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The Role of Sensory Branding in Enhancing Brand Experience in the Indian Hospitality Industry

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ABSTRACT

Sensory branding is a dynamic marketing approach that seeks to create unique and memorable brand experiences by engaging all five senses. This concept has gained increasing importance in the marketing landscape, as it goes beyond traditional strategies to establish emotional connections with consumers. In the Indian hospitality industry, which is known for its cultural diversity and rich traditions, sensory branding plays a pivotal role in shaping brand identities and fostering consumer loyalty. This study explores the role of sensory branding in enhancing brand experience in the Indian hospitality industry. The study aims to investigate two key hypotheses: first, that there is a positive relationship between sensory branding elements (sight, sound, smell, taste, and touch) and brand experience in the Indian hospitality industry, and second, that the use of sensory branding elements positively influences customer perceptions of brand uniqueness and differentiation. To achieve these objectives, the research adopts a mixed-methods approach, combining a comprehensive literature review with empirical research. The literature review examines existing studies on sensory branding, brand experience, and consumer behaviour in the hospitality industry, providing a theoretical framework for the study. The empirical research involves the collection and analysis of primary data through a questionnaire survey administered to customers of various hospitality establishments in India. The findings of the study reveal a strong positive relationship between sensory branding elements and brand experience in the Indian hospitality industry. The use of sensory branding elements was found to significantly influence customer perceptions of brand uniqueness and differentiation, highlighting the importance of sensory branding in creating distinct brand identities. Based on these findings, the study offers several practical implications for hospitality practitioners. It suggests that sensory branding can be a powerful tool for differentiating brands in a competitive market and enhancing customer loyalty. By strategically incorporating sensory elements into their branding efforts, hospitality establishments can create memorable experiences that resonate with customers long after their visit. Overall, this study contributes to the growing body of knowledge on sensory

branding and its impact on brand experience in the Indian hospitality industry.

Keywords- Sensory Branding, Brand Experience, Hospitality Sector

INTRODUCTION

Every brand's essence is shaped by the experiences it offers to its customers. Central to branding strategies is the creation of unique experiences that define the value and relevance of the brand for its target audience. Sensory branding, a strategic approach that integrates sensory elements to evoke specific emotions and perceptions, plays a pivotal role in crafting memorable brand experiences. In order to create a multi-sensory brand experience, sensory branding refers to the intentional use of senses like sight, sound, smell, taste, and touch. Brands can create enduring impressions on consumers that extend beyond their products or services by appealing to a variety of senses. This strategy acknowledges that consumers process information via a variety of channels, including their emotions and sensations in addition to their reasoning minds. As a result, sensory branding becomes an effective instrument for increasing consumer advocacy and brand loyalty. Consumer views, feelings, and actions towards a brand are greatly influenced by sensory factors. They possess the ability to arouse emotions, bring back memories, and set a brand apart in a highly competitive environment.

Sensory branding offers a special chance for businesses to stand out and leave a lasting impression in the digital age, when consumers are inundated with information from a variety of sources. Through utilising many senses, brands are able to produce an immersive experience that connects with customers on a deeper level and builds emotional bonds that promote advocacy and loyalty. Within the hospitality industry, sensory branding encompasses a whole sensory experience in addition to visual aesthetics. Every sensory touchpoint helps to create a memorable visitor experience, from the calming sounds of a spa to the inviting perfume of a hotel lobby. Through the appropriate use of sensory cues, hospitality brands can establish a unique identity, cultivate emotional bonds, and improve their brand's perception in general. The Indian hospitality sector has a distinctive opportunity for sensory branding because of its multifarious customs and rich cultural legacy. Hospitality businesses may develop a distinctive identity that connects with Indian culture and distinguishes them from global chains by combining regional flavours, scents, and noises into their branding strategies.

The Indian hospitality industry boasts a rich tapestry of history, culture, and traditions that influence its branding strategies and customer experiences. Understanding the background of this vibrant industry provides valuable insights into the unique challenges and opportunities it presents for sensory branding initiatives. The roots of hospitality in India can be traced back centuries, with a tradition of warm hospitality deeply ingrained in its cultural fabric. Over the years, the industry has witnessed significant growth and transformation, evolving from traditional guesthouses to modern luxury hotels, resorts, and boutique accommodations. The rise of tourism, both domestic and international, has fueled the expansion of the hospitality sector, making India a sought-after destination for travellers seeking diverse experiences. India's cultural diversity, with its myriad languages, cuisines,

art forms, and traditions, presents a unique branding landscape for hospitality establishments. Brands operating in India must navigate this cultural tapestry with sensitivity and authenticity to resonate with diverse consumer segments. By incorporating elements of local culture into their branding strategies, hotels and restaurants can create immersive experiences that appeal to both domestic and international guests, fostering a sense of connection and belonging. India's cultural diversity, with its myriad languages, cuisines, art forms, and traditions, presents a unique branding landscape for hospitality establishments. Brands operating in India must navigate this cultural tapestry with sensitivity and authenticity to resonate with diverse consumer segments. By incorporating elements of local culture into their branding strategies, hotels and restaurants can create immersive experiences that appeal to both domestic and international guests, fostering a sense of connection and belonging. The Indian hospitality sector is characterised by a blend of traditional hospitality values and modern amenities, creating a distinctive offering that sets it apart on the global stage. From luxurious palace hotels showcasing royal heritage to eco-friendly resorts nestled in nature's embrace, the industry offers a diverse range of experiences for travellers seeking authenticity and luxury. This blend of tradition and innovation provides a fertile ground for sensory branding initiatives that can elevate guest experiences and differentiate brands in a competitive market. By exploring the historical evolution, cultural influences, and unique characteristics of the Indian hospitality industry, researchers can gain a deeper understanding of the context in which sensory branding operates. This knowledge is essential for crafting effective branding strategies that resonate with the diverse consumer base in India, creating memorable experiences that drive customer loyalty and advocacy.

This study is warranted by the significance of sensory branding in contemporary marketing and the paucity of literature on its implementation in the Indian hospitality sector. Hospitality businesses looking to set themselves apart and build closer relationships with their clientele can benefit greatly from an understanding of the role that sensory branding plays in augmenting brand experience. Consumers are looking for brand experiences that are memorable and engaging, surpassing the utilitarian features of goods or services, in today's experience-driven economy. In contemporary marketing, sensory branding has become a potent strategy that helps companies stand out in a competitive market and build emotional connections with consumers. Brands can affect consumer perceptions and behaviours, elicit particular emotions, spark memories, and foster brand advocacy by carefully utilising sensory aspects. Although the notion of sensory branding has been thoroughly investigated across many industries, a conspicuous dearth of research exists about its implementation and consequences in the Indian hospitality domain. An opportunity to explore how sensory branding can be used to improve brand experience and gain a competitive edge is presented by the distinctive cultural, traditional, and experiential features of the Indian hospitality scene. It is imperative that stakeholders in the academic and industry domains investigate the function of sensory branding in the Indian hospitality sector. Hospitality businesses can develop more appealing branding strategies that connect with their target market by knowing how sensory aspects affect brand experience. With this information, they can set themselves apart from the competition, build closer emotional bonds with clients, and

eventually increase sales and profitability. From an academic standpoint, this research can add to the body of knowledge already available on sensory branding by shedding light on how and why it works in the Indian hospitality sector. Future research can benefit from the findings, which can also be used as a starting point for creating best practices in sensory branding strategies for the hotel industry. The findings can inform future research and serve as a foundation for developing best practices in sensory branding strategies for the hospitality sector.

