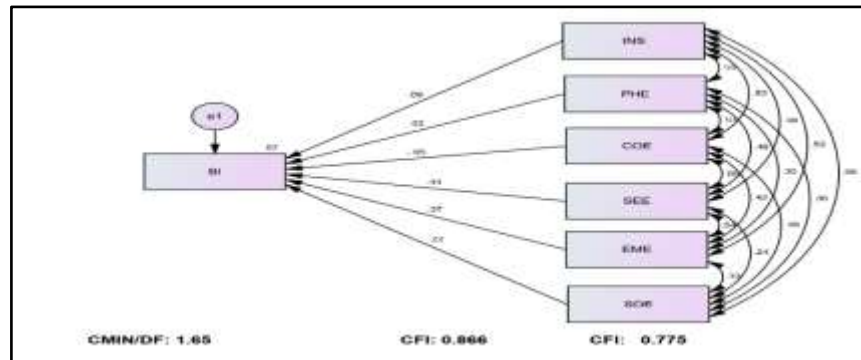
F- R^2- Sig	P-value	t	β	Path
	0.000	4.270	0.254	CE <<< HAS
F= 93.055	0.000	7.128	0.325	CE <<< VIS
R^2= 0.592	0.047	1.992	0.108	CE <<< AUS
Sig.= 0.000	0.034	2.128	0.089	CE <<< GUS
	0.000	5.357	0.247	CE <<< OLS

CMIN/DF: 1.89   GFI: 0.852   CFI: 0.811

Through Table No. (2) and Figure No. (2), it is clear that there is an impact relationship of multi-sensory marketing techniques with its dimensions in the customer experience, and this appears clear through the calculated (F) value, which reached a significance level of (0.05) (93.055), which is higher than its tabulated value. (3.92) at the level of freedom (1, 326). This confirms the significance of the regression model on the effect of multi-sensory marketing on the customer experience and gives a logical conclusion that customers of five-star hotels depend directly on multiple stimuli (hearing, touch, sight, taste, and smell).) in enhancing their experience of the service provided by these hotels, and this leads to accepting the hypothesis which states: There is a significant influence relationship at the level of significance ($\alpha \leq 0.05$) of multi-sensory marketing techniques on the customer experience among customers of five-star premium hotels in Baghdad Governorate. . While the value of (R2) was (0.592), this indicates that multi-sensory marketing techniques explain (59%) of the changes that occur in the experience made by customers of the services provided by the selected hotels, and at the level of sub-dimensions, we see that the impact of marketing techniques The multi-sensory experience of the customer is largely due to the influence of all dimensions of marketing techniques. The value of (β) for the moral dimensions reached (0.254, 0.325, 0.108, 0.089, 0.247). This confirms that a single unit change in marketing through sensory stimuli (touch) leads to a change of (25%) in the customer's experience. Likewise, the change One unit in marketing through sensory stimuli (sight) is reflected in the customer's experience by (32%). This is the case for the rest of the dimensions that have a moral impact. Likewise, a one-unit change in marketing through sensory stimuli (hearing) is reflected in the customer experience

by (11%) %) Likewise, a one-unit change in marketing through sensory stimuli (taste) is reflected in the customer's experience by (09%). Likewise, a one-unit change in marketing through sensory stimuli (smell) is reflected in the customer experience by (25%). Approximately. Regarding the significance of the dimensions affecting the customer experience, they were all significant. The P-value for these dimensions reached (0.000, 0.000, 0.047, 0.034, 0.000), which are values less than (0.05). This confirms the significance of the effect of these dimensions in the experience. The customer, which was completely reflected in the moral impact of multi-sensory marketing techniques on the customer experience.
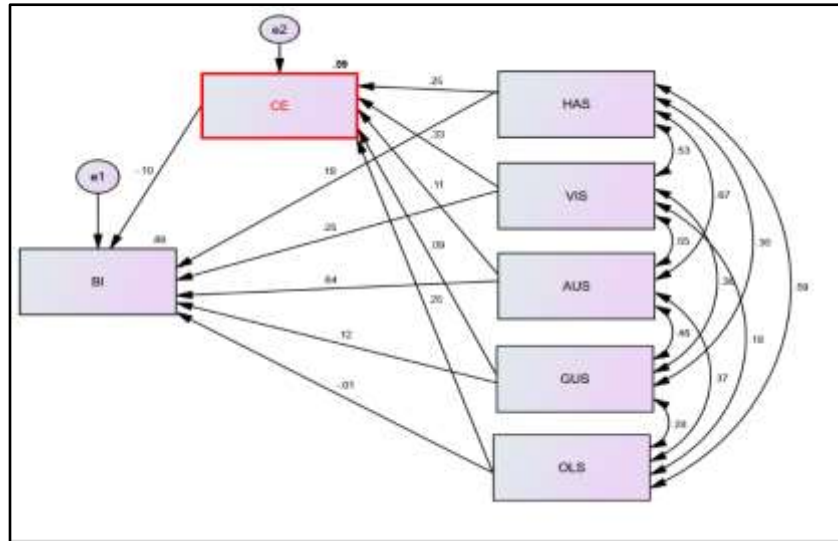

