

Role Of Sensory Marketing In Building Customer Patronage- A Case Study Of Domino's Pizza Outlets

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Abstract: *In recent years, the role of sensory experiences in judgment and decision making has seen a rise of interest in marketing as well as psychology. Sensory marketing helps in enabling consumer senses in purchase decision making. The changing life style and increasing disposable incomes had led to a tremendous growth of the fast food industry. As such food outlets save a lot of time thereby enabling the customer to get into multitasking. With the introduction of famous international branded fast food joints it has been noticed that consumers are day by day more inclining towards them. Earlier companies used audio-visual cues to differentiate their brands from competitors whereas now a day's companies are working on the five senses to provide stimuli to consumers for their brands. The present study tries to find out the impact of these senses in particular brand awareness, identity, recognition and attractiveness. The study also dwells into how Domino's Pizza uses sensory marketing and how customers perceive it, behave and finally how it helps in building customer patronage.*

Keywords: Sensory Marketing, Food outlets, senses, Stimuli, Customer Patronage.

I. INTRODUCTION

In this society filled with enormous advertising messages, marketers face the challenge to find new ways to grab public's attention towards a particular product or brand. Human senses, experiences and emotions of consumers are emerging as important marketing paradigm and an alternative main phenomenon (Achrol and Kotler, 2012). As a result the concept of sensory marketing was born in the 1990's, and a definition has been made by Aradhna Krishna (2011). A. Krishna, Professor in the Department of Marketing, Ross School of Business, University of Michigan, USA, defines sensory marketing as, "marketing that engages the consumers' senses and affects their behaviours." In marketing, scattered research on the role of the senses in consumer behavior has been brought together under the rubric of sensory marketing, that is, "marketing that engages the consumers' senses and affects their perception, judgment, and behavior" (Krishna, 2012, p. 332; Krishna, 2013; Krishna, 2010). From a managerial perspective, sensory marketing can be used to create subconscious triggers that define consumer perceptions of abstract notions of the product (e.g., its sophistication, quality, elegance, innovativeness, modernity, interactivity)—the brand's personality. It can also be used to affect the perceived quality of an abstract attribute like its colour, taste, smell, or shape. The sensory aspects present in the product or services and their interaction with the consumers (smell, sound, touch, taste, or look) creates a holistic customer experience and builds relationship between companies and consumers altogether.

In this competitive world, the market for almost every product is flooded with brands be it local or international. Therefore, brand identity or differentiation has become very important. Companies are trying to achieve this differentiation of their products from its competitors through sensory branding or using the five senses in branding their products to create a five-dimensional experience for the consumer. It is imperative for the companies to know that the consumer uses their sense organs or sensory receptors to remember or identify a brand or in the case of brand awareness. Only advertisements does not build brand awareness and brand identity, companies need to find new ways to stimulate potential consumers by triggering their senses.

II. CONCEPTUAL FRAMEWORK

Sensory receptors are human organs that receive sensory inputs. Perception is a process through which individuals are exposed to information, attend the information and comprehend the information (Schiffman and Kanuk, 2007). People act and react on the basis of their perceptions, not on the basis of objective reality. For each individual, reality is a totally personal phenomenon, based on his/her personal experiences. Two individuals may be exposed to the same stimuli under the same apparent conditions, but how they recognize, select, organize, and interpret these stimuli is a highly individual process based on each person’s own needs, values and expectations.

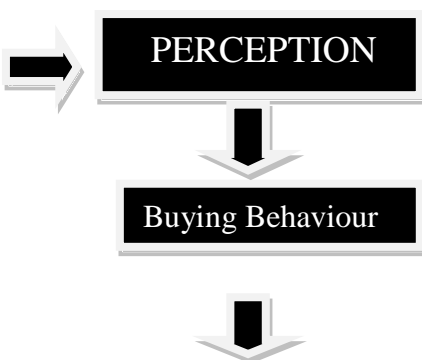
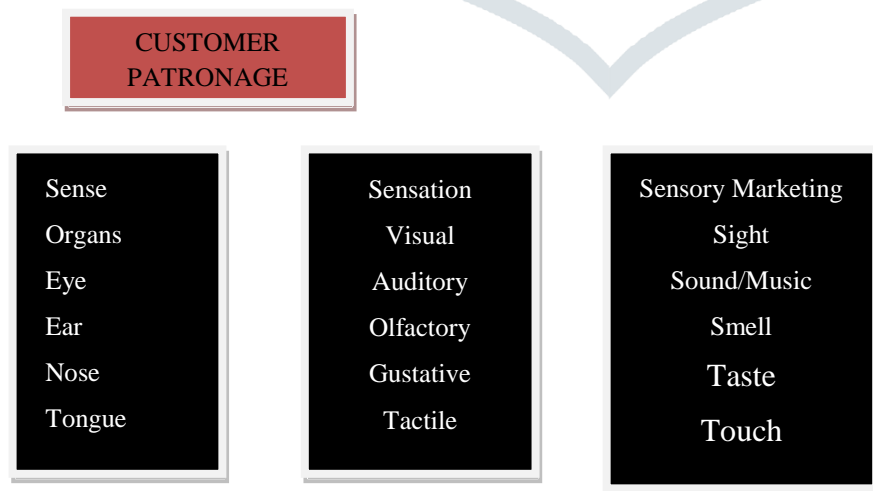


Figure No.1: Proposed Model for Sensory Marketing and Customer Patronage.



