

The Impact of Sensory Marketing on Consumer Behavior in KFC Restaurants in Erbil City – Kurdistan Region of Iraq

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Abstract – Sensory marketing is an innovative marketing technique that uses customers' five senses to create a memorable experience and influence their decision-making process. This research aims to investigate the impact of sensory marketing on consumer behavior in KFC restaurants in Erbil city of Kurdistan region of Iraq. Based on the nature of the research and the objectives it seeks to achieve, the descriptive analytical approach has been relied upon. In this research quantitative method was used through questionnaires to collect data and the target samples were 140 customers who were chosen as participants of the research through simple random sampling in all three KFC branches in Erbil city. The data has been analyzed using the SPSS V.26 program and hypotheses were tested using the help of several statistical methods, the correlation coefficient, and multiple linear regressions to measure the strength of the linear relationship and the impact between the two variables of sensory marketing and consumer behavior. The results of the research mainly showed that sensory marketing has a strong relationship with consumer behavior. Additionally, the results revealed that sensory marketing has a positive and significant impact on consumer behavior.

Keywords – Sensory Marketing, Consumer Behavior, KFC Restaurants, Erbil City, Kurdistan Region of Iraq

1 Introduction

One of the creative methods that give the consumer the opportunity to perceive and experience the goods and services is sensory marketing, which is a marketing-oriented experience. Researchers have become interested in the field of sensory marketing, and during the past few years, there has been a considerable uptick in publications in this area. Consequently,

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both the academic and marketing communities are becoming increasingly interested in sensory marketing. The subject of sensory marketing, however, is enormous and extremely diverse, beginning with studies focusing on senses and their integration (Krishna, 2012). Moreover, Krishna *et al.* (2016) discuss the use of sensory marketing in advertising; they discuss the use of one sense to impact the other senses and how those senses interact. Balaji *et al.* (2011) analyzed how sensory marketing influences consumer behavior they believe that utilizing customers' senses of sight, sound, smell, touch, and taste is the aim of sensory marketing (Shabgou & Daryani, 2014). One strategy for connecting with customers and providing an experience is to take into account their senses. In reality, marketing-produced stimulants are first detected by the senses, and perception is attained by interpreting these experiences (Odabaşı *et al.*, 2012).

A person's satisfaction or dissatisfaction with this perceptual process will depend on several factors. The American Marketing Association defines sensory marketing as "marketing techniques intended to seduce the consumer by utilizing senses to influence the consumer's feelings and behaviors." The notion of "sensory marketing" was developed as a result of stimulants targeting all, some, or any of the five senses (sight, hearing, smell, taste, and touch) trying to impact consumers' emotional and behavioral tendencies, sensory marketing has an effect on the consumer's senses, which also have an impact on their perception, judgment, and action (Krishna, 2012). The fundamental goal of sensory marketing is to directly communicate with the consumer's brain in order to pique curiosity, lure the customer to buy that specific product, and establish a link between the customer and the product (Costa *et al.*, 2012). When compared to the past, however, this unique marketing strategy has left customers feeling more confused, dissatisfied, tired, and skeptical. Because they are so crucial to developing brands, the five senses are a major contributor to the market's ever-growing number of brands. Consumer buying behavior is the culmination of a consumer's attitudes, interests, intentions, and choices regarding their market behavior when making a purchase of a good or service. Anthropology, psychology, sociology, and economics are social science disciplines that are used to investigate consumer behavior. Consumer behavior is a widely researched subject. It enables businesses to comprehend how consumers choose whether to purchase their goods or services. The behavior of consumers is a topic that marketing managers are constantly curious about learning more about in order to better plan communication and advertising campaigns and messages about their goods and services (Sohail, 2023).

1.1 Statement of the problem

Many entrepreneurs do not realize the effect of sensory activities and are not able to do it, which is an effective way. So, this problem leads us to the question of how sensory marketing is. An effective way as promotional tool in order to increase the image of the store, and the customer value that will be affected consumer behavior. The purpose of this study is to understand

the current characterization of sensory marketing in KFC restaurants in Erbil city in the Kurdistan region of Iraq.

1.2 Importance of the Study

This research deals with one of the modern marketing strategies in the field of marketing management. It is sensory marketing, which can be relied upon as an alternative to traditional strategies. Which has become ineffective, especially in restaurants, due to its widespread provision of products somewhat similar. The customer is the mainstay of all organizations without exception, as it is the pivot. Its mainstay, as it occupies the thinking of those in charge of managing restaurants to obtain. He is satisfied with all methods, and here the importance of sensory marketing emerges in presenting methods. It is innovative through its five dimensions, which helps the restaurant management to meet the needs of restaurants. Although there are a number of foreign studies that dealt with sensory marketing. However, there is still a dearth of Kurdish studies that deal with this subject, so it is considered. This topic is a fertile field that needs further study to understand its various aspects, as well. It can be applied in many fields.

1.3 Research Questions

1. Is there a relationship between sensory marketing and consumer behavior?
2. Is there an impact of the five dimensions of sensory marketing on consumer behavior in the restaurants of KFC in Erbil?

