

Awareness of Sensory Marketing and its Relationship with Consumer Behaviour: A Study of Restaurants in Bangalore

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Abstract

The present study focuses on the modern marketing practise like sensory marketing as tools to influence the consumers' mind. It aims to understand consumers' awareness about sensory marketing, and its influence on consumer behaviour in restaurants in Bangalore. It attempts to answer questions on awareness of sensory marketing among consumers, its relationship with consumer behaviour, and its applicability in restaurants. Data was collected using convenient sampling method from consumers who often visit restaurants in Bangalore through a structured questionnaire; descriptive and inferential statistics was adopted to analyse the data. The findings of the study indicate that the consumers are aware of the sensory marketing strategies; these strategies have a significant influence on consumer behaviour, and their application aids in enhancing the restaurants experience. It contributes to the hospitality and food industry as well as academicians who would like to study on five senses and emotional connection between consumers and products/brands

Keywords: Awareness, Consumer Behaviour, Five Senses, Restaurants, Sensory Marketing.

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1. Introduction

Marketing is the method of getting consumers interested in company's product or service. The process is established through market research, analysis, and a consideration of what an ideal consumer wants and needs. Marketing includes product development, product design, distribution methods, advertising, promotions, sales, packaging, labelling and final delivery to the consumers. Since there is significant increase in a consumers' consumption of products and services, consumers are well-aware about the product that they choose based on different factors like brand image, quality, quantity, and demand.

In marketing, one of the primary focuses is on satisfying the consumer, and hence companies have to ensure that they understand and fulfil the needs of the consumers (Gentile et al. 2007). To be able to do this, they need to have an insight as to ways in which they can have a lasting impact on the minds of their consumers, this is where the role of sensory marketing becomes vital. In the recent times companies, facing fierce competition, have realized that the key to sustain themselves lies not just in delivering good products but also ensuring they develop a strong and committed consumer base. This is perhaps only possible when the consumer connects with a company and its products emotionally, this is the space that sensory marketing addresses.

1.1 Shift from Traditional Marketing to Modern Marketing

Traditional marketing involved platforms and technologies that only focused on one-way communication or acted as information tool for the consumers rather than being an interactive platform where consumers could interact with the product and the companies. Most of the marketing tools like, print media, broadcasting, outdoor marketing, and one to one marketing focused on providing abundant information on product and services. This information was generally focused on product and service specification which the companies wanted to inform the consumers, where the consumers' interest, involvement, and their expectations were either paid very limited attention or completely ignored. Traditional marketing was prevalent in late 1990's as the market required such type of marketing

methods, as there is drastic shift in globalization and modernization the need for the changes in marketing method is essential.

The world now is on digitalized platform where every single element is digitized, and consumers would want to be involved in more virtual transaction rather than the physical one and that's where the online marketing and social media marketing play a powerful role. Numerous online tools are available to create an interactive platform for the consumers and involve in their purchase and consumption decision; tools like, search engine marketing, online marketing, email marketing, social media marketing, and other e-commerce platforms make the consumer avail several choices to make in their purchase decisions, and also save a lot of time and money. While these modern marketing ensures easy accessibility and enormous choices, making the emotional connection between the consumers and brand or company continues to be a challenge. The digital platform engages consumers in virtual mode in consuming their products and services, but these platforms also have certain loopholes which create a gap between the consumers and the company, where the emotional connection or the customer-company relationship are completely ignored. Many studies in the recent time have suggested that to uphold a robust consumer loyalty, it is important that companies focus on brining an emotional connection with the customers.

The company's relationship with the customer should not be only till the consumers buy the product but should be a continued affair between the customer and the company that in turn leads to consumer loyalty, and brand building. The shift cannot be completely radical, where the traditional methods are replaced by more modern methods, but rather should be a mix of both the methods. The balance between traditional and modern marketing must be implemented and the culmination of traditional marketing and modern marketing has to involve in order to make the entire marketing process closer to the consumer. This is where the idea sensory marketing becomes important.

Today's consumers not only enjoy the product but also the overall experience which creates a memory that would help the consumers in consuming

the same product over and over again. Establishing the sensuality in all the products and services, triggering the consumer sensory receptors, and persuading them towards a product or a brand is what essentially the companies would have to do to retain the consumers and build relationship with the customers. A combination of both traditional and modern marketing method has evolved into sensory marketing as the new marketing method, it is one of the novel ways in which the companies must establish their products and services in order to build a consumer relationship with the product and brand.