The model describes the relationship between the sensory receptors /five sense organs (eyes, ears, nose, tongue, and skin) and perception. Eyes for vision, ears for sound, nose for scent or smell, tongue for taste and skin for touch. Perception is the way by which people select, organize and interpret sensations. Perception, in turn leads to certain behaviour. Behaviour also, in turn, influences customer Patronage. Customer patronage leads to repeat purchase (a

situation where the customer buys again and again), customer referrals (a situation where the customer refer other people to try a particular product, also called word-of-mouth advertising) and finally customer retention(a situation where the customer is loyal to a particular brand, sticks with it and never thinks of leaving). It is only when a brand has created a memorable experience that a customer retains it. This can be done with the help of sensory marketing. The purpose of sensory marketing is to send messages to the right hemisphere of the brain, stimulation of the consumer senses, and finally creating a bond between customer and product and inducing him to purchase (Costa et al. 2012). Unlike mass and relationship marketing theories, sensory marketing focuses its attention on achieving a sublime sensory experience (Hulten et al. 2012). Sensory approach is based on the interaction in real time and immediately causes a sensory experience and thus looks for a deeper, long-term relationship with the consumer. In the present era, all over the world in which a wide range of communication has been possible through media, presence of sensory and interactive multimedia, all the features and benefits of the products, brand name and other accessories to attract the attention of consumers are not enough . Companies which provide a good interaction with customers, they give them with a memorable sensory experience that leads to the formation of proper position of company, the products or services in the customers' mind. Sensory Marketing, as a marketing -oriented experience, is one of the innovative solutions that give the consumer opportunities to percept and experience the product and services (Heitzler et al. 2008). The color and shape of a product or atmosphere released odor, efficient song, being free in touching and tasting the delicious food products, with different effects, motivate the consumer behavior. Various environmental stimuli in the store, by stimulating the senses of sight (color, shape, and size), sound (music), smell (odor) and touch (softness, temperature) will affect consumer behavior (Farias et al. 2014). Turley and Milliman (2000) in their study concluded that the five sensory stimuli in the environment of the store has positive effect on shopping intention, time understanding, going back, mood, time, satisfaction, spent money, product involvement, enjoyment and arousal.

i) The Power of Sight

A very popular saying, “eyes will eat first before the mouth.” is true in this respect. Vision is the most powerful sense since the connection between brain and eyes is really fast: it takes 45 milliseconds for humans to detect a visual object (Herz & Engen, 1996). In a store, the layout, colours, lights, and shapes are determinant to attract consumers, create a visual identity and an atmosphere. Logos, colors, packaging and designing product are examples of visual stimuli that can be part of any brand strategy (Hulten, 2013). Color produces different reactions (biological, psychological, and draw attention to an object) in people (Farias et al. 2014) and has certain mental impact on customers. Significant factors such as logos, packaging, color, design and attractive shape can be a strategic approach to strengthen and make the desired image of a product in consumers' minds (Hulten et al. 2012). Sight stimuli may also have an emotional response besides drawing attention (Hulten, 2013). It is also significant to note that consumers, without access to other information, positively or negatively, are affected by the sight stimuli and in addition to being attracted by them, they show emotional response.

ii) The Power of Smell

As Lindstrom emphasized, smell is certainly one of the most important and sensitive senses, especially concerning cosmetics. 75% of our emotions are generated by this sense, which has a strong impact on human memory (Lindstrom, 2005). That plays an essential role and can become an asset in brand differentiation, creating a signature scent. Indeed, the use of scent in a retail market place promotes products, sets a mood and positions a brand (Vlahos, 2007). Kotler believes that ambient scent has the potential ability to create positive mood states, so a favourable store, and products evaluation, which leads eventually to higher sales revenues (Kotler, 1973). We are born with a predisposition to learn to like or dislike various smells. The sense of smell is very close to our emotions and behaviour and it has great influence on our behaviour (Mahmoudi et al. 2012). It is clear that many retailers believe that the odor and smell can have a positive impact on customer behaviour (Bone and Ellen, 1999).

