



**MÄLARDALENS HÖGSKOLA
ESKILSTUNA VÄSTERÅS**

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

Final PM

Team 17

5/31/2011

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EFO705

Abstract

Date: June 9, 2011

Program: MIMA – International Marketing

Course name: Master Thesis (EFO 705)

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 would 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*

Acknowledgement

While authors are doing the thesis, authors have encountered a lot of difficulties, confusions and constraints. Therefore, this thesis would not have been possible unless authors are helped from this followed people. First and foremost authors offer my sincerest gratitude to our supervisors, Dr. Michaël Le Duc, and Dr. Deepak Gupta who help and guide the way to do this master thesis. With his experiences, authors get many benefits from his value suggestions. Secondly, Authors would like to sincerely thank our main opponents, and others groups in each seminar. Without them, authors might not find out the errors in this thesis. Thirdly, it is a pleasure to thanks to our respondents who devote their time doing an online questionnaires. Authors also would like to thank to all friends and their families who kindly help authors spread the questionnaire to their friends. Last but not least, authors would like to thank to our families who always give an encouragement and inspiration during the time we study in Sweden.

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List of Abbreviations

ibid	ibidem, at the same place
e.g.	example gratia, for example
QoE	Quality of Experience
WoM	Word-of-Mouth

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1 Introduction

As marketing is the field of subject concerning about finding and understanding the demand and need of the customer, the more reach in customer demand, the better chances to be successful in marketing activities (Zamora, 2006). This means that it is an opportunity to fulfill demand of customer better than the competitor as well. One thing that plays an essential role to understand the demand of the customer is the customer's *perception*. Perceptions of the consumer is the customer interpret, understand and perceive everything that involves about the product. The process of perceptions is the way that customer acknowledge about the product, it can be functioned through five ways of the *senses* – sight, touch, smell, taste, and hearing. These five ways can be called as “The Sensory Organs or Sensory Receptors”. The Sensory Receptors are also consisted of three parts that are stimulant, senses and experiences (Zamora, 2006). *Sensory Marketing* is the marketing activities that focus on understanding perception of the consumer, the process starts from the stimuli that affect senses of the consumer to how the customer interpret, understand and respond those stimuli. These activities are used to create the marketing plan in order to design product and brand the communication's way with the customers. These could be the essential factors that create awareness and influence the customer behaviors as well due to the reason that if the marketer use sensory stimuli in appropriate way, it is able to influence decision – making and hence the propensity to spend (Soars, 2009).

We found that nowadays sensory marketing activities are used prevalently in service business (Goldkuhl & Styven, 2007). For example, many people have ever been attracted by the delicious scent of bakery and coffee, the instant reaction of the customer of the kind of music in restaurant, or the feeling when the customer touch furniture in hotel. These activities can influence behavior of the customer directly.

According to *the samresearch.com*, leading European consultant in consumer research, the sensory marketing can be defined as an effective tool in gaining sensory consumer insights for your marketing strategy via five ways

- Measuring and explaining consumer emotions
- Spotting and capitalizing on new market opportunities
- An opportunity to maximize product profitability
- Ensuring first and repeat purchase (loyalty)
- Ensuring long – lasting product success

Nowadays, sensory marketing is found in every industry especially in service industry (Goldkuhl & Styven, 2007). Businesses like hotel, restaurant, and department store use marketing activities through senses of the customer for example, the song that play in the store, the scent of bakery, the color of sign, the sampling of snack and even the touch of textile. Due to the reasons that the main characteristic of service is “*intangible*” (McDougall & Snetsinger, 1990), the customer are not able to perceive the quality of service, so the best way to make service become tangible is using tangible environment of service like sounds, color, or scent that could shape the atmosphere in order to create the good attitude of the brand and product

(Rushton & Carson, 1989). All of the facts bring us to the question that “does sensory marketing play as a main element of success in service industries?” and “how process does it work in order to influence decision – making of customer?” Therefore, this thesis aims to focus on how sensory marketing affect the customer behaviors.

1.1 Research question

In this research, since the service industries such as hotels and restaurants are the places that atmosphere is considered as an important element of characteristic of industries. So, our research question are divided into two main questions:

**How can sensory marketing activities influence customer’s decision making?
What critical factors should be considered?**

1.2 Strategic question

Since the authors try to find the critical elements of success of hotel and restaurant through sensory marketing, hence the authors also desire to find the answers that could be advantage in service industries. Therefore, our strategic question is:

How the sensory marketing could be applied in an effective way in order to contribute favorable atmosphere and improve performance in Hotel and restaurant industries in Thailand ?

1.3 The Purpose statement

This thesis has the purpose to study the current characteristic of the sensory marketing that are used by hotel and restaurant industry and the usage patterns nowadays, this would lead us to find the interrelationship with the general awareness and general thought of those actors for a specific sensory marketing. Moreover, the authors also focus on the how the entrepreneur in hotel and restaurant industry in Thailand applies these sensory marketing activities in their business to achieve the better performance.

1.4 Target group

The purpose of the study is analyzing the facts that how sensory marketing influence decision- making of consumer and how the sensory marketing could be applied in the business to achieve the better performance. We aim to give the account of elements of creating atmosphere by sensory marketing, the working process and the example of successful business. This research could be beneficial for the business likes hotel and restaurant that currently are implement sensory marketing in their business and plan to do it in order to improve their performance not only in Thailand but also for every entrepreneurs and marketer who want to apply sensory marketing effectively.

1.5 Research limitations

This research primarily relies on secondary data due to the reasons that, in order to analyze the result of sensory marketing activities, observation is required in the research but it take long time to gain the accurate information. Hence, with the limit of time, we used secondary data instead. Besides, we also focus on the effect of consumer behaviour from sensory marketing only, thus others factors that could change behavior of customer are not discuss in the thesis.

2 Critical literature review

2.1 Methods for the critical literature review

Here is the shortlist regarding to the information we used for conducting our research, including keywords, database and the overview concepts of the topic.

Keywords

We used Keywords as followed to find our supporting literature:

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

Due to the purpose of our research focuses on the critical element of success of service industries likes restaurant and hotel by using sensory marketing, our main keywords are “Sensory marketing” and “Success” in order to get the relevant information regarding to the topic. We also considered that sensory marketing plays as an essential role to create the good attitude of the customer so that we also use the keywords “Perception”, and “learning” to analyze process of learning and created the good attitude via five senses.

Consequently, we used the all of keywords to find relevant information regarding to the topic as following:

- The process of customer behaviors in response to sensory marketing
- The usage of sensory marketing to in hotel and restaurant
- The critical elements of success in hotel and restaurant industry.

We used all information concerning the topic above to sensitize and bring the conclusions that can answer our research and strategic question.

2.2 Mapping and describing the literature

In order to illustrate scope and area of our research, figure 1 demonstrates the significant points and scope of our research regarding to relevant factors and elements that could be applied to support and strengthen reliability this thesis. We also connected all points in order to find the association and interrelationship among all facotors to gain the accurate result of research as well.

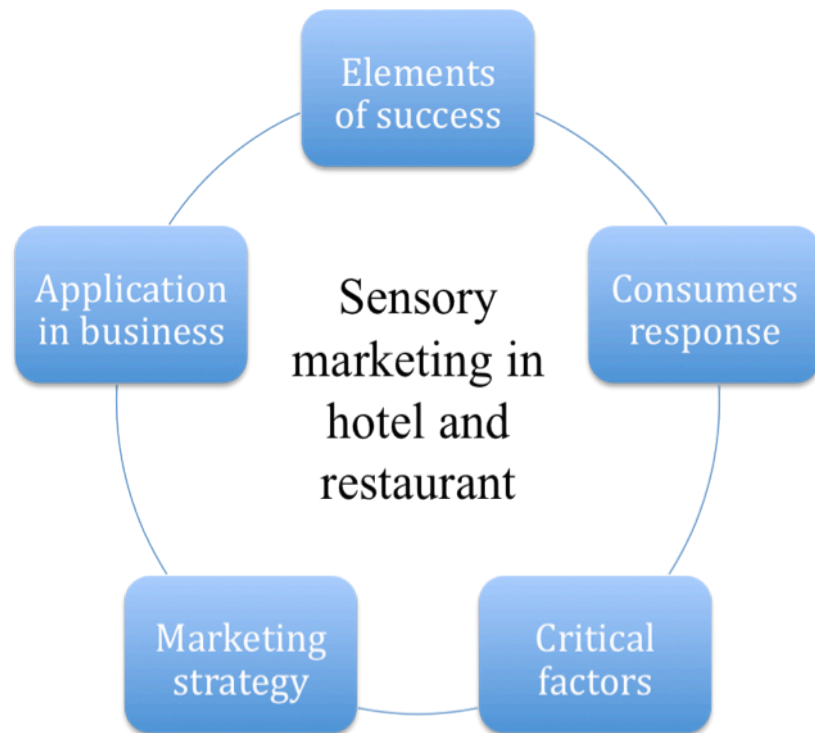


Figure 1: Map of literature. (own illustration)

According to the figure 1, it shows the significant point of topic that shape the scope and areas of or research, we selected the consumers response topic in order to learn how the “customer respond” the sensory marketing activities through process of perception, learning, attitude, and action. We also connected it with the “marketing strategy” to analyze the interrelationship in itself. Moreover, we aim to learn how the hotel and restaurant apply sensory marketing in their business by considering about the “essential factors” that could affect the performance of “application”. Consequently, we desired summarize the “success element” that could be applied in the business in practical way. So, all of the considering points and areas bring us to the results that can answer our question logically.

2.3 Shortlist of concepts and arguments

To contribute the consistency and accurate thesis, we have to define our scope and concept regarding to the topic in order to create mutual understanding with the reader. We choose to use the definition of the concept list from source that is general due to the reason that the definition from the literatures are scope in specific field and area of research, location, culture, and target group, so this could create the deviation when apply in our thesis. Our concept list that we use in critical literature review can be found the definition as following:

Sense: Any of the faculties, as sight, hearing, smell, taste, or touch, by which humans and animals perceive stimuli originating from outside or inside the body. (Oxford English Dictionary)

Sensory marketing: Marketing techniques that aim to seduce the consumer by using his senses to influence his feelings and behaviors. (American Marketing Association)

Ensemble of all the variables of action controlled by the producer or retailer to create, around the product or service, a specific multi-sensory environment, either through the product itself or the communication or the environment in the point of sale (S. Rainier)

Atmosphere: The physical characteristics of the store such as architecture, layout, signs and displays, color, lighting, temperature, noise, and smell creating an image in the customer's mind. (American Marketing Association)

Middle class and Luxury Hotel in Thailand – The luxury hotel in Thailand can be defined in three sides that are The extravagance, Lavishness, and Wealth as evidenced. These three elements are necessary to be provided to their customers (Articlesbase). Moreover, According to the Economist newspaper, Cost and price of middle class hotel in Thailand is around 800 – 1200 Bath (160 sek – 240 sek) and for luxury hotel price is around more than 3000 Bath (600 Sek).

Luxury restaurant in Thailand – According to the economist newspaper survey, high quality and luxury restaurant in thailand have cost for meal around 300 – 500 bath per person and for dinner is around more than 1000 bath perperson.

According to all definitions above, after we found similar concept in the articles we found that the concepts and areas regarding to our topic have similar definitions. This would help us to define the concepts of our research appropriately.

2.4 Critical account on the chosen concepts and arguments

Considering the characteristic of the services, it is considered that the most important character of services is intangibility (McDougall & Snetsinger, 1990). Due to the fact that, the customers are not able to evaluate a service before consumption so that the customers tend to evaluate it by looking for the tangible evidences of what the service actually is. (e.g. Levitt, 1981). Goldkuhl and Styven (2007) mentioned that five senses play an important role in tangibilisation of service. Brenda Soars (2009) explained that sensory stimuli could influence environments, improve the shopper experience and change the nature of behaviour in ways beyond our consciousness. She mentioned that if the sensory tool is use appropriately, it can influence the decision – making and also have positive attitude from customers.

Moreover, the usage of atmospherics are related to the using of senses by the store in terms of lighting, colour, signage, textures, quality of materials, style of furnishings, layout, wall decor and temperature. According to Skandrani et al., (2011), the atmospherics could be considered as an emotionally oriented design of space which can affect both of its customers and employees. Those factors are controlled by the store or firm to enhance (or constrain) the employees' and customers' actions (Bitner, 1992; Skandrani et al., 2011). Skandrani et al.,

(2011), mentioned that the usage of atmospherics could influence on the consumer's reactions. Due to the environmental factors in a store setting, individuals' internal responses to these stimuli range from emotional, physiological to cognitive ones (ibid). However, the effects of its atmospherics are not affected only customer's reactions, it has affected to employee's reactions as well (ibid). And the results of this research showed that using of music and crowd have the most effect on the employees in the clothing stores, although the impact of using stimuli on the employees can be twofold; encouragement and stress (Skandrani et al., 2011).

Brenda Soars (2009) took several examples of sensory activities such as, Swarovski use lasers directed beams of light on the crystals, Harrods ran exhibitions of the sense by using six lifts that have different sense in each lift, and Apple with the idea "come and play". These activities show that sensory marketing are used prevalently in business. Brenda Soars (2009) also use the psychology to monitor the shoppers' mindset and get the result that shoppers will be more likely to spend if they feel good about themselves in their interaction with that environment and they will want to revisit. By the way, although using sensory environments have the clear benefit but it's very easy to misuse (Soars, 2009). Sometime when using too many sensory activities could make customer confused and will randomly deselect or totally ignore. She claimed that, the misuse in sensory could bring the failure of performance, for example, some lighting levers and colour is possible to influence shippers linger, if the sound seem to be loud, the customer feel a need to get out, and too many screens that have short – time is difficult to stimulate customer.

Additionally, an article by Goldkuhl and Styven (2007) mentioned that vision and sound seem to be only two things that use prevalently. Goldkuhl and Styven (2007) did the research by focusing on power of smell that can influence consumer behaviour and try to create the understanding of how scents can be used for services marketing purposes. They illustrated that scents in services marketing could be divided into four aspects that are presence, pleasantness, congruity with service and the relationship between scents and memory. It's believed that scent could bring the powerful impact on consumers' behaviour. It can contribute a favorable perception of the services (Chebat & Michon, 2003). Moreover, it's the good way to communicate kinds of information about what is sold such as scent of bakeries or coffee (Morring & Ratneshwar, 2003). The attitude of consumer could be occurred easily through scent, a pleasant or unpleasant scent could create interrelationship between attitude of customer and quality of service (Ellen & Bone, 1998). By the way, the ability of customer to identify specific odour also depend on surrounding cues such as color. Goldkuhl and Styven (2007) give an example that people can recognize a lemon scent in a yellow liquid easier than a red one. This means that only scent and offering solely cannot influence consumer behaviour directly, it also depends on congruity of the entire composition of the service environment (Ward et al., 2003). The last aspect of scent consider about the memory, the memories evoked by smell are more emotional than memories evoked by other stimuli (e.g. Halloway, 1999). In service industries, if the service can use scents that can trigger memories of pleasant emotions, it could be the powerful tool in order to create loyalty to a brand or service (David et al., 2003).

In addition, Lindstrom (2005) mentioned that if the consumer's senses are more involved, it more strongly connect with the brand which means that It can increased willingness to pay more. Consequently, it also creates the difference from the competitor and finally brings the loyalty of customer to the firm in the end (Davies et al., 20003). Brenda Soars (2009) also forecast the possible developments in sensory marketing activities to the next decade that people under 25 will increasingly become more capable of dealing with higher levels of sensory input and technology would play an essential role to control sensory dimensions. All of the expectations bring the conclusion that, in the future, people will develop their skills to cope with higher complexity of sensory activities that will be improved by distinctive technology.