1.2 Service Sector (Restaurants)

The food business has a great opportunity as a result of urbanization, rising income levels, and adoption of global trends. Restaurants have exploded in popularity in recent years. According to the National Restaurant Association of India's (NRAI) food service report 2019, the food sector is expected to develop at a CAGR of 9% between 2020 and 2023.

One of the key reasons for selecting restaurants as a service sector for the study is that while most of the service sectors employ one or more of the five senses, restaurants appear to be one of the few that employ all five senses (multi-senses). Colour, for example, is employed to influence the restaurant's ambiance; pink is seen to be more romantic, while green is thought to represent organic or connected to nature. The atmosphere at restaurants has an effect on the customer's comfort level. Music is linked to the aural or auditory senses. Many restaurants employ music to entice customers to remain longer in the establishment. The use of such auditory senses has an effect on sales. Consumers' olfactory receptors may be triggered by the presence of scent at restaurants and the perfume from the restaurant's bakery, which can make them seek particular dishes. In restaurants, the tactile sense is also important; in addition to the texture of the food, the comfort of seating, and the use of touch to order a menu through tablet, smartphone ordering has been popular in recent years. Finally, but most crucially, consumers are impacted by the flavour of the food that restaurants provide, in this case, the restaurant employs gustatory sense to drive the consumer's desire for eating pleasure (Starostova, 2017).

The purpose of this research is to investigate the role of sensory marketing methods in multi-cuisine restaurants. It seeks to understand the influence the restaurants have over the consumers' behaviour while using sensory strategies as one of their marketing tactics. The following are the questions that the study attempts to answer.

2. Research Questions

- RQ1.** Do customers understand the importance of sensory marketing?
- RQ2.** How do demographical factors influence customer perceptions of sensory marketing strategies?
- RQ3.** Is there a relationship between sensory marketing strategies and consumer behaviour?
- RQ4.** Does usage of sensory marketing techniques influence the frequency of visit to restaurant?

3. Problem Statement

In today's contemporary civilization, India's rich culture and food are recognized all over the globe. Indians are prone to global culinary culture, and the food sector is developing at a quick rate. In metro cities, there is a significant growth in the number of five-star restaurants, multi-cuisine restaurants, and freestanding restaurants. However, despite a growing market for food, and a booming restaurant business, there seem to be very limited research on sensory marketing in India, particularly in relation to the food business and its impact on customer behaviour. Consumers who form emotional bonds with one another exhibit better consumer behaviour.

Even though there are several research on sensory marketing from Western and European nations, there are few studies on sensory marketing principles undertaken in India. Sensory marketing as a tactic has received little attention, or awareness of the use of such sensory strategies is lacking, and there is a paucity of literature, particularly in Indian contexts. The goal of this study is to learn more about the importance of sensory marketing and how it affects customer perception. Because the five senses are heavily employed in the food sector, the study

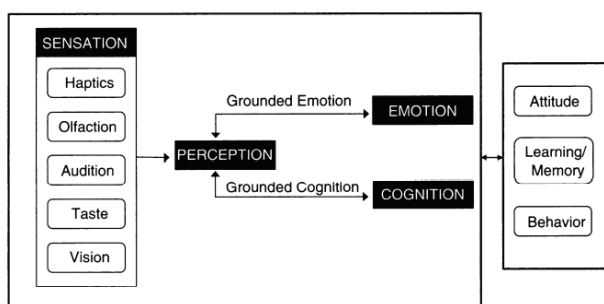
focuses on restaurants as a setting for learning about sensory marketing methods.

4. Rationale of the Study

As the country rapidly moves toward urbanization, increased technology, and digitization, the standard of living of individuals has shown a promising rise, which has influenced their consumption habits, resulting in a rapid increase in restaurant and food service sales in this country of USD 1.3 billion, growing at a rate of about 10% per year (making it one of the fastest growing in the world. Because of the increased rivalry in the food business, particularly among (organized) restaurants, corporations have diluted standard marketing tactics and begun relying on unusual marketing strategies.

Industries frequently employ marketing methods in order to increase profit margins. It's critical to determine whether these techniques aid the organization's overall growth. Sensory Marketing tactics are a type of marketing strategy that is used to persuade customers to buy items and services. The purpose of this study is to investigate if utilizing such a sensory approach has any effect on consumer behaviour in restaurants sector.