Thus, humans recognize scents previously smelled even after long periods of time. It is important to note that pleasant scents at restaurants can enhance evaluation of the restaurant and bring about a positive behavior towards the restaurant (Chioma Dili Ifeanyichukwu , Abude Peter.2018) . Chebat and Michon (2003) added that scents affect customers intention to visit and return to a store. Consumers want the scent in the environment of the restaurant inviting and delicious even before tasting the meal. Nevertheless, a study by Randhir, Latasha, Tooraiven and Monishan.(2016) revealed a weak correlation between scent/smell and motivation to choose KFC restaurant.

iii) The Power of Taste

When speaking about our live experience, food is the topic that comes up the most. Indeed, even when coming back from holidays, what we have eaten is always an existing experience we like to share (Krishna & Elder, 2010). Food and taste sensations have an important role in human lives, on a physical, survival, social and even emotional level. Eating and drinking are associated to happiness and positive memories, which stress that taste aspects should not be neglected by marketers. Moreover, adding taste or offering food or drink in a store increases the value and the perceived benefits by customers, which differentiate the brand positively in their mind (Gobé, 2001). Flavors associated with brand building has 31 % share (Kotler and Lindstrom, 2005). In situations where there is fierce competition among the marketers of food products, using an intuitive expression of good taste is an effective way to influence consumer behaviour. In this regard, Coca-Cola is one of the brands that has had a unique identity for itself using the taste (Jayakrishnan, 2013). Costa et. al. (2012) in their study on restaurant industry concluded that sensory marketing, as an experience in marketing, is a strategy that aims to achieve customer's loyalty. This is done through differentiation of service and it is beyond things like color to attract the attention, smell and odor to provide calm, sound to stimulate staying in a place and taste for surprising the taste. This issue leads the customer to understand the unique value and makes him/ her a memorable experience that stimulate the replication and extension of this experience, regardless of the price. Brand names also affect perceived taste. In the fast food restaurants, the taste of the food to a very large extent determines customer retention.

iv) The Power of Touch

Touch is the first sense to develop in the womb of a mother. The sense of touch is also the most important one for blind people. Through their high developed sense of haptics, term which refers to the "active seeking and perception by the hands" (Peck, 2010), they can capture information and have a clear idea of how the environment looks like.

This concept of seeking information on a product by touching is a potential area for marketing and point-of-purchase atmosphere. By touching the products, customer behavior and shopping attitude is positively affected. One reason could be the fact that the eye alone is not enough to judge products like computers or mobile phones (Hulten, 2013). Hulten (2013) in his study concluded that using visual and auditory sensory cues influences customer's attention and makes customer buying behaviour to have a positive correlation with touching the products. According to Peck and Childers (2003), the only way to ensure that a product is worth buying is actually to touch it. Bringing this home to the fast food restaurants, Can services be touched? No wonder Kotler (2010) emphasized the need for physical and tangible evidence /cues surrounding the service, e.g. environment, waiter/waitress, etc.

v) The Power of Sound

Life is a constant cacophony of auditory information. Each day, individuals are exposed to an incredible quantity of sounds, which makes ears an over developed organ. From the jingle of a radio station to the familiar Microsoft tone that you hear when turning on your computer, marketers succeeded in arousing our subconscious, shaping our thoughts, judgments and behaviours. Sounds have an important role in product features and in a retail environment. Companies can resort to auxiliary sounds that are attached to a product or a service. Auxiliary sounds gather two sub-sounds-categories: ancillary (related to the product) and ambient (not related but enhances purchases) sounds. Sound has long been recognized as an important driver of positive effects on mood, preferences and consumer behavior (Alpert et al. 2005). Hearing share in relating to brand building is 41% (Kotler and Lindstorm, 2005). In addition, Hui and Dube (1997) in their study of music in a retail environment showed that music in store leads to positive emotions in consumer and understanding of music causes a positive approach to the store. Other studies show that store music can be effective in increasing sales (Matilla and Wirtz, 2001) and influence on purchase intentions.

Of the five senses - sight, smell, taste, hearing and touch, the sight has so far dominated marketing practice. However, growing interest in sensory marketing among practitioners and researchers means that the gratification of all the senses has an important role in the individual's consumption experience (Hultén, Broweus and Dijk, 2009; Krishna, 2010).

III. OBJECTIVES

The study has been carried out keeping into account the following objectives:

- i) To find out the impact of Sensory Marketing in brand awareness, identity, recognition and attractiveness.
- ii) To highlight how Domino's Pizza outlets use Sensory Marketing to attract customers.
- iii) To analyze the relationship between sensory receptors and customer patronage.