In order to shed light on how sensory aspects affect customer perceptions and behaviours, the research objectives of this study seek to investigate the impact of sensory branding on brand experience within the Indian hotel business. This study aims to explore the ways in which sensory branding tactics impact the entire brand experience in the Indian hospitality industry.

LITERATURE REVIEW

SENSORY BRANDING

In the highly competitive hospitality sector, drawing in new business and keeping existing clients requires developing a distinctive and unforgettable brand experience. The deliberate use of sensory cues to create a brand identity is known as sensory branding, and it has become a powerful technique for accomplishing this objective. This overview of the literature delves into the idea of sensory branding, its importance in the hospitality industry, and how it affects consumer attitudes and actions.

The goal of sensory branding is to create a unique brand experience for customers by appealing to their senses (Krishna, 2012). Companies may create deep emotional connections with their customers and boost brand advocacy and loyalty by appealing to various senses, including sight, hearing, smell, taste, and touch (Velasco et al., 2016). Within the hospitality sector, sensory branding has the potential to significantly improve the overall visitor experience and set a hotel or restaurant apart from other competitors (Hultén, 2011).

Numerous scholarly investigations have emphasised the advantageous effects of sensory branding on brand experience within the hotel industry. For instance, Spence et al. (2014) discovered that ambient fragrance in hotels can significantly impact visitors' perceptions of the hotel, leading to increased visitor pleasure and loyalty. Similarly, Kim and Han (2014) showed how music in restaurants can alter patrons' moods and impressions of their meals, thereby affecting the likelihood that they will return.

Sensory branding has the power to not only improve consumer perceptions but also affect behaviour. Krishna (2012) observed that consumers' willingness to pay and likelihood of making a purchase might be influenced by sensory cues such as product packaging and store environment. According to Hultén (2011), this means that hotels and restaurants in the hospitality sector have opportunities to increase profits and revenue by skillfully influencing customer behaviour using sensory stimuli.

Implementing sensory branding in the hospitality industry faces a number of obstacles, despite its potential benefits. Krishna (2012) highlights that a primary obstacle in crafting a cohesive brand experience is maintaining consistency across all sensory inputs.

The goal of a company's sensory strategy development is to set brands apart from competitors in circumstances where quality and pricing are comparable (Hultén, 2011: p. 263). Most businesses have previously employed visual and auditory elements to set their brands apart from competitors. Businesses can differentiate themselves from competitors thanks to the phenomena known as sensory branding. The goal of sensory branding is to give customers a five-dimensional experience through their senses (Upadhyaya, 2017; Krishna, 2010; Hussain, 2014). According to Randhir et al. (2016), sensory branding is one kind of marketing that engages the senses. By appealing to a variety of senses, the sensory branding approach builds powerful companies that have enduring relationships with consumers (Hussain, 2014).

Using sensory appeals, according to Lindstrom (2005a, 2005b), piques consumers' curiosity, gives purchasing habits more vigour, and allows emotional responses to take precedence over rational thought processes. This tactic also impacts perceptions of brand equity and product quality.

In a pre-test conducted by Yoon and Park (2012), five groups, each representing a distinct sensory appeal (visual, olfactory, palate, tactile, and aural) linked to five distinct product brands, participated. The study concluded that attitudes toward brands and preferences for sensory appeal are influenced by self-referencing and positive emotion.

SENSORY BRAND ELEMENTS

Victor Anandkumar (2011) had put the significance of each sense in a tabular format.

SENSE	**SIGNIFICANCE**
Sight	• Most seductive sense • Often overrules the other senses • Colour plays an important role
Sound	• Connected to mood • Role of music is important
Smell	• Evokes memory, alters mood and influences choice • 10,000 times more sensitive than taste

	• 75 percent of human emotions are generated by scent
Taste	• Sweet, salty, sour or bitter • Hard to introduce but highly effective • Develops linkage in the memory
Touch	• Skin is the largest organ in the body • Alerts us to a sense of well-being or pain • Texture of products and experiences

The goal of sensory branding is to create a unique and memorable brand experience by utilising human senses in a comprehensive marketing plan. In order to arouse feelings, shape perceptions, and create powerful brand associations, it includes the use of sight, sound, smell, taste, and touch. Brand identification and consumer attention are greatly influenced by visual components such packaging design, colours, and logos. Sound branding establishes a distinctive auditory identity and improves brand recall through jingles and other brand-specific sounds. Using particular scents to create a pleasant atmosphere and arouse feelings, scent marketing helps consumers have a memorable brand experience. Taste can be utilised to develop distinctive flavour profiles that set brands apart and encourage consumer loyalty. Taste is particularly relevant in the food and beverage industry. Perceived brand quality is improved and the whole sensory experience is enhanced by tactile features like product feel and packaging texture. Businesses may create a comprehensive brand experience that engages customers on several levels, sets them apart from rivals, and forges deep emotional ties with their target audience by including these sensory aspects into their branding strategies.

As illustrated by Hulten (2009) human five senses are related to five sensory expressions such as Visual (sight), Atmospheric (smell), Auditory (hearing), Tactile (touch) and Gustative (taste).

Visual (sight)

The visual component of sensory branding can be recognized as the sense of sight, as illustrated by Soars (2009). The sense of sight is known to be the most alluring of the five senses and has the ability to persuade customers more than any other. Developing sensory brand strategies around sight can become the most effective tool available to marketers (Barclays & Ogden, 2015). In addition to being acknowledged as the most important sense, sight is also recognized as the most dominating sensory system (Schiffman, 2001). This is because customers frequently base their judgments on tangible and visual cues (Ward et al., 1992).

Marketers employ a variety of visual stimuli-based methods to draw in customers and encourage repeat purchases. These strategies include product design, packaging, lighting, colours, names, logos, and visual graphics. Using these triggers to market offers serves the dual function of instilling a specific mindset in consumers and promoting the products (Allison, 1999). Additionally, marketers often agree that having a visually appealing image, colour, or design will help them outperform competitors in the marketplace by setting their product apart (Kahn & Deng, 2010).

