

Sensory Marketing

Anil Değermen Erenkol¹ & Merve AK¹

Abstract

In a globalizing world, increasingly competitive environment impels the companies to search for different marketing methods beside the traditional ones. Sensory marketing which is one of the comprising methods is; a marketing technique that aims to seduce the consumer by using his senses to influence his feelings and behavior. In sensory marketing, with various stimuli that are sent to five senses, consumer's emotional and behavioral orientations are studied to be affected. In this study, the role of senses in consumer perception, the relationship between senses and marketing are discussed, followed by sensory marketing practices of companies and how consumers are affected from these practices and their responses are analyzed. In order to see the responses of consumers to sensory marketing practices, according to the research conducted on restaurants in service industry, it is observed that sound, taste and tactile are the most effective senses in purchasing decision.

Keywords: senses; sensory marketing; perception, buying behavior

Introduction

Experimental marketing has become a significant competitive tool of the new economic order since efficiency of traditional marketing methods is being challenged in this globalizing world. Today, many enterprises assure customer loyalty and secure sustainable competitive advantage through customer experiences offered.

Experimental marketing is "implementing marketing plans through offering experiences to people" (Kaya, 2010). Currently, several companies try to satisfy their customers by offering real shopping experience. Actually, experimental marketing is an effective marketing practice of the modern world since satisfaction is the initial step of loyalty.

¹İstanbul University, Beyazıt- Fatih, İstanbul, 34452

Sensory experiences, in other words sensory marketing, accounts for majority of experiences offered to consumers by experimental marketing.

Sensory marketing "is to communicate with consumers through sight, hearing, smell, touch and taste senses". (Tek & Engin, 2008) Addressing senses of consumers is one of the ways reaching out to them and offering an experience. Actually, stimulants produced by marketing are initially received by the sense organs and perception is achieved by interpreting these sensations. (Odabaşı & Barış, 2012) As a result of this perception process, a person will be either satisfied or dissatisfied.

According to the definition provided by the American Marketing Association, sensory marketing "is the marketing techniques that aim to seduce the consumer by using senses to influence the consumer's feelings and behaviors". In this context, stimulants addressing all, some or any of five senses, namely sight, hearing, smell, taste and touch senses, try to influence emotional and behavioral tendencies of consumers. Brightness of light, loudness of voice, softness of fabric, smell of detergent or taste of coffee samples at a market have influence on feelings and behaviors of consumers.

Although sight has been the commonly used sense in marketing from past to present, other four senses have also become significant marketing tools. In the 1950s; importance of sight was discovered for the first time in terms of colors, product designs and advertisements. For example, the color and design of a Coca Cola bottle resembles a woman's body. Later on, advertisements and stores started to use music. Today, almost all stores play music. In the 1970s, blind-test was used for the first time and thus taste sense was incorporated into the marketing literature. The last techniques used included smell sense into the process (Valentie & Riviere, 2008)

Especially the atmosphere, created at retail stores in order to influence the purchasing decision, is the effort to design purchasing atmosphere in order to improve purchasing probability and creating emotional impact. (Kotler, 2006) Accordingly, sight is associated with colors, brightness, arrangements and design; hearing is associated with sound and loudness of sound; smell is associated with artificial or natural fragrances whereas touch is related to softness, smoothness and temperature. Sensory marketing is a type of marketing that influences perceptions, judgments and behaviors of consumers through these factors having impact on senses.

This study discusses the role of senses in the consumer's perception process and the relationship between senses and marketing and it also reviews the sensory marketing practices performed by companies and impacts of these practices on consumers as well as their responses.

2. Literature Review

The five human senses have great importance for an individual's different purchase experiences and consumption processes. By the help of senses, individuals become conscious of and perceive firms, products and brands. All kinds of physical stimuli are received by the senses then the perception process occurs. The types, amount and the way of these stimuli affect the perception process of the individual. Actually the senses are the starting point of perception and the retailers have understood the importance of store environment for using these stimuli to affect the perception of customers. Past researches have examined the main effects of these stimuli such as music, scent, atmosphere, tactile and taste.

In an environmental psychology study, Mehrabian and Russell (1974) explained that the environmental stimuli lead to an emotional reaction which in turn, brings out consumers' behavioral response. Actually this is the stimulus–organism–response paradigm. The model proposes that according to these environmental stimuli consumers have three emotional responses and these are; pleasure, arousal, and dominance (Mehrabian and Russell, 1974). By the way, these emotional responses result in two different behaviors which are approach or avoidance. Approach behavior means a desire for staying, exploring, and accepting to be with others in the environment (Booms and Bitner, 1980), on the other hand, avoidance behavior means escaping from the environment and ignoring to communicate with others. (Donovan and Rossiter, 1982). There are many studies which use Mehrabian and Russell's model, on the role of environmental stimuli as a predictor of consumer behaviors such as extra time spent in a store, purchase decision, variety seeking behavior and actual spending.

In a study of Turley and Milliman (2000) 60 experiments that manipulated portions of a store's complex atmosphere are reviewed and in each study they found some statistically significant relationship between atmospheric and shopping behavior.