1.4 Research Objectives

1. Examining the relationship between sensory marketing and consumer behavior in the restaurants of KFC in Erbil.
2. Detecting the impact of the five dimensions of sensory marketing on consumer behavior in the restaurants of KFC in Erbil.

2 Theoretical Framework

2.1 Sensory Marketing

The concept of sensation, which is defined as the various capacities perceived by humans represented by sight, smell, taste, hearing, and a touch of the various stimuli that arise from within the human body or from the outside, must first be understood before going over the various concepts of sensory marketing (Ariyanto *et al.*, 2019). As a result, it was discovered that these senses are crucial for seeing and differentiating objects because they represent the subconscious mind, which is what determines human behavior. Researchers in the field of marketing claim that there have been numerous different notions of sensory marketing. It moves in the supply direction only. After examining the relevant literature, it was discovered that all of the customers had new incentives that had an advantageous influence on their pur-

chase behavior. According to the American Marketing Association, sensory marketing is the "use of marketing techniques to move customers' feelings and influence their perceptions through their senses." In a research Latasha (2016) defined consumer behavior, and according to Perumal et al. (2021), Sensory marketing is a technique for assessing and analyzing consumers' perceptions and emotional tendencies in order to produce a product that will ultimately result in recurring business and success. Sensory marketing is defined by Krishna (2012) as "marketing that appeals to consumers' senses". And it influences how they view, choose, and prefer a product. As well as, Sadiq (2018) defines it as "a marketing technique aimed at dealing with human senses in order to affect. Hulth (2011) defines the term "sensory marketing" refers to a strategy employed by businesses to sway consumers' perceptions of the world through their use of their senses. Additionally, Lindstrom (2005) defined it as "a tactic used in marketing to draw customers to sway his five senses by providing things he would enjoy and in a form he might enjoy. Kuczamer-Kłopotowska (2017) defined it as guaranteeing their loyalty and their return to buy all forms of influencing the senses of clients and providing them with various stimuli. The premise is that customers' senses should be addressed holistically and provide them with specific experiences with the purpose of ensuring positive interactions with them.

2.2 Dimensions of Sensory Marketing

Based on the valuable research conducted and developed by (Rodaz *et al.*, 2018) and in alignment with the field of the study, it has identified a set of five dimensions including (visual marketing, audio marketing, olfactory marketing, taste marketing, touch marketing) that hold justified relevance for the context of the study. The human senses are the window through which he sees the world around him, and they represent the dimensions of the key to sensory marketing is based on a holistic approach based on how these trigger the senses in order to obtain the best response from customers. The selection of these dimensions is based on their alignment with the consensus of experts (Krishna & Schwarz, 2014; Starostová, 2017; Randiwela, 2018; Hussain, 2019; Abdolmohamad Sagha *et al.*, 2022) and their comprehensive representation in the field of the study.

2.2.1 Visual marketing (through the sense of sight)

The sense of sight is considered one of the most essential and vital senses in the human body. Visual stimuli play a significant role in influencing consumer behavior. According to Lwin *et al.* (2018), visual cues such as color and shape can elicit specific emotions and attitudes toward a product. For example, warm colors such as red and orange can evoke excitement and stimulate the appetite, while cool colors like blue and green can create a sense of calmness and relaxation. Similarly, the use of different shapes and patterns can elicit different responses, with round shapes and curved lines being associated with softness and comfort, while angular shapes evoke a sense of strength and power.

2.2.2 Audio marketing (through the sense of hearing)

The sense of hearing also has a significant impact on consumer behavior. Various studies have shown that background music can influence the perceived value of a product and the likelihood of purchase (Hargreaves *et al.*, 2008). For example, fast-paced music can create a sense of urgency and encourage consumers to make quick decisions, while slow and mellow music can create a more relaxed and enjoyable shopping experience. In addition, using sounds that mimic the sound of a consumption experience, such as the sound of a beverage being poured or the crunch of a snack, can enhance the appeal of a product and stimulate the desire to consume it (Spence *et al.*, 2014).

2.2.3 Olfactory marketing (through the sense of smell):

The sense of smell is one of the human senses, and it is more powerful than the sense of taste. Scents have a significant impact on the marketing of many products, but the studies I have dealt with recently appeared, which proved that there are strong connections between the olfactory region and parts of the brain. Responsible for emotions and motivation (Kuczamer-Kłopotowska, 2017). Studies show that olfactory stimuli not only improve memory and mood but also affect mood behavior and decision-making (Haase & Wiedmann, 2018). Olfactory memory plays an important role in coding smells throughout a person's life, where information related to smells is gathered to record it in a specific part of the brain that is responsible for identifying the smell based on memories and emotions (Ifeanyi-chukwu & Peter, 2018). As well as, the sense of smell is the most important famous in the food and restaurant industry, through which it is easy to reach customers. Kumar & Delhi (2016) concluded that there is a positive effect of olfactory marketing on customer behavior and repeatability in visiting restaurants and retail stores.