According to Xu and Chan (2010), the measurement on hotel brands imposes some intangible value, compared to its services. Hence, it is crucial for hotel to manage their brand knowledge; brand awareness, brand association, and quality of experience (QoE), to their guests effectively. Grönroos, (2007), p. 71-80, has argued that the service quality is vital for the firms in order to make customers perceived the good quality of its services. This study injects QoE into brand knowledge to show the intangible and experiential meaning of a brand for affiliated hotels (Xu & Chan, 2010). To capture the theme of experiential value, the hotel industry pursued experiential marketing management in order to manage the customer's entire experience of a product/service and a brand (Schmitt, 1999; 2003; Xu & Chan, 2010). He divided experience into five types: sense, feel, think, act, and relate. Senses experiences enable customers to their aesthetic desires, and so on (ibid). Due to the service performance creates direct experiences, and these experiences lead to the brand loyalty, that could triggers potential profits for a company (Aaker, 1991; Keller & Lehmann, 2006; Xu & Chan, 2010), because loyal customers are likely to pay more on premium prices and are likely to be price sensitive less (Aaker, 1991, 1996; Bello & Holbrook, 1995; Chaudhuri & Holbrook, 2001; Keller, 1993; Park & Srinivasan, 1994; Xu & Chan, 2010). Therefore, a well-managed hotel brand should be able to satisfy the experiential needs of its guests (Keller & Lehmann, 2006; Xu & Chan, 2010), in order to maintain their superior and profitable brand in today's service-dominated competitive world that provides QoE rather than quality of service (Klaus and Maklan, 2007; Xu & Chan, 2010).

From all of these, the authors aim to demonstrate how senses and its environment of the store/hotel could be managing to create the affectional experiences, and how firms applied these experiences of intangible to its performance and profits (Lena & Maria, 2007; Skandrani et al., 2011; Soars, 2009; Xu & Chan, 2010). Although the usage of senses could have negative effects to the customer, the positive effects are seem to be more emphasized if the firm can managed it efficiently (Skandrani et al., 2011). The authors desired to discuss and criticize each issue by different researchers on the topics, which relevant to sensory marketing and service industry (especially hotel and restaurant).

2.5 Specific weaknesses and gaps in the literature

As we using several literatures in this thesis, several literatures were taken from different sources, So the main weaknesses in overall is the difference in culture, norms and per-

ceptions of the target group in each literature. This would bring the conflict in contents to the thesis due to the reason that customers in hotel and restaurant in different culture have different point of view regarding to the suitable atmosphere in their place. Moreover, according to the topic of literatures, it focus on the process of sensory marketing that work through unconsciousness of the customer, so it would be difficult for the authors to monitor the perception of customer and the customer themselves may not realize or notice that sensory marketing is play as an important role because they perceive it through their unconsciousness. However, we tried to use several inferences from specific ideas that suit with our topic. We narrowed the scope of literature in order to answer the question of the research clearly. In term of the target group, we used both literatures and questionnaire as our main data to make the comparison between the primary and secondary data that would help to improve the reliability and strengthen the quality of the thesis.

3 Methodology

In this section, we describe the method that we applied to conduct this master thesis.

3.1 Selection of topic

In the beginning of in research proposed revision from Michael used is always both hard and important step. According to Fisher (2007, p. 31), choosing the topic is a significant stage in master thesis. We have thoroughly considered the relevant factors to find out an appropriate and potential topic, which make the thesis become interesting. We searched several topics by base on current issues in marketing field and then collect secondary data to contribute the appropriate topic that interesting and practical. We found that nowadays, sensory marketing is an area that could bring significant impacts on business especially in service field. Hence, we have realized that study on the effect and the process of sensory marketing in the service segment could bring the valuable benefits to the whole industry. In order to analysing this effect efficiently, we specify the service industry to two line of its industry, which are: restaurant and hotel industries.

3.2 Literature Review

3.2.1 Searching for theories and literatures

According to our purpose of the study, the concept of sensory marketing, store atmospherics, and consumer behaviour ideas are the main theories that the thesis relies on. Literatures were deliberately searched and collected to use as framework to analyze both primary and secondary data of the research. In order to acquire and provide the reliable as well as effective data and recommendations, the literatures are collected by various trustworthy sources, which are: scientific articles, books, and reliable websites. Due to the fact that this topic is quite new, hence, most of available literatures are seems to be acquired from the internet so as to keep them up to date. Although the literatures are acquired from an internet, its literatures are collected and criticized deliberately from various reliable sources in order to respond its main topic, and also, to use as a effective tool for the analysing process.

3.2.2 Developing the conceptual framework

The conceptual framework of this thesis is developed as an analysis element in order to depict the outcome, which response to the research question by considering the topic of its research, the purpose as well as theories, literatures, and empirical data, which are collected. Furthermore, in order to analyze the influence of its senses to consumer behaviour, we applied the concept of sensory marketing theory to analyze the companies' capabilities and its role among their customers, as well as executing the best way of using senses to trigger its customers for restaurant and hotel industries.

3.3 Research Approach

3.3.1 Qualitative Approach

As the purpose of understanding the sensory marketing process on service business of the thesis, the qualitative method is efficiently applied for this specific case since qualitative inquiry focus on meaning of the context (Merriam, 1988). Qualitative approach is the process of understanding the meaning of problem solution comprehensibly deep detail and focus on finding the meaning of particularly situation which is consider as a case of the research (Fisher et al., 2007, p. 151-264). Moreover, the usage of this approach has aims to understand the human behaviour and functions (Ghauri & Gronhaug, 2010, p. 105-115). Therefore, this thesis aims to find “how” to create the best use of sensory marketing to hotel and restaurant business. In other words, we are focusing on creating the encouragement of the explanation of the problem statement solution, thus the qualitative data, interviewing, is one of the proper research approaches for us.

3.3.2 Quantitative Approach

As the quantitative method is dealt with numerical measurement i.e. quantities (DMU, n.d.). The quantitative method is also used when the researcher desires to obtain entire trends or statistical truth in the research (Hara, 1995). Therefore, we applied the use of this approach, questionnaire, to collecting its data in order to creating the supporting explanation of the problem statement solution as well as qualitative method.

3.4 Data Collection

In order to acquire and provide the reliable and effective data, primary data are acquired in both widely and deeply detail from all participants. Whilst secondary data are collected from various reliable sources, which are: scientific articles, books, and reliable websites.

3.4.1 Sample size

Due to the fact of when you are doing the research, it is not possible to gain the data from whole population of the target group, thus, a sample of the population is an appropriate way to conduct (eHow, n.d.; research plan, n.d.). In order to generate an outcome that will represent the whole population, a specific number of samples have to be acquired (Research Plan, n.d.). The size of the sample depends on the size of the population and the margin of error that is accepted (Fisher, 2007, p.189–190). The numbers of completed questionnaires in combination with the population and the error margin will show as following table:

	Margin of error			
Population	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196

250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1.000	278	516	706	906
2.000	322	696	1.091	1.655
5.000	357	879	1.622	3.288
10.000	370	964	1.936	4.899
100.000	383	1.056	2.345	8.762
1.000.000	384	1.066	2.395	9.513
10.000.000	384	1.067	2.400	9.595

Table 1: Margin of error. [Source: Fisher 2007, p. 190.]

According to the latest available data in 2009 for the populations' age of 25-50 who lived in Bangkok are 1,089,798 males and 1,249,703 females (NSO, 2004). The number of population is supported by Department of Provincial Administration, Ministry of Interior of Thailand. It can be considered as reliable information. Hence, we assume that the number of Thai male and female with age of 25-50 who live in Bangkok exceed 1,000,000. We will consider this as our target population. Therefore, we would need 384 completed questionnaires when taking 5% error margin into account, according to the table 1.

3.4.2 Primary Data

In this thesis, we collected primary data in order to explore the intrinsic value of the sensory marketing on consumer behaviour. The acquired data is used to analyze and understand the effect of its senses. This could be the effective resources to depicting the outcome, which is reliable and valuable for the research.

Furthermore, the qualitative and quantitative methods are used in this survey as a main actors of the repertoire, which are: interview and questionnaire. The usage of interview is aims to gathering in depth-detail data from the managers or participants in the hotel and restaurant businesses. In the other words, the questionnaire was primarily designed to represent the consumer habits on the senses of its predisposition contexts. And their target respondents are people who are the customers of its hotel and restaurant businesses. This can describe in detail as following:

- **Interview**

Due to this interview is a “semi-structure”, interviewers had to have a schedule to remind the scope and main issues of the topic that have to be covered by the respondents (Fisher et al., 2007, p. 159). However, the respondent still has much latitude to answer the questions in the ways that seem relevant to them (ibid). The interview approach is often considered as the effective data collection methods, which can be done via mail, telephone or in person (Ghauri & Gronhaug, 2010, p. 105-115). Therefore, this interview method is focus on the well-known service firms in Thailand; for instance; Banyan Tree Bangkok Hotel, Centara Duangtawan Chiang Mai Hotel, Grand Hyatt Erawan Bangkok Hotel, and etc., which are contacted with

respondents by the phone (“skype”) or an e-mail. Furthermore, in order to have the most effective interview, we have followed the steps of interviews according to Ghauri & Gronhaug, (2010, p. 125-133), which the duration time is approximately 30 minutes. For more details, we showed it in the appendix 1.

- **Questionnaire**

In order to achieve the research, we use questionnaire as a main tool in order to keep the data regarding to the opinions of target group which are the potential customer who have experienced with sensory marketing activities. In the first step of making questionnaire, we set the goals of the project by focusing on learning how the customer were motivated by sensory activities and does it actually bring the better performance in the end. For the second step, the main samples of our questionnaire are people who have experienced with sensory marketing in hotel and restaurant.

According to Fisher et al., (2007, p.161), the questionnaires we use are called pre-coded questionnaires, which the answers are already provided for the respondents. The structure of questionnaire will be briefly described. Our questionnaire is a pre-coded that provides with 29 simple questions. We are decided that the pre-coded questionnaire is the proper way for the respondents and authors to answer and use its questionnaires effectively. Likert scales or rating scales of five points will be used to get an opinion from respondent as well. These scales could described from strongly disagree level to strongly agree. In addition, the target group of this questionnaire is scoped as the people who aged between 21 and 30 years old. People in this aged is more likely to spend in hotels and restaurant (more potential). Due to the reason that this age - range is people who are studing in bachelor degree or working in both private and government sectors. Moreover, in order to create a questionnaire, Google doc is used so as to creating the questionnaire online form, as showed in the appendix 2. After that, authors has spreading its questionnaires via social networks, such as facebook, skype, and MSN.

Every questions of the questionnaire have an objective of itself. We will described the structure and objective of each questions as following:

Content	Question Number	Type of question
Demographic information	1 - 4	Multiple Choices
Background of consumption pattern	5 - 7	Multiple Choices
	8, 17	Likert scales
	19	Multiple Choices
	9 – 15	Multiple Choices
Perception toward sensory marketing	21 – 22	Multiple Choices
	23	Likert scales
	26 - 28	Multiple Choices
	General responses toward sensory activities	16, 20
24		Multiple Choices
25		Likert scales
29		Multiple Choices

Table 2: Structure of the questionnaire. (own illustration)

Part 1: Demographic Information (Question number 1 - 4)

Objective - This part consists of four questions to ask about the gender, age, occupation, and personal income. This part, the authors use the question formats of the dichotomous and multiple-choice questions. We eliminate the marital status and education level questions from our questionnaire due to the reason that we scope our target group only people who have education higher than bachelor degree and we would like to focus on individual perception. So, age, gender, occupation, and income are use as main elements to consider. By the way, we put the scope of our target group as we mentioned in target group part, so, the demographic information are use as to assure that we will get the data from selective target group.

Part 2: background of consumption pattern of target group regarding to hotel and restaurant (Question number 5, 6,7,8,17,19)

Objective - This part consists of two main parts that are for hotel and restaurant. There are six questions in total. The objective is to gain the data about the experience of the respondents toward the purchasing in restaurant and hotel in Thailand. That includes the information about the factor that respondents use to evaluate the quality of their choices. The major factor that has the influencer to the respondent to make decision will be asked in this part. That comprises about the frequency of purchase clothing in average and the money that the respondent normally spend for each time. This part, the authors use the question formats of the multiple-choice questions.

Part 3: perceptions toward sensory marketing in hotel and restaurant (Question number 9,10,11,12,13,14,15,21,22,23,26,27,28)

Objective – In this part, we will focus on general perception regarding to using sensory marketing activities in restaurant and hotel. Opinion and perception about colour, scent, and sound in hotel and restaurant were asked to the target group in order to show that how people interact with those activities and does the sensory activities actually bring the effect on consumer's perception. Moreover, we use these questions to observe the awareness of respondents when they experience with sensory marketing activities.

Part 4: general responses from target group toward sensory marketing activities in hotel and restaurant (Question 16,20,24,25,29)

Objective – In order to know that whether sensory marketing can influence the customer behaviour, we design the questions in order to know the expected response from respondents when they face with sensory marketing. Moreover, as we consider that the sensory marketing activities play an essential role to contribute the favorable atmosphere in hotel and restaurant, hence, we also questioned the respondents about the ability of atmosphere in service sector likes restaurant and hotel to persuade customer to response the sensory activities.

3.4.3 Secondary Data

Scientific articles, books, journals, and previous researches that were mostly gathered via internet and also relevant to the topic and purpose of the paper, are collected and critiqued

as secondary data to support the primary data to accomplish in analysis process. This data provide the authors general data in the particular context. Since the primary data is acquired both interview and questionnaire, hence collecting data from both sources will encourage the depicting of the fruitful conclusion in both deep understanding and detail. Moreover, in order to emphasize the reliability of its data, the sources we used are deliberately considered. Hence, the usage of the secondary data together with its primary data will lead to many benefits to the thesis in terms of reliability of the research consequences.

3.5 Data Analysis

Due to this research has collecting data from two ways; we evaluated the collected data separately. First, the online questionnaires are evaluated offline by using both of Statistical Package for the Social Sciences (SPSS) and Microsoft Excel. Microsoft Excel is using for facilitate in linking data to SPSS. Thus, SPSS is used for evaluating the relationships between usage of each sense and the effect on consumer behaviour. Secondly, we evaluated the interviewing's data by using the coding approach in order to manage its data to be a useful information on the finding section (Fisher et al., 2007, p. 180-183).

3.6 Method reflection

3.6.1 Reliability

The reliability of the research is critical attribute for the conductors to consider, since it is the possibility of the result that could be occurred as the same or similar. Although this research is worked on both primary and secondary data, we still consider the reliability as an important part of our thesis. Therefore, we strengthen the reliability for this thesis by collecting secondary data from the reliable and various sources. Moreover, we intend to increase the reliability of the primary data by using Statistical Package for the Social Sciences (SPSS), which has been commonly used in analysing statistic data, in order to generate and analyze our primary data to be the reliable data.

3.6.2 Validity

As described in reliability topic, we created the validity of the research by concentrating on collecting the empirical data from both primary and secondary data. The various sources of empirical findings provided the different perspectives that in the similar range of the same topic. Furthermore, the primary data of this research was collected in the appropriate way, which leads the authors to an appropriate data from the target group. In order to have validity data, we used both interview and questionnaire by aiming to have the data that comes from both customer and entrepreneur aspects.

4 Conceptual Framework

Consequence from the critical literature review about the sensory marketing and atmospherics, then, we can describe the conceptual framework of this thesis as following:

From the critical literature review, we can point out that the senses of human could be triggered by the predisposition of its atmospherics. The relevant factors used to motivated their customer's curiosity are senses. The figure 2 shows the process of its senses to customer's perceptions.