Berman and Evans (1995) divide atmospheric stimuli elements into four categories: the exterior of the store, the general interior, the layout and design variables, and the point-of-purchase and decoration variables. Actually the general interior variables cover most of the stimuli that are received by the senses. The general interior variables category includes such variables as flooring/carpeting, lighting, scents and sounds, temperature, cleanliness, wall textures, and color usage. The perceptions of the general interior variables have been studied by Donovan, Rossiter, Marcolyn, and Nesdale (1994), Donovan and Rossiter (1982), Ward, Bitner, and Barnes (1992). All of these studies found that general perceptions of the interior variables affect the consumer behavior. These studies showed that perceptions of the interior variables influence approach/avoidance, time spent in the environment and sales. For example, varying music styles and tempos influence sales in supermarkets (Gulas and Schewe, 1994; Herrington and Capella, 1996; Milliman, 1982), urge purchasing in department stores, sales in wine shops (Areni and Kim, 1993; North et al., 1999), and sales in a restaurant (Milliman, 1986). Wakefield and Baker (1998) explained that the overall architectural design and decor of a mall generates excitement among customers. Further examples of consumer responses driven by the changes in atmospheric variables include increased sales due to effective exterior store windows (Edwards and Shackley, 1992), the effect of lighting on the number of items handled by shoppers (Areni and Kim, 1995), store layout on price perceptions (Smith and Burns, 1996), and merchandise arrangement on purchase intentions in a wine store (Areni et al., 1999).

Actually, music is the most commonly studied general interior variable (Milliman, 1982, 1986; Andrus, 1986; Yalch and Spangenberg, 1988, 1990, 1993; Baker, Levy and Grewal, 1992; Areni and Kim 1993; Chebat, Gelinat-Chebat and Filiatrault, 1993; Gulas and Schewe, 1994; Dube´, Chebat, and Morin, 1995; Herrington and Capella, 1996; Hui, Dube´, and Chebat, 1997). According to the results of these articles, the music played in a store can have crucial importance on a variety of behaviors including sales, arousal, perceptions of time spent in the environment, in-store traffic flow, and the perception of visual stimuli in the retail store. However, the effect of music may vary due to the age of the shopper, music tempo, music volume and music preference. (Milliman 1982, 1986) Another interior variable is odor or aroma. Mitchell et al and Hirsch found that different types of odor have significant effect on consumer purchase behavior. On the other hand, Spangenberg et al. note that not the nature of the odor does influence the consumer behavior but the presence of odor affects the behavior.

These studies showed that odor can influence sales, processing time, variety seeking behavior and perceived time spent in a store. Color also influence pretended purchases, purchasing rates, time spent in store, pleasant feelings and arousal. (Bellizzi and Hite 1992)

As past researches indicated, the stimuli received by the senses affect the response of the consumers. Through this article, how these stimuli affect the perception of the consumer thus their purchase decision will be investigated.

3. Role of Senses in Consumer's Perception

Perception is the process of trying to understand surroundings through five senses. Sense organs can be defined as tools used to collect information existing in our surroundings. As a matter of fact, consumers want to see, touch, hear, smell or taste, in other words to feel, a product before actually purchasing the product. The underlying cause of this process is the desire to minimize the risk level perceived by consumers and the efforts to come up with the optimum solution for satisfying the needs. (Koç, 2012) As a result of this sensation, a person starts the perception process in parallel to the expectations, past experiences and motives. The overall stimulants mentioned herein are images, sounds, tastes, smells and touching involving five senses as well as individual stimulants such as expectations, motives and past experiences. Products, brands, packages, advertisements, store designs are considered as stimulants. When consumers come into physical contact with stimulants, they are exposed to these stimulants. Sense organs are the essential factors that mediate the process of being exposed to inputs from surroundings and sensation is created through sense organs. As a result of this process, consumers pay attention to stimulants created by the surroundings based on individual factors and nature of stimulants and then interpret these stimulants and respond to them. Accordingly, past experiences and motives which have impact on expectations considered as personal factors customize the perception process and the nature of stimulants has influence on the attention to be paid to the stimulant, and indirectly on the consumer's perception process. (Odabaşı & Barış, 2012) In conclusion; factors addressing senses have crucial role in the perception process.

Colors, light, brightness, patterns, product and store designs and arrangements are the factors that trigger sight sense which receives 80 % (Liegeois & Rivera) of the surrounding information and these factors have influence on moods and purchasing behavior of the customers. Rouillet argues that visual layout of a store fulfills four functions. The first function is "attention". That is to say that a store attracts attention with its visual design. The second function is "drawing and impression". For example, an impressive visual design draws consumers into the store and impresses the customers. Whereas "well-being" function means that a consumer can easily find a product and information s/he is looking for. The last function is the "visual harmony between the offering and customer expectation." (Aitamer & Zhou, 2011)

Colors and figures are the most important tools for describing and identifying. Hence, several brands are associated with specific colors. For example, Milka is purple, Coca Cola is red and Turkish Airlines is dark blue. Consumers are reminded of these products or brands through the colors even if they do not see the brand itself. Besides, each color triggers a different emotion.

