



A STUDY ON THE IMPACT OF SENSORY MARKETING TOWARDS CUSTOMER IN RESTURANTS

Ms. Sri Varshni R K¹, Ms. Indhumathi G²

¹II.M.COM(CS), Department of Corporate Secretaryship, PSG College of Arts & Science, Coimbatore-641014.

²Assistant Professor, Department of Corporate Secretaryship, PSG College of Arts & Science, Coimbatore-641014.

Article DOI: <https://doi.org/10.36713/epra16377>

DOI No: 10.36713/epra16377

ABSTRACT

This study examines the influence of sensory marketing on customer perceptions in restaurants. Sensory marketing utilizes various sensory strategies to enhance consumer experiences. Through a mixed-methods approach including surveys, experiments, interviews, and observations, this research explores how sensory cues affect customer satisfaction and loyalty. Key findings highlight the importance of sensory congruence and the role of contextual factors in shaping sensory experiences. By understanding these dynamics, restaurants can tailor their marketing strategies to resonate with diverse consumer preferences, fostering lasting customer loyalty and competitive advantage in the industry.

KEYWORDS: Restaurant, Consumer, Sensory Marketing, Customer Experience, Ambiance, Aroma, Music, Sensory Cues, Customer Satisfaction, Loyalty, Competitive Advantage, Hospitality Industry.

INTRODUCTION

In the competitive landscape of the restaurant industry, creating memorable dining experiences is paramount to success. Brand messaging, business are increasingly turning to innovative strategies to captivate consumers on a deeper level. Beyond just serving delicious food, restaurants are increasingly turning to sensory marketing to engage customers on a deeper level and level a lasting impression.

Sensory marketing is an approach that involves engaging consumers senses to enhance their overall brand experience. While there isn't a specific ideology tied to sensory marketing, it aligns with various marketing philosophies and strategies aimed at creating memorable and emotional connections with consumers. Sensory marketing engages consumers through their five senses, creating multi-sensory experience that resonates with emotions and memories.

Sensory marketing is a tactic that brands employ to stimulate and engage different senses in order to leave a positive impression on customers. It's based in the idea that when you appeal to a consumer's senses, it's easier to capture their attention and create an emotional bond, opening the door to a wide range of business opportunities and potential marketing campaigns.

OBJECTIVES OF THE STUDY

1. To study the awareness among on consumer on sensory marketing strategies used by the restaurants.

2. To evaluate whether restaurants use different sensory marketing strategies for different age groups.
3. To examine how each five senses influence the consumer in restaurants.
4. To identify different aspects of overall sensory experiences in restaurants by the consumer.

RESEARCH METHODOLOGY

SOURCES OF DATA

The study relies on primary data as well as secondary data.

- The primary data
- The secondary data

PRIMARY DATA:

The primary data have been obtained through questionnaires.

SECONDARY DATA

The secondary data are been collected through journals, newspapers, books and articles.

AREA OF THE STUDY

This study is covered within the Coimbatore city.

SAMPLE SIZE

The sample design used for the study is Simple Random Sampling and the sample size is entrusted to 120 participants.



FINDINGS AND RESULT
SIMPLE PERCENTAGE

TABLE NO 1 AGE

S.no	Age	No. of. Respondents	Percentage
1	Below 20 Years	27	22.5
2	21 - 30 Years	72	60.0
3	31 - 40 Years	13	10.8
4	Above 40 Years	8	6.7
	Total	120	100.0

Source: Primary Data

Interpretation

From above table 4.1, it is concluded that 22.5% of respondents were Below 20 Years followed by 60% of respondents were at the age of 21-31 Years, 10.8% of respondents were at the age of 31-

40 Years and 6.7% of respondents belong to the group of above 40 Years.

The Majority of the respondents belongs to the age group of 21-30 Years (60%).

TABLE NO 2 GENDER

S.no	Gender	No. of. Respondents	Percentage
1	Male	50	41.7
2	Female	70	58.3
3	Transgender	0	0
	TOTAL	120	100.0

Source: Primary Data

Interpretation

From the above table 4.2, 41.7% of respondents were Male and 58.3% of the respondents were Female.

The Majority of respondents were Female respondents (58.3%).

TABLE NO 3 ANNUAL INCOME

S. no	Annual Income	No. of. the respondents	Percentage
1	Less than Rs.2,00,000	57	47.5
2	Rs.2,00,000 - Rs.5,00,000	32	26.7
3	Rs.5,00,001 - Rs.7,00,000	18	15.0
4	Rs.7,00,001 and above	13	10.8
	Total	120	100.0

Source: Primary Data

Interpretation

From the above table 4.5, 47.5% of the respondents falls under the annual income of less than Rs. 2,00,000, 26.7% of the respondents falls under the annual income ranging from Rs.2,00,000 - Rs.5,00,000, 15% of the respondents falls under the

annual income ranging from Rs.5,00,001 - Rs.7,00,000 and 10.8% of the respondents have Rs.7,00,001 and above.