Furthermore, because it aids in forming a specific perception of a brand in the minds of consumers, visual stimuli function as a silent salesperson (Valberg, 2005). Henderson et al. (2003) have made the same claim. As a result, even in the absence of any verbal cues pertaining to the brand that need to be transmitted to the customers, the visual stimuli produced by a certain brand give the target consumers a sense of quality. According to Lindstrom (2005), eyesight is entirely dependent on light. A well-designed lighting arrangement in relation to a specific brand or store can create good moods and positive feelings in customers.

This was further clarified by Ackerman (1990) in his research, which found that lighting plays a crucial role in helping consumers gain a comprehensive understanding of a brand because the stimulation provided by the sense of vision is stronger than that of other stimuli. A vast amount of research on vision has been conducted (Krishna, 2012), and it has been discovered that the sense of sight is primarily used in over 80% of commercial and shopping communications (Hulten, 2013; Jayakrishnan, 2013; Lindstrom, 2005). According to research by Krishna et al. (2012), of the five senses that consumers can use to form well-informed opinions, sight is the most important one.

The study conducted by Kahn & Deng (2010) illustrates that the aesthetic response is enhanced by the visual stimulus integrated into a certain brand. Messaris (1997) underlined this point, stating that giving customers a sight-sensorial experience will help them form an emotional bond with a company. However, according to Barclays & Ogden's (2015) research, drawing in customers using visual stimuli is difficult since it depends on a variety of psychological, sociological, and demographic variables. They further emphasised that to develop a strong brand image, it is crucial to meticulously design every single component of a brand's visual cues. The organisation of a specific store atmosphere is greatly influenced by lighting.

Several academics have asserted this idea in their research. In their 2000 study, Knez & Kers discovered that customers preferred warmer, dimmer lighting over brighter lighting. Summers & Hebert (2001) illustrated the same, finding that customers frequently spend more time in front of displays with various light levels. Lighting not only attracts and grabs customers' attention but also plays a crucial part in providing visual cues that encourage them to approach and buy the goods (Areni & Kim, 1994; Summers & Hebert, 2001; Quartier et al., 2008). In addition to illumination, one of the essential visual stimuli provided by the sense of vision is colour.

Most academics in the subject contend that colour, as a visual stimulus, gives an object the intensity and distinction it needs to stand out from the crowd (Schiffman, 2001). Barclays et al. (2015) discovered that, of all the stimuli a marketer may produce for a certain brand regarding visual cues, colour has a major effect. Additionally, colour is acknowledged as one of the most sensitive visual stimuli due to its association with the culture, religion, and other factors of the target audience, as well as its propensity to evoke feelings and emotions (Gorn et al., 1997).

Almost every brand uses sight, which is considered to be the most enticing sense. Visual elements are very important in grabbing the viewer's interest and creating an impression. In this manner, the visual identity of the product is brought out through its appearance and all associated ads, drawing in customers. If the promotional activity is able to evoke strong feelings in the consumer, it may do so by either reminding him of something he has been missing for a while or by making a connection to an experience the consumer is already connected to, such as childhood, college, religion, or other rituals. Rieunier (2000) outlines several visual variables that can have a significant impact on a business environment, including colours, materials, lighting, layout (space), and cleanliness.

"The choice of colours and forms in the conception of a product, the layout of a point of sale, the realisation of promotion campaigns are key factors of success (or failure), well understood by marketers" (Valenti, 2008). Essential design elements like colour and appearance are included in sight. Colour is really important in this situation.

From person to person, and from location to place, colour also matters. Employing selected colours in a specific location for a particular product in a certain industry has a high probability of attracting clients, allowing for the satisfaction of global competitiveness. The product's visual identity draws in customers through its appearance and all associated promotional activities and commercials. If the promotional activity is able to evoke strong feelings in the consumer, either by reminding him of something he has been missing for a while or by making a connection to an experience to which the client is already emotionally invested. Consumer behaviour can also be influenced by visual signals.

Auditory (hearing)

One of the most significant ways that consumers are stimulated is through their sense of hearing. A significant number of well-known brands in the market are linked to sounds or musical cues (Krishna, 2012). Of the five senses, sound—which can take the form of speech, music, melody, and other elements—is considered to be one of the most useful for communication. Positive brand success can result from using sound to communicate with customers and giving them a distinctive auditory experience (Spence, 2012).

In addition to the significance of sound in connection to a brand's jingle, advertising, or communication, the majority of shops in the modern world rely heavily on it. According to Soars (2009), sound has a significant impact

on drawing customers' attention to a specific brand. Customers are drawn in by sound, but it also carves out a special place in their imaginations for a brand, supporting its positioning process (Klink, 2000). Ultimately, the conclusion is that music can be identified as a potent instrument for conveying a certain message to the audience and eliciting a favourable attitude and emotion. In the end, that upbeat atmosphere setting helps establish an emotional and lasting bond with the customers. The results of the study show that human ears can detect frequencies ranging from 16 to 2800 cycles per second (Batema, 2011). A specific brand's identity tends to emerge through the creation of a distinctive sound (Hulten et al., 2009). According to research by Kotler and Lindstrom (2005), consumers have a variety of wants, and sound has been employed in marketing quite successfully to address consumers' unconscious needs. In his research, Wallin (1991) discovered a clear connection between the perception of sound and the development of emotions.

Orbach (1999) asserted in his research that there is a correlation between human emotions and music. These emotions can be stimulated through various means, including tranquillity, excitement, fear, satisfaction, melancholy, and more. As marketers have been using sound in their tactics for a long time, this is not a new technique for them (Hulten et al., 2008). Customers' preferences, moods, and behaviours can be influenced by music, offering them an unforgettable experience while making a purchase (Alpert et al., 2005; Bruner, 1990; Gorn et al., 1993; Kellaris et al., 2001).

The tempo of the music also plays a significant role in creating different moods and feelings. Several academics have demonstrated this in their research. It was discovered that rapid or high tempo music is typically associated with happy and pleasant sensations, whilst low tempo music tends to evoke more melancholy or melancholic emotions (Bruner, 1990). According to Milliman's (1982) research, music played in a retail setting has the power to influence a customer's purchasing behaviour. Sometimes slower-paced music is played in retail establishments, which causes customers to shop more slowly and makes them feel compelled to make larger purchases.

The most important part is that music tends to induce a happy mood and sensation because of its psychological effect on the human brain through auditory stimulation. Eventually, customers may not realise that they have been in the store for a long time (Milliman, 1982). However, research shows that sound and hearing play a crucial role in fostering a favourable attitude and sentiment among customers toward a specific brand.

The hotel industry is unquestionably the industry of relationships par excellence because effective relationships are built on the foundation of harmonious and functional communication between parties, and effective communication between people requires hearing. The hotel turns into a sizable stage filled with sounds that each visitor will identify, categorise, incorporate, and assign meaning to. When the guest's brain receives sound signals from his or her surroundings, it begins comparing them to sounds stored in auditory memory. Based on this

comparison, the guest's brain assigns meaning to the sounds, which in turn influences behaviour and decision-making. The visitor will be alerted and reminded by those familiar noises.