Table 1: Emotions Triggered by Colors

Color	Perception	Example in marketing
Red	Strong, dangerous, exciting, cozy,	Coca Cola, Nestle
Green	passionate, outgoing Cool, calm, natural	Garanti Bank
Blue	Cool-calm, sad, respectful, bossy	Nivea
Black	Cold, prestigious, sophisticated	Eti Negro
Yellow	Luxury, wealth	Gold Card
Orange	Warm, natural, sincere	Advantage Card (HSBC)
Purple	Nobility, empire	Milka
Clear	Clean, honest-pure	Palmolive Shower Gel

People notice an object within 45 milliseconds (one per thousand seconds). Hence, the interaction between the brain and eyes is very fast and sight is the strongest sense that triggers perception. ((Liegeois & Rivera) Figures and positions of objects in our surroundings that address sight sense also have influence on perception. For example; larger objects, products placed on eye level displays, ads on right side pages are more eye-catching than others. (Odabaşı & Barış, 2012) Rieunier argues that light source and intensity are other factors that trigger perception through sight.

Natural or artificial light have impact on quality of sensation and time spent while making a purchasing decision. On the other hand, artificial and intense lighting have impact on the consumer's energy. (Halmstad, 2008)

Sounds involved in perception create feelings, emotions and customer cognition and thus reveal mood of a consumer. (Lindstorm, 2010) Loudness, rhythm, style and pattern of music played at a store appeal the hearing sense and influence perception. Music with faster rhythms makes consumers feel more energetic and, thus, stores expecting faster circulation of consumers prefer playing that kind of music. Sounds have clues that help organizing perception. Richness of sound heard when closing a car door and the sound heard when you hit porcelain with a fork offer external clues about the quality of a product. (Odabaşı & Barış, 2012)

Almost 75 % of the feelings experienced on daily basis are revealed through smells. Smelling has direct impact on limbic system which controls feeling and memory sections in the brain. The researches made suggest that people can memorize 10.000 smells in average and they can recall 65 % of smells in the memory even after one year. This ratio is approximately 50 % for visual objects after three months. Hence, smells have emotional meanings for people. (Bell, 2007) In other words, smells are considered as important clues in the process of interpreting sensations. As a matter of fact, vanilla scent is sexy whereas soap scent is innocent. Smells have direct impact on senses and can be stored in the long term memory; thus they are very influential in the perception process.

Taste sense has an important in our lives in physical, social and even emotional sense. Taste sensations change from culture to culture and even from people to people within the same culture and actually it is associated with other senses. In terms of perception, taste is closely associated with smells. Smells combined with taste create the flavor sensation and recall memories and past experiences. Sight, especially color, has impact on taste perceptions. Intensity of colors enhances intensity of tastes. Sounds are also associated with tastes. The uncapping sound in Coca Cola advertisements and the person thirstily drinking Coca Cola creates the illusion of a cooling, refreshing drink. A research in this field argues that the sound of chips eaten in front of a microphone are considered as crisp as the loudness of biting sound. Hence, taste is also associated with sounds.

If a consumer feels the need of touching products, then taste is also associated with touching. (Liegeois & Rivera) As a matter of fact, water sold in glass bottles are considered to have better quality than water sold in plastic bottles.

Touching, which have important impact on perception and thus purchasing behaviors of consumers, is especially important at the stage of product assessment and store perception. When buying products such as electronic goods and clothes, consumers tend to buy products that they are allowed to touch. Touching offers information that cannot be obtained through observation, such as smoothness, roughness, temperature and weight, and such information have impact on perception. (Aitamer & Zhou, 2011) Actually, rough denim fabrics are considered as masculine whereas light fabrics are considered feminine. Touching is also associated with perception of quality. Touching is an important factor of perception created at any store. Weight of forks and spoons used in a restaurant, texture of napkins, thickness or fineness of glasses depending on the drinks served, comfort of chairs used have impact on the perception of consumers and they improve satisfaction.

During perception process, consumers are exposed to stimulants received from surroundings through sense organs and attention paid to these stimulants lead to interpretation; thus senses are highly important and influential in terms of consumer perception. As a matter of fact, stimulants appealing senses can influence consumer's perception and thus achieve desired consumer respond provided that the extent of such influence is known.

4. Relationship between Marketing and Senses

In modern age, marketing is profitable customer relations management. (Kotler, 2010) Managing customer relationships is only possible through satisfactory exchange relationship.

Quality perceived "is the comprehensive perfection and superiority judgment of customers about a product". (Lovelock, Vandermerwe & Lewis, 1999) Quality perceived has a significant role in the process of understanding and interpreting stimulants surrounding a consumer and thus on the purchasing decisions as well as level of satisfaction achieved throughout this process. If we bear in mind that satisfaction is the result of comparing quality perceived and quality expected, we can realize that perceptions of a consumer is very important for marketing.

Hence, marketing professionals try to influence perceptions of consumers. Feelings have crucial role in terms of perception because they act as tools of receiving stimulants surrounding us. Actually, consumers shape the mode of perception based on stimulants received from our surroundings. Stimulants triggering senses are significant for marketing professionals because they help achieving the desired outcomes, in other words, achieving the performance perceived by the consumers and thus satisfying consumers.