2.2.4 Taste marketing (through the sense of taste)

Touch tactile stimuli can also have a significant impact on consumer behavior. The texture, weight, and shape of a product can affect consumers' perception of the product's quality and value. For example, a heavier product might be perceived as more luxurious and of higher quality, while a lighter product may be seen as more affordable and casual (Hagtvedt & Patrick, 2008). Additionally, the use of soft or rough textures can evoke different emotions, with soft textures creating a sense of comfort and warmth, while rough textures can create a sense of ruggedness and durability (Spence *et al.*, 2014).

2.2.5 Touch marketing (through the sense of touch)

Tactile marketing relates to the sense of touch, which is defined as "a means used to control Customers' sub-consciousness and influence their tastes and perceptions in order to form emotional bonds between products and customers" (Ifeanyi-chukwu & Peter, 2018). The senses are least used, even though the skin is the largest organ in the human body man and it consists of elements that have a large representation in the cerebral cortex, it

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can maintain physical connections with the world around us and get to know things so they can through this sense influence the purchasing behavior of customers (Kumar, 2013). This may be one of the reasons for the decrease in sales of products made through the Internet, where customers are not able to see and touch the products and make sure of their quality (Krishna, 2012), and a study by Latasha (2016) indicated that the hand is the link between the human mind and the outside world and has a major role in restaurants through it, a person touches foods, weighs them, and knows their temperature.

2.3 Consumer Behavior

It is a significant objective that all firms of any kind and size aim to achieve, especially in light of the rapid advancement of technology, the encroachment of new organizations into existing markets, the growth in the number of businesses in a given industry, and the escalating rivalry between them, all of this resulted in increased efforts on the part of businesses to maintain their customers as the foundation of their success. A rise in customer satisfaction is linked to a shift in customers' behavior for the better, the worldly client also exhibits a series of behaviors that reflect the organization's condition and the degree of happiness attained; among these behaviors are how frequently they make purchases or visit, how often they recommend the business, and how loyal they are to it (Kotler, 2000; Oliver, 2014). Due to its distinctive characteristics, wide distribution, quick impact on its surroundings, and the relationship between customer satisfaction with the services provided by restaurants and their intention to return, customer satisfaction is regarded as one of the most significant challenges facing restaurants. Therefore, this portion of the research will be devoted to the idea of customer satisfaction, the likelihood that a customer will return, and a review of earlier studies that addressed the connection between these two variables. "Customers' sense of pleasure is achieved when the product compares to their actual expectations" is how customer satisfaction is defined (Hainaysha, 2016).

Additionally, Kotler (2020) described it as the joyful emotions a consumer experiences after utilizing a product that prompts recurring purchases from visits to the same location. The direction or preparation to return to the same location is what is meant by the intention to repeat the visit (Konuk, 2019). According to Mannan *et al.* (2019), "possibility of customer visitation" is another definition of the location of offering the service regularly in the re-signed", indicating the intention to make another trip, which is crucial for obtaining long-term earnings. Moreover, consumer behavior empowers companies to make informed decisions, adapt to changing circumstances, and ultimately thrive in an environment where consumer choices are increasingly diverse and discernible (Babin & Harris, 2023). Understanding consumer behavior is critical for businesses and marketers seeking to create effective marketing strategies, improve products and services, and build strong relationships with their target audiences. It is a dynamic field that

evolves along with changing consumer trends, technology, and societal values.

2.4 Dimensions of Consumer Behavior

Consumer behavior is a rapidly growing field of study. It is a broader concept that studies the consumer's reasons for choosing a product that fulfills his needs or wants. Consumer behavior is a multifaceted field that deals with the complex function of how people make decisions about product and service consumption. To understand and effectively influence consumer behavior, it is necessary to consider different dimensions. Drawing from the research by Erenkol *et al.* (2015), Dissabandara *et al.* (2019), Bhatia *et al.* (2021), and Shehata & Alaswadi (2022), and aligning with the study's focus, a set of five dimensions has been identified as pivotal in the context of consumer behavior including personal factors, psychological factors, social factors, cultural factors, and situational factors.

2.4.1 Personal Factors

Personal factors play an important role in shaping consumer behavior. They encompass a wide range of individual characteristics that influence how consumers interact with the market and make purchase decisions (Hexian, 2023). Understanding these personal factors is essential for businesses to effectively adjust their marketing strategies. Personal factors refer to individual characteristics that affect consumer behavior, such as age, gender, income level, occupation, lifestyle, personality, and self-concept. These factors influence the way consumers perceive products and services and their buying decisions (Kotler, 2017). Personal factors help marketers create targeted marketing campaigns, develop products that meet specific needs, and build brand loyalty (Oke *et al.*, 2016). Furthermore, as consumer preferences change over time, businesses must continuously analyze and adapt these personal factors to compete in the marketplace.