5. Theoretical Underpinning



A theoretical framework of sensory marketing by A. Krishna /Journal of Consumer Psychology 22 (2012) 332-351

The above theoretical framework on sensory marketing (Krishna, 2012) shows the link between experience and customer impressions utilising the five senses: haptics, olfaction, audition, taste, and vision. The study uses examples from psychology and marketing to demonstrate the distinction between sensation and perception. The study then goes

on to develop research on each of the five senses, concentrating on critical factors that might lead to future big-step revelations. The author reflects on all senses like haptics, which includes work on person-product, person-person, and person-product haptic interaction, as well as distaste. The topic of smell is covered next, with a focus on perception and learning. Work on audition is next, followed by taste, intake, and satiety. Given the great labour in advertising in the past, vision receives little attention. In certain ways, the sensory marketing industry may be defined by the synergy between perception and feeling (Krishna, 2010). After the sensory organs have been activated, the individual's brain will develop an internal reaction based on how and in what context he sees the inputs. Internal responses are emotional and/or cognitive reactions that cause an individual to have a good or negative attitude about a brand or product (Krishna, 2012).

6. Literature Review

Humans, right from their existence have used all their five senses for their fundamental survival, the five senses, i.e., sight, smell, sound, taste, and touch, help individuals to feel their surroundings. Sensory marketing strategies use these five human senses in order to trigger consumer interest towards a product or service, companies use multi-sensory in the marketing process to persuade the sensory receptors of consumer towards a particular brand. This technique not only influences the consumers towards a brand but also ensures that the consumers connect with the product or services so closely that they develop a long-lasting relationship with the brand. The following sections will briefly discuss the importance each human sense and how it is applied on products or services and the importance sensory marketing and its influence on consumers

Sight/Vision

According to Wei, Khachatryan, & Rihn, (2019), the human sight is used as one of the most significant senses for a marketing of a product or services. The first impression about any product is the visual appearance of the product, so companies do understand the need of these visual impacts. Therefore, companies have focused on implementing visually influencing strategies to market their products. The visual appearance can lay emphasis on

any aspect like right from the logo of the product, the size and colour of the product, the style model of the product and so on. If it's a service, the visual experience, the ambience of the services offered, the surrounding of the service and environment, all of these visually impact the individuals. The influence of such sight receptors determines consumer behaviour and their decisions.

Smell/Olfaction

The Darabi, & Mirabi (2018) study discusses the effect of scent and its impact on consumers. The olfactory sense is the one of the primary senses of any living organisms, humans have used this scent of olfaction for their basic survival. The companies have bifurcated olfaction sensory receptors into two categories: i) olfaction of products or services ii) olfaction of the atmosphere. Not all the companies might have to focus on infusing scent in their product, but some products are mainly checked based on scent for example: edible items, food products, people generally try to scent the product for their quality check as well as taste. Studies have suggested that the more delicious the aroma is, the higher is the consumers' consumption of such products. Even those products which do not mainly focuses on the scent aspect for the purpose of promotion and sales do infuse artificial fragrance on those products in order to influence the consumers to purchase. While second usage of scent is the fragrances used in the offline stores, shopping malls, restaurants and so on. Companies and industries deliberately infuse artificial scents in their physical place which triggers the consumers scent or olfactory receptors by influencing them to spend more time in the physical setting which in turn leads to increasing in purchasing.

Sound/Auditory

Everything we know, use and find is based on the human body's capabilities in processing the information, this information is processed through sensory organs of which hearing is one of the fundamental sensory receptors which is important in accumulating knowledge and understanding of the environment. Sound is used as a sensory strategy by the organization to influence the consumers' auditory receptors. Sound is vital for sharing information, creating art, interacting with people,

regulating schedules, and is used in countless other aspects. Understanding the importance of auditory function, organizations can use sound as intrinsic element to market products in one or the other way. Sound can be felt by consumers in everyday of life right from opening the cork of the energy drink to the sound of the carbonated drinks, vacuum cleaner sound, washing machine sound, the door closing sound of a car, page being turned etc., all of these implicitly influence the consumer in different ways. If organizations can use the sound sense meticulously, consumers who consume the products will be able to feel and get triggered by these sensory influences (Spence, Wang, 2015).

Touch/ Tactile

Jha, Balaji, & Royne, 2019, discuss in their study, touch or tactile sense which is a basic sense for any individuals. We generally feel the presence of any object through our tactile senses as well. The sight sense only helps the individuals to see the product but touch as sense makes the consumer get closer to the object helping the consumer to make more informed decisions. The organisations use tactile sense in every part of their business functions to make the consumer feel the product before they make a purchase decision. Studies have proven that the unique or the most artistic objects or products generally triggers an urge for the consumers need for touch (NFT). The companies ensure that they involve several creative and innovative techniques to make the products' physical part to be more consumer attractive so that the chances of consumers touching the product and feeling the comfort makes them buy. Therefore, the organizations have been focused on bring the need for touch urge among the consumers so that the sales of such product might increase gradually.