Since products and stores start to gradually resemble each other, brands, which are combinations of names, phrases symbols, slogans used by a seller to create a difference, (Orfanlı, 2009) change perceptions of a consumer. Brands and sellers try to create intellectual structures about the product by defining owner and function of the product as well as defining why consumers should pay attention to such products. (Kotler, 2006) In other words, a brand can create value provided that it persuades the consumers that it is different from other brands of the same product or service category. The persuasion process is based on the perception process and, hence, feelings.

In conclusion, businesses desiring to create lifelong customer value and gain loyal customers are obliged to satisfy the consumers. Hence, they try to understand the perception process of consumers and to have influence on such perception processes through senses.

4.1. Why Businesses Practice Sensory Marketing

Sensory marketing is a tool that is used by sellers to influence consumption habits by having sensory and emotional influence on customers. Today, several retailers try to sell the same products to the same customers for the same prices within a wider network of retailer audience. This concept, also known as retail convergence, made competition in retail market fiercer and retailers are obliged to create difference. This need to be different obliges business to use sensory marketing. (Kotler, 2010) Factors having an impact on sensory marketing should be classified as external and internal factors in order to explain the reasons of practicing sensory marketing. As a matter of fact, senses create an obstacle for marketing practices but also function as elements motivating purchasing process in sensory marketing.

The primary external factor encouraging companies to use sensory marketing is the changes in consumer habits. Today's customers can be mainly triggered by fantasies, emotions and entertainment, if compared to old times. Besides, they are more knowledgeable and thus they have declining tendency to be loyal to certain brands. Online shopping has been booming thanks to advanced technology and this is also a threat to the retailers and this leads using sensory marketing as a more common tool in bringing customers into stores. Furthermore, sales development techniques such as contests and games are frequently used in order to create customer experience in this increasingly competitive environment and these events brings along sensory marketing practices. (Aitamer & Zhou, 2011)

The primary internal factor having influence on sensory marketing practices is the positive impact created on customer expenses. For example, even if quality of water in plastic and glass bottles is the same, consumers tend to believe that the glass bottle has better quality and thus consumers might be willing to pay more for that product. Hence, sensory marketing practices have influence on consumer perceptions and, especially, on the quality perceived. Levels of customer satisfaction and durations of staying in a store and purchasing decisions as well as desire to revisit a store might vary based on this perception. Brand is one of the other strongest internal reasons of sensory marketing practices since sensory marketing enables creating a brand identity and improving a brand. For example, jingle used for Intel computers has become a part of the brand. Sensory marketing has a significant role in both creating a brand and making a difference through that brand. (Aitamer & Zhou, 2011)

4.2. Relationship between Brands and Senses

Brands are tools that help consumers to see the difference between products in the same category as well as offering legal protection to the sellers and offering sustainable future income security to the brand owners by influencing consumer behaviors and brands mainly have two aspects. (Kotler, 2006) These are the brand name and non-verbal aspects of a brand such as symbols or design, also known as brand marks. Symbolic indications of brands and brand names differentiate products as well as differentiating brands. Names might not lead to emotional connotations but symbolic illustrations might assure an emotional bond between the consumers and a brand. Hence, non-verbal aspects of a brand, namely symbolic indications, define and differentiate a brand through senses.

(Van Jaarsveld, 2010) For example, Arçelik's Çelik (*steel*) robot creates the impression of durability and strength whereas Çeliknaz (*female version*) hints elegance. A teddy bear falling down on towels hints softness to be achieved by using Yumoş fabric softeners and the image is identified with the brand.

Businesses use a brand for two purposes in order to influence their target audiences; recognition and perception. Recognition and perception can be only achieved through five senses. Although sight and hearing senses are the most common senses used in the past and present, today all five senses are crucial in terms of recognition and perception. For example, the scent of Singapore Airlines' planes has become a characteristic of the brand. (Harvest Consulting Group, 2001) On the other hand, customers might be more conscious in the process of selecting a product based on benefits and features whereas they might not be so conscious when choosing a brand due to internal motivation processes. Consumers might select a brand only based on the similarities between the brand and their personalities, values embraced by the brand or an experience about the brand. The most internal process of human behaviors is based on different senses in the body. People might be rationalist but they are also emotional and hedonist creatures that can make choices based on their feelings. This process might be explained with the fact that the most internal process of human behavior is associated with different senses. For example, the strong coffee scent in Starbucks, cute chicks of Dalin shampoo or jingles of McDonald's has become an integral part of the brand and the stimulants created by these brands directly make you think of that brand. On the other hand, a consumer takes into consideration three aspects while deciding on a brand during purchasing process. These aspects are assessing the things a consumer will gain, probable feelings as well as the owner of the product. The first aspect is associated with the product itself where the second is about the values represented by the business and its credibility. The possible feeling of consumer is another issue and it represents meeting emotional and psychological needs. Meeting emotional and psychological needs of a consumer is a realm to be improved via sensory marketing. (Liegeois & Rivera)

5. Methods Applied by Business for Using Senses as Marketing Tools

Consumer markets gradually use sensory marketing more and more and thus offering better service performance has become a crucial part of service sectors such as hotels, restaurants and cafés.