(Anıl Değermen Erenkol, 2015) Customers' preferences for restaurants are primarily influenced by their auditory sense. Taste, touch, sight, and smell come in order of preference for restaurants chosen by customers, with hearing coming last. Restaurants with gentle music provide a cosy atmosphere that makes patrons feel encouraged and increases sales. Additionally, it's likely that patrons will spend more money and time there. Conversely, loud music with quick beats will cause patrons to leave the restaurant earlier and spend less time there.

Krishna (2012)Captivating music played in restaurants, shops, or hypermarkets has the power to affect customers' moods, how long they actually spend there, and how much time they were meant to spend there.

Gustative (taste)

Taste is a very personal and subjective aspect. Studies have indicated that marketers must come up with a novel approach to provide consumers with flavours that set them apart from rivals. Taste is the component with the highest experiential component. One of the sensory signals used to identify food product flavours and gauge one's likelihood of liking or disliking a certain product is taste (Wansink, 2003).

The sensation of taste is solely relevant for food items, hence it plays a relatively limited function in providing customers with a memorable sensory experience. Even in this limited context, customers' food preferences are mostly determined by their sense of taste. When combined with other sensory brand characteristics, taste becomes an effective implementation. According to Bailey and Nichols' (1988) research, the sense of smell and taste go hand in hand. Additionally, they discovered that flavour had a greater influence on female consumers than male consumers.

Although most academics have overlooked flavour in their research, taste is recognised as a crucial component in the decision-making process when choosing foods (Wansink, 2003). According to a study by Klosse et al. (2004), it is crucial to appeal to other senses in a positive way in order to satisfy and draw in clients based solely on taste. It is demonstrated that in order to draw in more consumers, fast food restaurant operators nowadays use taste differentials for various products sold under different labels and create creative menu items.

A hotel or any other corporate entity can also be branded using one's sense of taste. Taste can be a crucial factor in establishing an organisation's identity in the highly competitive global market, as some flavours are exclusive to certain regions. Small and medium-sized hotels can establish their brand by employing well-known recipes from the area. The locals will become loyal to the hotel because they are already familiar with it from their culture and ancestry. Once it gains popularity there, it may be transferred to other adjacent locations, allowing them

to build their brand and develop an emotional bond with their clientele.

Taste is perceived by humans through taste receptor cells located on the tongue. The five main flavours are umami, which is a savoury flavour found in foods like mushrooms, soy sauce, and seafood, as well as sour, sweet, bitter, and salty. The culinary business is well-versed in and utilises local tastes, recognizing the importance of catering to regional preferences. There is an intimate relationship between somatosensory and oral senses, with research indicating a clear correlation between customers' intentions to become regulars and how they assess the quality of the cuisine. Therefore, restaurants should be explicit about what patrons can expect to manage expectations effectively. Customers are likely to evaluate the dining experience differently if they have various reasons for going, which could ultimately lead to disappointment if not met (Rupini RV and Nandagopal R, 4).

Atmospheric (smell)

According to Harrop (2007), the sense of smell is said to have the best recall. Research indicates that an odour can persist in the air even if one covers their ears, closes their eyes, or refuses to taste (Lindstrom, 2005). Vlahos (2007) identified the use of fragrances and odours for a certain brand to position itself in a unique way and to promote a product by instilling a particular mood or feeling in customers' minds as the sense of smell. Stevens (2006) noted that an individual's daily breathing occurs 20,000 times, meaning that a corporation or brand has 20,000 chances to communicate with its target audience through scent.

The human mind can distinguish over 10,000 different scents on average, enabling marketers to position their brands or firms in a distinctive way by infusing unique scents into their products (Bradford & Desrochers, 2009). Despite the challenges, a significant number of contemporary successful businesses have employed scent as a means of establishing themselves, leading to their success and giving them a competitive advantage over rivals (Bell & Bell, 2006). For example, Johnson's infant products, with their enduring signature aroma, have been incredibly successful in positioning their brands in a distinctive way.

It is acknowledged that the sense of smell is the most developed sense utilised in human communication (Bell & Bell, 2006). According to Bradford and Desrochers (2009), smell is a fundamental sense that is highly ingrained and has the ability to influence a consumer's memories and feelings about a specific brand, particularly in relation to the limbic system. Due to its tremendous recall power, this sensation can help form enduring memories and tends to evoke feelings, thoughts, and emotions associated with brands.

The majority of marketers have begun incorporating scent into their brands and retail settings due to the significant influence of this sense (Bell & Bell, 2006). Research shows that customers' favourable moods are created and their brand recall power is increased by their sense of scent. According to Bonnici (2006) and Lindstrom (2005), smell is a crucial sensory feature that provides customers with an unforgettable sensory experience and generates

three-fourths of their emotions. Mahmoudi et al. (2012) also suggest that smells have a very high recall value, are strongly associated with emotions, and have a profound effect on behaviour.

Smell has the power to instantly lift people's spirits and can be connected to both short- and long-term marketing tactics (Hulten et al., 2009). As a result, modern marketers use scent in the design and appeal of their brands to establish emotional connections with their target audience. Scent and smell can evoke significant links with memories and enhance the evaluation of a product (Herz, 2004). Memories evoked by scent or smell are often more emotionally connected than those evoked by other senses. Researchers have found that pleasant smells can improve evaluations of products and retailers.

Martin Lindstrom discusses the strengths of smell and its significance in our daily lives. Smell plays a crucial role in our experiences, as we intentionally or unintentionally sniff milk in the refrigerator before drinking it, and if we detect even the tiniest hint of smoke, we take appropriate action (Lindstrom, 2005). We use our sense of smell to select fresh food and avoid rotten ones, ensuring our safety. In a vegetable market, every fruit piece is chosen only after being sniffed for quality assurance.

Scent branding has resulted in important and fascinating developments. Scent has a unique ability to create more meaningful emotional bonds and different identities.

Smell is the only sense we have that is firmly connected to the emotional centre of the brain (Bevolo, 2011). Smell is a basic and rudimentary sense. Odours have a peculiar and shorter path to our brain once the actual molecules underlying scents are converted by the olfactory receptors in the nasal membrane, making them faster to process. Unlike vision, smell is processed in the brain first (Uchida, Kepecs & Mainen, 2006). Normally, the retina processes visual information in a hierarchical manner before sending it to other brain regions.

In terms of recall, the sense of smell clearly differs from the other senses. One scientific discovery, dating back more than 35 years, states that odours retained in memory are often significantly more persistent than those from daily experiences (Engen & Ross, 1973). Many people may encounter smells and fragrances that evoke memories from their early years. However, because visual perception is linked to short-term memory, long-term memory for a specific scenario rarely occurs in terms of vision.

