

A Study on the Relationship between Sensory Marketing on Customer Satisfaction

***Gayatri Chopra**

****Ruchika Chandra**

*Assistant Professor, Gitarattan International Business School

** Student, Gitarattan International Business School

Abstract

Market landscape has no longer confined itself to the same pack of marketing strategies adopted by companies and requires continuous innovation to withstand today's competitive world. Marketing in the current times is perceived through senses, beyond other conventional tools. This research examines the relationship between Sensory Marketing and Customer Satisfaction, with special reference to Starbucks. A self-designed questionnaire with the sample size of 166 respondents using non-probability convenience sampling as sampling technique has been used. The hypothesis of study is to identify the relationship between different sensory tools namely, visual, gustative, olfactory, auditory and tactile and Customer Satisfaction. The same were tested using Correlation and Multiple Regression analysis. The study observed a strong relationship between Customer Satisfaction and various sensory marketing tools used in Starbucks. The study reported some limitations as well. The suggestions of the study are aimed at improving some features and factors that must be adopted by food chains to increase their customer's satisfaction level keeping in mind various sensory marketing tools. Promotional aspect for Starbucks, with exclusive attention on unconventional means as drivers for Customer Satisfaction could be the main implications of this study.

Key Words: Customer Satisfaction, Innovation, Market Strategies, Sensory Marketing, Sensory Tools

Introduction

Sensory marketing focuses on exploitation of the senses directly linking it to a product or service. Gratification of senses enhance the properties of the product to make it more memorable and lasting in customer's mind. Sensory marketing is a new millennium concept which emerged as a need from marketer's side to cope up with the changing consumer behavior. In past 1940's – 1960's and post depression era, basic principle of selling products was followed and consumer choice was in accordance with the price fulfilling minimum satisfaction. After 1970's brand game was observed in market space leading the marketers spend more money on advertising to solidify their market share. With pace of time, need of strong persuasion was felt resulting in sensory marketing and five elements playing their vital role in influencing and attracting customers. Present market scenario demands new sensations or an increase in existing sensations in products to grab attention. Several studies are evident of strong impressions of sensory marketing on consumer behavior and perception of goods and services. Sensory marketing is connected with social psychology and neurobiology. Marketers enjoy significant economic benefits with competitive advantage holding solid marketing position. The aim of this paper is to show the relationship between Customer Satisfaction and sensory marketing tools done by Starbucks to differentiate and position their product to ensure greater Customer Satisfaction.

Literature Review

Sensory marketing engages the consumer's senses and affects their perception, experience, judgment and behavior. Expansion and solidifying the mental territory of brands in brains of customers are key outcomes of this marketing. According to Aradhna Krishna (2011), sensory marketing can be used as a great influence in influencing the perceived quality of a product and providing assistance in understanding perception and sensation of consumer behavior. It cannot anymore be amongst the neglected category in the marketing strategy. Hultén, (2012) examined the store atmospherics influence on consumer's length of duration spent in store particularly in context to the use of multiple senses in eateries and it was observed that sense of sight and sense of taste played an important role in eatery business. It further proved that sensory marketing has a special significance when it comes to the business of food and eateries.

Hinestroza (2014) reviewed width and length of sensory advertising by quoting examples of some famous companies and sensory marketing tools used by them. Singapore Airlines is an example quoted to showcase the use of olfactory marketing by making use of a unique aroma and becoming a distinct trademark for Singapore Airlines. It broadens the horizon of the impact of sensory marketing to the

hospitality industry in all aspects. M. A. Lazim and M. Suriani (2009) aim to evaluate ranking and quality attributes of coffee drinks through method of fuzzy decision making model. The fuzzy model consist of two sets namely attributes and evaluation set used to rank the coffee drinks and quality attributes. Neema & Bapna, (2014) analyzed the impact of sensory marketing tools on perceived quality. Impact of sensory tools was quite evident from the study on perceived quality. Shabgou, M., & Daryani, S. M. (2014) proposed sensory marketing(SM) model of the multi-sensory brand experience hypothesis using exploratory and explanatory approaches. SM model focuses on the importance of multi sensory brand experience in positioning and differentiating brands in customer's mind. According to a research by Cian L (2015) environment elements were the key attraction to the consumers to increase their satisfaction and enhancing the shopping experience. Sabir & Ghafoor (2008) examined the effectiveness of sensory marketing on fast food marketing campaigns. Implementation of sensory marketing resulted in increased sales for the company on which study was conducted. In a study by Hinestroza, (2014), factors highlighted most were service quality and brand name among the other factors namely price, promotion, customer expectations, physical environment, taste. According to Dora, Valle and Mendes (2012) the five senses played important role in giving tourists an intense global experience the geographical location basically rural areas such as the Alentejo Southwest and Vicentina Coast Natural Park under this study. Sight was recorded with highest sensory impression and touch with lowest.