| F- R²- Sig	P-value	t	β	Path
	0.110	1.603	0.090-	BI <<< INS
	0.724	0.353	0.018	BI <<< PHE
F= 74.135	0.404	0.836	0.048-	BI <<< SOE
R²= 0.536	0.000	8.053	0.442	BI <<< SEE
Sig.= 0.000	0.000	7.001	0.370	BI <<< EME
	0.000	4.799	0.219	BI <<< COE

Through Table (3) and Figure (3) it is clear that there is an influence relationship between the customer experience and its dimensions on behavioral intentions, and this appears clear through the calculated (F) value, which reached a significance level of (0.05) (74.135), which is higher than its tabular value (3.92). At a level of freedom (1, 326), this confirms the significance of the regression model on the effect of customer experience on behavioral intentions and gives a logical conclusion that customers of five-star hotels depend directly on the customer experience (interaction with the service, physical environment, cognitive experience, service experience, Emotional experience and social experience) in enhancing their positive behavioral intentions towards the service provided by these hotels, and this leads to accepting the hypothesis which states: There is a significant relationship of influence at the level of significance ($\alpha \leq 0.05$) of the customer experience with its dimensions in the behavioral intentions of hotel customers. The excellent five-star category in Baghdad Governorate, and what confirms the significance of the influential relationship is the value of (Sig) which is (0.000), which is less than (0.05). While the value of (R2) was (0.536), this indicates that the customer experience explains (54%)) approximately of the changes that occur in the formation of behavioral intentions among

customers as a result of the services provided by the selected hotels. Regarding the moral dimensions of the customer experience affecting behavioral intentions (service experience, emotional experience, social experience), the moral values (P-value) for these dimensions reached (0.000, 0.000, 0.000), which are values less than (0.05). This confirms the significance of the effect. These dimensions affect behavioral intentions, which is completely reflected in the significance of the effect of the customer experience on behavioral intentions. As for the dimensions with a non-significant effect (interaction with the service, the physical environment, the cognitive experience), the significant values (P-value) for these dimensions reached (0.110, 0.724, 0.404) respectively, which are values greater than (0.05) and this confirms that they are not significant. The value of (β) for the dimensions with significant significance (service experience, emotional experience, social experience) was respectively (0.442, 0.370, 0.219) and this confirms that A one-unit change in (service experience) leads to a (44%) change in behavioral intentions. Likewise, a one-unit change in (emotional experience) is reflected in behavioral intentions by (37%). Likewise, a one-unit change in (experience) Social) is reflected in behavioral intentions by approximately (22%).

R^2-F- Sig	P-value	CR	Estimate	Path	H
Model 1 R^2= 0.879 F= 467.135 Sig= 0.000	0.000	6.012	0.186	BI <<< HAS	**Accept**
	0.000	9.619	0.259	BI <<< VIS	
	0.000	22.060	0.643	BI <<< AUS	
	0.000	5.241	0.121	BI <<< GUS	
	0.760	-0.306	0.005-	BI <<< OLS	
	0.000	3.398	0.098	BI <<< CE <<< MM	
Model 2 R^2= 0.883 F= 403.703 Sig.= 0.000 R^2= 0.004Δ	0.000	4.303	0.253	CE <<< HAS	
	0.000	7.183	0.334	CE <<< VIS	
	0.045	2.007	0.112	CE <<< AUS	
	0.032	2.144	0.093	CE <<< GUS	
	0.000	5.399	0. 247	CE <<< OLS	