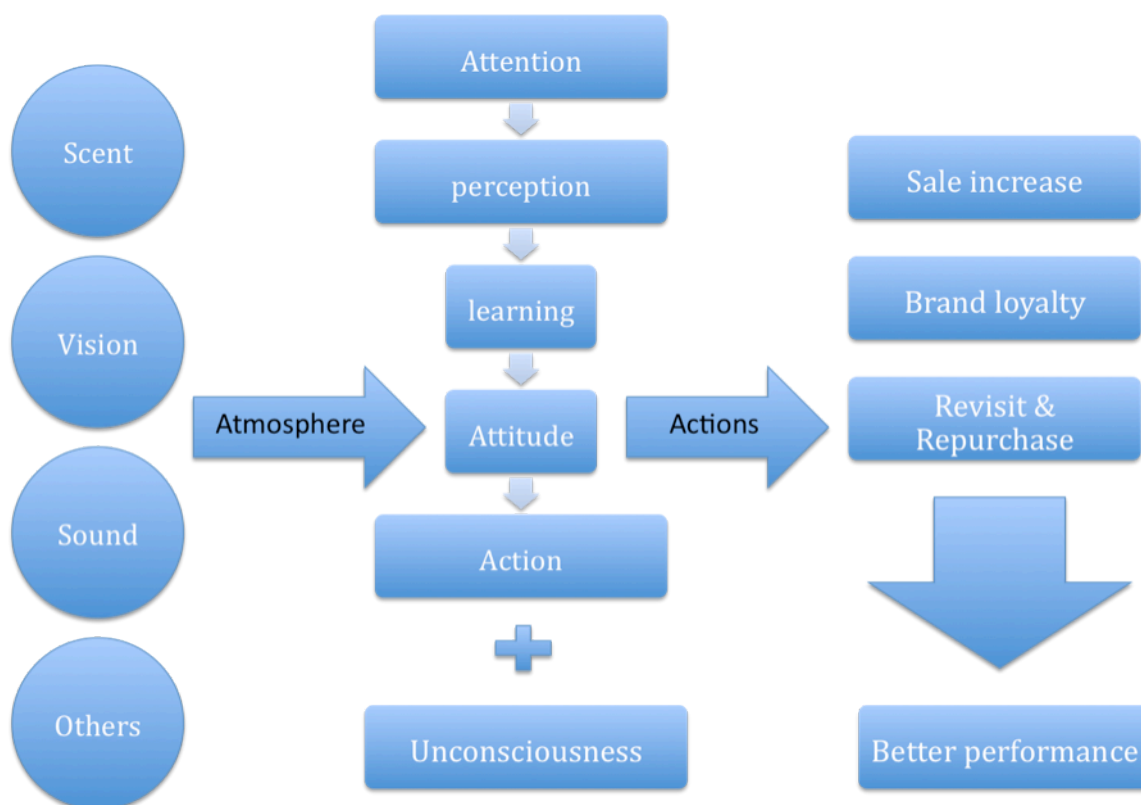


Figure 2: Conceptual framework regarding to process of sensory marketing application. (Own illustration)

4.1 Sensory marketing in service industry

In service industry likes hotel and restaurant, sensory marketing play as an essential role in order to create better performance of service. Each of sense could bring different kinds of effects to the customer as well. There are several researches to study about how each senses effect consumer behaviour as following:

Visual dimensions – in service industries, the most common use is colour due to the reason that colour can influence mood and emotions of customers. People can be influenced by the colors such as pink is used as the most romantic colour, green symbolize the nature, yellow to gain attentions, purple for luxury. In the restaurant, red are often used because red is

appetite stimulant (John, 2007). It depends on marketers to convey the message or influence the customer to have association with that location by using restaurant.

Aural dimensions (sound) – one component of the physical environmental in restaurant, hotel, and even retail store, In the study of Mowen and Monor, (2000) they found that in supermarket, the shoppers walk faster and slower depending on the tempo music and they also didn't have awareness of the music in the store. It means that the music in the store operated below the consciousness of customer. In restaurant, the study choose a medium sized restaurant in the Dallas, the study show that music can influence customer to spend more time in the restaurant, the slow – tempo condition could pursue customer to stay longer than fast – tempo condition. The increase time in the restaurant had no significantly impact on food sale but it impact dramatically in liquor sales. Consequently, the research also indicated that music is more effective if it match the general situational context of the purchase and must match with the message they want to convey (Mowen & Monor, 2000).

Olfactory dimensions (scent) - Brenda Soars (2009), explained that using scent in service industries could influent consumer behavior in several aspects. Scent seem to be the most stimuli because it connected directly with the memory of customer, scent can influence customer to visit and return to a store (Bone & Ellen, 1999) and also contribute favorable perception of service's quality. It also use scent in order to convey kind of information about the service such as, aroma scent in hotel store, smell of bakery in restaurant. Moreover, it could effect the perception of customer by evoke memories of customer. Customer could connect the specific scent with specific place or occasion. Brenda Soars (2009) also mentioned that smell could be a good way to enhances perceptions and reactions to the service environment, it contribute unique set of emotion in customer.

Each sensory marketing cannot work efficiently alone, it needs to work together in order to work effectively. Thus, all of aboves show that sensory marketing is used prevalently in order to create the atmosphere that serve particular objection of the seller, and it would effect the customer behavior through the process of the causal chain connection atmosphere and purchase probability.

In other words, the predisposition of its store atmospherics could leads to the customer's curiosity as well. In the store, marketer can manages their environment so as to be the most attractive for spending time in its store by using of the senses. Skandrani et al., (2011), mentioned that the store atmospherics are not produce only positive outcomes among customers, though it produces positive impacts to its employees as well. However, in this research, we will emphasize only on the consumer aspect. Therefore, the desire to consider the store environment as a multidimensional concept made up of music, scents, colors, lights, design, etc., are critical to reach its customers (Kotler, 1973-1974; Baker, 1986; Berman & Evans, 1995; Bitner, 1992; Skandrani et al., 2011).

4.2 Consumer response to marketing activities

According to Evans et al., (2010), p. 45-152, the consumer response in the hierarchy of effects model is divided into seven parts, which are: exposure, attention, perception, learning, attitude, action, and post-purchase. Since the exposure of the marketing activities to trigger customer's attention, to create the perception, learning and attitude of the customers in order to motivate them to action or purchase its product or service (Evans et al., 2010, p. 45-152), are related to the senses of human (Kotler, 1973). In order to gained consumer's attention, there are many ways to do it (Evans et al., 2010, p. 51-63). One of those ways is using senses. The using of senses could leads to the effective perceived and interpreted or understood in the intended way (Evans et al., 2010, p. 64-80). Thus, these effects lead consumers to in learning and attitude levels. In addition, this research focus on service industry; hence, the author can imply that learning of customers could be managed by firm through both classical and operant conditionings (Evans et al., 2010, p. 89-98). This learning process leads to the knowledge and expertise on its brand, which has direct effect on their attitudes (Evans et al., 2010, p. 104-106). Due to the previous stages of response are move potential customers through pre-purchase event, in order to increase the chance of the conversion of 'intend to buy' to 'buy' (Evans et al., 2010, p. 125-129). Afterward, post-purchase stage plays a vital role in this model. Customer satisfaction is one factor that firms have to concerned on it (Evans et al., 2010, p.129-134). Due to it is relevant to the equity of its brand; this can leads to the critical impacts on the marketing activities (ibid). Whilst the customer satisfaction is positive, it can leads to the increased of loyalty, sales, and better performance of the firm, as we mentioned in the previous section.

4.3 The result on business

According to Xu and Chan (2010), the service performance of the firm is one of the most important antecedents of the development of the brand equity in the hotel industry. Hence, we can imply that the usage of senses to trigger its guests' curiosities is critical to the success of the firms, and in their services as well. Whilst service performance creates direct experiences to its guests, these related to the building of brand loyalty of the firms to trigger more potential profits (Aaker, 1991; Keller and Lehmann, 2006; Xu & Chan, 2010). Moreover, products are the physical stuffs that contained with its physical features, while services do not exist before customers consumed (Grönroos, 2007, p. 71-80). Hence, firms in the service businesses have to emphasize on how to make their customers perceive the positive things of its services. With the QoE of its services, the customer's experiences could be enhanced through using of its sense, feel, think, act, and relate (Schmitt, 1999; 2003; Xu & Chan, 2010). However, in this research, we will emphasize on the impacts of senses to the customers. After using senses to trigger the customers, firms provide their services in terms of senses as well. This could lead to the creation of customer's experience, and loyalty in the firm's product or service, respectively (Xu & Chan, 2010). In other words, providing the QoE to the one customer could leads to the others' indirect experience through advertising exposure and WoM as well (ibid). From all of these, firm can manage those experiences to its customers in order to create brand knowledge, which leads to the brand loyalty as well (ibid). Therefore, this could leads to a better performance on its business.

4.4 Scope of conceptual framework

In order to achieve the purpose of the study in appropriate approach, we set the scope of our conceptual framework with the aim to answer the research question and strategic question effectively. As we mentioned in our conceptual framework, we aim to study the process how the sensory marketing usage in luxury hotel and restaurant influence the consumer behaviour in decision making process. Moreover, we also try to analyse the association between business performance and sensory marketing activities as well. Consequently, we scope our research in specific terms as following:

- Focusing on middle class and luxury hotel and restaurant industry in Thailand
- Aim to focus on customer aspect regarding to the effect of sensory marketing through decision making
- Narrow the sensory marketing concept down to only three main senses that are vision, scent, sound.

Study in specific environment and specific target group that are Thai customers who live in Bangkok.

4.5 Conclusion

From all relevant theories we chose above, it brings us to the conclusion that we will study the overall process of using sensory marketing in hotel and restaurant. We started with the concept of sensory marketing components, attributes and how the marketer actually applied it in their business. In this topic, we would focus only three main sensory activities that are used in service industry due to the reason that touch, and taste are not found in order to create atmosphere in hotel and restaurant. Then we aim to study how those activities influence customer behaviors through learning system of customer's response in order to learn the association between variables of marketing activities and learning process of customer. From the secondary data, we found that sensory activities could bring an impact on customer through consciousness and unconsciousness behaviour, so we took the unconsciousness factor of customer into our consideration. Finally, we would focus on the overall performance of the business by considering three factors which are brand royalty, sale volume and, revisit and repurchase rate. These three factors could be implied that if the marketer using sensory marketing in effective way, it would bring the better performance of the business in the end. In this element, we will mainly use secondary data to find the results from several evidences and analyze it to find the interrelationship with other variables. Consequently, we assumed that this conceptual framework is able to bring us to the answer of our research and strategic question that how these marketing activities influence consumer behavior and how the marketer should apply it in order to create the better performance of their business.

5 Empirical Finding, Literature empirical and Analysis

5.1 Empirical Finding

The empirical finding of this paper was designed by consisting of three main parts in order to answer the research question and strategic question effectively. In each part, we used different method by concerning the appropriation as priority. Moreover, according to the conceptual framework that we divided our concept in three main parts so that we also divide our finding part to explain and show the association with the conceptual part as well. The empirical finding part can be explained as following:

Part I – The sensory marketing activities that are used in restaurant and hotel industry in Thailand. In this part, we will use interview as a method to get the data regarding to sensory marketing activities in hotel and restaurant in Thailand. Our objective is to know what kind of activities that are use prevalently, what the entrepreneur expect from those activities and the reasons why they choose those activities. The result of this part can be consider as the stimuli in the conceptual framework that might be able to influence consumer's behaviour in Thailand.

Part II – process of sensory marketing influence consumer's behavior, this process focuses on how the sensory marketing works in order to motivate and influence the consumer behaviour. We use the secondary data as the main inference due to the reason that in order to get the sufficient data, it require long – term observation to analyze the effect of sensory marketing toward consumer behaviour. Moreover, the process of cognitive process of consumer require psychological fields to answer system of customer's thinking. Hence, we use several researches, literatures, and articles to explain the concept of the study by concerning reliability and validity as priority.

Part III – the questionnaire part are considered as an appropriate method due to the reason that we expect to gain the data regarding about perception of Thai consumer in sensory marketing activities. The result we get is used to analyze that whether sensory marketing activities actually affect the consumer's behaviour or not. We focus on specific target group who have potential to be customers in middle class and luxury hotel and restaurant in Thailand. Additionally, we also focus on the response of customer toward marketing activities in cognitive, emotional and behaviour response.

5.1.1 The sensory marketing activities - Interview part

Due to the fact that nowadays hotel and restaurant have used senses into their activities, thus, we use the interviews in order to collecting the relevant data from the business side – hotel and restaurant (Banyan Tree Hotels & Resort, n.d.; Hyatt, n.d.). According to the interviews, we found that almost hotels and restaurants in Thailand had been use sensory marketing in its places. Due to the positive outcome of using its senses, this result in the prevalent of using sensory marketing among hotel and restaurant industry.

Regarding to the interview of three hotels, it shown that every hotel has using sensory marketing in order to attract and persuade their customers. First of all, the using of scents has a significant effect to their customers. The interviewed has answering the same answer that providing an aroma oil around the hotel could generate a positive, pleasure, and relax emotion to their customers. Moreover, this aroma could attracted customer who rambling around its hotel to visit there unconsciously. Next, it is a using of vision. The interviewed has accept that the decoration in its hotel is important as well. The decoration of the hotel is depends on the concept of each hotel. However, there has a relevant factor that every interviewed has answer the same, which is the goal of using those color in order to generate a positive emotion, e.g. relaxing, enjoy, and etc. The thrid sense is sound, which all of three hotels have the various kinds of lives bands in their places (depends on the concept of the hotel). Whilst the hotel has provided different kinds of music, they use the similar tempo that is slow-tempo in order to encourage their customer to spending more time and feeling relaxed. Furthermore, the other senses are also used by each hotel in terms of restaurant for the taste, and the services for the touch. In addition, Banyan Tree is the most dominant hotel which focus on using sensory marketing. With these sensory marketing activities in its hotel, for example, the usage of aroma oils in their building, rooms, and spa, Banyan Tree recognized that this is a great opportunity to invested in the business of aroma oil. And it could also leads to the competitive advantage over others. From all aboves, the interviewed had accepted that using senses have a positive outcome to their business.

Since we had an interview with the hotels, we also had an interview with restaurants. From the restaurant side, there are using the senses in order to attract and persuade their customers as well. The most important sense for the restaurant is taste. While the scent is using depends on the decoration of the restaurant (open-air or not). Music plays as an essentail role in order to generate the positive emotion for the restaurant. However, the interviewed also agreed that the vision or layout of the restaurant has a significant effect on customer's mind. With the good atmosphere of its restaurant, this can attracted customers to visit there place both by intention and by chance.

5.1.2 The process of how sensory marketing in restaurant and hotel influence customer behavior in decision making – Secondary Data

In this part, according to the conceptual framework, we cam illustrate the overall process of how the sensory marketing affects customer behavior. We use the selective data from

several researches that suit with our target group and can answer our questions effectively. After we analyze the data thoroughly, we can explain how the sensory marketing influence customer as following:

Using sensory activities as a marketing tool

Scents - There are two physiological conditions that strongly impact the cognitive learning, and emotional processing; first, smell is the main senses of our chemical alert system. It can perceive that the scents around the body are beneficial or dangerous. It can be called as an instinctive reaction because with the scent, your brain responds it before think (Zaltman, 2003). Second, this sense is considered to be the most closely related to emotional reactions. It connected directly to the limbic system in the brain (The system that related to immediate emotion in humans). So, the feeling of happiness and hunger could be represented by the smell that cannot be turned off. Smell is classified as the powerful sense because of its ability to appeal to emotions, it allows shoppers to become immersed in the experience and encourages them to stay longer.