Tactile (touch)

In order to provide customers with a memorable tactile experience, the sense of touch, or tactile sensory experience, is equally crucial. The feelings generated by tactile interaction between the brand or firm and a specific customer will enhance consumer engagement in-store (Barclays & Ogden, 2015). Most contemporary marketers have realised that the visual presentation of a product or brand in a store is insufficient to forge a meaningful connection with

customers. Consequently, they have begun offering consumers the chance to handle and feel products as they are displayed in the store.

Many marketing professionals argue that the physical presence of their brand in front of consumers is crucial to its success. As a result, customers cannot experience the tactile sensation of a sensory brand online. There is evidence that the tactile sensation plays a significant role in providing customers with a memorable buying experience and brings the product closer to the customer.

Because touch is associated with the largest organ in the body, studies have demonstrated that touch can be a secret weapon in building successful and enduring interactions between a consumer and a brand (Lindstrom, 2005). Similarly, it has been discovered that allowing customers to handle merchandise in the store can generate a positive experience and encourage them to make additional purchases and stay longer (Hulten, 2009; Wiggens et al., 2006). According to Lindstrom (2005), clients receive a strong signal about the freshness of the food when they feel its warmth or when there is a high temperature within an establishment on a wet day.

Appealing to customers' tactile sense will motivate them to buy (Hulten, 2013) and foster a strong bond with the brand by instilling confidence in the quality of the goods.

When purchasing specific commodities, such as clothing or electronics, people typically prefer those they can handle and feel. Touching reveals details about a product or material that simple inspection cannot, such as its weight and smoothness, significantly influencing how customers perceive and decide what to buy. For example, light and soft-textured denim is often regarded as feminine, while denim with a rough texture is considered masculine. Touch plays a significant role in helping consumers assess the quality of goods.

The primary factor driving a product's sales is its feel or touch, a reality particularly evident in the apparel industry. One of the main reasons why many people are hesitant to buy clothing online is because they are unable to touch or feel the fabric beforehand. Psychological studies have shown that customers are more likely to purchase a product after physically interacting with it, as this creates a slight sensation of ownership. Amazon, for example, initially focused solely on selling books, which eliminated the need for customers to physically handle the merchandise before purchase. Additionally, the tactile experience of touching a magazine ad's silky, smooth surface can create an emotional connection with the promoted brand.

SENSORY BRAND EXPERIENCE

Brand experience encompasses the "emotions, feelings, thoughts, and actions that are triggered by the brand-related stimuli that are a part of a brand’s identity, design, and communications" (Brakus et al., 2009, p. 32; Berry, Carbone & Haeckel, 2002, p. 254; Pine & Gilmore, 1998, p. 124; Schmitt, 1999, p. 74). This study focuses primarily on

sensory brand experience, which is a central component of the overall brand experience. Since customers perceive products, brands, and other stimuli through their five senses—smell, sound, sight, taste, and touch—sensory brand experience is considered the most essential sub-dimension of the brand experience (Hekkert and Schifferstein, 2008).

According to Bell & Bell (2007), sensory brand experience is the concept that a brand and a customer interact through all five senses. Brakus et al. (2009, p. 72) further elaborate, defining sensory brand experience as the emotions triggered by stimuli associated with a brand, including its design and identity, packaging, communications, and surroundings.

Hulten (2011) corroborates the previous definition, offering a similar perspective: sensory brand experience is the process of creating individual value through interactions with customers during the purchase and consumption journey, utilising all five human senses to craft a valuable experience and shape the brand image. Krishna (2012) adds that by engaging their senses, consumers' perceptions, decisions, and behaviours are influenced by their sensory brand experiences. These authors collectively emphasise the impact of the five senses on customers' perceptions, thoughts, and actions in defining the sensory brand experience.

Several researchers have expanded on the sensory brand experience concept by emphasising its role in building emotional connections. Lindstrom (2005) suggests that creating a sensory brand experience involves assessing and integrating various sensory touchpoints while also fostering an emotional bond between the customer and the product. Similarly, Rodrigues et al. (2011) describe the sensory brand experience as the way people respond when a company offers and delivers brands, goods, or services, engaging the five senses to evoke strong emotional responses in consumers during the buying and consumption processes.

Bakman et al. (2013) propose a novel perspective, defining the sensory brand experience as a potent driver of emotional connection by indicating a person's location and dependence. Similarly, Hepola et al. (2017) define the sensory brand experience as the comprehensive method by which consumers engage with brands, leveraging all five senses to cultivate a positive emotional bond.

A working definition for the study has been developed, as different authors and scholars have defined the sensory brand experience in different ways. It states that the process of stimulating human five senses through brand-related stimuli influences consumers in making consumption-related decisions and judgements and ultimately creates an emotional attachment towards the brand.

The value creation and delivery processes in the service industry have received ongoing attention from contemporary marketing researchers (Brembeck & Ekstro, 2004; Edvardsson et al., 2005; Gronroos and Ravald, 2009; Ratneshwar and Mick, 2005). They no longer view the service industry as merely an activity, but rather as a

means of creating value (Edvardsson et al., 2005).Customers no longer buy goods or services on their own; instead, they want to spend their money on the emotional experiences that surround the products and services (Brembeck & Ekstro, 2004; Ratneshwar & Mick, 2005).

Throughout the whole service process, every transaction that occurs with the customer must be managed in order to create and deliver value in the services sector.

Throughout the whole service process, every transaction that occurs with the customer must be managed in order to create and deliver value in the services sector. Managing the client experience is an essential task in this process (Gronros, 2008). If brands are able to give their customers an emotional experience, the encounter they have becomes increasingly memorable. Organisations create sensory brand experiences as a means of appealing to the five senses and evoking an emotional response in their target audience (Gronros, 2006).

Marketing professionals utilise multimodal branding experiences, stimulating several senses with their marketing strategies, to provide consumers with this kind of sensory experience. Hulten (2011) further distinguished that the implementation of sensory experiences in the value-generating process enhances the brand's image. Early researchers, with a different notion, that of experiential marketing, suggested that the sensory brand experience, although taking a new approach, plays a significant role in establishing attractiveness and building brand image (Holbrook and Hirschman, 1982; Schmitt, 1999).

When a specific consumer is exposed to more than one of the five human senses—taste, smell, touch, sight, and sound—they have a multisensory brand experience. This contributes to the creation of remarkable 'wow' moments that enhance customer happiness and experiences (Johnson, 2018; Lee et al., 2019). To provide their customers with multisensory experiences, the majority of firms in the retail, restaurant, and lodging industries have begun employing multisensory branding strategies (Cavanaugh, 2017; Greenwald, 2016).