Through Table No. (3) and Figure No. (3), we find that the value of (R2) for the current model (the effect of multi-sensory marketing dimensions on behavioral intentions through the customer experience) reached (0.883) compared to the basic model (R2 = 0.879), and it is noted from this that there is a change The value of (R2) increased compared to the current model, and the value of the increase reached (R2 = 0.004Δ). This confirms that the entry of (customer experience) into the influential relationship between (multi-sensory marketing techniques in behavioral intentions) is effective and influential, and therefore the customer experience plays a role. Mediation: This confirms that the selected hotels used the customer experience to increase the influence of marketing sensory stimuli on determining customers' intentions towards the selected hotels. The value of (F) calculated for the current regression model was (403.703), which is greater than its tabulated value at a level of significance (0.05), and this leads to accepting the hypothesis (there is a significant effect relationship at a level of significance ($\alpha \leq 0.05$) of multi-sensory marketing techniques on behavioral intentions Through the customer experience among customers of five-star premium hotels in Baghdad Governorate, and with regard to the significance of the influence relationship, we find that the value of (Sig) for the current model reached (0.000), which is less than (0.05). This confirms the significance of the regression model, and the significance of the regression relationship for the mediation model. We find that the entry of (customer experience) into the influence relationship between multi-sensory marketing techniques and behavioral intentions was significant, reaching a value of (CR = 3.398, which is greater than its tabular value. This was confirmed by the value (P-value = 0.000), and with regard to the coefficient of determination (β). It reached (0.098), and this confirms that changing the customer experience by one unit leads to a change in the relationship of influence between multi-sensory marketing techniques on behavioral intentions by approximately (10%).
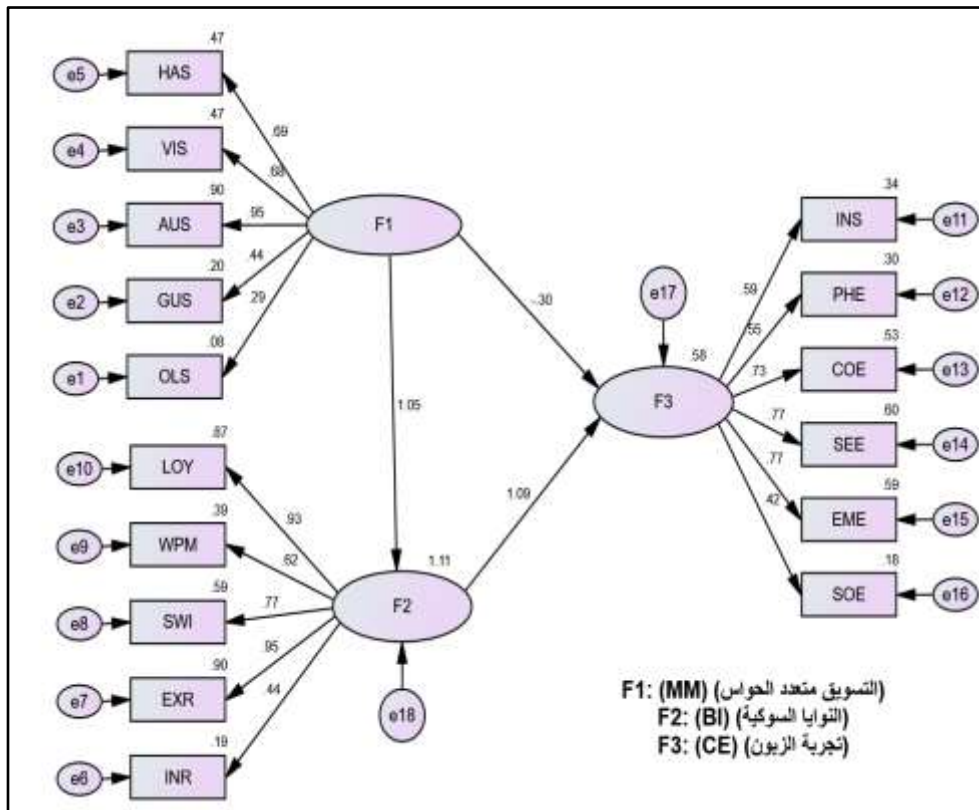
Conclusion

Multi-sensory marketing is represented by multiple sensory marketing techniques capable of collecting and integrating multiple senses to form a more attractive comprehensive experience by stimulating more than one sense at the same time. This led to interest in the five senses because they represent the source of customer perception and play a major role in shaping customer perceptions and exert a strong influence. In purchasing decisions. The research reached conclusions that there is an impact of multi-sensory marketing techniques on behavioral intentions, meaning that customers dealing with five-star hotels depend directly on the multi-sensory stimuli of hearing, touch, sight, taste, and smell in enhancing their behavioral intentions that involve their use of the service. In effect. I also concluded that there is an impact of multi-sensory marketing on the customer experience, which gives a logical conclusion that customers of all five-category hotels depend directly on multiple stimuli to enhance their experience regarding the service provided.

The results also showed that the concept of customer experience is one of the modern intellectual trends in the field of marketing management, represented by the interaction between the customer and business organizations through all communication channels, so that it includes all stages of the customer's journey, starting from his awareness to the purchase process. It has also been shown that there is an effect of the customer experience on behavioral intentions. This indicates that customers of five-star hotels depend directly on the customer experience to enhance their positive behavioral intentions towards the selected hotel services. The research found that the customer experience played an effective and influential mediating role in the effect of multi-sensory marketing techniques on behavioral intentions. This indicates

that the selected hotels used the customer experience to increase the effects of marketing sensory stimuli in determining customers' behavioral intentions.

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