2.4.2 Psychological Factors

Psychological factors are fundamental elements that guide consumer behavior and decision-making processes. These factors are deeply rooted in the human psyche and play an important role in shaping how people perceive, evaluate, and respond to products and services (Vainikka, 2015). Psychological factors refer to the mental processes that affect consumer behavior. They include perception, motivation, learning, beliefs, attitudes, and emotions. Consumers' perceptions of products and services are shaped by their past experiences and beliefs. Their motivations to buy a particular product or service are influenced by their needs and desires (Solomon, 2019). Psychological factors allow marketers to create persuasive messages, design effective advertisements, and develop products and services that align with consumer needs and wants. Additionally, understanding the interplay between these factors can help businesses anticipate and respond to changes in consumer behavior over time (Revella, 2015).

2.4.3 Social Factors

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Social factors are external influences on consumer behavior that originate from interaction with different social groups and networks. These factors have a significant impact on people's purchasing decisions and preferences (Axsen & Kurani, 2012). In addition, social factors refer to the influence of family, friends, and other groups on consumer behavior. Social factors include social class, reference groups, family, and culture. Consumers are influenced by the behavior and opinions of their reference groups and social networks. For instance, a person may be influenced by their family members or friends to purchase a particular product or service (Schiffman *et al.*, 2010). The influence of social factors on consumer behavior is critical for businesses seeking to develop effective marketing strategies and build relationships with their target audiences (Payne & Frow, 2016). By understanding how people are affected by their social environment, companies can better respond to the needs and preferences of their customers.

2.4.4 Cultural Factors

Cultural factors are a fundamental part of consumer behavior and play a fundamental role in shaping people's attitudes, values, and preferences. These factors are deeply embedded in society and have a significant impact on how consumers perceive products and services (De Mooij, 2019). Cultural factors refer to the influence of culture on consumer behavior. Culture includes values, beliefs, customs, and traditions that are shared by a group of people. Cultural factors influence the way consumers perceive products and services and their buying behavior. For example, people from different cultures have different food preferences, clothing styles, and leisure activities. These differences affect their purchasing decisions (Belch, 2014). Cultural factors are fundamental considerations for businesses that operate in diverse markets or serve multicultural audiences. Successful marketing campaigns take into account the cultural differences and values of their target demographics, ensuring that their products and services resonate positively with consumers from diverse cultural backgrounds (Kaynak & Herbig, 2014).

2.4.5 Situational Factor

Situational factors include external variables and conditions that influence the consumer's decision-making process during purchase. These factors can often be unpredictable and play an important role in shaping purchasing behavior (Bauerová, 2018). Situation factors refer to the external variables that surround a consumer during the purchase process, and they can significantly influence their buying behavior. Here are some examples of situation factors that affect consumer behavior: Time; Consumers may act differently when they are in a hurry or have more time to make a purchase. Location; Product can affect consumers' purchasing decisions. Purchase an item when they see it in a store, but may not necessarily buy it online (Kim *et al.*, 2013). Situational factors are crucial for businesses to adapt the strategies of their marketing and create optimal shopping experiences for consumers (Wirtz *et al.*, 2010). By recognizing and paying attention to these external

variables, companies can increase their chances of influencing consumer behavior and increasing sales.

3 Research Methodology

Based on the above arguments and literature and in line with the objectives of the research and its hypotheses, a model of the research was developed in which a set of variables constituting the current research were highlighted in order to get an initial perception of a set of correlation and impact relationships between the variables of the study. To systematically address the research problem and accomplish its objectives, the researcher devised a conceptual framework, illustrated in Figure (1), to depict the nature of correlation and regression between the two variables.

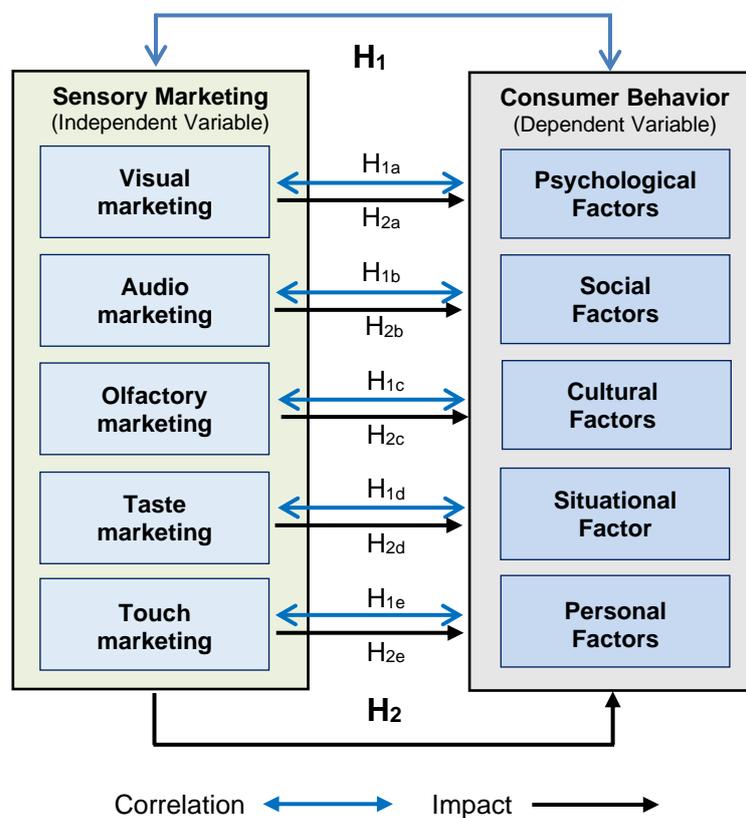


Figure 1: Proposed research model by researchers.