Furthermore, the concept of multisensory brand experience has been acknowledged by research scholars as one of the service innovation strategies because it influences consumers' perceptions, judgments, and behaviour (Achrol and Kotler, 2012; Schmitt, 1999, 2010). This creates customer value and experiences, facilitating the process of creating customer value (Dzhandzhugazova et al., 2016; Hulten, 2011; Krishna, 2012; Smith et al., 2016). Despite disagreements among numerous research scholars in the field of sensory brand experience, Krishna et al. (2017) asserted that the multisensory brand experience is vital in technology-dominated contexts.

Sensory brand experience has been classified as an emergent notion (Elder & Krishna, 2010; Hulten, 2011; Kim & Perdue, 2013; Lindstrom & Kotler, 2012; Yoon & Park, 2012; Schmitt, 1999) due to its essential character. Studies by Schmitt (1999) and Kotler et al. (2005) have shown that consumers are inherently very loyal to brands that provide a sensory experience. This idea was further supported by Lindstrom and Kotler (2012), who pointed out

that human knowledge of everything in the world is exclusively derived from sensory experiences. Therefore, current marketers are well aware of the necessity of developing a brand's identity and image using means other than the conventional ones.

Marketers can create more precise, distinctive, and personalised brands by understanding human senses, expectations, and their potential effects on a brand (Dijrovik, 2008). Lindstrom (2005) explored the relationship between brand effectiveness and sensory appeals. Additionally, Iglesias et al. (2019) and Kumar et al. (2013) found that implementing sensory brand experiences in the service environment can increase brand equity and competitiveness. In agreement, Isaacsson et al. (2009) stated that human senses are the most effective means of accessing precise emotions rapidly.

Elder and Krishna (2010) expanded their research scope and found that consumers interpret commercials containing multisensory appeals more accurately than those with single sensory appeals. Verhoef et al. (2009) noted that customers are more likely to behave favourably towards merchants if they can offer sensory-rich experiences when interacting with the brand. Additionally, an increasing number of marketing professionals recognize sensory brand experience as a tactic for strengthening the bond between the customer and the brand.

The senses play a crucial role in our daily lives, triggering sensations that can evoke feelings or emotions through various stimuli such as images, textures, or written messages. According to Schmitt (1999), anything that captures people's attention or pleasantly surprises them—whether through sight, sound, flavour, motion, or occasion—can create a memorable experience. Multimodal brand experiences are instrumental in creating personal value and enabling customers to engage with business initiatives, thereby facilitating their purchasing and consumption activities. Hultén (2011) emphasises that when all five senses are engaged, experiences are enriched, and both customer value and brand image are enhanced.

Consumer awareness and purchasing experiences are influenced by human senses. Customers may perceive brands more favourably and have better brand experiences as a result (Hultén 2011; Costa et al. 2012; Khanna, Mishra 2012; Maymand et al. 2012; Jamaluddin et al. 2013). Consumers are exposed to a variety of distinct stimuli associated with brands when they look for, purchase, and use them. These stimuli include colours, forms, product types, backdrop design elements, slogans, mascots, and characters (Brakus et al. 2009). According to Brakus et al. (2009), these stimuli can be found in packaging and marketing communication materials like brochures, websites, and ads, as well as in the venues where brands are sold or advertised such stores and events. They can also be found in brand design and identity elements like names, logos, and signs.

According to Costa et al. (2012), customers can thus be given experiences and have their reactions amplified through the employment of their senses. Customers' brand experiences are enhanced by exposing them to all of

these stimuli, strengthening brand personality, interest, preference, and loyalty (Brakus et al., 2009; Krishna, 2010; Maymand et al., 2012). This is according to Schmitt (1999) and Hultén (2011).

HOSPITALITY SECTOR AND SENSORY BRANDING

In addition to reflecting how people live in cities, travel, work, and coexist with nature, modern hotels also help people's imaginations. With its architecture, views, and other features, modern hotels provide their visitors with more than just a place to sleep. It is not necessary to reserve a tidy and comfortable room when staying at a hotel. More than that is represented by hotels. A hotel stay is an experience, an occasion, or an entity unto itself. Hotels today serve as tourist attractions with the goal of providing the best possible hotel experience for their visitors (Klumbis, 2002).

For this reason, five senses can be employed as points of reference in hotels, and a variety of aspects encourage sensory stimulation. A variety of elements, including lighting, artwork, décor, and presentation, can stimulate the eyes. Olfactory stimulation is triggered by flavours, freshness, cleanliness, and scents of food. Auditory stimulation includes sound, music, silence, background music, and interpersonal talks. Flavours and food ingredients can stimulate gustatory responses (Klumbis, 2002). Agapito, Valle, and Mendes (2012) highlight in their study the significance of the sensory relationship that exists between travellers and their destinations. They also state that sensory marketing can be used in branding, design, communication, and the revitalization of tourist experiences, ultimately leading to the provision of customer satisfaction and loyalty from travellers.

Hotels and restaurants aim to evoke a particular mood in every sensory area and influence the senses of its patrons. Customers depart the establishment satisfied if the stimulating component meets or exceeds their expectations (Klumbis, 2002). Given the increasing importance of customer loyalty, the descriptive findings of this study can offer some useful insights and case studies for the travel and tourism sector.

In an effort to improve visitor experiences, hotels are putting more of an emphasis on the sensory aspects of their offerings. This is using sensory stimulus design and management to comprehend, captivate, and hold guests' attention. These stimuli ought to complement the hotel's offers and brand in addition to being aesthetically pleasing. An unpleasant stimulus can physiologically elicit unwanted reactions and memories, which may drive guests away. However, pleasurable inputs can cause the brain's pleasure centres to light up, encouraging customers to spend more time interacting with the good or service. In the end, how visitors perceive their senses greatly influences how they feel about and behave when they are in a hotel (Cruz,2016)

One of the most prominent tactics used by large markets in Northern Europe is olfactory marketing, where artificial aromas are used in bakeries to attract people passing by, increasing foot traffic. In the food industry, sight is crucial; visual cues provide an initial impression of the environment and product quality. Over time, marketers began to

incorporate sensations into their strategies.

Sensory marketing is a complex concept that involves the customer's "unconscious," including their perceptions, emotions, feelings, tastes, and preferences. This approach allows for the regulation of the atmosphere to influence customer behaviour. In the 1950s, companies primarily focused on the colours, patterns, and marketing of their products, as posters were the primary form of advertising (Kumar, 2013).

For instance, the shape and colour of the Coca-Cola bottle reminds the consumer of a woman; Starwood and Sheraton Hotels have added the scent of fig, clove, and jasmine to their establishments. (Bell, 2006): White tea taste and cinnamon were offered by The Westin and Four Points, respectively. (Bell, 2006); 5+ Sensotel uses light, music, and aroma to arouse all the senses in accordance with moods. (Bell, 2006).According to an experiment, restaurants play softer, slower music to encourage longer eating hours, which raises the average spend by 29%.