IV. METHODOLOGY

The research design adopted in the study is both descriptive as well as exploratory as it tries to explore the uses of sensory receptors in building customer patronage. The case study approach has been followed in the study to find

out the usage of five senses by Domino's Pizza outlets to attract customers. Primary as well as secondary data were used in the study. Primary data was collected with the help of a structured questionnaire and secondary data was collected by referring to various journals and books. Judgement, convenience and snowball sampling techniques were used to select the respondent units. Total sample size of the study was 81. The sampling unit consist of those respondents who have visited Domino's Pizza outlet at least once. **Domino's Pizza, Inc.**,¹ now branded simply as **Domino's**, is an American pizza restaurant chain founded in 1960. The corporation is headquartered at the Domino's Farms Office Park in Ann Arbor, Michigan, and incorporated in Delaware.¹In February 2018, the chain became the largest pizza seller worldwide in terms of sales for which the study has been carried out on Domino's. Questionnaire method was used for collection of primary data. Questionnaire was constructed taking into account the research objectives. It consists of both close ended as well as open-ended questions. The number of questions was kept limited and the questions were framed on the principles of simplicity and understandability. The data collected were analyzed with the help of SPSS software. Cross tabulation, chi-square test, frequency tables were used for analyzing the data.

Reliability and Validity:

Reliability refers to the degree of trustworthiness of the measurement. Reliability of a study or research is important to minimize errors and biasness (Yin, 1994). Reliability is referred to as the extent to which a test, measurement procedure or a questionnaire generates common out comes on repeated trials.

Table No.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.723	.725	11

(Source: Field Survey)

Inference: Cronbach's Alpha has been run to check their reliability. The above table shows the result obtained which is greater than .70 and thus it is accepted.

Validity refers to what extent the research reflects the given research problem. In other way validity means whether the research fulfil or focused on purpose of the research. Basically validity is connected to the topics which are investigated and how that topic came up with theories and implement (Oulton 1995). According to Yin there are two types of validity, these are internal validity and external validity. Internal validity is concern with data and external validity concern with research design. The collection of data for case study should be valid and air tight. Evidence must be convergent either through interview or documentary proof (Yin, 2009). Validity is adopted in this study by ensuring that the questions in the questionnaire are relevant to that of the proposed research objectives and literature review.

V. ANALYSIS

For the present study to check the first objective following descriptive analysis has been prepared.