3.1 Research Hypothesis

From the above discussion, the research hypothesis contains two main hypotheses and each hypothesis has several sub-hypothesis based on the dimensions of the Sensory marketing.

H1: *There is a statistically significant correlation between Sensory Marketing and Consumer Behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H1a: *There is a statistically significant correlation between Visual marketing and consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H1b: *There is a statistically significant correlation between Audio marketing and consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H1c: *There is a statistically significant correlation between Olfactory marketing and consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H1d: *There is a statistically significant correlation between Taste marketing and consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H1e: *There is a statistically significant correlation between Touch marketing and consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H2: *Sensory Marketing has a statistically significant impact on Consumer Behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H2a: *Visual marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H2b: *Audio marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H2c: *Olfactory marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H2d: *Taste marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

H2e: *Touch marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).*

3.2 Data collection and sample selection

To collect data, a questionnaire was used as a quantitative method in this research. In order to achieve better results, the five-point Likert scale coded strongly disagree = 1, to strongly agree = 5 has been used in this research, which was emphasized by Robson and Newman (2014). The data used to achieve the objectives of the research, the data sample was collected through questionnaires in two languages (Kurdish, and English). This research used questionnaires to collect data and the target sample was 140 customers who were chosen as participants of the research through simple nonrandom sampling in all three KFC branches in Erbil city.

3.3 Data analysis tools and measurements

In order to be able to choose the appropriate method of analysis, the level of measurement should be understood. The data has been analyzed with the help of several statistical methods, the Statistical Package for Social Sciences SPSS 26.0 has been used to perform descriptive, frequency, and reliability analysis, as well as the correlation coefficient as a measure of the strength of the linear relationship between the two variables of sensory marketing and consumer behavior, and multiple linear regression was used to conduct statistical data analysis and hypothesis testing.

3.4 Reliability Measurement

The reliability measurement has been conducted for this research. Questionnaire reliability means that the questionnaire test gives the same results if it is re-applied under the same situation. Reliability was measured by extracting the correlation coefficient between the items of the questionnaire. For that reason, the analysis of reliability by using Cronbach's alpha method has been applied. The results are acceptable when the value of Cronbach's alpha is equal to or greater than (0.70), and the reliable measurement of the results of this research is shown in Table (1). The results revealed that the highest value of the reliability coefficient by Cronbach's alpha method was the level of variables recorded for the sensory marketing variable, which was (0.997). The highest value of the reliability coefficient by Cronbach's alpha method at the dimensional level was for the Taste marketing variable and was recorded (0.993). Nevertheless, Social Factors with a reliability coefficient of (0.952) recorded the lowest value of the reliability coefficient by Cronbach's alpha method. Moreover, for the overall indicator level and for all the questionnaire's (25) items, the value of the reliability coefficient was (0.992).

Table 1: Reliability measurement through Cronbach's alpha method

Variables	Dimensions	Number of Questions	Reliability Value
Sensory marketing	Visual marketing	3	0.970
	Audio marketing	3	0.971
	Olfactory marketing	3	0.973
	Taste marketing	3	<u>0.993</u>
	Touch marketing	3	0.975
Sensory marketing		15	0.995
Consumer behaviour	Personal Factors	2	<u>0.966</u>
	Psychological Factors	2	0.964
	Social Factors	2	<u>0.952</u>
	Cultural Factors	2	0.957
	Situational Factors	2	0.955
Consumer behaviour		10	0.997
Overall Questionnaire		25	0.992

Source: Prepared by researchers.

4 Results and Discussion

4.1 Demographic Data

Demographic data of the participants have been collected from different aspects based on the research area and the results are summarized in Tables number 2, 3, 4, 5, and 6. There are 114 (81.4%) male participants and 26 (18.6%) female participants among the 140 samples collected in the KFC restaurant in Erbil.

Table 2: Demographic data: Gender

Gender	Frequency	Percentage
Male	114	81.4
Female	26	18.6

Source: Survey Calculation.

In addition, the age distribution of the participants shows that 101 (72.1%) of them are Under 30 years old, which shows the majority of the respondents, while only 31 (22.1%) of them are, From 31 - 40 followed by 7 (5.0%) of them aged from 41 to 50, as well as 1 (0.7%) of respondents aged over 50 years old.

Table 3: Demographic data: Age

Age	Frequency	Percentage
Under 30 years	101	72.1
From 31 - 40	31	22.1
From 41 - 50	7	5.0
Over 50 Years	1	0.7

Source: Survey Calculation.

Moreover, regarding the respondents' educational backgrounds, it can be noticed that 27 (19.3%) of the respondents have a high school, while just 80 (57.1%) of them have a Bachelor's degree and 22 (15.7%) the participations are a diploma degree, as well as 5 (3.6%) of respondents, have master degree, and 6 (4.3%) have Ph.D.