Taste/ Gustatory

According to (Spence, 2012) taste is the one of the chief senses that individuals have used for their survival. The taste sensation helped individuals to evaluate the food and beverages so as to understand what is safe to eat. While not all the organizations can use gustatory sense as part of their product development, this particular sense is more suitable to those industries which focus on producing edible products. The taste sensation is highly recommended

in these industries because the quality of the food and edible items are based on the taste of the product. Human beings are able to identify five fundamental tastes i.e., sweet, sour, salty, bitter and umami, every individual have their choice and preference when it comes to food items but the taste of the food is triggered through the sensory receptors. Often restaurants, food chain outlets and bake shops and other food industries focuses the taste sensory aspects the need for such taste sensation does help the food industries in influencing more consumers and the chances of these existing customers re-visiting the food outlets becomes higher and higher. Therefore, the food industries have more chances of influencing the consumers and the usage of taste sense in most appropriate manner will help the organizations retain the customers and create relationship that leads to become loyal to the brand.

Sensory Marketing

A study by Krishna, 2012, presents a detailed overview of the research on sensory perceptions and behaviour. The study highlights the research gaps in the area of sensory marketing and argues for a need to explore further into the area. One of the interesting aspects of the study is its emphasis on individualization and the role of the sensory approach. As discussed in the sections above, a consumer's perceptions of the product, their sensory interactions with the products, and their emotional connection with the product, play a significant role in determining their buying behaviour. As the study suggests, these are strongly influenced by the sense perceptions. However, it is important to understand to what extent and under what conditions does the sensory approach works to its optimum capacity. The literature available on sensory marketing strategies also reveal that the Need for Touch (NFT), Need for Smell (NFS), and Need to Speak (NTS), (Spence & Wang, 2015), are some of the areas that still need to be explored further. Studies also reveal that each individual's sensory perception and reactions to these perceptions vary, thereby, making it all the more important to study these factors in detail under different settings.

An interesting study by Erenkol, (2015) reveals that as a new marketing technique, sensory marketing techniques have an edge over traditional marketing

techniques. The study also points out that companies that use sensory marketing strategies have a significant impact on their consumers and on the brand value. This fact is exemplified by companies such as Samsung, Mercedes, and Singapore Airlines, which have high brand value owing to their sensory marketing strategies. Another interesting finding of the study indicates that firms or companies who are successful tend to use sensory marketing processes by identifying the required brand positioning, developing appropriate sensory identity, evaluating sensory elements, and optimizing critical touch points. As per the study, it is a combination of cognitive, emotional, and behavioural attributes that influence the consumers. Finally, the study concludes that sensory marketing strategies play a very significant role in triggering sensory experiences that are vital in influencing the feelings and perceptions of the consumers; this in turn impacts their buying decision thereby increasing their purchasing power.

The studies reviewed prove that effective use of sensory marketing strategies influences the consumers' buying behaviour as well as aids the organizations or the companies' ability to create a mark on the mind of the consumer. This increases the probability of the consumer repurchasing the products. Thus, sensory marketing techniques open up innumerable possibilities for companies in different sectors.

7. Hypothesis

- H0:** Customers are not aware of sensory marketing strategies
- H1:** Customers are aware of sensory marketing strategies
- H0:** There is no significant impact of demographic variables of the customers on sensory marketing strategies.
- H2:** There is significant impact of demographic variables of the customers on sensory marketing strategies.
- H0:** There is no significant linear relation of sensory marketing strategies on consumer behaviour

H3: There is significant linear relation of sensory marketing strategies on consumer behaviour

H0: "There is no significant difference in the frequency of visit to restaurants with regard to consumer experience"

H4: "There is a significant difference in the frequency of visit to restaurants with regard to consumer experience"

8. Research Methodology

The study collects data from primary sources in order to get the first-hand information from the respondents. The sample size for the study ($n = 100$) using a convenient sampling method. The populations for the study are consumers who visit restaurants in the city of Bangalore. The data collection period was for about two months spanning from 2 September 2021 to 28 October 2021. The data was collected within a given time frame of two months keeping in mind the COVID – 19 restrictions for restaurants in India. As consumers who visit restaurants would not prefer to be part of research process during their personal dining time and keeping the Covid-19 norms in consideration, a convenient sampling was the most approachable method used for data collection. The response from the consumers were directly collected through structured questionnaire method. The questionnaire comprises of questions related to demographical factors of Consumers, Awareness of sensory marketing, five sensory strategies and its application in restaurants, and its relationship with consumer perception and behaviour. The Likert's five-point scale was used to receive a spread of various responses. The scaling options used to collect the data are (1) strongly disagree; (2) disagree; (3) neither agree nor disagree; (4) agree; (5) strongly agree.