Vision - There are several terms of activities regarding to vision senses but we aim to study of colours because it is recognized as an important aspect of store atmosphere. Colour appears to have an influence on store and merchandise image, the ability to attract a consumer toward the display (Bellizzi et al., 1983). According to Bellizzi et al., (1983), they mentioned that colour do not influence approach behaviour but are associated with physical attraction. If look into the effect of the colour and cultures, Chebat and Morrin (Year) point that colours often play a key role in consumer perceptions, because they are associated with consumer cultures or subcultures. The symbolic meaning culture attributes to colours are responsible for observed effects, rather than the colour themselves having an impact on individuals. Moreover, there are others variable that can effect the different perception regarding to colour such as gender, age. These should be considered as essential point as well.

Sounds (Music) - Many studies have shown that music has a significant impact sales, arousal, perceptions of time spent in service industry. These effects also depend on music volume, tempo, and age of shopper. Moreover, music is considered that It could effect unconsciousness of consumers when it existence (Milliman, 1982). According to Milliman (1982), his study shows the relationship between the tempo of music and the sale volumes that the higher sales volumes were consistently associated with the slower tempo music while the lower sales were consistently associated with the faster tempo music (Milliman, 1982, p. 90). The result of the research also concludes that background music can affect consumer behavior positively and negatively. It point out that the consumer awareness of background music is relatively low. He also study the impact of music in restaurant environment, he found that the music tempo can effect the time that customer take to complete a meal and amount of money they spent on alcoholic drinks. The study also shows that, on a slow – music environment, customers took significantly more time to finish their meals and leave than those customers under a fast – music environment. Additionally, there is no significant result in the amount of money they spent in restaurant but in alcoholic drink, the money they spend were significantly higher on a slow – music environment. Another studied by Yalch and Spangen-

berg (1990) indicates that in service organizations use music to enhance their atmosphere and influence customer behavior. They mentioned that although the customer's moods and unplanned purchases were not enhanced by only hearing foreground music, it also depend on customer's perceptions of shopping time, age, expectation which mean the music solely can't influence consumer to have unplanned decision in consumption.

The most common theoretical basis for studying the effects of sensory activities on the shopping environment is drawn from environmental psychology, which employs the stimulus–organism–response (S–O–R) paradigm. The S–O–R paradigm illustrated that the environment is a stimulus (S) containing cues that combine to affect people's internal evaluations (O), which in turn create approach–avoidance responses (R) (e.g., Craik, 1973; Mehrabian & Russell, 1974; Russell & Pratt, 1980; Stokols, 1978). From the several researches, the ambient sensory marketing in the restaurant and hotel affect the consumer behaviors by starting with the ability of customer to recognize stimuli. Then the perception process plays an important role in how consumers respond, customer will assimilates the stimuli tthat they recognize into their existing knowledge or accommodates it as new knowledge or information. Sometime, consumer can detect the stimuli but does not interpret it as marketing stimuli because it depends on the level of conscious awareness of individual. In the end, responds will be made by base on mentality and physical.

Stimulus

In this research, the main considering stimuli consist of three senses that are scents, vision, and sounds. These senses are used prevalently in hotel and restaurant industry in Thailand. It is concerned as primary function of atmosphere. In this research, we identify stimuli that were studied as following:

Scents – in order to create favorable environment in restaurant and hotel, we focus on using scents to gain customer attention, arousal wants, and stimulate emotion of customer. We found that several tools that are used comprise of scents of food and favorable odor in restaurant and hotel.

Sounds – as we mentioned that we focus only sound of music playing an essential role by working through unconsciousness of consumer, music are used differently by depend on types of main target group, kinds of restaurant and hotel. Tempo and volumes of music also seem to be significant factor that can influence consumer.

Visions – This sense is often counted as essential element to satisfy customer and allowed them to recognize and remember experience of their consumption. First thing that come up in customer mind regarding to atmosphere in their favorable place. In term of vision of customer, we would focus only on using colour in hotel and restaurant in Thailand due to the reason that several researches show the association between colour and emotion of customer.

Organism (personal's internal evaluation)

Organism of consumer behavior regarding to our topic is considered as the process of working of individual's emotive and cognitive systems. This sector includes prior experiences, knowledge, beliefs, attitude, cognitive networks, schema, scripts, motives, individual's personality, feelings, impressions, images, and expectation. These all elements are affected directly by stimuli through both conscious and unconsciousness of customer. This part of system seems to be the most complicated process. The level of effectiveness of stimuli also depends on several variables regarding to personal's experiences of customer. So, in this paper we would focus the effect of sensory marketing to Thai consumer in Bangkok who had experienced with hotel and restaurant in Thailand.

Response

In this element of process, after consumers perceive or experience with stimuli in restaurant and hotel, it works through process personal evaluation and then consumer will response to those activities in different ways. It can be classified into two main elements that are satisfied response and unsatisfied response. For the satisfied response, when the customer gained the favorable experience, the reinforcement would be made by customer such as, spending more time, more purchasing, revisiting, and being loyal. In this study, we aim to focus on how the sensory marketing activities influence consumer behavior to increase performance of the business in both sale volume and reputation. By the way, sometimes customer can response those stimuli without or low degree of awareness. For example, several researches, have showed that music and color can influence customer to spending more time in store or arousal want while customer have low awareness.

Working through both consciousness and unconsciousness of consumer

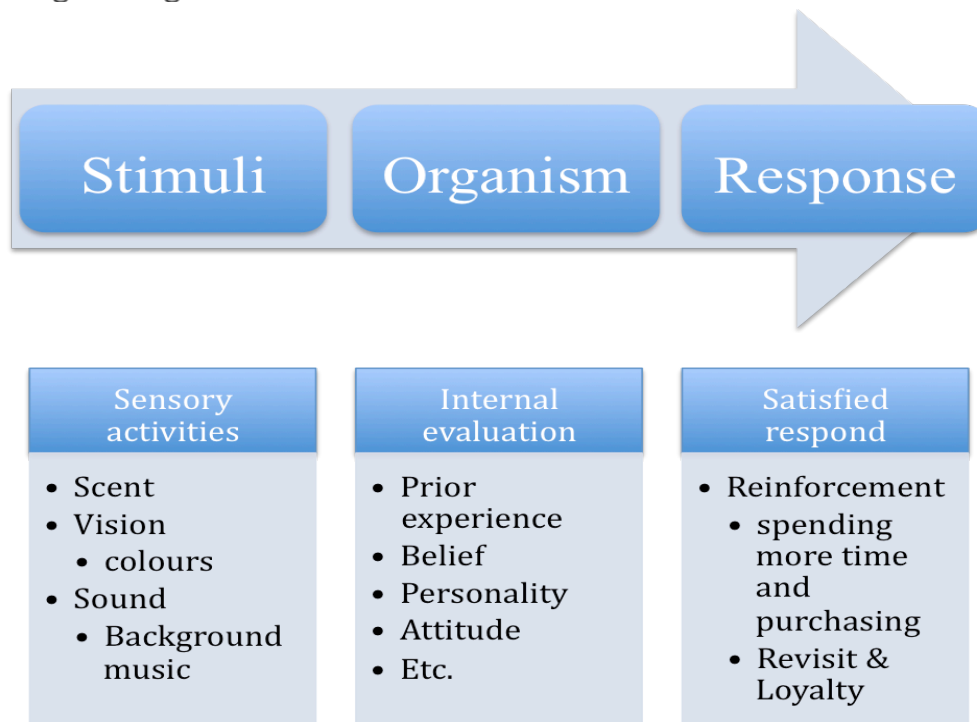


Figure 3: S-O-R diagram of customer behaviour in hotel and restaurant industry. (Own illustration)

As the previous part of our thesis, we studying about sensory marketing apprication in restaurant and hotel industry in Bangkok, Thailand, we can analyze our inferences to show the association between the activities in those businesses and the process of stimulation customer behaviors by using S–O–R diagram and explain in each sense of customer as following:

Scent marketing in hotel and restaurant

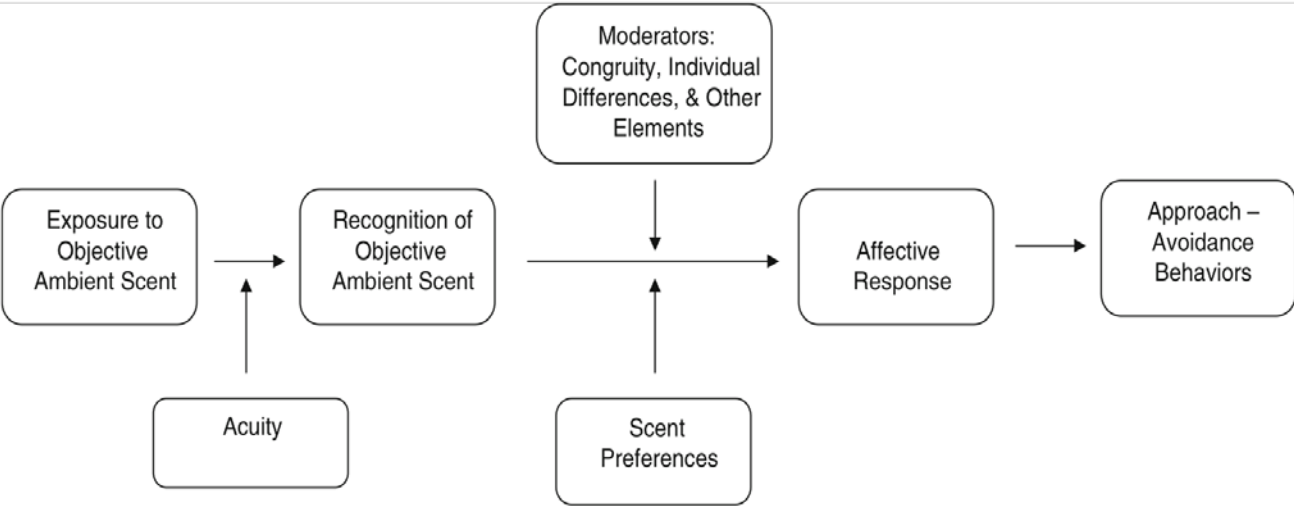


Figure 4: Summary of research regarding objective ambient scents. Adapted from Gulas and Bloch (1995)

Stimuli – According to the data we got from interview entrepreneur in hotel and restaurant in Thailand, we found that they use several marketing activities regarding to scents in their business such as odor of aroma, smell of food and bakeries. It was consider as the ambient scent that the consumer require the acuity to recognize the scent Gulas and Bloch (1995).

Organism – The system of recognition about the objective and ambient scent it the main function of consumer to use their ability to recognize scents and create the ultimate response in the end. The perception process plays an important role in how consumers respond to scents when these activities are use by the marketers. Beside the perception and recognition, the factors such as congruity, individual differences also put the impact on the decision of consumer Gulas and Bloch (1995).

Response – Consumer response is the ultimate effected from stimuli through process of perception and recognition and bring out the result of response into two main forms that are affective response and approach avoidance behaviors. These responses base on mentality and physical of consumer to the stimuli. The favorable scents in consumer perception could being the affective response by spending more time or purchasing more, on the other hand, consumer desire to leave a store or don’t want to revisit if they face with unfavorable scents. By the way, sometime scents can work through unconsciousness of consumer; the response

from consumer could be occurred while the level of awareness is relatively low Mitchell et al., (1995).

Sound marketing in hotel and restaurant (Music)

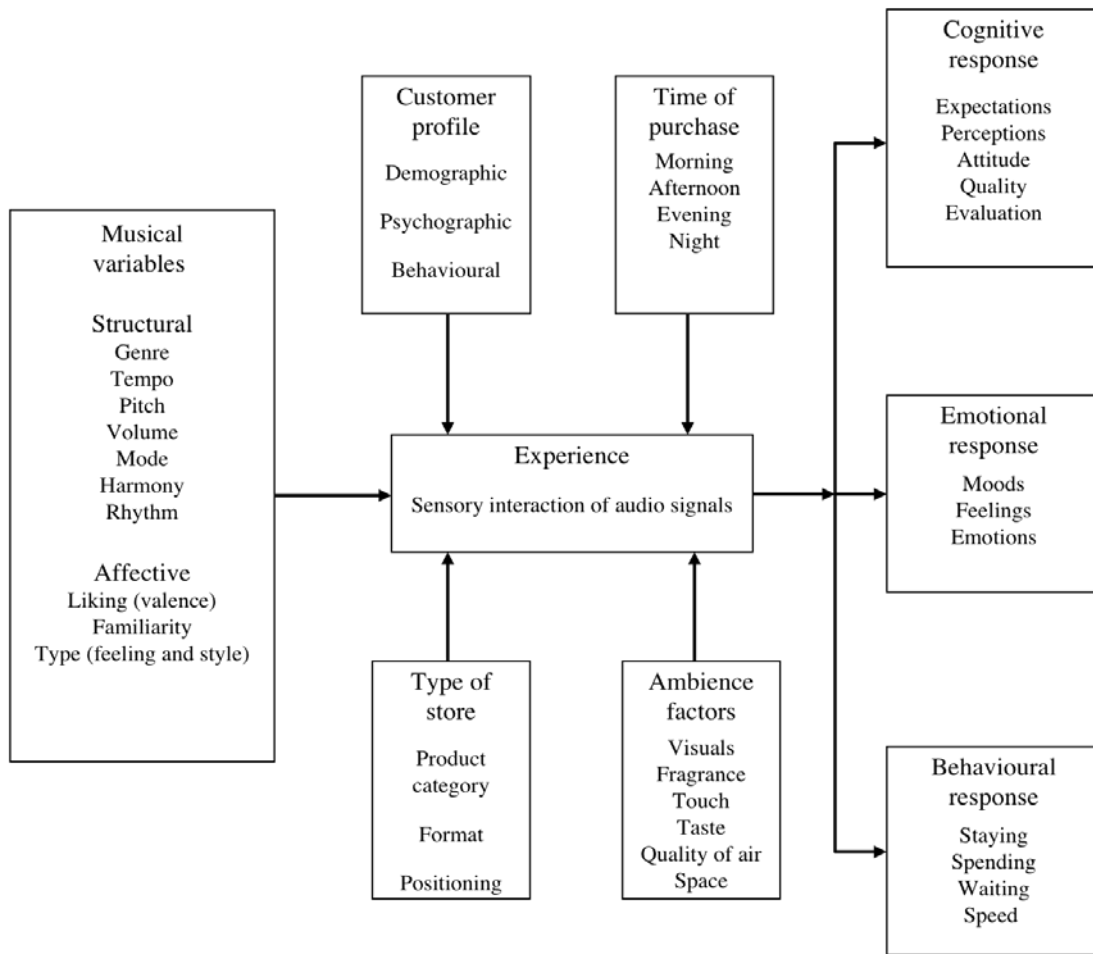


Figure 5: Effect of music on shopping experience. Rajnish Jain, Shilpa Bagdare (2010)

According to Rajnish Jain and Shilpa Bagdare (2010), They illustrated process how music influence consumer behaviour by explained musical variables as stimuli and then work through experience of consumer, then consumer would respond in deferent way. We can use this figure to show the association with S-O-R diagram as following:

Stimuli – Music is the important stimulus that effect consumer behaviour, by the way, there are several factor regarding to music that could effect consumer’s emotions differently. These factors consist of the structure of music (genre, tempo, pitch, volume, etc..), liking, familiarity, and type of music.

Organism – in this element, it mainly base on the past experience of personal existing only in the mind of individual. It refers to the interactive process through musical stimuli that will bring out the customer responses in the end (Rajnish Jain and Shilpa Bagdare, 2010)

Response – The patterns of responses that are effect by musical stimuli can be resulted into cognitive, emotional, and behavioural response. The cognitive response plays as essential role in term of quality evaluation because it concern about attitude, perceiving quality, and expectation. For emotional response, it is the direct outcome from the stimuli which means music has close association with consumer emotion. The behavioural response seem to be the main objective of the business due to the reason that it could increase performance of the business by measure from consumer’s spending in time and purchasing. The table below illustrates findings from several researches regarding to pattern of responses that effected by musical stimuli (Jain & Bagdare, 2010).