Table 4: Demographic data: Educational Level

Educational Level	Frequency	Percentage
High school	27	19.3
Bachelor	80	57.1
Diploma	22	15.7
Master	5	3.6
Phd	6	4.3

Source: Survey Calculation.

Besides, according to the participants' monthly income, 63 (45.0%) monthly income between 250-450 Iraqi Dinar (IQD), which display the majority of the participants, while those with between 451-650 monthly income are 27 (19.3%) participants, similarly, those with more than 651-850 are 29 (20.7%) participants, followed by 21 (15.0%) participants between 851-1,500,000.

Table (5): Demographic data: monthly income

Monthly income in IQD thousands	Frequency	Percentage
250-450	63	45.0
451-650	27	19.3
651-850	29	20.7
851-1,500	21	15.0

Source: Survey Calculation.

4.2 Correlation Analysis

To approve or reject the hypotheses (H1 to h1f) Pearson correlation is used. Hypothesis number one states that "There is a statistically significant The Impact of Sensory Marketing on Consumer Behavior in KFC Restaurants in Erbil City – Kurdistan Region of Iraq

correlation between Sensory marketing and Consumer behavior in KFC restaurant in Erbil ($\alpha \leq 0.05$). The outputs of the SPSS 26 analysis are shown in Table (7).

Table 7: The correlation between between sensory marketing and consumer behavior.

Correlation	Consumer behaviour	Sig. (2-tailed)
Sensory marketing	0.984**	0
**. Correlation is significant at the 0.01 level (2-tailed).		
N=140		

Source: Output of SPSS.

As represented in Table (7), the correlation coefficient between Sensory marketing and Consumer behavior is statistically significant and direct ($r=0.984$, $p<0.01$), the value of this correlation is also strong. The level of sensory marketing is high and this result is consistent with the results obtained by (Muhammad *et al.*, 2021). As a result, hypothesis number one (H1) is accepted which states that there is a statistically significant correlation between sensory marketing and consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$). Therefore, the results showed that sensory marketing has a strong relationship with consumer behavior. Though, this does not imply causality that the high provision of sensory marketing is highly correlated with consumer behavior. Nevertheless, sensory marketing is not the cause of consumers, which means that there is a possible connection that may need to be investigated further. A correlation factor may be found to prove that there is a causal factor between these two factors. Regarding the correlation between the dimensions of sensory marketing and consumer behavior, Table (8) shows the results.

Table 8: The correlation between between sensory marketing and consumer behavior.

Correlations	Consumer Behavior	P-value
Visual marketing	0.975**	0.000
Audio marketing	0.981**	0.000
Olfactory marketing	0.964**	0.000
Taste marketing	0.968**	0.000
Touch marketing	0.983**	0.000
**. Correlation is significant at the 0.01 level (2-tailed).		
Pearson Correlation		
N=140		

Source: Output of SPSS.

The analysis presented in Table (8) focuses on exploring the relationship between sensory marketing and consumer behavior. The table provides a summary of the findings derived from the analysis, highlighting six key results. 1) Visual marketing is significantly related to consumer behavior ($r=0.975$, $p<0.01$), therefore "H1a" is accepted: This finding indicates that the visual aspects of marketing, such as the visual appeal of advertisements, displays, or packaging, have a strong and positive correlation ($r=0.975$) with consumer behavior. The relationship is statistically significant ($p<0.01$), meaning that the relationship between visual marketing and consumer behavior is unlikely to occur by chance. Consequently, the research hypothesis "H1a," which presumably states that visual marketing is related to consumer behavior, is supported by the data. 2) Audio marketing is significantly related to consumer behavior ($r=0.981$, $p<0.01$), therefore "H1b" is accepted: This result suggests that audio-based marketing strategies, including background music, jingles, or sound effects, exhibit a substantial and positive relationship ($r=0.981$) with consumer behavior. The statistical significance ($p<0.01$) indicates that the relationship is highly unlikely to be a result of random chance. Consequently, the research hypothesis "H1b," which proposes that audio marketing is related to consumer behavior, is supported by the analysis. 3) Olfactory marketing is significantly related to consumer behavior ($r=0.964$, $p<0.01$), therefore "H1c" is accepted: This finding suggests that olfactory marketing, which pertains to scents or smells used in marketing strategies, has a significant and positive correlation ($r=0.964$) with consumer behavior. The statistical significance ($p<0.01$) indicates that this relationship is unlikely to occur randomly. Therefore, the research hypothesis "H1c," which posits that olfactory marketing is related to consumer behavior, is supported by the evidence. 4) Taste marketing is significantly related to consumer behavior ($r=0.968$, $p<0.01$), therefore "H1d" is accepted: This result indicates that taste-related marketing, which may involve product samples, flavors, or food quality, has a substantial and positive correlation ($r=0.968$) with consumer behavior. The statistical significance ($p<0.01$) implies that this relationship is unlikely to be a chance occurrence. Hence, the research hypothesis "H1d," proposing that taste marketing is related to consumer behavior, receives support from the analysis. 5) Touch marketing is significantly related to consumer behavior ($r=0.983$, $p<0.01$), therefore "H1e" is accepted: This finding suggests that touch-based marketing strategies, such as tactile experiences, textures, or physical interactions with products, exhibit a strong and positive correlation ($r=0.983$) with consumer behavior. The statistical significance ($p<0.01$) reinforces the notion that this relationship is not random. Consequently, the research hypothesis "H1e," which suggests that touch marketing is related to consumer behavior, is supported by the data. The results collectively demonstrate that the various dimensions of sensory marketing, including visual, audio, olfactory, taste, and touch, are significantly correlated with consumer behavior in KFC restaurants in Erbil.