A Mexican lodge in Santa Fe uses the scent of burning sage and piñon, combined with the sensation of iced snow falling and the aroma of burning wood and heated masonry outside. Sandalwood, frankincense, reminiscent of the back corridors of Marrakech, and the entrance into another world of private containment, with spices wafting from the kitchen and melted sugars softening the edges. The concept was to create an aroma reminiscent of old books in a grand library, with wooden shelves, leather, and aged paper. Le Labo, a custom perfume designer, crafted this olfactory logo, serving as a signature scent for Le Méridien.

Heat treatment is combined with a distinctive showering experience in a spa by means of the following options:Rain—reviving after a chilly downpour, Head: Enjoy the calming sensation of warm water throughout your body. Full Body Massage: this is a delightfully energising vertical shower that is adjustable and vitalizes; Kneipp Hose: this allows you to enjoy an energising body spray; Fresh: this is a cold, refreshing mist that is sprayed all over the body. This is a tingling, revitalising, and invigorating feeling of tropical rain where you yield to the raindrops that deluge you from the shower head.

ROLE OF FIVE SENSES IN BRANDING AND CUSTOMER EXPERIENCE

The five senses, which make up the elements of sensory branding, are each briefly discussed under this subject. But first, it's important to concentrate on the idea of the visitor experience. According to Hirschman and Holbrook (1982), experience is linked to a sensory, affective, and creative approach to the product. A visitor's experience also consists of several exchanges (Jennings & Nickerson, 2006). "A tourist experience is a past personal travel-related event strong enough to have entered long-term memory," claims Larsen (2003). According to Andersson (2007), the intersection of tourism production and consumption is the visitor experience. "The subjective mental state felt by participants can be described as the experience of tourism" (Otto & Ritchie, 1996).

Taking into account all of these categories as well as the research's focus, sensory stimuli are one of the components that make up an experience. Vision is the first sense discussed in this situation. Since vision is the primary sense, it is possible to argue that visual cues like colour, lighting, graphics, and interior design affect consumers' decisions about what to buy and how much of it they consume (Hultén, 2017). It resulted from elements including lighting, artwork, visual stimulation, decoration, and presentation (Özgür Saribas and Demir, 2022).

Because of its influence on the limbic brain system, smell is one of the most persuasive senses for customers when making judgements about what to buy and how loyal to a brand they are (Jayakrishnan, 2013). Customers are more likely to make future reservations at the same hotel if the scent leaves a favourable impression on them (Krishna, 2013). The aroma of white tea is distinctive to the Westin Hotel. The lobby of the Four Seasons Hotel in Buenos Aires greets guests with their unique scent, "Bayo," which symbolises the richness of Argentina's ecosystem. The scents of the Mandarin Oriental group change depending on the person's identity and environment. Numerous other hotels, such the Ritz Carlton and Hotel Vermont, have their own distinctive scents that provide guests with an unending sensory experience.

The sense of taste plays a crucial role in our lives, varying not only between individuals within the same culture but also across different cultures (Bourezak & Nouri, 2017). Studies suggest a strong link between purchasing intentions and the perceived quality of food options (Rupini & Nandagopal, 2015). Restaurants and hotels capitalise on this by offering unique and memorable culinary experiences, creating lasting impressions on their patrons. In some cases, lodging establishments can even secure patents for their meals if they have a "Signature dish" (Nagarjuna & Sudhakar, 2015). By carefully crafting their menus to evoke a variety of tastes, businesses can create an ambiance that resonates with customers and sets them apart (Nair, 2013).

Ambience and music in dining venues, retail stores, and accommodations can significantly impact customers' moods. Sound can influence the amount of money perceived to be spent, the perception of time, and the actual time spent at a location (Krishna, 2012). According to Curruz (2016), who focuses on experiential hospitality and neurohospitality, hotels can be likened to a grand stage with numerous voices that guests must identify, categorise, integrate, and define. The sounds guests hear can trigger memories and comparisons, influencing their behaviour and decision-making processes.

The tactile experience, or the sense of touch, can significantly influence sales. Studies in psychology suggest that people who physically touch items are more likely to purchase them, often experiencing a sense of ownership or attachment (Rupini & Nandagopal, 2015). This desire for tactile interaction is prevalent in both consumer and industrial products. In the hospitality industry, particularly in five-star hotels, the importance of touch is evident. Hotels enhance the tactile experience for guests through their furnishings, amenities, and equipment. A comfortable bed, plush couch, soft towels, and other tactile elements contribute to a memorable stay and demonstrate the hotel's

commitment to guest satisfaction (Jamaluddin et al., 2013).

METHODOLOGY

AIM:

To determine how sensory branding elements influence branding experiences in the Indian hospitality industry.

OBJECTIVE:

To examine the connection between sensory branding and brand experiences in the Indian hospitality industry.

To study how sensory branding elements influence customer perceptions of brands in the Indian hospitality industry.

HYPOTHESES:

H1- There would be a significant relationship between sensory branding elements (such as sight, sound, smell, taste, and touch) and brand experience in the Indian hospitality industry.

H2- There would be a significant relationship between sensory branding elements and customer perceptions of brand uniqueness and differentiation in the Indian hospitality industry.

SAMPLE:

The study included 120 individuals (N=120) who were between the ages of 18 and 60 who lived in urban settings. During the data collection procedure, convenience sampling—which involves selecting participants from the population that is most accessible to the researcher—was employed. This method's goal was to improve the sample's representation for the study by broadening the participant pool's diversity, reaching a wider age range, and differences in experiencing hospitality by different industries.

RESEARCH DESIGN:

The study adapted correlational design.

SURVEY RESEARCH AND DATA COLLECTION:

A 25-item online survey to people who have encountered hospitality from Indian industries was administered. The method used to select the responders was "convenience sampling". There are two sections to the questionnaire. There are four demographic questions in the form's first section. There are 25 questions in the second section that look at the connection between "sensory branding and branding experience." The research informed the modifications made to the questions. The studies of Yoo et al. (2000), Uddin (2011), Sthapit (2013), Song et al. (2015), Tosun et al. (2015), and Zarantonello & Pauwels-Delassus (2016) were the basis for the list of questions. Every question was scored on a 5-point Likert scale.

PROCEDURE:

Throughout the investigation, an online convenience sample survey was employed. Participants voluntarily completed the survey, which asked questions about brand experience, sensory branding, and demographics. The form was distributed to participants via a number of internet platforms. In compliance with ethical guidelines, informed consent was acquired and data confidentiality was maintained. Statistical analysis was performed after data collection to examine correlations between variables.

STATISTICAL ANALYSIS

The results obtained were examined using the SPSS (Statistical Package for the Social Sciences) software tool. The analysis was done in two stages: first, the descriptive statistics of the data were computed using the sample mean and standard deviation, and then the inferential statistics were inferred by correlation.