9. Data Analysis and Interpretation

The data for the study was collected using a survey method used and analysed, the descriptive and inferential results were interpreted with the help of statistical software; SPSS Version 25, adaptable software applied by the social science researchers (Qureshi, 2012).

Testing of Hypothesis of Awareness of Customers on Sensory Marketing Strategies

In the present study, five sensory marketing strategies are considered, and the hypothesis of awareness of customers on all these five sensory marketing strategies are carried by using a single-sample t-test.

Hypothesis 1:

H0: consumers are not aware of sensory marketing strategies.

H1: consumers are aware of sensory marketing strategies.

The awareness of customers on five sensory marketing strategies is tested by applying a single-sample t-test. **The Table 1** indicates the information about the results of descriptive statistics, whereas the **Table 2** presents the results of the independent sample t-test.

The average value of sound, touch, taste, smell, and sight factor of sensory marketing strategies are 3.6760, 3.88, 4.2940, 4.0180, and 4.2700 respectively. These mean values are compared with the numerical value of 3, which is neutral, to test whether the customers are aware of the sensory marketing strategies. The output of the test is represented in **Table 1**.

Table 2 As compared to the test value of 3, the mean value of all five sensory marketing strategies values is significantly different and higher than 3. The t- values with 99 degrees of freedom for sound, touch, taste, smell, and sight factors are 10.226, 14.877, 19.727, 15.105 and 21.122 and these t-values are statistically significant since the p-value are 0.000. Therefore, it can be concluded that the hypothesis "*consumers are not aware of sensory marketing strategies*" is rejected

Hypothesis 2:

H0: There is no significant impact of demographic variables of the customers on sensory marketing strategies.

H2: There is a significant impact of demographic variables of the customers on sensory marketing strategies.

Table 3 reveals the output of descriptive statistics of perception of customers on sensory marketing strategies across gender of the respondents. The average value of perception of customers of male and female respondents is 4.0985 and 3.9508 respectively. The mean value along with the standard deviation of respondents of these groups reveals that there is a difference in the perception of customers on sensory marketing strategies across male and female respondents. However, to examine whether this mean difference is statistically significant, independent sample t- test based on t distribution is carried out in **Table 4**. Prior to t-test, the Levene's test of homogeneity of variance test is carried out. The F-value of 3.564 is statistically insignificant at 5 % since the p-value is 0.062. Therefore, the assumption of equality of variance is fulfilled. The corresponding t-test value with 98 degree of freedom is .1.605, and p-value of this t-test is 0.112 and it is statistically insignificant at 5%. Therefore, the hypothesis that *"there is no significant difference in the perception of customers on sensory marketing strategies between male and female respondents"* is accepted.

Table 3 denotes age of the consumers; it reveals the output of descriptive statistics of perception of visitors on sensory marketing strategies. The average value of perception of customers on sensory marketing strategies with age of 18 – 23, 24 – 30, 31 – 35, 36 – 40 and 40 and above is 4.0613, 4.0521, 3.9382, 3.9400 and 3.9825 respectively. The mean value along with the standard deviation of respondents of these groups reveals that there is a difference in the perception of customers on sensory marketing strategies across age. However, to examine whether this mean difference is statistically significant, ANOVA test based on F distribution is carried out. As per ANOVA for Age in Years in **Table 4** the F value with 4 and 95 degree of freedom is .21 and it is statistically insignificant at 5% since the p-value of 0.932 is more than 0.05. Therefore, it can be concluded that the hypothesis *"There is no significant difference in the perception of customers on sensory marketing strategies across age"* is accepted.

Educational qualification of the respondents from the **Table 3** reveals the output of descriptive statistics of perception of visitors on sensory marketing strategies. The average value of perception of customers on sensory marketing strategies with

education qualification of HSC, Degree, PG, M.Phil. and Ph.D, is 4.4, 4.07, 3.99, 4.06 and 4.04 respectively. The mean value along with the standard deviation of respondents of these groups reveals that there is a difference in the perception of customers on sensory marketing strategies across education qualification. However, to examine whether this mean difference is statistically significant, ANOVA test based on F distribution is carried out. As per ANOVA for education qualification in **Table 4** the F value with 4 and 95 degree of freedom is 0.301 and it is statistically insignificant at 5% since the p-value of 0.877 is more than 0.05. Therefore, it can be concluded that the hypothesis that *"there is no significant difference in the perception of customers on sensory marketing strategies across education qualification"* is accepted.

