

Abstract

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Title: How sensory marketing applies to the hotel and restaurant industry in order to influence customer's behaviour in Thailand

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Problem: Sensory marketing are used prevalently in hotel and restaurant industries in Thailand. By the way, we found that many entrepreneur haven't realise the impact of sensory activities and can not use it in effective way. So, this problem bring us to the question that how sensory marketing will be use in effective way as the promotional tool.

Purpose: This thesis has the purpose to study the current characteristic of the strategy used by hotel and restaurant industries and the usage patterns for sensory marketing nowadays, this would lead us to find the interrelationship with the general awareness and general thought of those actors for a specific promotional tool (sensory marketing).

Method: We use both qualitative approach and quantitative approach to get the primary data. Questionnaire online were sent out more than 400 forms to the respondents and get the response 385 forms that could answers the question effectively. Interview also were conducted with three hotel managers and two restaurant owners in order to study the sensory marketing usage in Thailand. Further more, several articles, researches, and literature were used to strengthen reliability of the paper and improve the validity as well.

Conclusion: From the result we found that hotel and restaurant in Thailand have use sensory marketing as a tool to influence customer in Thailand. Colour, scent, and sound are used in order to create the relaxing atmosphere in both hotel and restaurant in Thailand. In term of customer, Thai people believe that sensory marketing activities are necessary for hotel and restaurant due to the reason that Thai customer feel that it is one of the important element of service quality.

Key words: Service, Hotel, Restaurant, Five-senses, Sensory marketing*, Success and failure in service, Marketing activities, Perception, Learning, Attitude*