The close analysis of the available literature brings out the growing relevance of sensory marketing tools in luring customers. This study takes it further to understand how much of the satisfaction that customers receive by the consumption of a product comes from the sensory tools deployed by the brand.

Objectives of the Study

The present study endeavors to measure the following objective:

To study the relationship between sensory marketing and Customer Satisfaction in Starbucks, New Delhi.

Research Methodology

The research is done to identify the sensory marketing tools that influence the Customer Satisfaction in Starbucks. The study is limited to Delhi. The data is collected from primary sources. For valid and reliable results, simple random sampling method was used with a sample size of 166. A self-designed questionnaire was used as the major tool for collecting Primary data collected was analyzed using Descriptive Statistics, Correlation and Regression. A pilot testing of the questionnaire was done on sample of 31 respondents to check the reliability and validity of the instrument.

ANALYSIS

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.795	0.860	31

Since, the Cronbach Alpha value is 0.795 so the questionnaire was found to be reliable to be used for the study.

Descriptive Statistics

Table 2: Descriptive Statistics

PARAMETERS	N	MEAN	STD. DEVIATION
Customer Satisfaction	166	27.64	3.795
Visual Tool	166	8.14	1.402
Auditory Tool	166	7.36	1.626
Olfactory Tool	166	7.95	1.533
Gustative Tool	166	7.95	1.464
Tactile Tool	166	3.92	.789

Interpretation

From the above table researcher can conclude that among the 5 variables that are Visual, Auditory, Olfactory, Tactile and Gustative which are depicting the sensory marketing tools are affecting the Customer Satisfaction to the greater extent. Visual tool has the highest mean which is 8.14 that means sensory tool is having the highest impact on level of satisfaction. Variables olfactory and gustative have the next highest mean which is 7.95. It means that olfactory tool and gustative tool have the ability to influence the customer’s satisfaction level while they go to Starbucks.

Hypothesis of the Study

H₀₁: There is no significant relationship between visual tool used at Starbucks and Customer Satisfaction.

H_{A1}: There is a significant relationship between visual tool used at Starbucks and Customer Satisfaction.

Correlation

Table no. 3 – Correlation

		Customer Satisfaction	Visual Tool
Customer Satisfaction	Pearson Correlation	1	.597
	Sig. (2-tailed)		.000
	N	166	166
Visual tool	Pearson Correlation	.597	1
	Sig. (2-tailed)	.000	
	N	166	166

For testing Hypothesis 1 Regression testing has been applied.

Table no. 4 – Regression Analysis

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	.597 ^a	.357	.353	3.053	.357	90.978	1	164	.000

a. Predictors: (Constant), visual tool

b. Dependent Variable: Customer Satisfaction

Table no.5 - Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	847.785	1	847.785	90.978	.000 ^b
	Residual	1528.245	164	9.319		
	Total	2376.030	165			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Visual tool

Analysis

The value of correlation between the two variables visual tool and Customer Satisfaction is .597 which is positive in direction and which is significant also. The value of the R² is .357 which means that 35.7% visual tool is related with Customer Satisfaction which means that consumer get attracted by the visual tool used by Starbucks.

Regression equation between the two variables can be established as follows:-

$$Y = 14.481 + 1.616b.$$

Interpretation

As the p value (=0.000) obtained from regression table is less than the value of alpha 0.05, so the null hypothesis is rejected and the alternate hypothesis is accepted. Thus it is verified that visual tool is related with Customer Satisfaction.

Hypothesis 2

H₀₂: There is no significant relationship between auditory tool used at Starbucks and Customer Satisfaction.

H_{A2}: There is a significant relationship between auditory tool used at Starbucks and Customer Satisfaction.