Occupation of the respondents in **Table 3** reveals the output of descriptive statistics of perception of visitors on sensory marketing strategies. The average value of perception of customers on sensory marketing strategies with occupation of profession, business, service, self-employed and other is 4.0044, 3.9771, 3.9964, 4.1400, and 4.1418 respectively. The mean value along with the standard deviation of respondents of these groups reveals that there is a difference in the perception of customers on sensory marketing strategies across occupation. However, to examine whether this mean difference is statistically significant, ANOVA test based on F distribution is carried out. As per ANOVA for occupation in **Table 4** the F value with 4 and 95 degree of freedom is 0.348 and it is statistically insignificant at 5% since the p-value of 0.845 is more than 0.05. Therefore, it can be concluded that the hypothesis that *"there is no significant difference in the perception of customers on sensory marketing strategies across occupation"* is accepted.

Hypothesis 3:

- H0:** There is no linear relation of Sensory marketing strategies on consumer behaviour
- H3:** There is linear relation of Sensory marketing strategies on consumer behaviour

The influence of sensory marketing strategies on consumer behaviour is tested by constructing regression model.

a. Predictors: (Constant), Sensory Marketing Strategies

The regression model summary of impact of sensory marketing strategies on consumer behaviour is presented in **Table 5**. The goodness of fit value (R^2) adjusted R^2 and standard error of the model are provided in this table.

a. Dependent Variable: Consumer Behaviour

b. Predictors: (Constant), Sensory Marketing Strategies

The overall goodness of fit of the model is tested by using F-value in **Table 4**. The F-value 225.106 with 1 and 455 degree of freedom is statistically significant at 5% since the p-value of 0.000. Therefore, it can be concluded that the model of sensory marketing strategies on consumer behaviour fits the data.

a. Dependent Variable: Consumer Behaviour

As per **Table 7**, the regression coefficient of sensory marketing strategies is 0.536, which is positive and statistically significant at 5% since t-value of regression coefficient is 3.85 and its p-value is 0.000. Therefore, the hypothesis that *"there is no linear relation of Sensory marketing strategies on consumer behaviour"* can be rejected; and it can be concluded that the sensory marketing strategies influence the consumer behaviour in the study area.

Hypothesis 4:

Testing of Hypothesis of Consumer Experience on Frequency of Visit to Restaurants

H0: "There is no significant difference in the Frequency of Visit to restaurants with regard to Consumer Experience"

H4: "There is a significant difference in the Frequency of Visit to restaurants with regard to Consumer Experience"

The influence of Consumer Experience on Frequency of Visit to Restaurants is tested using One Way ANOVA.

The output of descriptive statistics of Consumer Experience on Frequency of Visit to Restaurants. The average value of Consumer Experience with regard to Frequency of Visits to restaurants is depicted in the table. The mean value along with the standard deviation of respondents of these groups reveals that there is a difference in the frequency of visits to restaurants with regard to the consumer experience. However, to examine whether this mean difference is statistically significant, One-Way ANOVA is carried out in. Before One Way ANOVA, Levene's test of homogeneity of variance test is carried out. The F-value of 1.502 is statistically insignificant at 5 % since the p-value is 0.219. Therefore, the assumption of the equality of variance is fulfilled. As per ANOVA for Frequency of Visit to Restaurants the F value with 3 and 96 degrees of freedom is 19.812 and it is statistically significant at 5% since the p-value is less than 0.05. Therefore, it can be concluded that the hypothesis of *"There is a significant difference in the Frequency of Visit to restaurants with regard to Consumer Experience"*

10. Conclusion

Marketing methods in the past have either not given importance or completely ignored the role of human senses (Hulten, Broweus & Dijk, 2009). However, with changes in the marketing environment there was a recognition that individual perceptions influence their choices, decisions, and behaviour; factors that are influenced by human senses. Initially, for many years, sight was the only sense that dominated marketing strategies and practices. With expansions in the marketing universe, the notion of sensory marketing became inclusive of all the other senses as well.

Sensory marketing is a modern marketing technique that focuses on understanding the consumer's perception (Krishna, 2010). The idea of sensory marketing begins from the instance the consumer receives a stimulus which affects their senses, the way the consumer interprets, understands, and responds to these stimuli, creates an entire sensory experience for the consumer. It is this concept that is used to create products and brands that would appeal to the consumers' senses in an attempt to leave an everlasting impression on the consumer.

