

Effect Of Sensory Brand In Enhancing The Customer Experience

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Abstract

The current research seeks to identify the effect of the sensory brand as an independent variable across its dimensions (vision, touch, hearing, smell, taste) on the customer experience as a dependent variable across its dimensions (Interaction with service, emotional experience, social experience, product experience, physical environment) in fast food restaurants in the middle Euphrates region, and the research problem was the possibility of explaining the relationship between the sensory brand and the customer experience, the research sample included (537) customers of fast food restaurants, and the descriptive analytical approach was adopted in the research, and then analyzed by adopting some statistical methods such as (arithmetic mean, standard deviation, linear correlation coefficient, simple and multiple regression coefficient) and to test the scale was employed (alpha Cronbach, factor analysis). The results were reached using a statistical program such as (spss.v.24) and a program (Amos.v.24) to analyze data to reach conclusions, the most prominent of which was the existence of a correlation and impact relationship between the sensory brand and the customer experience and based on the conclusions reached.

Key words: Sensory Brand - Customer Experience.

Introduction

The fast-food restaurant sector is witnessing a sharp and fierce competitive struggle imposed by very complex and rapidly changing marketing environment data in a way that is different from what it is in other service sectors, and as a result of the increasing importance of the restaurant sector being the most growing sector in the world, which made it very attractive through its offering of profits above the industry average. Perhaps the iraqi market is a promising and profitable market as a result of the changes taking place in the needs and desires of the iraqi consumer. From an intellectual side, the sensory brand attracted the interests of researchers in the scope of customer responses as an emerging and important field in marketing management, and given the breadth and complexity of the factors affecting those responses, it was a source for more research and marketing studies to identify the nature of individual behavior changing in light of the multiplicity of options and the expansion of competition . The researchers agree that the customer is the basis of marketing work and the cornerstone of building intangible market assets that gives the organization a sustainable competitive advantage based on long-term profitability.

Methodology

First: Research Problem

The research problem centers on highlighting the possibility of the sensory brand contribution as a tool used by fast food restaurants by manipulating the five senses of the customer, and then eliciting positive reactions to fast food restaurants through the customer's experience, and in light of this the problem can be formulated in the following main question. "What is the role of the sensory brand in the customer experience", in the light of the question, sub-questions can be raised as follows:-

- 1- To what extent is the research sample (fast food restaurants) aware of the sensory dimensions of the brand?
- 2- What is the availability of sensory brand dimensions in the sample studied?
- 3- What is the interest of the sample in providing a distinctive customer experience?
- 4- Does the surveyed sample have an idea of the customer's experience to face environmental changes and correct future paths?

Second: Research objectives

- 1- Defining the relationship between the sensory brand (vision, touch, hearing, smell, taste) and the customer experience (Interaction with service, emotional experience, social experience, product experience, physical environment).
- 2- To identify the extent to which customers of fast food restaurants are aware of the research variables.
- 3- Determine how fast food restaurants deal with the customer experience and what are the ways to improve it.

Third: Importance Of Research

- 1- The restaurant sector is considered one of the vital and important sectors in contemporary societies, especially in the Iraqi society. It is considered one of the vital service sectors that meet with great growth that arouses the desire of investors and competitors alike. Therefore, conducting studies and research would increase the chances of success and development of this sector.
- 2- Providing a theoretical contribution in the context of the variables investigated in addition to the administrative and marketing applications in the research community and field, as the theoretical contribution is an attempt to bridge the knowledge gap for the variables (the sensory brand and customer experience).

Fourth: Hypotheses

H_{0.1}: There is a statistically significant correlation between the sensory brand with its dimensions and the customer experience with its dimensions.

H_{0.2}: There is a statistically significant effect between the sensory brand dimensions (vision, touch, sound, smell, taste) in the customer experience with its dimensions.

Fifth: Materials and Methods

We have relied on the questionnaire to obtain data from the operational side. The questionnaire included in its final form three parts, the first of which dealt with the information of the individuals examined, while the second included questions to deal with the sensory brand and was prepared on the basis of the random sampling method. The third includes metrics after the customer's experience.

Sixth: Study sample

The study population consists of customers of fast food restaurants in the middle Euphrates region, and to test the hypotheses of the study and achieve its objectives, the questionnaire was distributed to the customers of restaurants by employing the (Google form) program to prepare an electronic form, and after a period of time that amounted to (two months), (537) questionnaires were obtained. Which represents the research sample.