Responses	Authors	Findings
<i>Cognitive</i>		
Expectations	Areni (2003), Baker <i>et al.</i> (1994) and Morrison (2001)	Classical music produced expectations of higher service and merchandise quality
Perceptions	Kellaris and Kent (1992)	Music in major keys is perceived pleasant than in minor or atonal keys, resulting in longer perceived duration
	Herrington and Capella (1994) and Yalch and Spangenberg (2000)	Significantly influence perceived shopping duration and product evaluation
	Oakes (2003)	Slow tempo results in shorter time perceptions as compared to up-tempo
	Michon and Chebat (2004)	Slow tempo music impacts perception of service quality and high tempo stimulates cognition
Attitude	Morin <i>et al.</i> (2007)	Significant effect on provider attitude and purchase intention, integrated into servicescape attitude
Quality evaluation	North <i>et al.</i> (2000), Dube and Morin (2001) and Sweeney and Wyber (2002)	Major effect on consumers’ evaluation of pleasure, arousal, service and merchandise quality, thereby, affecting approach behaviour
<i>Emotional</i>		
Moods	Watson (1942)	High pitch is perceived to be more exciting or bringing happiness
	Bruner (1990)	Music is powerful stimulus for affecting moods
	Alpert and Alpert (1990)	Happy music produced happier moods
Feelings	Morrison (2001)	Music significantly influences moods in a retail store
	North and Hargreaves (1996)	New – age music brings positive response
	Michon and Chebat (2004)	Slow tempo music influences shopper’s positive affect
	Garlin and Owen (2006)	Patronage and felt pleasure
Emotions	Lin and Wu (2006)	Slow volume evokes positive emotions. Joyful music stimulates positive consumption emotions in contrast to sad music
<i>Behavioural</i>		
Staying	Smith and Curnow (1966), Kellaris and Altsech (1992) and Sullivan (2002)	Loud music is associated with less time spent in the store in comparison to soft music
	Lin and Wu (2006)	Slow volume evokes underestimation of time perception
	Milliman (1982, 1986) and Garlin and Owen (2006)	Slow tempo music significantly slower the pace of in-store traffic flow and increases the daily gross sales volume
	Lopez and Malhotra (1991) and Cameron <i>et al.</i> (2003)	Time estimates get shorter with the liked music
	Herrington and Capella (1996)	Shopping time and expenditure increase with the level of preference
Spending	Caldwell and Hibbert (1999)	Slow tempo has significant influence on spending of both time and money
	Areni and Kim (1993) and North and Hargreaves (1998)	Classical music influences shoppers to spend more money and buy expensive merchandise
	Yalch and Spangenberg (2000)	Familiar music result in less shopping and vice versa
	Morin <i>et al.</i> (2007)	Pleasant music results into stronger purchase intentions
	Broekemier <i>et al.</i> (2008)	Happy music significantly increases intentions to shop. Interactive effect of happy and liked increases the intensity of shopping intentions
Waiting Speed	Oakes (2003)	Presence of music results into shorter wait durations
	Milliman (1982)	Music tempo significantly affects the pace of in-store traffic flow
	Roballey <i>et al.</i> (1985)	Fast tempo increases the consumption speed

Table 3: Effect of musical variables on consumption experience. Rajnish Jain, Shilpa Bagdare (2010)

Vision marketing in hotel and restaurant (Colour)

Stimuli – the main stimuli that are use in hotel and restaurant focusing on colour of both interior and exterior design, layout of hotel and restaurant, and colour of accessory such as decorated item, instrument, and tool. All elements need the consistency when use it together in order to influence consumer behaviour effectively.

Organism – If we consider in term of the relationship between colour and emotion, we found that it work under consciousness of consumer. Emotion of consumer is effected directly by seeing the colour with the low degree of awareness. By the way, when the customer have experienced with colour in hotel and restaurant, they would recognize and base on the past experience to bring the response to the stimuli in the end. Moreover, the response of colour stimuli also depends on other variable such as demographic, lifestyle, attitude, and always associate with culture and subculture (Chebat & Morrin, 2007). So, this sense requires several factors in order to considering the influence on consumer’s emotion sufficiently.

Response – Due to the colour effect customer’s emotion through perception that base on several factors, when the colour that bring the customer have positive perception, it would help to contribute the favorable atmosphere in consumer’s perspective. However, if it brings to negative perception, the avoidance behaviour could be occurred as well.

5.1.3 The sensory marketing impact on customer behaviour - Questionnaire part

As we mentioned in the method part, we devide our questionnaire into 4 part follow the specific objective. It consist of background of consumption pattern of target group regarding in hotel and restaurant, perception toward sensory marketing in hotel and restaurant, and general response from target group toward sensory marketing activities in hotel and restaurant. The result of the questionair can be illustrate as following:

Part 1: Demographic Information (question number 1 - 4)

Result - regarding to the result of the survey, the majority of demographic characteristics from 385 respondents will be showed as following table:

Demographic Characteristics	Majority of Respondents	Frequency	Percentage (100%)
Gender	Female	254	66
Age	21 – 30 years old	332	86.2
Occupation	Student (master degree) and employee	261	67.8
Income	15,000 – 30,000 Baht	180	46.8

Table 4: Demographic Characteristics of Respondents. (own source)

According to the questionnaires, the information could be divided in four parts. First, the demographic of respondents can described that the main target group of this research have age

between 21 to 30 years old, which are females more than males (or are female 66 per cent and male 34 per cent). Furthermore, the most of the respondents are students, private sector officers, and own business, which showed in 34.8 per cent, 33 per cent, and 18.4 per cent, respectively. This related to their income of its respondents that most of them are in the range of 15,000 to 30,000 baht per month or 46.8 per cent of all. The next range is people who have income between 30,001 to 60,000 baht per month or 22.3 per cent of all. However, more than half of respondents or 59 per cent are know what does the sensory marketing is.

Part 2: background of consumption pattern of target group regarding in hotel and restaurant (Question number 5, 6,7,8,17,19)

Result-:

Question 5 – How often you go to restaurant per week?

The result of this question showed that people tends to have a meal outside the house or in the restaurants around one to three times per week.

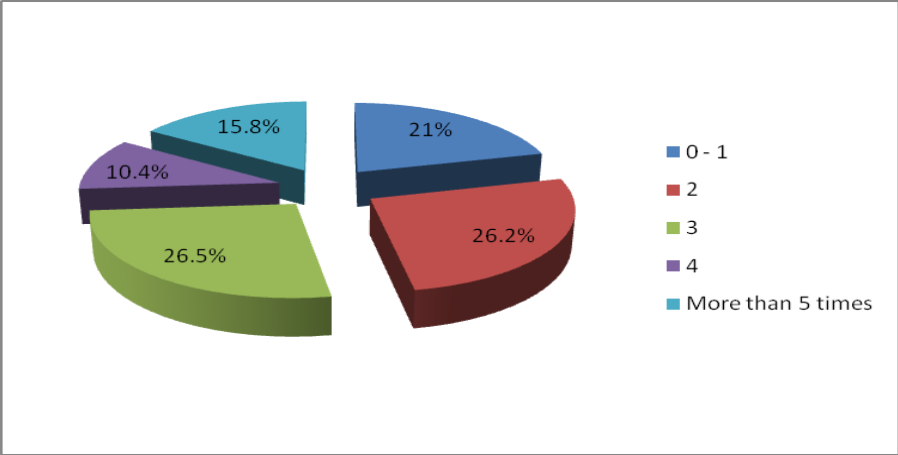


Figure 6: Frequency of having meal at restaurant per week. (own source)

The rate of going to have a meal at restaurant per week is not significantly differ from each other, which are 26.5 per cent of three times per week, 26.2 per cent of two times per week, and 21 per cent of one time per week, respectively. This can imply that respondents tend to going to have a meal outside the house at restaurant at least one time per week.

Question 6 - Who are a person who make the decision of choosing the restaurant ?

From this question, the result showed that the main actor who is the decision maker for having dinner at restaurant are by their own desire, together with others, and friends which showed in the percentage of 58.4 per cent, 21.3 per cent, and 11.9 per cent, respectively.

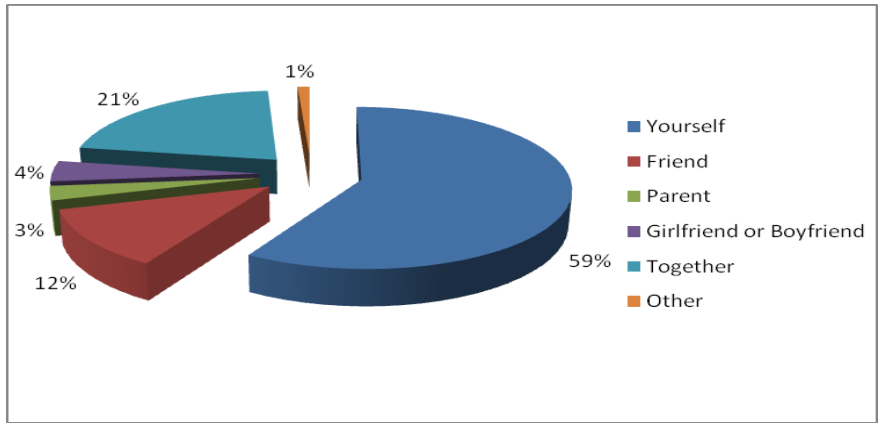


Figure 7: Decision maker on choosing restaurant. (own source)

And the result is showed that the motivation of having a meal at the restaurant is often originate from their own desire of respondents.

Question 7 - How much money do you spend per time for meal in the luxury restaurant (average) ?

According to this survey, the infomation from this question show that the mean of this is 1.9766, while standard variation is 0.90828. This value of the mean can imply that customers or respondents seem to pay money around 1,000 – 2,000 Baht per meal, as showed in the figure 8.

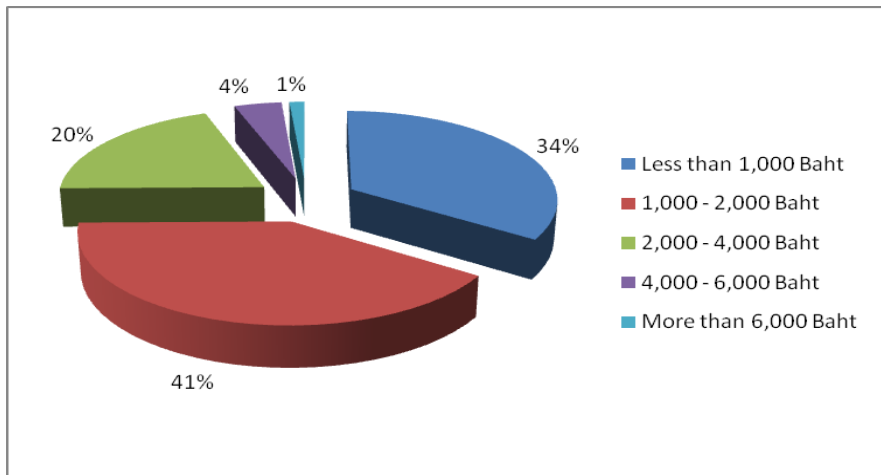


Figure 8: Budget per meal. (own source)

Around half of respondents (40.5 per cent) seem to spend money around 1,000 to 2,000 baht per meal in the luxury restaurant. Whilst 34.3 per cent of its respondents will paid money only 1,000 baht or less. This could be an significant information for the restaurant in order to set their target group and prices.

Question 8 - What is the factors that you use when choosing restaurant ?

Question 19 - What is the first attribute come up in your mind about your favorite restaurant ?

According to the questionnaire survey, the data showed that each factor has an impact on customers' decision. However, the degree of the influence to them is varies among each factor, which are presented as following table:

Relevant factor	Percentage	Minimum	Maximum	Mean	Std. Deviation
Taste	66.0	1.00	5.00	4.5273	.87196
Service	4.2	1.00	5.00	3.8519	.92781
Atmosphere	26.8	1.00	5.00	3.9844	.91843
Price	2.6	1.00	5.00	3.7065	.92679
Location	.5	1.00	5.00	3.7636	1.03266

Table 5: Relevant factors of choosing restaurant. (own source)

The result of both questions showed the factors that could have an impact on choosing restaurant decision. This result showed that the most important factor is the taste on the dish of restaurant which has showed in the most important rate (the most valuable in terms of percentage and mean). While the rest of factors are showed that atmospherics, services, prices, and location of the restaurant are take an important role on decision making as well, but have less impact respectively. Moreover, there has only one factor that could be categorized as the most important factor for choosing decision, that is “taste”, while the rest factors could be described as an important ones.

Question 17 - What are the important element of atmosphere in the luxury restaurant ?

Regarding to this question, the result showed that it has not significantly difference among each element of atmosphere in the luxury restaurant as showed in the table 6.

Element	Percentage of Agree (level 4)	Minimum	Maximum	Mean	Std. Deviation
Color	32.7	1.00	5.00	3.6416	1.11866
Scent	39.2	1.00	5.00	3.6753	1.12548
Music	36.9	1.00	5.00	3.5351	1.00491
Layout	38.7	1.00	5.00	3.7195	1.06520

Table 6: The important element of atmosphere in luxury restaurant. (own source)

The result showed that the most relevant element of the luxury restaurant in customers’ mind is the layout of restaurant, while the rest elements, which are scent, color, and music also be an important element (means comparable). By the way, all of these elements were rated as an important elements (level 4) by the respondents, which are 32.7 per cent of color, 39.2 per cent of scent, 36.9 per cent of music, and 38.7 per cent of store layout.

Part 3: perceptions toward sensory marketing in hotel and restaurant (Question number 9,10,11,12,13,14,15,21,22,23,26,27,28)

Result -:

Question 9 - Do you think color of the restaurant can effect your decision ?

Question 10 - What is the most appropriate color in the luxury restaurant ?

According to question ninth and tenth, the result of the questions are show in the figure 9 and figure 10, which are about the impact of color in the restaurant to the customers’ opinion and perception.

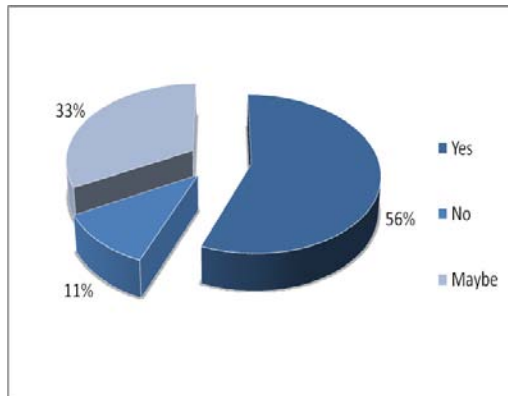


Figure 9: Percentage of the color effect. (own source)

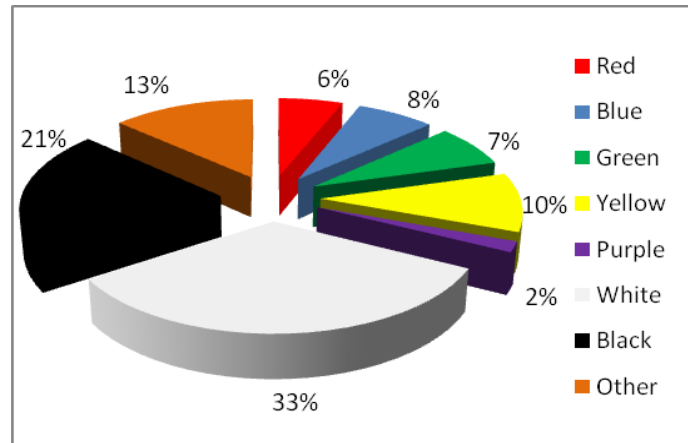


Figure 10: The appropriate color of luxury restaurant. (own source)

Fifty-six per cent of respondents are agreed that the using of colors also has an impact on the customers' decision for choosing the restaurant. Whilst the white colour is the most attractive one, then are black and other colours, which are 33.2 per cent, 21 per cent, and 13.2 per cent, respectively.