Correlation

Table no. 6 - Correlation

Pearson Correlation	Customer Satisfaction	1.000	.538
	Auditory tool	.538	1.000
Sig. (2-tailed)	Customer Satisfaction	.	.000
	Auditory tool	.000	.
N	Customer Satisfaction	166	166
	Auditory tool	166	166

For testing Hypothesis 2 Regression testing has been applied.

Table no.7 – Regression analysis

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	.538 ^a	.290	.286	3.208	.290	66.931	1	164	.000

a. Predictors: (Constant), Auditory tool

b. Dependent Variable: Customer Satisfaction

Table no.8 – Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	688.647	1	688.647	66.931	.000 ^b
	Residual	1687.383	164	10.289		
	Total	2376.030	165			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Auditory tool

Table no.9 – Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.401	1.157		15.904	.000
	V19	1.257	.154	.538	8.181	.000

a. Dependent Variable: Customer Satisfaction

Analysis

The value of correlation between the two variables auditory and Customer Satisfaction is .538 which is positive in direction and which is significant also. The value of the R² is .290 which means that auditory

tool has relationship of 29% on Customer Satisfaction which means that auditory tool affects Customer Satisfaction.

Regression equation between the two variables can be established as follows:-

$$Y = 18.401 + 1.257b.$$

Interpretation

As the p value (=0.000) obtained from regression table is less than the value of alpha 0.05, so the null hypothesis is rejected and the alternate hypothesis is accepted. Thus it is verified that auditory tool has a relationship with Customer Satisfaction.

Hypothesis 3

H₀₃: There is no significant relationship between olfactory tool used at Starbucks and Customer Satisfaction.

H_{A3}: There is a significant relationship between olfactory tool used at Starbucks and Customer Satisfaction.

Correlation

Table no. 10 – Correlation

		Customer Satisfaction	Olfactory tool
Pearson Correlation	Customer Satisfaction	1.000	.567
	Olfactory tool	.567	1.000
Sig. (2-tailed)	Customer Satisfaction	.	.000
	Olfactory tool	.000	.
N	Customer Satisfaction	166	166
	Olfactory tool	166	166

For testing Hypothesis 3 Regression testing has been applied.

Table no.11 – Regression analysis

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	.567 ^a	.322	.317	3.135	.322	77.714	1	164	.000
a. Predictors: (Constant), olfactory tool									
b. Dependent Variable: Customer Satisfaction									

Table no. 12 – Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	763.920	1	763.920	77.714	.000 ^b
	Residual	1612.110	164	9.830		
	Total	2376.030	165			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Olfactory tool						

Table no. 13- Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	16.481	1.289		12.781	.000
Olfactory tool	1.404	.159	.567	8.816	.000
Dependent Variable: Customer Satisfaction					

Analysis

The value of correlation between the two variables olfactory and Customer Satisfaction is .567 which is positive in direction and which is significant also. The value of the R² is .322 which means that olfactory tool has a relationship of 32% on Customer Satisfaction which means that olfactory tool used by Starbucks helps in satisfying its customers.

Regression equation between the two variables can be established as follows:-
 $Y = 16.481 + 1.404b$.

Interpretation

As the p value (=0.000) obtained from regression table is less than the value of alpha 0.05, so the null hypothesis is rejected and the alternate hypothesis is accepted. Thus it is verified that olfactory tool has relationship with Customer Satisfaction.

Hypothesis 4

H₀₄: There is no significant relationship between tactile tool used at Starbucks and Customer Satisfaction.

H_{A4}: There is a significant relationship between tactile tool used at Starbucks and Customer Satisfaction.

Correlation

Table no.14 – Correlation

		Customer Satisfaction	Tactile tool
Pearson Correlation	Customer Satisfaction	1.000	.435
	Tactile tool	.435	1.000
Sig. (2-tailed)	Customer Satisfaction	.	.000
	Tactile tool	.000	.
N	Customer Satisfaction	166	166
	Tactile tool	166	166

For testing Hypothesis 4 Regression testing has been applied.