Literature Review

First: The Concept Sensory Brand

The brand and the ways in which it is defined in the minds of customers are closely related to the sensory stimuli that the brand manages to convey to the market. Brand users are referred to as regular recipients of the information used in the traditional approach to the brand. In modern marketing, when the customer is not constrained by a brand. For a particular brand, the demand for a multisensory brand is higher than ever as it affects the quality of interactions with the brand (Karasenko, 2019:11). It has been defined (Nica, 2013:51) by creating an emotional connection between the customer and the brand, via the five human senses (sight, hearing, smell, taste and touch), in the context of the buying process. (Galande, 2019:47) sees it as an emerging business field that applies analytical techniques to integrate the use of sensory cues such as smell, sound, and texture to develop strong and memorable customer brands than traditional visual branding techniques alone.

Second: Importance Sensory Brand

Sensory branding is one of the most important marketing tools, as the sensory experience of brands helps create brand loyalty and thus increase company sales and revenues, as customers make purchasing decisions based on brand perception (Rupini&Nandagopal, 2015: 2). (Uddin, 2011:11) pointed out that current companies focus on sensory stimuli to build a strong brand, as they focus on all human senses to achieve the desire of customers. Marketers tend to agree that perception plays a vital role in marketing programs, where images, spoken and written words, color, sounds, tastes, as well as smells are used. (Thatte ,2019:204).

Third: Dimensions Sensory Brand

1- Vision

Sight is the most powerful sense among the other human senses, so it is the most widely used sensory stimulus in marketing. Vision plays an important role in brand perception, and visual stimulation can improve brand image and

perceived quality (Nadanyiova et al., 2018:96).). Several studies have also shown that a person who has used a product prefers it over similar options, even in cases where the person does not remember seeing the product (Upadhyaya, 2017:352).

2- Touch

Touch is an important aspect of marketing, as touch is the most important sense to identify and process an object (Upadhyaya, 2017: 352). The sense of touch requires more effort from the customer than any other senses. Through touching the customer, the product can be recognized and the brand recognized. Touch enhances the brand experience by adding sensory information to the brand (Pagani et al.,2019: 89).

3- Hearing

Voice can be used as a catalyst to create desirable reactions when building an emotional association with a brand, as it is used as a traditional element in the brand building process (Ipaki et al., 2018:17). The sound also influences the customer's choice of brand (Henriksen, 2019: 2).

4- Smell

The sense of smell is one of the most important and most sensitive senses, as 75% of our emotions are caused by this sensation, which has a strong impact on human memory, and therefore plays a key role in distinguishing brands (Uddin, 2011:17). (Kumar, 2017:237) adds that there is a positive correlation between perceived quality and the use of the sense of smell.

5-Taste

Taste provides the most specific function of any of the five human senses, as it plays a hugely vital role in the brand, as smell and taste are closely related to each other and it is virtually impossible to taste something without smelling it (François Lecompte et al., 2017:401). Taste has an impact on brand perception, so in order to build a strong brand perception, all senses must be included (Lowe et al., 2019:160).

Fourth: Concept Customer Experience

(Keiningham et al., 2020:432) indicated that the customer experience is the internal and subjective response of customers to any direct or indirect contact with the company. Unplanned encounters with the company's goods, services or brands and takes the form of verbal recommendations or criticisms, advertisements, news reports, reviews, etc. He defined it (Klaus & Maclan, 2013: 228) as the emotional and cognitive responses of the customer that are driven by both the experiential good/service and the contextual components of the interaction between the seller and the customer. (Du Plessis, 2016:24) sees it as the individual evaluation, response or reaction resulting from the customer's interaction with any direct or indirect contact with the physical environment of the organization, employees or other customers, the basic service or other aspects related to service provision. It is a subjective state of consciousness with a variety of symbolic meanings, pleasant responses, and aesthetic criteria that are influenced by environmental, customer input,

overlapping responses, and output outcomes (Izogo & Jayawardhena, 2018:380).

Fifthly : Importance Customer Experience

Marketers have been interested in how customer experiences positively impact product marketing, as companies have long tried to build ultimate customer experience buildings because they can lead to increased customer loyalty (Dumitrescu et al., 2012:57). (Evans et al., 2016: 162) pointed out that customer experience can influence his behavior much more than the effect of a good or excellent service, so customer experience orientation and marketing strategy from this perspective can be clear differentiating factors for the brand in today's crowded market.

Sixth: dimensions Customer Experience

1- Interaction with service

Interaction with the service is the moment of truth that illustrates the human interaction between customers and the service provider (Kurniawati et al., 2019:18). (Yang&He, 2011:4) indicated that it is the interaction between the customer and the service provider inside the restaurant or through the call centers.

2- Emotional Experience

Defined (Han,2013:61) emotional experience as the emotional responses generated during experiences of using a good/service. In the view of (Patwardhan et al., 2020:2) that the emotional experience is an emotional reaction to the perceptions of situations.

3- Social Experience

That every social experience will have an effect on customers who will change their behavior in socialization, and in general man has a social nature (Kurniawati et al., 2019:18). (Schmitt, 1999) defined social experience as the relationship with others and society (Nasermoadeli et al., 2013:129).