Practices aiming at different senses create wide range of impacts on consumers.

Practices commonly used by business from past to present to trigger senses are associated with sight. Especially colors are used as tools that influence moods and feelings of customers. For example, pink is generally used for romance whereas green symbolizes natural aspects; yellow is used to draw attention, purple highlights luxury and restaurants generally use red because it helps building an appetite. However, rhythm of music targeting hearing sense might encourage customers to walk faster or slower although they do not notice this impact. Here, music has subconscious effects on customers. Music played with slower rhythms encourages customers to spend more time at a restaurant. Scents are directly linked with memory and thus scents are very important in terms of encouraging a customer to revisit the store and building perception of quality. (Amorntakul & Pahome, 2011)

Companies follow four primary steps when they pursue sensory marketing practices. First of all, a company should determine the goals to be achieved through sensory marketing. While agreeing on a goal, a company should make sure that the practice and deal offered are compatible. Then, the desired outcomes and target audience should be determined. Values to be underlined through sensory marketing should be determined and, finally, store concept and application theme should be selected. For example, a company intending to underline natural life should design a concept based on nature and include stimulants triggering all possible senses in order to reinforce the theme. Companies desiring to recall nature uses green as the dominant color in stores as well as preferring wet wood scents recalling nature, choosing easy-to-listen music, displaying products without packages and serving complimentary tea. (Aitamer & Zhou, 2011)

Researches revealed that there is a positive relationship between sensory marketing practices applied by companies and the time spent at a store, purchasing trends and possibility of revisiting the store. The most important aspect to be taken into consideration in practice is the compatibility of target audience and stimulants used with the product to trigger senses.

6. Sensory Marketing Methods Used by Businesses

Companies succeeding in practicing sensory marketing secure significant increases in terms of brand value through such practices. Especially Samsung, Mercedes and Singapore Airlines are companies that have high brand value as well as successful sensory marketing practices. The success achieved by these businesses is a result of successful and detailed improvements of in-house sensory marketing practices. However, the actual key of success is creating, implementing a process that enables researching, improving this subject at length and testing sense triggers in market environment and coordinating the entire process within the company. Companies successfully using sensory marketing generally use a four-step sensory marketing process. These steps are as follows; (lippincott.com)

- Identity the required brand positioning: The process begins with positioning which means achieving a brand position in consumers' mind that is different from competitors.
- Design the right sensory identity elements: The position identified guides sense motives of a company. For example, if the position is based on "freshness" concept, the company will use a happy voice and fresh, fruity smell.
- Test the sensory elements: Emotional elements determined through positioning are tested on a target audience via focus groups at this step. The test reveals the individual responses of the target audience for each sense and positive or negative impressions and ideas about each sense are learned through open ended discussions. For example, loudness or softness of sounds and strong or subtle scents are aspects decided at this stage.
- Optimize across the critical touch points: Sensory motives are determined based on test results of the target audience and then sensory identity is tested on actual market conditions. These tests might conclude that some sensory elements are more welcomed by the consumers of the market, in comparison to others, and optimal sensory motives can be determined as a result of this process.

7. Influence of Sensory Marketing on Consumers and Response Time

Researches on sensory marketing summarize consumer responses to sensory marketing practices under three categories, especially the responses in hotel and restaurant businesses (Rajnish & Shilpa, 2009).

These are cognitive, emotional and behavioral responses. The following sections discuss the consumer responses in sensory marketing practices.

7.1. Cognitive Response

Cognitive response is the consumer response to sensory marketing practices that include perceptions, attitudes and quality assessments. Senses trigger cognitive responses. Especially, the consumer experience achieved at hotels and restaurants through scents, sounds and images creates a cognitive thinking process. For example, atmosphere is proven to be an important aspect of choosing a restaurant (Amorntatkul & Pahome, 2011). However, this response emerges depending on the product or brand performance perceived by the consumer or his/her relatives and even minor negative changes of performance encourage consumers to seek alternatives since this response is mainly superficial. (Oliver, "Whence Consumer Loyalty")

7.2. Emotional Response

Mood, feelings and emotions of a consumer are directly triggered by stimulus. For example, sensory marketing activities offered at hotels and restaurants are appreciated by consumers. Especially, the relaxing offered by hotels is one of the primary feelings expected from sensory marketing activities. This is followed by scents and scents have direct impact on the consumers. Tastes and smells at a restaurant are also primary factors influencing the emotional response. (Amorntatkul and Pahome, 2011).

Emotional response emerges when positive and satisfactory emotions are involved and the response is encoded in the consumer's mind cognitively and emotionally (Oliver, "Whence Consumer Loyalty").

7.3. Behavioral Response

Marketing professionals use sensory marketing as a tool to enhance business performance and achieve significant results. These results can be observed as staying longer at a hotel or restaurant, spending more money and revisiting the same place (Amorntatkul & Pahome, 2011).

Behavioral response is a condition resulting with repeated positive attitude towards a brand or business using sensory marketing and these emotions lead to behavioral responses such as repurchasing, spending more etc.