DATA ANALYSIS AND INTERPRETATIONS

TABLE 1: shows the correlation results

Variables	Mean	Std. Deviation	Sensory Branding	Branding Experience
Sensory Branding	54.6218	5.80472	1	.375**
Branding Experience	20.2521	5.00884	.375**	1

The study seeks to examine the impact of sensory branding on brand experience in Indian hospitality industries. Table 1. shows that Branding Experience, with a means of 20.2521 and a standard deviation of 5.00884, captures consumers' overall experiences with a brand, Sensory Branding, with a mean of 54.6218 and a standard deviation of 5.80472, indicates the degree of sensory appeal a brand possesses. There is a positive association between the two variables, as indicated by the correlation coefficient of 0.375 between sensory branding and branding experience. This implies that Branding Experience grows stronger in conjunction with Sensory Branding and vice versa. This link is noteworthy since it is statistically significant at the (p=0.01) level (2-tailed). This important study emphasises how important sensory components are in influencing consumers' perceptions and experiences of brands in general. This positive link implies that consumers' entire Branding Experience tends to improve in line with the level of Sensory Branding. In a similar vein, higher degrees of branding experience reported by customers are frequently associated with a better sense of sensory appeal for the brand.

These findings suggest that the Indian hospitality industry may be able to improve consumer brand experiences by utilising sensory branding techniques. Through the implementation of sensory appeal enhancement strategies, such

as captivating sights, alluring scents, or unforgettable sounds linked to their brand, businesses can potentially exert a beneficial influence on consumers' attitudes and opinions toward their offerings. On the other hand, companies that provide excellent overall experiences might benefit from utilising sensory cues even more to strengthen and magnify these favourable perceptions. In summary, the correlation study highlights the ways in which consumers' brand experiences and sensory branding interact, providing opportunities for strategic differentiation and market involvement.

CONCLUSION

There is a strong positive correlation between sensory branding features and brand experience, according to the study's findings on sensory branding in the Indian hotel sector. The correlation research showed that customers' total branding experiences rise in parallel with sensory branding, and vice versa. The aforementioned results highlight the significance of sensory branding in shaping consumer attitudes and encounters in the Indian hotel industry. Hospitality companies may improve brand experiences and build closer relationships with their target audience by deliberately including sensory aspects like sight, sound, smell, taste, and touch into their branding strategies.

According to the findings, companies in the Indian hospitality sector can use sensory branding strategies to set themselves apart from the competition and enhance customer perceptions. Businesses may give their customers immersive and unforgettable experiences by carefully combining sensory components like sight, sound, smell, taste, and touch into their branding initiatives. Improved brand differentiation, higher consumer happiness, and eventually higher brand loyalty can result from this.

The correlation study on sensory branding in the Indian hotel sector has wide-ranging consequences for a number of stakeholders, including companies, customers, marketers, and researchers. By crafting distinctive sensory experiences that connect with their target audience, businesses can carve out a unique position in consumers' minds and establish a competitive advantage. Sensory branding is a great way for hospitality businesses to stand out from competitors in the market. This can be especially helpful in a crowded market where standing out is essential to success. Consumers can be effectively informed about a brand's identity, personality, and values by marketers through the use of sensory branding.

Marketing professionals may develop unified and captivating brand experiences that connect with their target audience by coordinating sensory cues with brand positioning and message. Over time, this can aid in increasing trust, affinity, and brand awareness. By engaging the senses and fostering special moments, sensory branding improves the whole hospitality experience for customers. Sensory cues enhance the immersiveness and pleasure of a dining experience for patrons, whether they come from the feel of a dish, the perfume of a restaurant kitchen, or the ambience of a hotel lobby. Increased pleasure and brand loyalty may result from this.

Subsequent investigations may go deeper into the variables that drive sensory preferences, the potency of certain sensory signals, and the effects of cultural variances on sensory branding tactics. This could improve our comprehension of how consumers behave and help us develop branding campaigns that are more focused and effective.

LIMITATIONS

Although the correlation study on sensory branding in the Indian hospitality sector offers insightful information, it is important to recognize some limitations that can affect how the results are interpreted and applied more broadly. The participants were chosen by convenience sampling, which has the potential to introduce prejudice into the sample. There could be a bias in the sample since those who freely filled out the online survey can differ from those who did not in terms of traits or preferences. Self-reported replies from participants in the online survey provided the basis for the data collection; nevertheless, these responses could have been skewed by social desirability bias or memory errors. There could be inconsistencies in the data because participants might have answered questions based more on their imagined experiences than on their real experiences. A cross-sectional design, which gathers data at a single point in time, was used in the correlational investigation. It is not possible to establish causation or temporal correlations between sensory branding elements and brand experience, despite the fact that this design makes it possible to examine relationships between variables. Potential confounding variables that could affect the link between sensory branding and brand experience were not taken into consideration in this study. Although they potentially affect customer views and experiences, factors including pricing, location, service quality, and competition actions were not taken into account in the investigation. Although the study was centred on the Indian hospitality sector, it did not specifically explore regional and cultural variances within India. Further research is necessary since branding methods and sensory preferences might change greatly between different cultural contexts and geographical areas.

In order to interpret the results of the correlation study on sensory branding in the Indian hotel sector and guide future research endeavours, it is imperative to recognize these constraints. By tackling these constraints with strong research designs, varied sampling strategies, and all-encompassing data processing approaches, the validity and dependability of research findings in this field can be improved.

FURTHER RESEARCH

Additional investigation into the topic of sensory branding in the Indian hospitality sector offers a number of opportunities to fill in current knowledge gaps and broaden our expertise. Examine how India's regional and cultural variances affect consumers' sensory preferences and reactions to branding cues. More focused and culturally appropriate marketing campaigns can be developed by having a better understanding of how cultural variables affect sensory branding tactics and consumer perceptions. While out longitudinal research to investigate the effects

of sensory branding over time on consumer loyalty, brand perceptions, and revenue growth in the Indian hospitality industry. Monitoring alterations in consumer conduct and brand results over an extended period can yield significant understanding of the endurance and efficacy of sensory branding tactics. Examine how new technologies can improve sensory branding experiences in the hospitality sector, including augmented reality (AR), virtual reality (VR), and sensory marketing tools. Examine the ways in which immersive technology can be applied to produce interactive, highly engaging sensory experiences that appeal to customers. Examine how sustainability programs, ethical standards, and sensory branding relate to the hotel sector. Examine how companies may improve brand authenticity, social responsibility, and environmental stewardship by incorporating sustainable practices and ethical values into their sensory branding strategy. Scholars may further our understanding of sensory branding in the Indian hospitality sector and help build evidence-based solutions that improve client experiences, foster brand loyalty, and support sustainable business practices by focusing on these research areas.

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