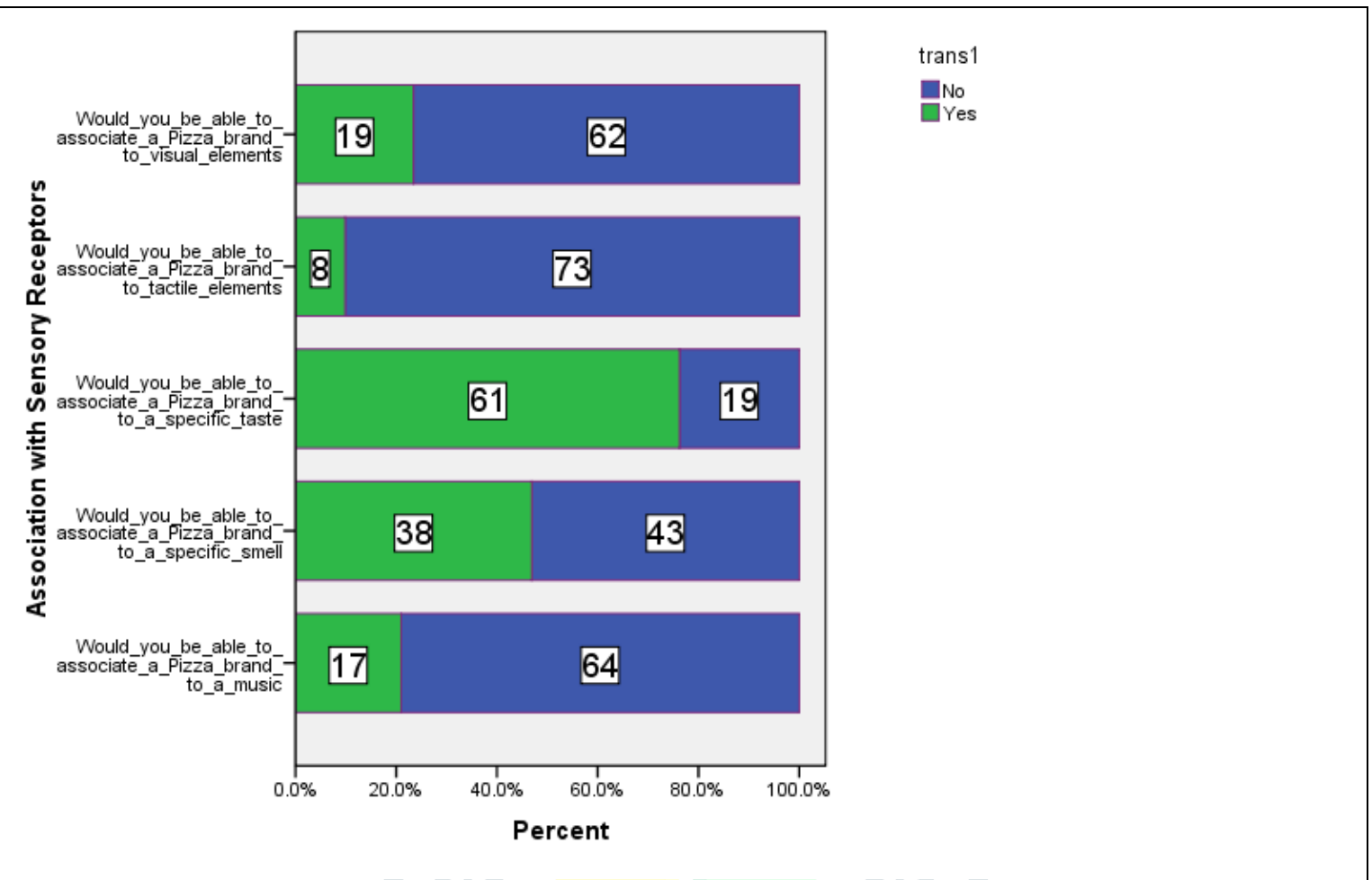


Fig.No.2 Association of Brand with Sensory Receptors (Source: Field Survey)

The figure above reveals the association of Pizza brand with sensory receptors (visual, smell, taste, music, tactile). 61% of the respondents can associate Pizza brand to its specific taste, 38% can associate with its specific smell, 19% can associate Pizza brand to visual elements, 17% can associate to a music and 8% of the respondents can associate it with tactile elements.

Table No.2 Recall Ad * Recognise Ad Crosstabulation

			When you listen can you recognise the Ad/Jingle			Total
			No	Yes	may be	
When you hear can you recall ad	No	Count	9	7	3	19
		% within hear recall ad	47.4%	36.8%	15.8%	100.0%
		% within listen recognise	69.2%	15.2%	23.1%	26.4%
		% of Total	12.5%	9.7%	4.2%	26.4%
	Yes	Count	1	31	3	35
		% within hear recall ad	2.9%	88.6%	8.6%	100.0%
		% within listen recognise	7.7%	67.4%	23.1%	48.6%
		% of Total	1.4%	43.1%	4.2%	48.6%
	may be	Count	3	8	7	18
		% within hear recall ad	16.7%	44.4%	38.9%	100.0%
		% within listen recognise	23.1%	17.4%	53.8%	25.0%
		% of Total	4.2%	11.1%	9.7%	25.0%
Total	Count	13	46	13	72	
	% within hear recall ad	18.1%	63.9%	18.1%	100.0%	
	% within listen recognise	100.0%	100.0%	100.0%	100.0%	
	% of Total	18.1%	63.9%	18.1%	100.0%	

(Source: Field Survey)

Table No. 2 indicates that 88.6% of the respondents can recall the Ads as well as recognise the Ad, whereas 44.4% cannot recall but can recognise the Ad. Again 38.9% respondents are not sure that they can recall but they can recognise the Ads.

Table No.3 Recall taste * Recognise taste Crosstabulation

			When you taste can you recognise			Total
			No	Yes	may be	
When you hear can you recall taste	No	Count	5	4	5	14
		% within hear recall taste	35.7%	28.6%	35.7%	100.0%
		% within taste	71.4%	8.5%	31.2%	20.0%
		% of Total	7.1%	5.7%	7.1%	20.0%
	Yes	Count	2	36	9	47
		% within hear recall taste	4.3%	76.6%	19.1%	100.0%
		% within taste	28.6%	76.6%	56.2%	67.1%
		% of Total	2.9%	51.4%	12.9%	67.1%

may be	Count	0	7	2	9
	% within hear recall taste	.0%	77.8%	22.2%	100.0%
	% within taste	.0%	14.9%	12.5%	12.9%
	% of Total	.0%	10.0%	2.9%	12.9%
Total	Count	7	47	16	70
	% within hear recall taste	10.0%	67.1%	22.9%	100.0%
	% within taste	100.0%	100.0%	100.0%	100.0%
	% of Total	10.0%	67.1%	22.9%	100.0%

(Source: Field Survey)

Table No. 3 indicates that 76.6% of the respondents can recall the taste as well as recognise the taste of the specific Pizza brand, whereas 28.6% cannot recall but can recognise the specific taste. Again 77.8% of respondents are not sure that they can recall but they can recognise the Ads.

Table No.4 Recall smell * Recognise Smell Crosstabulation

			Can you recognise the Smell			Total
			No	Yes	may be	
When you hear can you recall smell	No	Count	10	8	2	20
		% within smell	50.0%	40.0%	10.0%	100.0%
		% within smell recognise	66.7%	21.6%	11.8%	29.0%
		% of Total	14.5%	11.6%	2.9%	29.0%
Yes	Count	3	25	4	32	
	% within smell	9.4%	78.1%	12.5%	100.0%	
	% within smell recognise	20.0%	67.6%	23.5%	46.4%	
	% of Total	4.3%	36.2%	5.8%	46.4%	
may be	Count	2	4	11	17	
	% within smell	11.8%	23.5%	64.7%	100.0%	
	% within smell recognise	13.3%	10.8%	64.7%	24.6%	
	% of Total	2.9%	5.8%	15.9%	24.6%	
Total	Count	15	37	17	69	
	% within smell	21.7%	53.6%	24.6%	100.0%	
	% within smell recognise	100.0%	100.0%	100.0%	100.0%	
	% of Total	21.7%	53.6%	24.6%	100.0%	

(Source: Field Survey)

The above table shows that 40% can recognise the smell but cannot recall the smell.78.1% of the respondents can recall as well as recognise the specific smell. 23.5% are not sure whether they can recall the smell but can recognise the specific smell.