Question 11 - How about music ? (Dose it can influence your decision making ?)

Question 12 - What feeling do you expect from listen music in the luxury restaurant ?

The result of these questions are showed in the following figures:

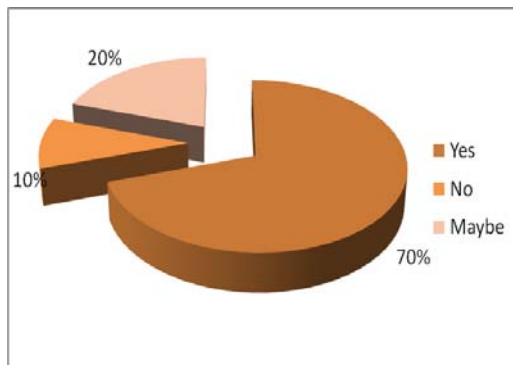


Figure 11: Percentage of the impact of music. (own source)

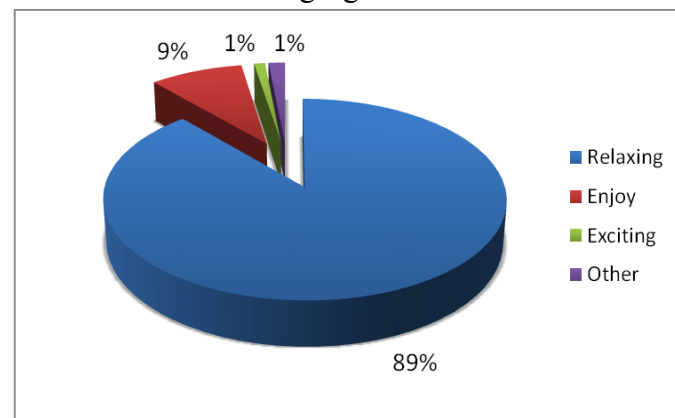


Figure 12: The expecting emotion from the music in the restaurant. (own source)

According to question 11, music also have an impact on customers' making decision, which shown in 70.1 per cent of all respondents. While the result from question 12 showed that the most of customers are expected that the restaurant suppose to open the relaxing music (88.6 per cent).

Question 13 - Does favorable atmosphere in the restaurant can influence you to choose it ?

From the results of previous questions, these factors lead to an implication of the atmosphere impact on customers' making decision, which 95.3 per cent of participants are agree with it.

Question 14 - Have you experience with the situation that color and music in the restaurant attract you ?

Question 15 - Have you experienced with the situation that you choosing the restaurant by the atmosphere such as smell, sound, or colour ?

The result from both questions showed that most of respondents are agreed that they had an experience of attraction by color and music, and atmosphere of the restaurant, which are 83.6 per cent and 90.1 per cent, respectively.

Question 21 - What factors that you consider about the quality of Hotel

The result showed that price, atmosphere and service play as essential factor that respondents use to evaluate quality of service, which are presented as following figure:

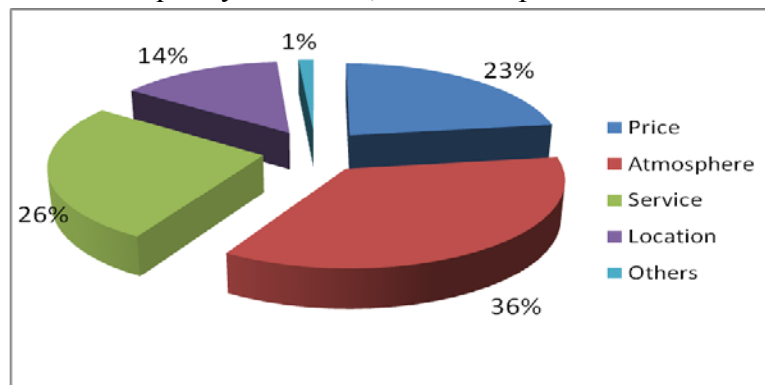


Figure 13: The factor of quality of the hotel. (own source)

Atmosphere is considered as the most important factor that the respondents use in their decision – making by account for 35.6 per cent. Follow by service and price factors that got 26.2 per cent and 22.9 per cent respectively. For location and other factors, only have 14 per cent and 1.3 per cent of the respondents chose it.

Question 22 - Have you experienced with sensory activities in Hotel (Such as smell, colour, music)

This is the general question that can bring the useful answer for others question, the result show that 85.7 per cent of respondents have experience with sensory marketing activities like scent, sound, and colour in the hotel. And only 14.3 % who can't remember that they experience with these activities, which showed as following figure:

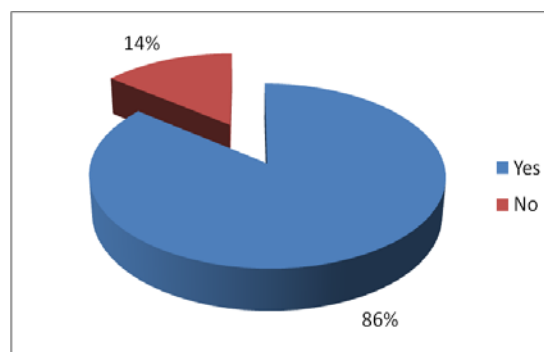


Figure 14: Sensory activity experience. (own source)

Question 23 - If yes, what kinds of sense do you perceived in the Hotel?

	Aroma (smell)		Music (hear)		Design (vision)	
Strongly Disagree	16	4.2	8	2.1	37	9.6
Disagree	33	8.6	36	9.4	5	1.3
Neutral	69	17.9	160	41.6	21	5.5
Agree	148	38.4	137	35.6	87	22.6
Strongly Agree	119	30.9	44	11.4	235	61.0
Mean	3.8338		3.4494		4.2416	

Table 7: Type of senses in hotel. (own source)

The result illustrated in the table 7 showed that the three main factors that are scents, music, and design in the hotel are perceived by the respondents' past experience. By the way, the respondents seem to perceived sense of vision most because it show the outstanding result with more than 80 per cent who give the level 4 – 5 as well as the value of mean that have the highest value, 4.2416, if compare with others. Whilst the sense of smell results that there are around 70 per cent of respondents chose the level 4 -5. For other sense, music, level 3 and 4 of the answer are answers most (77.2 per cent for sound).

Question 26 - In your opinion, is it necessary to open music in the lobby of Hotel?

The majority of respondents have the opinion about using music in the lobby of the hotel that it is necessary of the hotel, the survey show that only 32.2 per cent of respondents who think that music is unnecessary, while 67.8 per cent think it is necessary.

Question 27 - In your opinion, is it necessary to using scent likes aroma in Hotel

Significant numbers of the result illustrate that using scent like aroma in hotel is necessary activities, 80.8 per cent of respondents choose “yes” in this answer and only 19.2 per cent who do not think that using scent is not necessary.

Question 28 - How did you feel when experienced with music and scent in the Hotel?

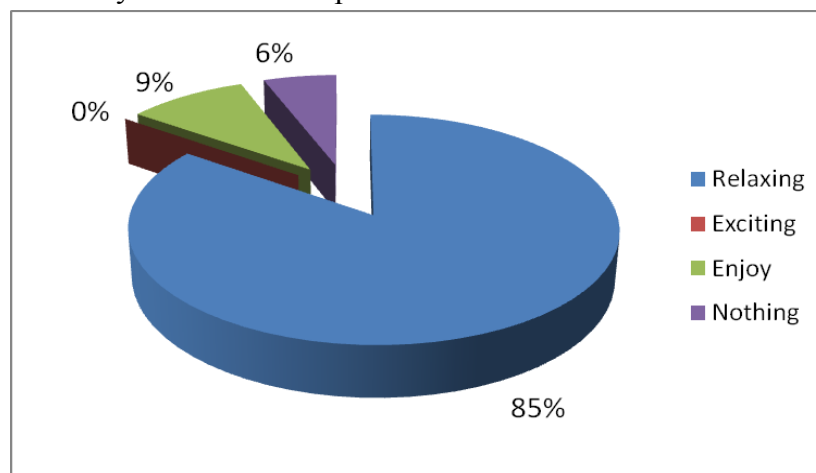


Figure 15: Experience emotion among music and scent in the hotel. (own source)

According to the result, figure 15, the perception regarding to using music and scent in the hotel of respondents seem to be in the same way, 84.9 per cent had the perception through

their past – experience that they felt relaxing when they faced with using music and scent in restaurant. For others factors, enjoyment, and nothing, the results was 9.4 per cent, and 5.7 per cent, respectively.

Part 4: general responses from target group toward sensory marketing activities in hotel and restaurant (Question number 16,20,24,25,29)

Result -:

Question 16 - Does favorable atmosphere in restaurant can influence you to pay more or revisiting ?

Sixty-four per cent showed that the atmosphere of the restaurant can influenced the customers to revisit their place again, while twenty-eight per cent of its respondents just only want to revisit without paying more.

Question 20 - Does the scent of food (smell) in restaurant motivate you to choosing restaurant without plan ?

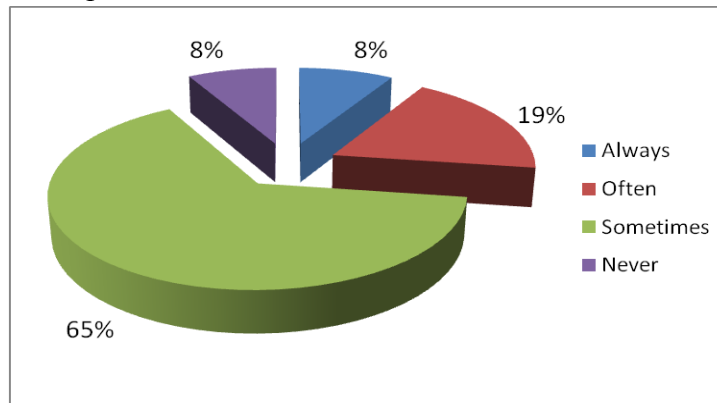


Figure 16: Scent's attraction. (own source)

From this question, the result showed that using of scent or smell by restaurant is not always have an effective response from customers. However, it sometimes having an effective result on attracting customer by the scent of the meal in the restaurant by chance, sometimes, which is 65 per cent, as showed at figure 16.

Question 24 - Do you think the favorite atmosphere in Hotel can motivate your decision in choosing the hotel?

In this question, the result showed the significant number of respondents who think that favorable atmosphere in hotel can motivate them in making decision process. It's account for 94 per cent of respondents who choose the answer “yes” and only 6 per cent who believe that favorable atmosphere is not able to influence their decision making process.

Question 25 - What is the most factor that influence you to revisit the hotel ?

Regarding to the survey, the result of this question showed that the influential factor to the customer behaviour is illustrated as following table:

	Atmosphere		Price		Service		Location	
	N	%	N	%	N	%	N	%
Strongly Disagree	12	3.1	7	1.8	12	3.1	7	1.8
Disagree	16	4.2	21	5.5	18	4.7	22	5.7
Neutral	33	8.6	56	14.5	37	9.6	69	17.9
Agree	131	34.0	162	42.1	133	34.5	150	39.0
Strongly Agree	193	50.1	139	36.1	185	48.1	137	35.6
Mean	4.2390		4.0519		4.1974		4.0078	

Table 8: Influential factor to customer behaviour. (own source)

Concerning about the critical factor that can influence customer behaviour to respond the sensory activities by revisiting, the result show that all factors that consist of price, service, atmosphere, and location seem to be important for decision making process of the respondents. More than 70 per cent of respondents realize that price, service and atmosphere are significant factor by give the level 4 – 5 of importance for this question. For location, the importance is relatively low when compare with others factor although more than 60 per cent of respondents who give the level 4 -5 in this factors. However, the most critical factor when use the means value is atmosphere, 4.2390, though it is not much different in each value.

Question 29 - Do you think the sensory marketing likes using scent, colour, and sound in hotel and restaurant can influence you to pay more and have loyalty with those place?

Around forty-six per cent of respondents showed that using scent, colour, and sound in luxury hotel are able to influence them to purchasing more and also have good attitude with the hotel. Beside, 43.9 per cent for the answer “sometime” of this question, that means the scent, colour, and sound in hotel solely could influence them sometime. By the way, only 10.4 per cent who think that using sensory sensory marketing activities can’t influence them to purchasing more.

5.2 Analysis

5.2.1 The sensory marketing activities

According to the interview finding, we found that the using of senses by the hotel and restaurant have a positive outcome to their business in various ways. In the hotel side, they usually use five-senses in order to provide the best atmosphere of hotel for their customers. Although they usual use five-senses in their hotels, there are two senses which have a significant impact to their performance. The first sense is “scent”. All of hotels we interviewed have agreed that the using of scent in terms of aroma oil have an impressive outcome. Due to the scent of aroma oil can generated the positive emotion that could leads to the increase in sales, and revisit or repurchase in its products. The second sense is “vision”. The hotels in Thailand seem to decorate their places in the light colour. Due to the light colour is related to the laid-back or relax emotion. Hence, when the customer perceived the favorable

atmosphere of the hotel, this could lead to a revisiting or brand loyalty of its hotel brands. Whilst the other senses are used in the hotel as well, they do not play as an essential role as the two senses we mentioned above. The using of sound in terms of music seems to be usual for every hotel. Since the background music in hotel has played in the slow tempo in order to generate the relax emotion. The taste and touch are providing in terms of restaurants and services of its hotel, like spa-treatment, respectively.

On the other hand, the restaurant side, there are widespread of using sensory marketing among the restaurants in Thailand as well. Whilst the use of senses of restaurant is not similar to the hotel, the restaurant will choose the package of senses that they considered as the most appropriate. The vision is the most crucial sense that has been used in the restaurant. There are many kinds of vision that were used among the restaurants in Thailand. The reason of the different kinds is that there are different concept of its restaurants, thus, the layout, colour, light, materials, and decoration will be decorated in the various forms. However, the usage of these factors is related to the same reason that is attraction and pleasure of their customers. The second crucial sense of the restaurant is sound. There is usually playing the lively background music in the restaurant. This is different from the hotel that playing the slow-tempo music. The reason of using this kind of music is that the restaurant has to concern about the turnover rate of their customers. Since it plays slow-tempo music, the turnover rate of its customer will be low. Besides, the lively music could lead to a more appetite and high turnover rate. Therefore, it is vital for the restaurant to manage the kinds of music properly to the concept of its restaurant. The other senses are used by restaurant as well as the two senses above, however, it depends on the concept and policy of its restaurant to decide that it is necessary for the restaurant or not.

From all above, the using of senses has a significant positive outcome to the hotel and restaurant. Each sense has an advantage in itself. It can attract and persuade customer effectively. This leads to the action of the customer which is relevant to the increase in sales, revisit or repurchase in its products, and brand loyalty. For example, the using of senses that relevant to the quality of experience of the customer could lead to the WoM and the better performance of its hotel and restaurant.