4.3 Regression Analysis

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Simple linear regression has been used to confirm or reject hypotheses (H2 to h2f). Hypothesis number eight states that **"H2: Sensory marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil. ($\alpha \leq 0.05$)"**. The outputs of the SPSS 26 analysis are shown in Table (9).

Table 9: The multiple regression sensory marketing and consumer behavior.

Sensory market- ing	Unstandardized Coefficients		Standardized Coefficients	T	R Square	Sig.
	B	Std. Error	Beta			
	0.981	0.015	0.984			
A Dependent Variable: Consumer behaviour						

Source: Output of SPSS.

As shown in table (9) the value of R-Square (R^2) for sensory marketing is 0.968, which means that 96.8% of the changes in the value of consumer behavior can be explained by changes in sensory marketing, and the rest of the changes can be explained by other factors that are not mentioned in this study model. The value of Standardized Beta is 0.984, which means any change in sensory marketing by one standard deviation leads to a change in consumer behavior by 0.984, and the (t-value) of sensory marketing (64.933) is statistically significant. Therefore, hypothesis number (H2) is accepted which states that sensory marketing has a statistically significant impact on consumer behaviour in KFC restaurants in Erbil ($\alpha \leq 0.05$)." The results revealed that sensory marketing has a significant and positive impact on consumer behaviour. In this regard, the result indicates that the ultimate goal of sensory marketing can be achieved through consumer behaviour. This research also shows that sensory marketing affects consumer behaviour in relation to its role. Moreover, the effectiveness of sensory marketing on consumer behaviour is discussed below through the proposed hypothesis.

H2a: Visual marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil. ($\alpha \leq 0.05$).

Table 10: The multiple regression between Visual marketing and consumer behavior.

Dimension	Unstandardized Coefficients		Standardized Coefficients	T	R Square	P-value
	B	Std.Error	Beta			
Visual marketing	1.081	0.021	0.975	51.071	0.950	0.000

Source: Output of SPSS.

According to Table (10), the value of R-Square (R^2) Visual marketing is 0.950, which means that 95% of consumer behavior changes can be explained by the changes in Visual marketing and the rest of the changes can

be explained by other factors that are not mentioned in this study model. The value of standardized Beta is 0.975, which means any increase in Visual marketing by one standard deviation leads to an increase in consumer behavior by 0.975, and the t-value of Visual marketing (51.071) is statistically significant. It can be concluded that hypothesis “H2a” is accepted which states that, Visual marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).

H2b: Audio marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil. ($\alpha \leq 0.05$).

Table 11: The multiple regression between Audio marketing and consumer behavior.

Dimension	Unstandardized Coefficients		Standardized Coefficients	T	R Square	P-value
	B	Std.Error	Beta			
Audio marketing	0.940	0.016	0.981	60.088	0.963	0.000

Source: Output of SPSS.

As shown in Table (11), the value of R-Square (R^2) Audio marketing is 0.963, which means that 96.3% of consumer behavior value changes can be explained by the changes in Audio marketing and the rest of the changes can be explained by other factors that are not mentioned in this study model. The value of standardized Beta is 0.981, which means any increase in Audio marketing by one standard deviation leads to an increase in consumer behavior by 0.981, and the t-value of Audio marketing (60.088) is statistically significant. It can be concluded that hypothesis “H2b” is accepted which states that Audio marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).

H2c: Olfactory marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil. ($\alpha \leq 0.05$).

Table 12: The multiple regression between Olfactory marketing and consumer behavior.

Dimension	Unstandardized Coefficients		Standardized Coefficients	T	R Square	P-value
	B	Std.Error	Beta			
Olfactory marketing	0.921	0.022	0.964	42.802	0.930	0.000

Source: Output of SPSS.

As proved in Table (12), the value of R-Square (R^2) for Olfactory marketing is 0.930, which means that 93% of consumer behavior value changes can be explained by the changes in Change Olfactory marketing and the rest of the changes can be explained by other factors that are not mentioned in this study model. The value of standardized Beta is 0.964, which means any increase in Olfactory marketing by one standard deviation leads to an in-

crease in consumer behavior by 0.964, and the t-value of Olfactory marketing (42.802) is statistically significant. It can be concluded that hypothesis “H2c” is accepted which states that, Olfactory marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).

H2d: Taste marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).

Table 13: The multiple regression between Taste marketing and consumer behavior.