Sensory marketing has revolutionized traditional marketing by addressing the gaps of the latter. Traditional or classical marketing assumes that consumers are rationale beings and that their buying behavior can be broken down into specific steps, what it misses is the fact that the consumer is human and hence is not just ruled by reason but also by emotions. Emotions are felt through senses, it is these lived experiences and feelings that become the base for sensory marketing. By tapping into the sensory experiences of the consumer, sensory marketing strategies are used to design and market products that would be useful as well as attractive for the consumers. In this case the sensory marketing strategies that are used in the restaurants in order trigger all five senses of the consumers, so that the behaviour of such consumers may favor or benefit the restaurants. The sensory experience demonstrates the fact that consumers are not only drawn by the interest in the product itself, but the marketing strategy of the product also plays an equally significant role. The products available in the restaurants are not just food but should have the potential to create an overall experience that influences the consumers' consumption or buying behaviour.

To conclude, the study explains the use of each individual senses and its effect on consumers, each of the senses has its own way of influencing the consumers, their behaviour, and perceptions. Based on the research questions the hypothesis was built to understand the study in detail. The study addresses the following questions:

RQ1. Do customers understand the importance of sensory marketing?

The application of sensory strategies does have an influence on consumers, and they are aware of the sensory influence, but unaware of the terminology or the methods used.

RQ2. How do demographical factors influence customer perceptions of sensory marketing strategies?

The sensory marketing strategies used on consumers who visit restaurants has same level of influence, irrespective of the demographical factors such as age group, gender, marital status, income level and so on.

That is, the perceptions of the consumers do favour the strategies and the sensory receptors do get influenced to sensory strategies that are effectively implied by the restaurateurs.

RQ3. Is there relationship between sensory marketing strategies on consumer behaviour?

The study suggests that there is liner relation between sensory marketing strategies and consumer behaviour. The consumers react unconsciously to the strategies as they trigger the consumer sensory receptors, but the conscious influence of these strategies is not very popular among consumers.

RQ4. Does usage of sensory marketing techniques influence the frequency of visit to restaurant?

The study suggests that there is a significant difference in the frequency of visit to restaurants when sensory strategies are adopted. Sensory marketing is gaining its attention when compared to other industries, usage of multi-sensory technique is more appropriate to the food industries, since the restaurants and food industries can apply all five sensory strategies effectively when compared to the rest of the field. Therefore, the study demonstrates that sensory marketing plays a predominant role in influencing the consumers. Use of sensory marketing strategies can help restaurants to connect emotionally with their customers, thereby creating a faithful customer base.

11. Theoretical Implication

The present study can contribute to both academic fraternity and the practitioners who are in the food and restaurant industry. Firstly, the study has adopted an extensive literature in field of sensory marketing, five senses, consumer behaviour, and restaurant industry. The research also focuses on the relationship between sensory marketing, consumer behaviour and its influence on restaurants. It helps to create a deeper understanding and provide knowledge to the researchers and academicians who are focusing on the same idea of sensory marketing and will allow them to expand their horizon of sensory marketing in different business models. Secondly, the study can be of great assistance for practitioners in the food industry and restaurants not just regular restaurants

but even multi-cuisine, star restaurants, fast food and so on. The present paper would give a comprehensive idea to the restaurant owners in adopting sensory strategies as a marketing technique, as well as usage of such sensory techniques in an appropriate manner. Finally, this study is not confined only to restaurant and food chain industry, but it can also play a significant role in wholly product-based or service-based industry, as consumers remains the same and influencing their emotions to buy product acts as a fundamental role.

12. Limitations of the Study

The present study has only focused on restaurants more on general terms, specialized restaurants like multi-cuisine, star restaurants like five or four star, and other theme restaurants were not taken into consideration. As Covid-19 pandemic restrictions were still on practice, the restaurants owners were hesitant to allow to meet the consumer in person due to social distancing and other norms, hence, the number of consumers taken as sample was also limited. The study was limited only to the city of Bangalore due to Covid-19 rules. Therefore, the perceptions of consumers may vary who visit restaurants at different state and these influences can be based on culture and other factors.

13. Scope for further research

The study suggests that sensory marketing plays an important role in consumer behaviour and their purchase intention, Hence, the study is not just limited to restaurants industry it can be further explored into hospitality, tourism, and other service-based, as well as product-based business model. There is a huge opportunity to look sensory marketing and its influences in different dimensions of brand like, brand Image, brand awareness, brand loyalty and brand equity. Finally, As the food industry has transformed itself into more online based, where the delivery of food products happens through different online food portals, how sensory marketing plays its role in such digital platform can also be explored.