The Majority of the respondents had an annual income of less than Rs.2,00,000.

CHI-SQUARE TEST

TABLE NO 4 COMPARING GENDER AND FACTORS INFLUENCED TO CHOOSE A RESTAURANT

		Factor influences				Total
		Location	Ambiance	Reviews	Taste	
Gender	Male	7	14	7	22	50
	Female	13	15	8	34	70
Total		20	29	15	56	120



Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.172 ^a	3	.760
Likelihood Ratio	1.172	3	.760

Source: Primary Data

HO: There is no significant association between gender and factors influencing the decision to choose a restaurant.

H1: There is significant association between gender and factors influencing the decision to choose a restaurant.

Level of significance: 5% or $\alpha = 0.05$

From the above table, p value of chi square test is greater than 0.05. So, we are accepting **NULL HYPOTHESIS** and rejecting alternative hypothesis. So, there is no significant association between gender and the factors influencing the decision to choose a restaurant.

ANOVA ANALYSIS

TABLE NO 5 SENSORY CUES THAT RESTAURANTS USE TO ATTRACT CUSTOMERS

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Children	Between Groups	49.626	3	16.542	5.366	.002
	Within Groups	357.574	116	3.083		
	Total	407.200	119			
Young Adults (18 - 24 yrs)	Between Groups	14.241	3	4.747	2.567	.058
	Within Groups	214.550	116	1.850		
	Total	228.792	119			
Adults (25 - 44 yrs)	Between Groups	3.413	3	1.138	.665	.575
	Within Groups	198.553	116	1.712		
	Total	201.967	119			
Middle Aged Adults (45 - 64 yrs)	Between Groups	28.083	3	9.361	5.754	.001
	Within Groups	188.717	116	1.627		
	Total	216.800	119			
Seniors (65+ yrs)	Between Groups	6.209	3	2.070	.951	.419
	Within Groups	252.458	116	2.176		
	Total	258.667	119			

Source: Primary Data

Interpretation

The above table 4.13, gives a result of relationship between age and sensory cues that restaurants use to attract customers using Oneway ANOVA.

Relationship between age and sensory cues that restaurants use to attract customers

From the above table the significant value of association between age and sensory cues that restaurants use to attract customers is < 0.05 .

So, we are rejecting null hypothesis and accepting alternative hypothesis.

So, there is **Significant association** between age and sensory cues that restaurants use to attract customers.

Relationship between age and sensory cues that restaurants use to attract customers

From the above table the significant value of association between age and sensory cues that restaurants use to attract customers is



<0.05 . So, we are rejecting null hypothesis and accepting alternative hypothesis.

So, there is **Significant association** between age and sensory cues that restaurants use to attract customers.

Relationship between age and sensory cues that restaurants use to attract customers

From the above table the significant value of association between age and sensory cues that restaurants use to attract customers is >0.05 . So, we are accepting null hypothesis and rejecting alternative hypothesis

So, there is **no Significant association** between age and sensory cues that restaurants use to attract customers.

Relationship between age and sensory cues that restaurants use to attract customers

From the above table the significant value of association between age and sensory cues that restaurants use to attract customers is <0.05 .

So, we are rejecting null hypothesis and accepting alternative hypothesis.

So, there is **Significant association** between age and sensory cues that restaurants use to attract customers.

Relationship between age and sensory cues that restaurants use to attract customers

From the above table the significant value of association between age and sensory cues that restaurants use to attract customers is >0.05 . So, we are accepting null hypothesis and rejecting alternative hypothesis

So, there is **no Significant association** between age and sensory cues that restaurants use to attract customers.

CONCLUSION

In conclusion, the study provides valuable insights into the impact of sensory marketing on customer perceptions in restaurants in Coimbatore city. While there are varying levels of awareness and appreciation for sensory cues among respondents, it is evident that these cues play a significant role in influencing dining experiences. Restaurants can benefit from understanding their target demographics' preferences regarding sensory cues and tailoring their marketing strategies accordingly. By optimizing visual, olfactory, and auditory elements, restaurants can create memorable dining experiences that resonate with customers and foster loyalty. Further research and experimentation in this area can lead to continuous improvement in sensory marketing strategies, ultimately enhancing overall customer satisfaction and restaurant success.