8. Purpose of Study

The purpose of this study is to discuss sensory marketing practices of businesses and the influence of consumers on such practices as well as examining the responses to such practices.

9. Methodology

Casual research method is adopted for the purpose of this study and, accordingly, analysis –through measurement of primary data- is targeted for determining influence of factors triggering five senses of consumers while selecting a high-end restaurant. Survey method is used for collecting primary data.

The two-part survey's first section has questions for determining demographic aspects whereas the second section asks questions about variables representing five senses and measurement of these senses' impact on selecting a restaurant. Participants are asked to state factors influencing the decision making process of a customer going to a restaurant and to state whether or not they agree with the findings. Impact of sight is measured with atmosphere variable whereas smelling sense with smell of food served at the restaurant; hearing with the genre and loudness of music played at the restaurant; taste with the flavor of food and beverages served at the restaurant and touching with comfort, softness and sizes of seats at the restaurant. 5-point Likert type scale is used to measure the variables (Strongly Agree = 5, Strongly Disagree= 1).

The research focuses on consumers living in Istanbul province, Kadıköy District. One-on-one questionnaire method is used as data collection method. Convenience sampling method is used and the total number of consumers participated to the survey is 206. The study's purpose is to determine the influence of sensory marketing practices used by high end restaurants on consumers and has total 26 variables. Data collected from total 206 surveys received are analyzed.

10. Evaluation of the Research Findings

The study is conducted by initially focusing on frequency (rate) and relative distributions of participants and then then question reliability test, regression analysis and factor analysis.

10.1. Frequency and Relative Distributions of Demographic Properties

206 participants of the survey are asked questions such as "age", "sex", "educational background", "average monthly income" and "profession" in order to determine the demographic properties. Besides, they are asked about "frequency of going a restaurant in a month", "person making the last call when deciding on a restaurant" and "amount spent at a luxurious restaurant for a dinner". Frequency and relative distributions of the responds given to the survey questions are evaluated.

The age range of 14.6 % of total 206 participants is "20 and younger" whereas 30.7 % is "between the ages of 21 and 25", 22 % is "between the ages of 26 and 35", 16.6 % is "between the ages of 36 and 45", 9.3 % is "between the ages of 46 and 55" and 6.8 % is "56 and older."

102 of the participants (49.5 %) are "female" and 104 participants (50.5 %) are "male"; the survey has total 206 participants. In terms of educational background of professionals; 40 of participants (19.4 %) are "primary, secondary and high school graduates", 129 (62.6 %) are "university graduates" and the remaining 37 people (18 %) have "post graduate and doctorate degrees".

24.3 % of the participants have monthly average income of "TRY 1000 – 1500"; 27.2 % has "TRY 1500 – TRY 2500", 19.4 % has "TRY 2500 – 3500", 8.3 % has "TRY 3500 – TRY 4500" and 13.2 % has income equal to "TRY 4500 or more". Accordingly, we can conclude that majority of participants are from middle and high income groups.

In terms of professions, 8.9 % of the participants are "business owners", 12 % is "student", 18 % is "self-employed", 16.3 % is "civil servants"; 40.8 % works "for private sector" and 4 % is "retired".

Distribution of answers given by the participants to the question of "How often do you go to a restaurant in a month?" is as follows; 14.6 % "0-1 time"; 21.5 % "twice"; 16.6 % "3 times"; 6.8 % "4 times" and 40.5 % "more than 4 times".

Distribution of answers given by the participants to the question of "Who chooses the restaurant" is as follows; 36.4 % "I", 6.8 % "friends"; 12.1 % "family"; 2.9 % "girlfriend or boyfriend" and 41.8 % "all together".

Distribution of answers given by the participants to the question of "How much do you spend per person for dining at a high end restaurant" is as follows; 52.2 % "TRY 50 to 75"; 17.6 % "TRY 75 to 100"; 13.7 % "TRY 100 to 125"; 10.2 % "TRY 125 to 150" and 6.3 % "over TRY 150".

10.2. Reliability Analysis

The study has 16 variables. 5-point Likert type scale is used to measure variables (Strongly Agree = 5; Strongly Disagree = 1) and Cronbach's Alpha statistics is used for reliability analysis of 26 questions. Cronbach alpha coefficient is a measurement of internal consistency of variables in the scale. In other words, alpha coefficient checks whether or not "k" number variables in the scale form a whole to explain or to question a homogenous structure.

The higher value of alpha coefficient in the related scale suggests that variables in the scale are consistent and include variables questioning elements of the same characteristic or that all variables go together to that extent. The ranges of alpha coefficient and reliability of scale based on these ranges are as follows; (Alpar, 2003):

- If $0,00 \leq \alpha < 0,40$, the scale is not reliable,
- If $0,40 \leq \alpha < 0,60$, the scale is not very reliable,
- If $0,60 \leq \alpha < 0,80$, the scale is very reliable,
- If $0,80 \leq \alpha < 1,00$, the scale is highly reliable

Reliability Statistics

Cronbach's Alpha Statistics	N
0,841	18

The reliability value of this questionnaire focusing on 206 people is 84 %. This verifies that the questionnaire has a high level of reliability.