Strategies	N	Mean	Std. Deviation	Std. Error Mean
Sound Factor	100	3.6760	.66106	.06611
Touch Factor	100	3.8800	.59152	.05915
Taste Factor	100	4.2940	.65595	.06559
Smell Factor	100	4.0180	.67396	.06740
Sight Factor_	100	4.2700	.60126	.06013

Table 1: Group Statistics on Components of Sensory Marketing Strategies

	Test Value = 3			
	T	Df	Sig. (2-tailed)	Mean Difference
Sound Factor	10.226	99	.000	.67600
Touch Factor	14.877	99	.000	.88000
Taste Factor	19.727	99	.000	1.29400
Smell Factor	15.105	99	.000	1.01800
Sight Factor_	21.122	99	.000	1.27000

Table 2: One-Sample t-Test

A. Gender of the Respondents					
Variable	Gender	N	Mean	Std. Dev.	Std. Error
Sensory Marketing	Male	52	4.0985	.32452	.04500
	Female	48	3.9508	.57121	.08245
	Total	100	4.0276	.46330	.04633
B. Age of the Respondents					
Variable	Age (In Years)	N	Mean	Std. Dev.	Std. Error
Sensory Marketing	18 – 23	15	4.0613	.42112	.10873
	24 – 30	56	4.0521	.51829	.06926
	31 – 35	11	3.9382	.38257	.11535
	36 – 40	2	3.9400	.31113	.22000
	40 & above	16	3.9825	.38698	.09674
	Total	100	4.0276	.46330	.04633
X. Education Qualification of the Respondents					
Variable	Level of Education	N	Mean	Std. Dev.	Std. Error
Sensory Marketing	HSC	1	4.4000		
	Degree	22	4.0764	.40321	.08596
	PG	53	3.9925	.51900	.07129
	MPhil	5	4.0640	.32447	.14511
	PhD	19	4.0400	.41783	.09586
	Total	100	4.0276	.46330	.04633
Δ. Occupation of the Respondents					
Variable	Occupation	N	Mean	Std. Dev.	Std. Error
Sensory Marketing	Profession	63	4.0044	.50167	.06320
	Business	7	3.9771	.44414	.16787
	Service	11	3.9964	.36109	.10887
	Self-Employed	8	4.1400	.49500	.17501
	Other	11	4.1418	.33722	.10168
	Total	100	4.0276	.46330	.04633

Table 3: Descriptive Statistics of Sensory Marketing Strategies

A. Gender of the Respondents: Independent Samples Test								
Variable	Homogeneity of Variance	Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	Df	Sig. (2-tail)	Mean Difference	Std. Error Difference
Sensory	Equal	3.564	.062	1.605	98	.112	.14763	.09201
Marketing	Unequal			1.572	73.192	.120	.14763	.09393
B. Age of the Respondents: ANOVA								
Variable	Source of Variation		Sum of Squares		Df	Mean Square	F	Sig.
Sensory Marketing	Between Groups		.187		4	.047	.210	.932
	Within Groups		21.064		95	.222		
	Total		21.250		99			
X. Education Qualification of the Respondents: ANOVA								
Variable	Source of Variation		Sum of Squares		Df	Mean Square	F	Sig.
Sensory Marketing	Between Groups		.266		4	.067	.301	.877
	Within Groups		20.984		95	.221		
	Total		21.250		99			
Δ. Occupation of the Respondents: ANOVA								
Variable	Source of Variation		Sum of Squares		Df	Mean Square	F	Sig.
Sensory Marketing	Between Groups		.307		4	.077	.348	.845
	Within Groups		20.943		95	.220		
	Total		21.250		99			

Table 4: Test Statistic Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
.362 ^a	.131	.123	.64187

Table 5: Model Summary of Sensory Marketing Strategies on Consumer Behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	6.106	1	6.106	14.821	.000 ^b
Residual	40.376	98	.412		
Total	46.482	99			

Table 6: ANOVA of Sensory Marketing Strategies on Consumer Behaviour

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.648	.564		2.920	.004
Sensory Marketing Strategies	.536	.139	.362	3.850	.000

Table 7: Regression Coefficients of Sensory Marketing Strategies on Consumer Behaviour

Frequency of Visit	N	Mean	Std. Deviation	Std. Error
Once a week	18	2.1667	1.38267	.32590
Once a month	30	2.2000	1.18613	.21656
More than once a week	38	4.4211	1.36820	.22195
More than once a month	14	2.5714	1.65084	.44121
Total	100	3.0900	1.70617	.17062

Table 8: Descriptive Statistics of Frequency of Visit to Restaurants

Consumer Experience			
Levene Statistic	df1	df2	Sig.
1.502	3	96	.219

Table 9: Test of Homogeneity of Variances

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	110.198	3	36.733	19.812	.000
Within Groups	177.992	96	1.854		
Total	288.190	99			

Table 10: ANOVA

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