Table No.5 Recall logo * Recognise logo Crosstabulation

			Can you recognise logo			Total
			No	Yes	may be	
When you hear can you recall logo	No	Count	7	4	3	14
		% within logo	50.0%	28.6%	21.4%	100.0%
		% within recognise logo	100.0%	7.7%	25.0%	19.7%
		% of Total	9.9%	5.6%	4.2%	19.7%
	Yes	Count	0	46	2	48
		% within logo	.0%	95.8%	4.2%	100.0%
		% within recognise logo	.0%	88.5%	16.7%	67.6%
		% of Total	.0%	64.8%	2.8%	67.6%
	may be	Count	0	2	7	9
		% within logo	.0%	22.2%	77.8%	100.0%
		% within recognise logo	.0%	3.8%	58.3%	12.7%
		% of Total	.0%	2.8%	9.9%	12.7%
		Count	7	52	12	71
		% within logo	9.9%	73.2%	16.9%	100.0%
		% within recognise logo	100.0%	100.0%	100.0%	100.0%
		% of Total	9.9%	73.2%	16.9%	100.0%

(Source: Field Survey)

Table No.5 indicates that 95.8% can recall as well as recognise the logo of the Pizza brand. 28.6% cannot recall but can recognise the logo. 22.2% may be able to recall it but can recognise it.

Table No.6 Recall Packaging * Recognise packaging Crosstabulation

			Can you recognise packaging			Total
			No	Yes	may be	
When you hear can you recall packaging	No	Count	6	3	1	10
		% within packaging	60.0%	30.0%	10.0%	100.0%
		% within recognise packaging	35.3%	12.0%	3.7%	14.5%
		% of Total	8.7%	4.3%	1.4%	14.5%
	Yes	Count	8	20	13	41
		% within packaging	19.5%	48.8%	31.7%	100.0%

	% within recognise packaging	47.1%	80.0%	48.1%	59.4%
	% of Total	11.6%	29.0%	18.8%	59.4%
may be	Count	3	2	13	18
	% within packaging	16.7%	11.1%	72.2%	100.0%
	% within recognise packaging	17.6%	8.0%	48.1%	26.1%
	% of Total	4.3%	2.9%	18.8%	26.1%
Total	Count	17	25	27	69
	% within packaging	24.6%	36.2%	39.1%	100.0%
	% within recognise packaging	100.0%	100.0%	100.0%	100.0%
	% of Total	24.6%	36.2%	39.1%	100.0%

(Source: Field Survey)

The above table shows that 30% can recognise the packaging but cannot recall the packaging. 48.8% of the respondents can recall as well as recognise the specific packaging. 11.1% are not sure whether they can recall the smell but can recognise the specific packaging.

To check the second objective following charts have been prepared-

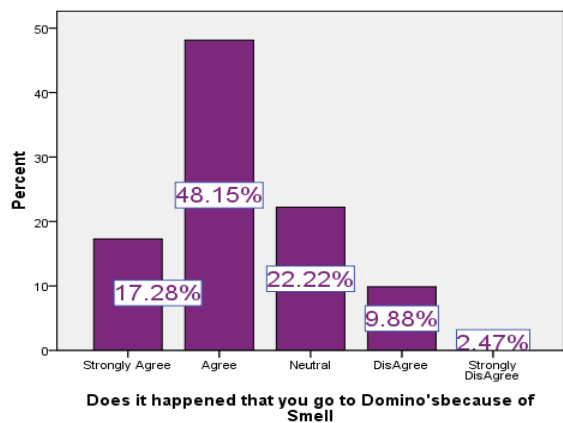


Fig.No.3 Visit Domino's for Smell (Source: Field Survey)

Figure No.3 indicates that 48.15% and 17.28% agree and strongly agree the statement that they visit Domino's Pizza for its smell. Whereas 22.22% are neutral with their response and 9.38% and 2.47% disagree and strongly disagree the statement.