4- Product Experience

The focus of this dimension is on the importance of customers perceiving options and being able to compare offers (Maklan, 2012:781). (Jun et al., 2019:82) shows that experienced customers make decisions based largely on their past experiences and have more stable preferences than inexperienced customers, as the first type tends to use internal information accumulated through product experience during selection, while The latter tends to use more external information that includes situational factors, so as customers gain experience with the product, the effects of situational factors on choice will decrease while the influence of internal information increases, revealing more stable preferences from inexperienced customers.

5- physical environment

It is the environment in which the service is produced and presented to the customer (Dumitrescu et al., 2012: 60). In other words, it is the appearance of buildings, owners, cleanliness, devices and equipment, which are called the technical and material resources that the customer recognizes when he goes

to the service organization, or when the service provider comes to the customer's site to provide the service to him, including the environmental environment factors and all alternatives. Relevant tangible materiality (Xuping et al., 2019: 1769).

Applied Aspect Of Research

First: description and coding of the research variables and dimensions

This paragraph shows the way in which the variables of the study are expressed in a way that makes it easier for the reader to interpret and understand the data, and to conclude the goal and purpose that the study seeks to achieve. Researchers have to analyze the data in a flexible and easy way, and therefore the table (1) shows the symbols that express the variables involved in the analysis

Table (1) description and coding of the study variables and dimensions

Code	Number of items	Dimensions	Variables
SBA	5	Vision	Sensory Brand
SBB	4	Touch	
SBC	6	Hearing	
SBD	4	Smell	
SBE	3	Tasting	
ENA	5	Interaction with service	Customer Experience
ENB	4	Emotional experience	
ENC	3	Social experience	
END	5	Product experience	
ENE	4	Physical environment	

Second:

Topic Is Interested In Presenting The Descriptive Statistics Of The Variables Included In The Analysis, As A Set Of Statistical Methods Were Used, Represented By (Arithmetic Mean, Standard Deviation, Relative Importance, And Order Of Importance) To Achieve The Results That The Research Seeks To Reach, And Therefore Descriptive Statistics Can Be Presented The Current Search Is As Follows:-

1-Descriptive analysis of the sensory brand variable

Results of Table (2) indicate that the general average of the arithmetic averages of the sensory brand variable amounted to (4) and a standard deviation of (0.518) with an agreement percentage equal to (80%), which indicates the interest of the studied sample in the vision dimension with an arithmetic mean equal to (4.08).) and a standard deviation of (0.636) with a relative importance of (82%), and on the other hand, the touch dimension obtained the lowest arithmetic mean equal to (3.95) and a standard deviation

of (0.653) with a relative importance equal to (79%), which indicates the need for attention. The studied sample is in the tactile dimension in order to ensure the improvement of the sound of the tattoo and the tastes of customers towards the sensory brand of the sample.

Table (3) descriptive statistics analysis of the sensory brand variable

Order of importance	Relative importance	Standard deviation	mean	Dimensions
1	82%	0.636	4.08	Vision
5	79%	0.653	3.95	Touch
2	80%	0.632	4.01	Hearing
4	80%	0.607	3.98	Smell
3	80%	0.623	4.01	Tasting
	80%	0.518	4	Sensory Brand Variable

2- Descriptive analysis of the customer experience variable

Results of Table (4) revealed that the general average level of agreement for the sensory brand variable was (81%), with an arithmetic mean of (4.05) and a standard deviation of (0.535), which indicates the interest of the studied sample in the social experience dimension with an arithmetic mean equal to (4.35).) and a standard deviation of (0.594) with a relative importance of (87%), and on the other hand, there is a weakness by the studied sample by paying attention to the dimension of the emotional experience, as the arithmetic mean was equal to (3.95) and the standard deviation was (0.654) with a relative importance equal to (79%).), which indicates the necessity of the studied restaurants' interest in building positive relationships with customers in order to improve the customer's desire to buy and use the products of those restaurants.

Table (4) analysis of descriptive statistics for the variable customer experience

Order of importance	Relative importance	Standard deviation	mean	Dimensions
3	81%	0.602	4.03	Interaction with service
5	79%	0.654	3.95	Emotional experience
1	87%	0.594	4.35	Social experience
2	81%	0.641	4.07	Product experience
4	79%	0.706	3.96	Physical environment
	81%	0.535	4.05	Customer Experience Variable

Third: - Hypothesis

The researcher for the purpose of testing hypotheses relied on two statistical methods:-

1-Correlation hypothesis

(There is a statistically significant correlation between the sensory brand with its dimensions and the customer experience with its dimensions)

Results in table (5) indicate that there is a statistically significant correlation between the sensory brand and the customer experience, and it reached (0.591), which is a moderate relationship according to the scale (agunbiade et al., 2013) and at a level of significance (0.01), i.e. A confidence level of (0.99), in addition to the existence of a correlation relationship between the sensory brand and customer experience dimensions, which ranged from (0.366) for the social experience dimension to (0.566) for the product experience dimension, which indicates that the studied sample's interest in improving the sensory brand by (0.409) through the experiment it improves the ability of restaurants to attract the largest possible number of customers.