10.3. Regression Analysis

Regression analysis is a method used for establishing correlations and estimating the dependent variable through independent variable(s) by using a mathematical model to explain the relationship between dependent variable / variables and independent variable / variables. Generally, Y indicates dependent variable and X indicates independent variable(s). (Alpar, 2003)

Regression analysis has two types. The method studying the correlation between a dependent variable (Y) and an independent variables (X1) is known as the "simple regression" whereas the method studying correlations between one dependent variable (Y) and two or more independent variables (X1, X2 Xp) is known as "multiple regression analysis". (Özdamar, 2002) The mathematical model to be achieved as a result of multiple regression analysis (regression equation) has two important purposes. These are: (Alpar, 2003)

- Estimating the dependent variable through independent variables,
- Determining which independent variable or variables have impact on the dependent variable and defining the complex structure between those.

This study discussed the relationships between restaurants preferred by consumers, the dependent variable, and the smell of food served at the restaurant, music played at the restaurant, comfort of seats at the restaurant and taste of food served at the restaurant one by one; briefly, the study is based on simple regression method. The purpose of this study is to establish individual relationships between restaurants preferred and variables related to each sense. Accordingly, the general equation of simple regression analysis used for this research is as follows;

$$Y = a + X1\beta + \epsilon$$

$$Y = a + X2\beta + \epsilon$$

$$Y = a + X3\beta + \epsilon$$

$$Y = a + X4\beta + \epsilon$$

$$Y = a + X5\beta + \epsilon$$

The variables in this equation are as follows;

- Y = Decision made by consumers while choosing a restaurant
- X1 = Restaurant's atmosphere
- X2 = Food smells at the restaurant
- X3 = Music played at the restaurant
- X4 = Comfort of seats at the restaurant
- X5 = Taste of food served at the restaurant
- β = Non-standardized regression coefficient
- ϵ = Error
- a = Expected value of Y when X is zero

The conclusion achieved in the light of such data is as follows:

Relationship between restaurant preference of consumers and restaurant's atmosphere

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,324 ^a	,105	,100	1,19579	,105	23,533	1	201	,000

As a result of simple regression analysis made, it is confirmed that restaurant atmosphere's influence on the restaurant preference is 32.4 %. This analysis is meaningful (Sig. value = 0)

Relationship between restaurant preference of consumers and smell of foods served at the restaurant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,290 ^a	,084	,080	1,24170	,084	18,543	1	202	,000

As a result of simple regression analysis made, it is confirmed that influence of foods smells at the restaurant on the restaurant preference is 29 %. This analysis is meaningful (Sig. value = 0)

Relationship between restaurant preference of consumers and genre of music played at a restaurant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,498 ^a	,248	,244	1,18452	,248	66,607	1	202	,000

As a result of simple regression analysis made, it is confirmed that influence of music genre played at a restaurant on the restaurant preference is 49.8 %. This analysis is meaningful (Sig. value = 0)

Relationship between restaurant preference of consumers and comfort of seats at a restaurant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,337 ^a	,114	,109	1,17134	,114	25,913	1	202	,000

As a result of simple regression analysis made, it is confirmed that influence of seat comfort on the restaurant preference is 33.7 %. This analysis is meaningful (Sig. value = 0)

Relationship between restaurant preference of consumers and taste of food served at a restaurant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,347 ^a	,120	,116	1,06554	,120	27,667	1	202	,000

As a result of simple regression analysis made, it is confirmed that influence of food tastes on the restaurant preference is 34.7 %. This analysis is meaningful (Sig. value = 0)

The regression analysis made to determine the impact of senses on consumer's purchasing decisions revealed that **hearing** the sense that has highest influence on consumer's restaurant preferences.

Hearing is respectively followed by **taste, touching, sight and smells** when it comes to the level of influencing restaurant preferences of consumers.

According to this regression analysis, the impact of hearing sense is measured based on genre and volume of music played at a restaurant. As a matter of fact; dynamic, fast or soft rhythms of music played at a high-end restaurant and volume of sound have direct impact on consumers' feelings and moods and thus consumers tend to go into different moods. Besides, people tend to stay longer (in comparison non-luxurious restaurants) at such luxurious restaurants (due to meetings, celebrations, special events etc.) and thus the sense continuously receiving stimulants will be hearing; it might explain genre of music played is more important than other senses. This emotional interaction has more influence on consumer's restaurant preferences, in other words purchasing decisions, when compared to other senses.

Several studies in this area conclude that soft music create positive feelings, increase sales, create a relaxing environment; consumers tend to eat slowly and thus the time and money spent at a restaurant might increase. On the other hand, music with fast rhythms encourages people to leave a place quicker. (Roballey & Ali, 1985; Milliman, 1986) This is why fast food restaurants play upbeat music in order to increase circulation of consumers.

According to the regression analysis made, taste is the second important variable in the process of choosing a restaurant and this is measures via taste of foods and beverages served. Since the type of service product offered is directly food, in other words since "the taste of food" is the primary element and quality aspect in determining service quality, taste is considered to be the second most important factor for a consumer deciding on a restaurant.