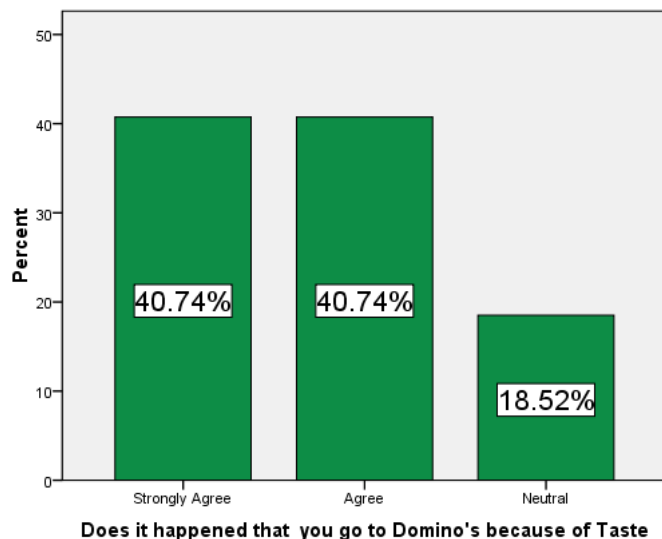


Fig.No.4 Visit Domino’s for Taste (Source: Field Survey)

The figure above shows that 40.74% accounts for both strongly agree and agree the statement of visiting Domino’s Pizza for its taste.18.52% are neutral with their response.

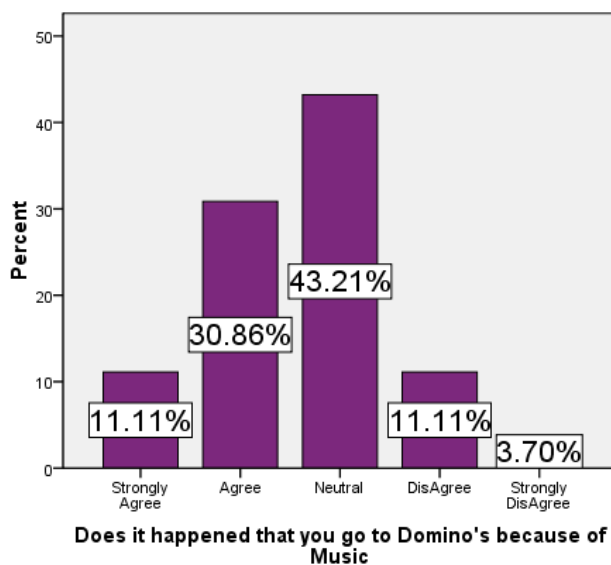


Fig.No.5 Visit Domino’s for Music (Source: Field Survey)

Figure No. 5 indicates that 43.21% have neutral response that they visit Domino’s for music. 30.86% agree the statement whereas 11.11%accounts for both strongly agree and disagree along with 3.70% strongly disagree the statement.

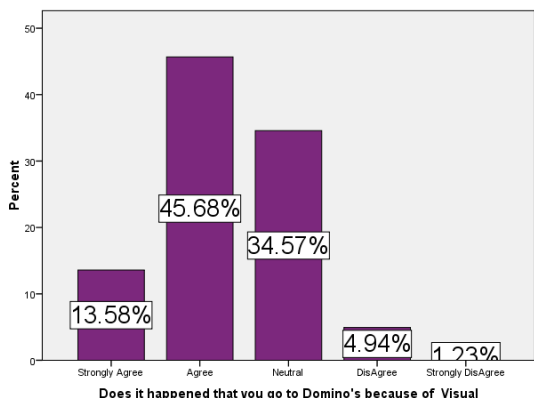


Fig.No.6 Visit Domino’s for Visual (Source: Field Survey)

Figure No.6 represents visiting Domino’s for visual where 45.68% agree, 13.58% strongly agree , 34.57% have neutral response and 4.94% and 1.23% disagree and strongly disagree the statement respectively.

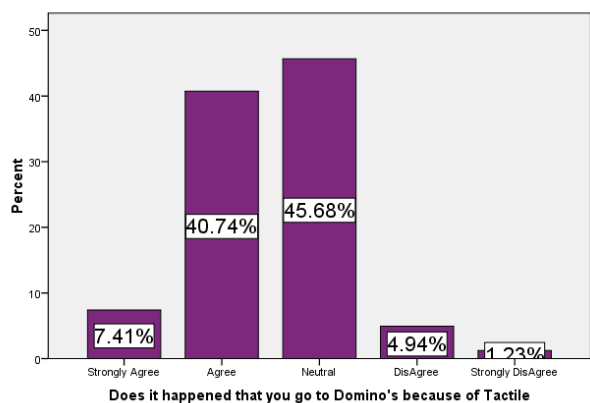


Fig.No.7 Visit Domino’s for Tactile

The above figure indicates that 45.68% are neutral, 40.74% agrees 7.41% strongly agrees ,4.94% disagrees and 1.23% strongly disagrees the statement of visiting Domino’s for tactile elements.

Five hypotheses have been formulated to check the third objective and analysed by Chi-square test.

H₀₁: There is no relationship between recommendation by the customers and sight as receptive to the ambient stimuli.