Table (5) is the matrix of the correlation between the variables and dimensions of the study

	Vision	Touch	Hearing	Smell	Tasting	Sensory Brand	Interaction with service	Emotional experience	Social experience	Product experience	Physical environment	Customer
Vision	1											
Touch	.731**	1										
Hearing	.608**	.731**	1									
Smell	.546**	.628**	.631**	1								
Tasting	.452**	.496**	.540**	.563**	1							
Sensory Brand	.815**	.877**	.856**	.816**	.741**	1						
Interaction with service	.364**	.426**	.401**	.368**	.417**	.482**	1					
Emotional experience	.334**	.395**	.440**	.386**	.467**	.492**	.682**	1				
Social experience	.379**	.276**	.292**	.240**	.316**	.366**	.449**	.512**	1			
Product experience	.415**	.413**	.470**	.488**	.524**	.566**	.520**	.587**	.452**	1		
Physical environment	.322**	.345**	.354**	.383**	.436**	.447**	.452**	.591**	.533**	.644**	1	
Customer Experience	.454**	.470**	.491**	.470**	.544**	.591**	.771**	.848**	.731**	.808**	.821**	1
**. Correlation is significant at the 0.01 level (2-tailed).							Sig. (2-tailed)= 0.000			N=537		

2 - Impact Hypothesis

This hypothesis is concerned with revealing the extent to which the Sensory Brand affects the customer experience, and this is measured as follows:-

The second main hypothesis(There is a statistically significant effect of the sensory brand on the customer experience).

The results of the table (6) indicate that the structural modeling equation of the sensory brand standard model explained (0.554) from the requirements of the customer experience, which means that the studied sample should be keen to develop their abilities by (0.446), which is the amount of the deficit in the explanatory value of the sample, which indicates However, increasing the sensory brand by one unit leads to an increase in the customer experience by (0.744), with a standard error (SE) of (0.034) and a critical value (CR) of (21.882). This indicates that the interest of the studied sample in the sensory brand contributes to the development of its ability to motivate customers to try the products it offers.

Effect type	probability P	Values R2	Values C.R	Values S.E	Standard Estimates	path		
moral	***	0.554	21.882	0.034	0.744	Customer Experience	<---	Vision
							<---	Touch
							<---	Hearing
							<---	Smell
							<---	Tasting
							Sensory Brand	

Conclusions and Recommendations

1-Conclusions

1-The results showed that there is a positive statistically significant correlation between the sensory brand and the customer experience, which in turn leads to improving the restaurant's ability to understand the requirements of customers and interact with their tastes to meet them in a way that achieves customer satisfaction with the service provided.

2-It was noted that increasing the level of sensory brand among workers in the studied restaurants had a major role in influencing the customer experience towards (Interaction with service, Emotional experience, Social experience, Product experience, Physical environment).

3-The results of the research confirmed that the sensory brand of restaurants has been greatly affected by the success of employees in providing the services provided by improving the customer's emotional and social experience.

4-The customer's experience in the restaurant is characterized by being interacting with the emotional and social experience, the product experience and the customer's physical environment, which contributes to improving the restaurants' ability to innovate and create methods that convince the customer to continue dealing with the restaurant.

2-Recommendations

1-The restaurants in the study site should improve the well-being of customers by paying attention to the aesthetic of the restaurant as it is the main element that attracts most customers in proportion to the restaurant's capabilities towards providing a place and a healthy climate for customers in order to achieve a positive experience for the products used by customers during the service meeting between the restaurant and the customer.

2-The necessity for the studied restaurants to be keen to motivate workers to take responsibility for trying the services provided again through-:

A- Providing the appropriate atmosphere, and offering discounts on the number of products offered.

b- Reducing the negative behaviors of service providers that lead to the reluctance of customers from the restaurant

C- Paying attention to providing prizes and rewards to customers who frequently deal with the restaurant.

3-The necessity for the studied restaurants to be keen on motivating the workers towards generating the largest possible number of ideas regarding meeting the needs and desires of customers and interacting with the services they prefer in a way that achieves a positive position for them, through-:

A- Improving the efficiency and skill of the restaurant's employees, and improving the employees' awareness towards interaction with customers.

B - Improving the skills of employees towards the speed of response to the requirements of customers by improving the efficiency and experience of employees inside the restaurant.

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