5.2.2 The process of how sensory marketing influence consumer behaviour in decision making

As we focus on the basis of S-O-R diagram, we found that there are several variables that can affect learning process of customer that bring to the different response, According to various researches and studies, When the stimuli were found by the customer, the learning process of customer connect the stimuli with their recognition and comprise with others variables that can be showed as following:

Demographic – From the several researches, The variable such as age, gender, play as an essential role in influencing attitude and perception of customer toward sensory marketing activities. For example, female customers were more critical about the atmospheric attributes than male customer (Yildirm et al., 2007). Male and female seem to have different perception,

lifestyles, motivation and attitude regarding to decoration in interior and being tidy. Moreover, ages also have affected the difference of attitude and perception of customer, the result of Yildirim showed that the younger customer (under 30 years old) has the positive attitude and perception of atmospheric attributes than older customer. This result bring us to the conclusion that when age and experience increase, it make customer become more critical about atmospheric attribute, same as gender, female seem to be more negative perception about atmosphere than male due to the characteristic of them. After we analys the data we got, we found that there are the difference and the semilarity as following:

Gender factor

There are several research show that the difference in gender could bring the diffent impact on using sensory marketing activities, we found that music and atmospher could bring the different impact on different gender. From our result there are no significat different in customer behaviour between male and female toward to using color in hotel and restaurant. these variables have no correlation. Due to the value of Significant 1-tailed and 2-tailed are showed that there are not significant to each other. By the way, there is different between gender and the impact of music. Hence, the impact of music has a significant impact to the gender. And there is different between gender and the impact of atmosphere. Thus, the impact of atmosphere has a significant impact to the gender, as showed at the table 9.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference
Impact of color	Equal variances assumed	.078	.781	-.632	383	.528	-.06221	.09842
	Equal variances not assumed			-.633	263.926	.527	-.06221	.09826
Impact of music	Equal variances assumed	14.933	.000	-2.051	383	.041	-.17738	.08648
	Equal variances not assumed			-2.147	297.735	.033	-.17738	.08262
Impact of atmosphere	Equal variances assumed	15.773	.000	1.980	383	.048	.04484	.02265
	Equal variances not assumed			1.742	189.412	.083	.04484	.02575

Table 9: The Independent Samples Test between gender and impact of each sense. (own source)

Age factor

According to the result, it illustrate that age factor play as an essential role to create the different effect of sensory marketing, we found that there are relationship between activitiws like color and music that could bring the different effect on different age of customer.

Psychographic – the psychographic is the variable that depends on personal preference, attitude and perception. These could be affected from the environment, social, or reference group. Music, colour, and scent in hotel and restaurant could bring different attitude and perception to customer, due to the psychographic factor. By the way, this factor seems to be the same in people who live in the same environment with same culture and social.

Past – experience and knowledge – the experience of customer regarding to sense likes scent, color, and sound is the important part of recognition process of customer. When the customers are stimulated by the stimuli, they will connect the stimuli with store of past experience and then create attitude toward those stimuli. If the customer has positive experience about those stimuli, it could bring the favorable perception and attitude for the next time they face with those stimuli. However, if the customer has not experienced with the stimuli before, the perception and attitude of customer will be decided psychographic and were stored in experience of customer instead. In term of knowledge, Lyer (1989) and Park et al. (1989) studied about the associate of level of knowledge and unplanned purchase, the result of study show that the lower level of knowledge regarding to atmospheric attribute, the higher opportunities to create unplanned purchasing.

Culture & Subculture – This factors is main important things that marketer need to consider, using some scent, smell, and colour can bring the negative effect toward the attitude and perception of customer in specific culture and subculture. Especially in using colour, because colour often plays an important role to identify the symbolic meaning of culture and social. For example, the study of Chebat and Morrin (2007) found that French – Canadians respond more to the warm colour decoration while anglo – Canadians respond more to cool colour decoration. The meaning of colour, scents, and sound could bring the different attitude and perception about atmosphere in different culture.

5.2.3 The sensory marketing impact on customer behavior

In order to analysis customer response to marketing strategy, from the result of our surveys, we found that Thai customer who has experience with sensory marketing in hotels and restaurants have responses toward to those activities in three main different ways according to Rajnish Jain and Shilpa Bagdare (2010), that are Cognitive response, Emotional response, and Behavioral response. We can illustrate the relationship between the result and the conceptual framework as following:

Cognitive response - the cognitive response is the response in form of expectations, perceptions, attitude, and quality evaluation that customer perceive from the sensory marketing activities. In these aspects, we set several question to study it.

From the result, we found that customer who have experienced with activities like scents, sound and vision in hotel and restaurant have response toward the cognitive thinking process. They have the expectation regarding to the sensory activities that it is necessary for service industry nowadays and it can bring the favorable attitude to the customer. Regarding to the finding of its senses impact to cognitive response, Therefore, the sensory marketing in hotel

and restaurant seem to play an essential role in order to measure quality of the business in customer perspective as well. According to the result of our survey, it shows that atmosphere plays as an important factor that respondents use to choosing restaurant.

Emotional response – moods, feeling, and emotion of the customer are affected directly by the stimuli. From all of these, we found that people seem to have positive moods toward the sensory marketing activities in hotel and restaurant. Especially in hotel, relaxing feeling seem to be primary emotion that customer expect from those activities. Scent marketing seems to be the most powerful since its scent has influence customer emotions efficiently. In the restaurant industry, we found that testing and smelling are nearly the same perception process of customer. In general, the restaurants often use blue color to calm and relax the customer.

Behavioral response – as marketer using sensory marketing as tool to increase performance of business, this response seem to be the most important for the business. The responses of customer such as stay longer in hotel and restaurant, spending more, revisiting. After we study thoroughly from secondary data consist of gathering from the surveys, we found that sensory marketing can influence them to create behavioral response in different way as following:

Music – according to several study, we found that slow tempo can influence on spending of both time and money of customer. The classical music in luxury hotel and restaurant can influence shoppers to spend more money on expensive merchandise or dishes. Moreover, in restaurant Milliman (1982) found that the fast tempo music can increase the consumption speed and the pleasant music can result into stronger purchase intention.

Scents – smell seem to be very powerful sense to influence emotion of customer directly. In term of behavioral response, the arousal scents of food could motivate customer to have biogenic drive to buy food but in restaurant and hotel, marketer usually use scent in order to create the favorable atmosphere. Scents are use as supportive tool with the music to enhance experience of customer.

Vision – From the survey, we found that using color solely cannot influence customer behavior to create behavioral response. In restaurant, red colour is use to causes anxiety. By the way, in order to create desired atmosphere, several research claim that a warm – colour environment has shown to be more effective by the result show that customer will feel relax and warm that can bring the behavioural response in term of staying longer and create opportunity to spending more.

Hence, from all aboves, although in service industry likes hotel and restaurant, sensory marketing are studied and claim that it could influence consumer behaviour toward consumption in restaurant and hotel in Thailand, but the result showed that each sensory marketing likes scent, sound, and colour alone can not be effective. All activities are required to work together consistently in order to create favorable atmosphere. Due to the reasons that in there are association among each sensory marketing activities and different sensory stimuli can complement another, For example, Heinrich Frieling, a color psychologist and expert for

associations, he show that color of food can connect with the odor. The color of food can link with the perception of customer about odor.

Color	Fragrance
PINK	sweet, mild
LAVENDER	sweet, unerotic
MAGENTA	heavy, narcotic, charmingly, sweet
INDIGO	scentless
BLUE	scentless
MINT	juciy, fresh to salty
GREEN	fresh, fragrant, parfume with green fragrance
OLIVE	musty
LIME GREEN	sour, dry, fresh, bitter
YELLOW	parfume, flower
ORANGE	hearty
RED	sweet hefty, hot
GOLD	sweet, good, stunning
OCHER	sourly, neutral
BROWN	aroma, musty
WHITE	scentless
GREY	bad

Figure 17: Color – odor associations. Heinrsh Frieling

Another relationship is between background music and odor in restaurant, explained by Matilla and Wirtz, they showed that if the level of arousal of ambient scent and background matched, it could enhance the customer experience. For example, lavender scent if combined with slow tempo music could led the higher arousal than with fast tempo music. So, consistency and fitting of aroma and music could encourage customer to spending more. Consequently, These facts bring us to the conclusion that the favorable atmosphere can be contributed by using sensory marketing activities together and it also require the consistency and fitting among those activities to achieve the better performance.

6 Conclusion

From the study, we can illustrate the overall scope of our result of our study that how sensory marketing applied in Hotel and restaurant in Thailand and how these activities influence Thai customer behaviour in decision making process. First of all, we found that the hotel and restaurant industry in Thailand use several promotional tool and activities regarding to sensory marketing. Scent, sound, and colour are use prevalently in order to motivate their customer to purchase more and create loyalty with their target group. In restaurant, white colour seem to be the most favorite colour toward Thai customer perspective because Thais believe that it make them feel relaxing and calm. Scent of food also plays as an significant role in order to persuade customer to come in the resturant that encourage the entrepreneurs to improve the performance effectively. On the other hand, for hotel industry, scent has become the most essential element that necessary for hotel in Thailand. The scent likes aroma is the uniqueness scent that can be found only in Thailand. Moreover, music also creat the relaxing for the customer in the hotel to feel relief from the tension and relaxing when staying in the hotel. Therefore, the result assure that sensory marketing has been applied in hotel and restaurant industry for long time with the goal to create favorable atmosphere especially relaxing atmosphre. The marketer also believe that it's necessary to improve the performance of their business.

Secondly, the process of how sensory influecne customer behaviour, as a result of researching relevant data to answer the question, according to the previous researches, the sensory marketing activities are the stimuli that affect the customer through recognitional process of customer. The recognition of customer will bring the positive or negative effect to thier attitude. By the way, in some cases those stimuli work through unconciousness of customer that change the behaviour without recognition such as the level of tempo of the music in the restaurant. As the result of our study, Thai customer seem to have the positive attitude toward using sensory marketing activities in hotel and restaurant. Thai customer believe that these activities are able to motivate theire behaviour and could bring the favorable attitude of customer to their business as well. Moreover, the other variable such as past experience of customer, demographic and phycographic also has an impact on attitude and emotion of customer although using the same stimuli, so the marketer should take it into consideration in order to create farvorable attitude to their customer effectively.

Finally, after the customer are motivated by the stimuli (sensory marketing activities), the result illustrated that Thai people are wiling to response those activities in favorable way such as purchasing more, revisiting, and become loyalty. Furthermore, regarding to the previous researches, only sensory marketing activities solely are not enough for the business to motivate customer to response directly. The core of service quality also required such as, service in restaurant and hotel, taste of food, cleanness, etc. Hence, although the sensory marketing are able to influence customer behaviour, the other factor also require to contribute the favorable quality of service in hotel and reasturant industry as well.

7 Recommendation

As our strategic question that to find the appropriate approach to applied sensory marketing activities in hotel and restaurant in Thailand effectively, from the result of the study comprise with our analysis, we can give the recommendation for the entrepreneur who would like to apply sensory marketing activities in order to improve their performance of the business by considering on the critical factor regarding to the using of sensory marketing and affect to consumer behaviour in Thailand.

As the inference show that after using sensory marketing activities in the business, the marketer should concerned about the primary variable of their target group such as, demographic, culture, norms, and general attitude about senses. Due to the reason that there are differences in attitude and perspective in each culture. Moreover, the marketer should focuses on the target's group perspective about the definition of favorable atmosphere. This would help the marketer to have a well understanding of customer behaviour and attitude that could bring to the exact solution to achieve the goal of business.

Furthermore, due to the reason that each senses likes scent, sound, and vision can not work effective when it work separately. Hence, it is necessary for the marketer to understand how to use it with the consistency and combine it in order to contribute the favorable combination of all activities. For example, the slow tempo of background music in hotel and restaurant can bring the powerful impact to the consumer behaviour if using with appropriate color and scents. These relationship between each senses could put the significant motivation to customer if it is used in the suitable way.

According to the result, Thai customer believe that the relaxing emotion is the primary expectation from the favorable atmosphere in hotel and restaurant in Thailand. Beside, white colour seems to be the most appropriate colour in the luxury restaurant, and aroma scent also play as an essential element to motivate customer in hotel as well. So, these fact could be the useful guideline for the marketer who aim to create the favorable atmosphere in hotel and restaurant in Thailand with the promotional tool likes sensory marketing activities.

Consequently, in order to create the effective tool to enhance the performance of the business by using sensory marketing activities in hotel and restaurant in Thailand, the marketer should concerned the critical factors that consist of, demographic, psychographic, culture and subculture, norms, and general perspective of their target group. Furthermore, the consistency of using several sensory marketing activities also have the significant factor that the marketer should take it to consideration in order to achieve its goal.

8 Suggestions for further research

Due to the restriction of time and several limitations, In some part of the result, it base on the secondary from the previous research and relevant article that could reduce the up – to – date of the study and can could reduce the reliability of the study. In order to create the in – dept study regarding to the sensory marketing activities, we suggest that the study about applying sensory marketing activities in several sence likes scent, vision, taste,sound, and touch could be more interesting study. Morover, if the observation can be use in the study in order to study the behaviour of customer, it would help the author to get the well understanding and clear point of view about the study.

Consequently, the study toward the sensory marketing activities in other industries and orther target group by concerning about the association between each sence and other significant variable are reccomended by the authors because it would be beneficial for marketer in overall.

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Appendix 1 (Interview Part)

1.1 Interview question

In order to have the best results of interview, we had provide an interview in short and relax discussion way (About.com, n.d.). We managed the questions that are relevant to our conceptual framework as following:

General Questions:

We will start with the general question in order to collect the general information regarding to the hotel and the restaurant of interviewee.

- First we would like to ask you few general questions: could you please talk about your restaurant (or hotel) and yourself?
- Were you here since the opening of the restaurant (or hotel)?
- How many customers can you have per days?
- Do you know what sensory marketing is? (If “no” we will explain briefly about sensory marketing)
- Do you think that you use its senses in your restaurant (or hotel)?
- What kind of marketing activities do you have in your restaurant (or hotel)

For these following questions, we will focus on how the entrepreneur using vision, sounds, and scents in their restaurant or hotel to influence the customer behaviour. We try to find out what is the outcome and the expectation they want from using these activities.

Question about Vision:

- We would like also to talk about the sight, the first sense we are studying. How do you manage the decoration here, the color? What kind of spirit do you want to show?
- Can you tell me how did you choose the colours of your restaurant (or hotel)?
- Did you expect something special from these colours or not? Why these ones?
- And what about the lights?
- So what kind of light do you use?
- So do you know for instance why they have chosen those colors, those pictures? When they told you to do this way for the decoration and so on, do they tell you why?

Question about Sounds:

- What about the music: do you have music in your restaurant (or hotel)?
- Do you have special music; do you put a special kind of music for the customers?
- Did you expect something special from this music or not? Why these ones?
- The music is the same at any time of the day?

Question about Scents:

- What about the scents? Scents are really important to appeal customers, by spreading scents in the street for instance. Can you tell me how do you manage them?
- Do you think that the scents can influence the customers outside? Even if you don't put in on purpose.

- Do you think it is important for the customer?

The last part of interview, after the entrepreneur using sensory activities in their business, what the actual outcome they gain and whether these activities can bring the positive impact to their business or not.

Question about the result on business:

- Since you use of senses, does it gives any impacts on your restaurant (or hotel)?

- If yes, what is the outcome of using the senses? Positive or negative?