Table No.7 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.956 ^a	1	.162		
Continuity Correction ^b	1.077	1	.299		
Likelihood Ratio	2.370	1	.124		
Fisher's Exact Test				.280	.149
Linear-by-Linear Association	1.932	1	.165		
N of Valid Cases ^b	81				

Source: Field Survey

Since the p value (.162) is greater than our chosen significance level (0.05), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest a relationship between recommendation and sight as receptive to the ambient stimuli.

H₀₂: There is no relationship between recommendations by the customers and smell as receptive to the ambient stimuli.

Table No.8 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.023 ^a	1	.879		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.023	1	.879		
Fisher's Exact Test				1.000	.555
Linear-by-Linear Association	.023	1	.880		
N of Valid Cases ^b	81				

Source: Field Survey

Since the p value (.879) is greater than our chosen significance level (0.05), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest a relationship between recommendation and smell as receptive to the ambient stimuli.

H₀₃: There is no relationship between recommendations by the customers and taste as receptive to the ambient stimuli

Table No.9 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.376 ^a	1	.540		
Continuity Correction ^b	.082	1	.775		
Likelihood Ratio	.365	1	.546		
Fisher's Exact Test				.531	.378
Linear-by-Linear Association	.371	1	.542		
N of Valid Cases ^b	80				

Source: Field Survey

Since the p value (.540) is greater than our chosen significance level (0.05), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest a relationship between recommendation and taste as receptive to the ambient stimuli.

H₀₄: There is no relationship between recommendations by the customers and sound as receptive to the ambient stimuli.

Table No.10 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.944 ^a	1	.086		
Continuity Correction ^b	1.695	1	.193		
Likelihood Ratio	4.972	1	.026		
Fisher's Exact Test				.114	.085
Linear-by-Linear Association	2.907	1	.088		
N of Valid Cases ^b	81				

Source: Field Survey

Since the p value (.086) is greater than our chosen significance level (0.05), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest a relationship between recommendation and sound as receptive to the ambient stimuli.

H₀₅: There is no relationship between recommendations by the customers and touch as receptive to the ambient stimuli.

Table No.11 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.601 ^a	1	.206		
Continuity Correction ^b	.551	1	.458		
Likelihood Ratio	2.792	1	.095		
Fisher's Exact Test				.345	.250
Linear-by-Linear Association	1.581	1	.209		
N of Valid Cases ^b	81				

Source: Field Survey

Since the p value (.206) is greater than our chosen significance level (0.05), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest a relationship between recommendation and touch as receptive to the ambient stimuli.

VI. FINDINGS

Following are the major findings of the study:

- 1) From the demographic profile of the respondents 67.9% are male and 32.1% are female.

- 2) 44.4% are service holders, 30.9% are students, 9.9% are businessmen, 7.4% accounts for both for research scholars and professionals which reveals that Dominos' Pizza is preferred by service holders and students the most. They are visit the outlet very frequently.
- 3) Most of the respondents can associate Pizza brand to its specific smell and taste than other elements.
- 4) It has been found out that most of the respondents can recognize the smell, taste, logo of a particular Pizza brand which shows that customers can identify, differentiate a particular brand from other brands.
- 5) Customers are more or less triggered by the sensory cues provided by the outlets.
- 6) It has been also found that customers visit Domino's Pizza for its specific smell, taste. Along with these, music, visual and packaging etc also plays an important role in influencing their behavior.
- 7) Although the chi-square test results are not significant and it did not show relationship among sensory receptors and recommendation where recommendation was a factor used to describe customer patronage. We can say that there is not enough evidence to suggest a relationship among these two variables.

VII. SUGGESTIONS

After conducting the study following suggestions are made:

- 1) Companies should take care of all sensory cues along with visual cues of the product in general and taste of food product specially to build more association with sensory receptors.
- 2) In case of Domino's Pizza, customers are influenced mainly by taste and smell of the product but other sensations are also important.
- 3) Customer loyalty and repeated purchase is very important for building customer patronage. But companies should ponder over the matter along with just making sales.

VIII. CONCLUSION

Everyday consumers encounter hundreds of ads; it seems that an unconscious trigger which appeals the basic senses is more efficient and persuasive than deliberate statements (ads). Sensory Marketing provides a multi-sensory experience to consumers with the intention of creating additional value. The five senses (Smell, Touch, Taste, Sight, and Sound) have a tremendous and powerful effect on customer retention with respect to fast food restaurants. No doubt, marketers have moved from mass marketing to relationship marketing and most recently to sensory marketing. Sensory marketing can go far beyond used for advertising. It creates a full experience of what it is like to interact with a product or brand. When the senses are reached, customers can effectively have personal experience with the brand. As a result, they buy more of the product and recommend it to others. This leads to the creation of emotional ties with the consumers. It is a known fact that the actual personality of a brand only exists in the mind of the consumer. In other words, everyone has their own experience that makes up their impression of a brand, and no two impressions are exactly alike. Therefore, to make a profound impression, the senses have to be incorporated in marketing the product or services with proper stretch on each sense.

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