Dimension	Unstandardized Coefficients		Standardized Coefficients	T	R Square	P-value
	B	Std.Error	Beta			
Taste marketing	0.910	0.033	0.960	42.803	0.931	0.000

Source: Output of SPSS.

As revealed in Table (13), the value of R-Square (R^2) for Taste marketing is 0.931 which means that 93.1% of consumer behavior value changes can be explained by the changes in Taste marketing and the rest of the changes can be explained by other factors that are not mentioned in this study model. The value of standardized Beta is 0.960, which means any increase in Taste marketing by one standard deviation leads to an increase in consumer behavior by 0.960, and the t-value of Taste marketing (42.803) is statistically significant. It can be concluded that hypothesis “H2d” is accepted which states that, Taste marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).

H2e: Touch marketing has a statistically significant impact on consumer behavior in KFC restaurant in Erbil ($\alpha \leq 0.05$).

Table 14: The multiple regression between Touch marketing and consumer behavior.

Dimension	Unstandardized Coefficients		Standardized Coefficients	T	R Square	P-value
	B	Std.Error	Beta			
Touch marketing	0.953	0.015	0.983	62.485	0.966	0.000

Source: Output of SPSS.

As revealed in Table (14), the value of R-Square (R^2) for Touch marketing is 0.966, which means that 96.6% of consumer behavior value changes can be explained by the changes in Touch marketing and the rest of the changes can be explained by other factors that are not mentioned in this study model. The value of standardized Beta is 0.983, this means any increase in Touch marketing by one standard deviation leads to an increase in consumer behavior by 0.983, and the t-value of Touch marketing (62.485) is statistically significant. It can be concluded that hypothesis “H2e” is accepted which

states that Touch marketing has a statistically significant impact on consumer behavior in KFC restaurants in Erbil ($\alpha \leq 0.05$).

7. Conclusion

The main objective of this study is to investigate the role and impact of sensory marketing and consumer behavior in KFC restaurants in Erbil. The results of the study showed that sensory marketing has a strong relationship with consumer behavior the study indicates that sensory marketing is an effective tool used by restaurants to influence consumer's perception of the dining experience. Furthermore, sensory marketing has a significant impact on consumer behavior in restaurants. Research findings also show that combining different sensory cues in restaurants creates a unique experience for the consumer and enhances his dining experience, which leads to greater customer loyalty and repeat visits. In the past, many researchers have focused on these results. However, these variables are primarily conducted outside of the Kurdistan region. The research was conducted specifically in three KFC restaurant branches. From the above analysis, it can be concluded that the characteristics of the restaurant's image can be significant explanatory variables in choosing a restaurant. These analyzes clearly show that the customer visits the restaurant. A multi-sensory experience during their restaurant evaluation process, which is more than what customers value and how they feel. All five independent multisensory variables were significant in the general explanation of multisensory experiences. Based on the findings, this study advises restaurant managers and restaurant owners that they should consider store image as a key factor in attracting customers needed by restaurants to motivate customers. Revisiting can be done especially considering a large number of restaurants and the emergence of intense competition between them, and this can be done by paying attention to the taste of the food and drinks served by the restaurants, which creates them. The first one is what attracts the customers and is a key element to their satisfaction, also the taste is what differentiates the restaurant from other restaurants. In addition, stimulating the visual sense through attractive decorative design and the use of eye-catching colors and large posters that have a psychological and emotional impact that helps to improve the mood of restaurant customers. Stimulate the sense of smell by focusing on pleasant scents because of their powerful effects on customers because they remind them of a place and leave an emotional impact, except. To stimulate the sense of smell and attract customers with smart scents, try to isolate the scents as much as possible. Encourage the sense of touch by paying attention to everything the customer touches from the time the customer enters the restaurant until the time they leave, as well as by paying attention to the temperature of the food and the weight of the food and knives. Stimulate auditory sense by focusing on music quality, as proven through reading, soft music creates a state of relaxation and relaxation, due to its effect on clients' subconscious and thus on their behavior and its strong effect on memory, and factor that motivates customers to spend more time in the restaurant.

7.1 Limitations of the study

This study expands the knowledge of sensory marketing techniques used in fast food chain restaurants and its impact on brand image and customer loyalty ongoing prospects for further research are still there. All precautions were taken to ensure the objectivity, reliability, and validity of the study. Still, a few limitations were found. The data were conducted in only three branches of one restaurant which limits the generalizability of the findings to other restaurants, therefore the results cannot be generalized. The study used a small sample size that may not accurately represent the larger population of restaurant customers in other branches of KFC in other cities in the Kurdistan region of Iraq.

7.2 Future Research

For future research, the following points can be considered. The same research can be carried out in other geographical areas and cities in the Kurdistan region. As tastes and preferences change as people change. Other sensory elements can be included. In order to build a strong relationship between sentimental marketing strategies and consumer behavior. Future studies could be done in other areas of hospitality such as themed restaurants, food courts, shopping malls, hotels, casinos, and motels. Furthermore, a comparative study can be done between different fast-food restaurants.

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