Table no. 15– Regression analysis

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	.435 ^a	.189	.184	3.427	.189	38.283	1	164	.000

a. Predictors: (Constant), tactile tool

Dependent Variable: Customer Satisfaction

Table no. 16 – Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	449.676	1	449.676	38.283	.000 ^b
	Residual	1926.354	164	11.746		
	Total	2376.030	165			

Dependent Variable: Customer Satisfaction

Predictors: (Constant), Tactile tool

Table no. 17 – Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.456	1.350		14.412	.000
	Tactile tool	2.091	.338	.435	6.187	.000

Dependent Variable: Customer Satisfaction

Analysis

The value of correlation between the two variables tactile tool and Customer Satisfaction is .435 which is positive in direction and which is significant also. The value of the R² is .189 which means that tactile tool has a relationship of 18.9% on Customer Satisfaction which means that tactile tool used by Starbucks helps in satisfying its customers.

Regression equation between the two variables can be established as follows:-

$$Y = 19.456 + 2.091b.$$

Interpretation

As the p value (=0.000) obtained from regression table is less than the value of alpha 0.05, so the null hypothesis is rejected and the alternate hypothesis is accepted. Thus it is verified that tactile tool has relationship with Customer Satisfaction.

Hypothesis 5

H₀₅: There is no significant relationship between gustative tool used at Starbucks and Customer Satisfaction.

H_{A5}: There is significant relationship between gustative tool used at Starbucks and Customer Satisfaction.

Correlation			
Table no.18 – Correlation			
		Customer Satisfaction	Gustative tool
Pearson Correlation	Customer Satisfaction	1.000	.643
	Gustative tool	.643	1.000
Sig. (2-tailed)	Customer Satisfaction	.	.000
	Gustative tool	.000	.
N	Customer Satisfaction	166	166
	Gustative tool	166	166

For testing Hypothesis 5 Regression testing has been applied:

Table no. 19 – Regression analysis

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	.643 ^a	.413	.410	2.916	.413	115.445	1	164	.000
a. Predictors: (Constant), gustative tool									
b. Dependent Variable: Customer Satisfaction									

Table no. 20 – Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	981.593	1	981.593	115.445	.000 ^b
	Residual	1394.437	164	8.503		
	Total	2376.030	165			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Gustative Tool						

Table no. 21 - Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.396	1.254		11.483	.000
	V27	1.666	.155	.643	10.745	.000

Analysis

The value of correlation between the two variables gustative tool and Customer Satisfaction is .643 which is positive in direction and which is significant also. The value of the R² is .413 which means that gustative tool has a relationship of 41.3% on Customer Satisfaction which means that gustative tool used by Starbucks helps in satisfying its customers.

Regression equation between the two variables can be established as follows:-
 $Y = 14.396 + 1.666b.$

Interpretation

As the p value (=0.000) obtained from regression table is less than the value of alpha 0.05, so the null hypothesis is rejected and the alternate hypothesis is accepted

Findings of the Study

It has been statistically verified that there is a direct relationship between Customer Satisfaction and various sensory marketing tools used in Starbucks. Visual tool has significant impact of 36% on Customer Satisfaction which means that consumer get attracted by the physical appearance and auditory tool has significant impact of 29% on Customer Satisfaction which means that auditory tool does not have strong influence but it helps in satisfying customers. Tactile tool has an impact of 19% on Customer Satisfaction which means that tactile tool used as sensory marketing tool in Starbucks does not affect that much as compared with other sensory tools. But it contributes to the overall satisfaction level of a customer. Majority of the customers i.e. about 41.3% of the customers strongly agree with the thing that they give importance to Gustative tool while buying coffee or other products at Starbucks.

Implications of the Research

This study will prove helpful for the top level management of various Food chains thereby helping them in making strategies to cope up with the competition from the various major players in the same industry. The study will help the major player in Food chains to improve the various variables that affect Customer Satisfaction, so the company can further make improvements in their sensory marketing to gain a competitive edge. The study has also provided suggestions to the management to retain potential customers in the market.

Conclusion

Sensory branding is based on the idea that consumers are most likely to form, retain and revisit memory when their all five senses are engaged during the process of buying products or services. The

study holds limitations as well. Sample size being restricted to 166 and study limited to Delhi region do not showcase true reflection of all the customers of Starbucks. Managing sensory marketing is important to enhance the Customer Satisfaction. Therefore managing sensory marketing should be seen as an integrated approach for expressing the organization via internal and external communication.

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