The regression analysis tried to measure touching sense through comfort of seats and it is concluded that this sense is the third most important sense in selecting a restaurant. Smoothness, softness etc. of chairs at a high end restaurant directly influence the quality perceived by consumers by touching and this leads to higher satisfaction levels and these higher levels lead to choosing the same restaurant, not another one, when deciding on a restaurant. Hence, touching is an important aspect of decision making process while choosing a restaurant. Just like the hearing sense, this conclusion is directly associated with the time spent at a restaurant.

It is possible that comfort, softness and smoothness of chairs become more important than other two senses (sight and smelling) because of the time spent at a restaurant by consumers. This emotional interaction influences restaurant preferences, in other words purchasing decisions, of consumers more than sight and taste senses.

The regression analysis concludes that the fourth important variable of decision making process is sight when consumers decide on a restaurant and this sense is measured through the restaurant atmosphere. Atmosphere is a part of restaurant experience and includes color, decoration, furniture, quality of furniture, complicated or simple layout of furniture (minimal style), combination of items used for decoration. Visual elements focus on the strongest sense of consumers and this sensory element activates and makes sense of impressions about our surroundings as well as assuring brand recognition and awareness and encouraging customers to prefer or eliminate a product; sight is one of the most common senses used in sensory marketing. (İnceoğlu, 2004; Creusen & Schoormans, 2005; Lindstrom, 2007; Güzel, 2013)

As a result of regression analysis, we can conclude that atmosphere is almost as important as the taste of food when deciding on a restaurant and this fact actually complies with the researches made by Cullen (1994) who conceptually classified the purposes of dining out. Cullen argues that habits of people dining out can be classified into two groups; social dining and easy food. Easy food is associated with being hungry, cost-effectiveness, avoiding cooking at home (fast food eating style) whereas social dining concept we are focusing on herein can be explained with social interaction, wellness, entertainment, happiness, status and prestige. Hence, people going out for social dining look for elements such as surroundings and atmosphere as much as, even more so, they look for quality and options of food served when dining at ordinary places, and these factors lead the process of selecting a restaurant. (Cullen, 1994)

As a result of regression analysis, we can conclude that the factor consumers care the least when deciding on a restaurant is the smell of foods. The literature on researches related to smells actually suggests that scents at a restaurant are very important because delicious smells are always considered as appetizing. However, food smells seem to be more important at fast food restaurants. Hence, fast food restaurants use extra methods to make the area smell appealing since they offer fast and easy food.

Actually, some fragrance companies produce artificial scents of a tasty hamburger, French fries, popcorn or waffle. Restaurant chains use materials supplied by these fragrance producers and create even stronger effect by combining these scents with the smell of food they cook and they might end of selling more number of products. (Wansink, 2014) Whereas high end restaurants are places to socialize and the consumers' primary goals are social interaction, wellness, entertainment, happiness, status and prestige (Cullen, 1994) and these expectations explain why food smells are not primary factors when compared to other senses.

11. Conclusion

Due to intensifying competition in globalizing markets with increased product and service diversity on one hand and rapidly advancing technology on the other, it becomes increasingly more challenging for the business to influence and attract consumers who are able to reach more information faster, and traditional marketing methods prove to be insufficient to influence the purchasing decisions of the consumers. On the other hand, the studies reveal that influencing the purchasing decisions of the consumers is possible by means of influencing the consumer perceptions.

Consumer perceptions begin with external physical stimulants, expectations, experiences and personal stimulants consisting of motives. Sensory marketing idea starts with consumer perceptions obliged marketing professionals to influence purchasing behaviors by using physical stimulants. As a matter of fact, personal stimulants are about the individual but physical stimulants of our surroundings are items which can be arranged by marketing professionals. Actually, physical stimulants can be felt by consumers through senses and there might be an influence on perception process, purchasing decisions of consumers provided that the senses can be stimulated.

This study tries to measure existence and impact of sensory marketing which is one of marketing practices that focuses on five senses in order to influence feelings and behaviors of consumers. The goal is to determine the sense that dominates the high-end restaurant preferences, in other words, the purchasing decision.

Although it is expected that taste would be the dominant sense in the process of selecting a high-end restaurant, the sense of hearing dominates the process; it is followed by taste and touching when it comes to the process of choosing a luxurious restaurant.

The conclusion of this study might guide marketing professionals in the path of launching practices that focus on certain senses. As stated above, it is possible to trigger senses, feelings and, finally, behaviors of consumers through tools such as genre, rhythm, volume of music played at a restaurant. Likewise, not only the taste of food served but also the comfort of seats and quality perception created by touching can also influence consumer's perception.

Sensory marketing practices might lead to several different outcomes in several different sectors; this study argues that these practices are effective tools to be used by marketing professionals for influencing purchasing decisions of consumers. Sensory marketing is a relatively new tool but it is expected that sensory marketing will not only influence purchasing decisions of consumers but also encourage consumers to pay more and repurchase through perception. If these two issues are discussed on future details, sensory marketing will achieve a wider conceptual framework and marketing professionals will have more useful results.

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