1.2 Interview result

- **Hotels**

- *“Banyan Tree Bangkok Hotel”*

Banyan Tree Bangkok Hotel is located in the center of Bangkok city. This hotel is a luxury palace that decorated in the ornate way. We had an interview with Mr. Jessada Chokchawat who is an Assistant Manager Pre Opening and Operation Support of the hotel. He has worked there for 4 years. Banyan Tree Bangkok can divide their occupancy rate in two types, which are the occupancy rate for low season, 40-50%, and the occupancy rate for high season, 80-100%. Since the hotel has provide 216 rooms for their guests. Moreover, he said that Banyan Tree Bangkok Hotel has use five-senses of the human in order to encourage their performance. The first sense the hotel use is scent. This is one of the most important senses they used. The hotel has provides many kinds of aroma oil which it made from nature 100%, as well as incense sticks. Furthermore, the aroma oils were produce by their owned spa-treatment. The usage of these aromas has aims to make their guests relaxed when they visit the hotel. In addition, the use of scent also attracted the guest to visit the hotel unconsciously as well. Secondly, vision, the hotel has decorated in the concept of “Sanctuary in the City”. Due to the objective of making people who come to visit there room to be in the relaxing mood, the hotel has provides many facilities so as to make their room most comfortable, e.g. LCDs in the bathroom, connecting areas, city view etc. Banyan Tree also decorated their building in the colors of black and gold together with the orange light, which could make people feeling relaxed from any stress situations. The third sense is sound. The hotel has provides their spa music which is the real signature of its Banyan Tree. This music can encourage their guest to be relaxed around the hotel. Furthermore, the hotel has provides its signature music especially in their rooms with media player or iPods. The rest of its senses are touch and taste. For the sense of touch, the hotel has performed their services with the concept of “One stop service”, which included the Banyan Tree Spa and Academy. However, the sense of taste has been performed in the kinds of restaurants. Banyan Tree Bangkok Hotel has various kinds of restaurant in their hotel, which is: Vertigo Grill and Moon Bar, Bai Yun, Romsai, Tai-hei, Pier59, and Latitude Lounge and bar. Finally, Mr. Jesada has concluded to us that due to the using of five-senses, it has encouraged the hotel performance in positive

way. One thing is that it creates a competitive advantage to the hotel from using five-senses. Moreover, it also has been an indirect way of advertisement for the hotel, WoM.

- *“Centara Duangtawan Chiang Mai Hotel”*

Centara Duangtawan Hotel is located in the Downtown of Chiang Mai. This hotel has a four-star accommodation ranking. By the way, we have an interview with Mr. Athiphu Lee who is a General Executive and owner of this hotel. As he working there for 3 years, the hotel has customer around 400 -900 people per day (depends on season). Moreover, the hotel has used the senses in order to attract and persuade their customers. First, the hotel has decorated their hotel with brown and gold color. These colors are related to the usage of wooden furniture and Lanna style, which the hotel wants to demonstrate the cultural and traditional of the city – Chiang Mai or Lanna. Second, they also use the sounds of music in order to grab customer’s attention by singer who is singing a pop music in their hotel. However, they do not have any music in their lobby, due to the usage the sound of live singing instead. The last sense the hotel use is scent. Centara Duangtawan Hotel has used many kinds of aroma in order to attract their customers. One of its aromas is the diffusal oils which have various scent e.g. eucalyptus, jasmine, and citronella. He said that in order to attract and keep their customer the usage of these aromas are important. Furthermore, the usage of aromas has another advantage, which is an advertising of its spa treatment as well. And from all of these, the using of all senses mentioned above can lead the hotel to have a positive outcome in their business.

- *“Grand Hyatt Erawan Bangkok Hotel”*

Grand Hyatt Erawan Bangkok Hotel is one of the dominant luxury hotels in Bangkok, which blending in the city retreat features with resort-style amenities, traditional Thai hospitality and 5 stars rooms. We had an interview with Miss Pansa Chobnipas who works as Event Manager at Erawan hotel for 2 years and a half. She said that the hotel has provided 380 rooms and suits for their guests, and has occupancy rate around 60-70% per day. However, the hotel also uses senses in order to make their guests relaxing when they visit their hotel. Grand Hyatt Erawan has concentrated on using the vision sense in order to provide an atmosphere of its hotel like in the natural or relaxing mood. They decorated their atmospherics of its hotel in the soft colors and wooden decoration while the lobby is decorated in the green colour. This decoration has aims to make their guests to feeling like they are in the natural, which can lead to the relaxing and enjoy emotions. Furthermore, the hotel also uses the scent in order to attract and persuade their guests. Miss Pansa said that the hotel has provides many kinds of aroma oil the hotel buy from others. Whereas the hotel has provides many kinds of aroma oils around the hotel, this is except the lobby. Moreover, Grand Hyatt has used the background music, which is the classical music lives bands, so as to make their guests feel positive. However, the hotel provides several restaurants, which use various kinds of senses depend on its concept, in order to handle their guests who has various demands. Finally, Miss Pansa has said that due to the usage of senses, Grand Hyatt Erawan Bangkok Hotel has a better performance from both revisiting and hotel’s loyalty of its guests.

- **Restaurants**

- *“3 Days 2 Nights Pub and Restaurant”*

This is a one of famous pub and restaurant in Bangkok, which located in Lat Phrao. This restaurant has several shareholders. Mr. Kriknarin Sirithanapirut is the one of its owner who had an interview with us. The restaurant was opened around two years, and has customers around 300 people per day. He said that his restaurant has used some of senses in order to attract customers. And vision is one of the senses that his restaurant use. It was decorated in the retro style with the grey color or old wooden materials. The reason of using this theme is an attracting of customers who want to go to someplace they can enjoy themselves or chilling out. Moreover, the restaurant has using the music in order to grab customers' attention as well as color or theme. They use two kinds of music in their restaurant, which are lives and audio music. He also said that the taste of its food is one relevant factor which is the must for every restaurant. However, he said that his restaurant has no policy of using scent in its restaurant. Because of open-air decoration, there is no need to using scent likes aroma candle or else, which leads to more cost of its restaurant have to spend. Finally, Mr. Kriknarin has a short conclusion of using three of senses – vision, hears, and taste – that have the positive result to his restaurant.

- *“Tables Restaurant”*

Tables Restaurant is a luxury restaurant, which evokes the nostalgia of Classical European Cuisine, mainly French. This restaurant is located in the Grand Hyatt Erawan Bangkok Hotel. Since it is locates on the same place as Grand Hyatt, hence, we had an interview with Miss Pansa Chobnipas as well. She said that this restaurant features a main dining room with a capacity of 105 seats. And the restaurant also uses senses in order to attract and persuade their customers. One relevant approach they use is the vision. Tables provides the Art of Tableside Cooking on intricately designed cooking tables that creates a sense of showmanship and entertainment, as well as offering a surprise atmospherics to complement the dining experience. Moreover, the Art of Tableside Cooking has another sense included, which is the scent. While the chief has cooking the dish on its table, customer will perceive the scent of the food as well. Furthermore, Tables has used a sense of sounds as well. The restaurant has background music of Jazz from the outside of its restaurant (Lives Band of Jazz Music from the hotel). This kind of music will originate a more lively emotion to their customers, which sometimes turn out in the more appetite of the customers. Therefore, since Tables use these kinds of sense in the restaurant, the outcome has showed in the positive way to their restaurant.

Appendix 2 (Questionnaire Part)

1. Age *

- Under 20 years old 21-25 years old 26-30 years old
 31-50 years old more than 50 years old

2. Gender *

- Male Female

3. Occupation

- Own business Student Government employee
 Private sector employee Unemployed Other

4. Income (Per month)

- Less than 15,000 Baht 15,001 – 30,000 Baht 30,001 – 60,000 Baht
 More than 60,001 Baht

5. How often you go to restaurant per week? *

- 0-1 times 2 times 3 times
 4 times More than 4 times

6. Who are person who make the decision of choosing the restaurant?

(You can choose more than one choice)

- Yourself Friend Parent
 Girlfriend or Boyfriend Together Others

7. How much money do you spend per time for meal in the luxury restaurant (average)

- Less than 1,000 Baht 1,001 – 2,000 Baht 2,001 – 4,000 Baht
 4,001 – 6,000 Baht More than 6,001

8. What is the factor that you use when choosing restaurant? *

5 (The most) - 1 (The least)

	1	2	3	4	5
Taste					
Service					
Atmosphere					
Price					
Location					

9. Do you think color of the restaurant can affect your decision?

- Yes
 No
 Maybe

10. In your opinions, what is the most appropriate color in the luxury restaurant?

- Red Blue Green
 Yellow Purple White
 Black Others

11. How about music? (Dose it can influence your decision-making?)

- Yes
- No
- Maybe

12. In your opinion, what feeling do you expect from listen music in the luxury restaurant?

- Relaxing
- Enjoy
- Exciting
- Others

13. Does favorable atmosphere in the restaurant can influence you to choose it?

- Yes
- No

14. Have you experience with the situation that color and music in the restaurant attract you?

- Yes
- No

15. Have you experienced with the situation that you choosing the restaurant by the atmosphere such as smell, sound, or color?

- Yes
- No

16. Does favorable atmosphere in restaurant can influence you to pay more or revisiting ?

- Yes
- No
- Only want to revisit but not want to pay more

17. In your opinion, What are the important element of atmosphere in the luxury restaurant?
5 (The most) - 1 (The least)

	1	2	3	4	5
Color (Both interior and exterior)					
Scent of food or perfume in the restaurant					
Music					
Layout of restaurant					

18. Do you know sensory marketing *

- Yes
- No

19. What is the first attribute come up in your mind about your favorite restaurant?

- Taste
- Service
- Atmosphere
- Price
- Others

20. Does the scent of food (smell) in restaurant motivate you to choosing restaurant without plan?

- Always
- Often
- Sometime
- Never

Hotel

21. What factors that you consider about the quality of Hotel?

- Price
- Atmosphere
- Service
- Location
- Others

22. Have you experienced with sensory activities in Hotel? (Such as smell, color, music)

- Yes
- No

23. If yes, what kinds of sense do you perceived in the Hotel?

5 (The most) - 1 (The least)

	1	2	3	4	5
Aroma (scent)					
Music (hear)					
Design (vision)					

24. Do you think the favorite atmosphere in Hotel can motivate your decision in choosing the hotel?

- Yes
- No

25. What are the most factors that influence you to revisit the hotel?

5(The most) - 1 (The least)

	1	2	3	4	5
Atmosphere					
Price					
Service					
Location					

26. In your opinion, is it necessary to open music in the lobby of Hotel?

Yes

No

27. In your opinion, is it necessary to using scent likes aroma in Hotel?

Yes

No

28. How did you feel when experienced with music and scent in the Hotel?

Relaxing

Exciting

Enjoy

Nothing

29. Do you think the sensory marketing likes scent, vision, and sound in hotels and restaurants can influence you to pay more and become loyalty with those places?

Yes

No

Sometime

Appendix 3 (Weight Mean Score)

In order to describe the explanation much more easily, we decided to use this table of Weight Mean Score to categorize the level of agreement on our survey. In this survey, we provide several questions which respondents have to ranking from most important or strongly agree to least important or strongly disagree, which equal to five ranks. Thus, the number of mean would start from 1 to 5, and this part will have four ranges which each range will equal to 0.8 because we divided five numbers with four ranges. Hence, in the analysis part, the explanation will base on the table below:

Weight Mean Score	Interpretation	Interpretation
4.21-5.00	Most important	Strongly agree
3.41-4.20	Important	Agree
2.61-3.40	Neutral	Neutral
1.81-2.60	Unimportant	Disagree
1.00-1.80	Least Important	Strongly disagree

Table 10: Weight Mean Score

Appendix 4 (Access quality of literature)

Sensing the scent of service success

Lena Goldkuhl and Maria Styven, Lulea University, Sweden

European journal of Marketing Vol.41 No.11/12, 2007 pp.1297 - 1305

Source: Emerald Database

Key Words: senses, sensory marketing, scent marketing.

[Http://www.emerald-library.com](http://www.emerald-library.com)

Provenance

The article was published in journal of Industrial Marketing and E-commerce Research Group of Lulea University of Technology, Lulea, Sweden. It is aimed at publishing materials presenting how scents can be used for services marketing purposes. All facts make us come to the conclusion that the journal has a certain level of prestige, and the article published in it has high scientific value and reliability. The author Lena Goldkuhl earned a licentiate degree in E – commerce. Her PhD thesis studies about conflict in multiple marketing channels with a focus on the Internet. This makes us believe that the author can be trusted for she possesses both scientific expertise and practical experience.

References

The article contains thirty-one references, which we find sufficient for the article of this volume. Twenty-four of them are scientific articles, and seven are books and Internet. Most of the sources were issued up to seven years before the article was, which makes us conclude that it relies on up-to-date information. However, there are several sources that have topic regarding to service industry, consumer behaviors, and sensory marketing. This can be explained by the author's intention to make association between different kinds of science.

Precision of writing

The article demonstrates a high-quality writing level. It starts with the broad scope that contain the description is taken as a basis for the research, then defines the several dimensions of the research, explains key concepts, such as aspects of scent marketing, Scent as a tangibiliser. The research mostly based on others sources such as journal, article, and books and also adds some opinions of the authors.

Description or analysis

The article is a combination of description and analysis. The author applies several concepts of scents marketing activities based on the previous researches and followed by analysis relevant to it topics. In most topics, the author use the description by taking several examples from secondary data and then analysis by gathering the relevant data in the same way and explain it by put author's opinions in their analysis.

Research evidence

This article contains various examples and empirical data in order to give clear view to the reader. The descriptions of many parts of the article come from others literatures and sources. Many claims those are founded in empirical research were summaries into the article. There are only conclusion of the article that bases on opinion and experience of the authors.

3.2 *Driving sales through shoppers' sense of sound, sight, smell and touch*

Brenda Soars Sound Environments, London, UK

International Journal of Retail and Distribution Management

Vol. 37, No 3. 2009 pp.286 -289

Source: Emerald Database

Key Words: senses, sensory marketing, scent marketing.

[Http://www.emerald-library.com](http://www.emerald-library.com)

Provenance

The article was published in journal of Retail and Distribution Management in London, UK. The purpose of the study is to explain how sensory stimuli can influence environments, improve the shopper experience and change the nature of behaviour in ways beyond the consciousness. The author is a specialist in using people's sense of sound, sight, smell, and touch to create enticing environments that influence behavior. As we mention assure that the journal has high level of reliability. Due to the knowledge and experience that the authors possess, logically, we can assume that the author can be trusted.

References

There are twenty-two references; it consists of twenty scientific articles and two books, which use the information from several years since 1974 – 2007. So, it can be explained by the authors' intention to make comparisons and show the phenomena in progress. All of the articles and book they use focus on the relevant topic such as sound, odors, mood, and the way to influence the customer behaviors, it show that the authors try to combine and apply the relevant articles to achieve their purpose.

Precision of writing

Writing skill and level of the article can be classified in the high level, the article demonstrates the contents by starting from the broad description of the topic mainly base on the author's opinions and then explain the elements of topic by taking the several examples from the relevant research. The article mainly focuses on the author's opinions by using relevant data and research as the supported material.

Description or analysis

The article consist of description and analysis part, the author applied several concept and research to strengthen reliability of the article. The author mostly gathered the examples and data from both primary and secondary data such as, article, research and book consist of interview from specialists. Most topics of the article start by choose the relevant concepts and data to demonstrate, then followed by the authors' opinions with logical conclusion.

Research evidence

There are several empirical data and examples in the article in order to convince the reader to have the logical finding. At first part of the article, the authors bring her opinions to illustrated the broad scope of the topic and then in the others parts of the article, the authors took the empirical research and example in the description and then summarize it buy using the authors' analytical skill and personal point of view. We can explain the intention of the authors that she uses several research evidences as the supporting tool to strengthen her perspective.

3.3 Effect of store atmospherics on employees' reactions

Hamida Skadrani University of Tunis, Tunis, Tunisia

, Norche`ne Ben Dahmane Mouelhi University of Carthage, Tunis, Tunisia

, and Faten Malek University of Bretagne Sud, Lorient, France

International Journal of Retail & Distribution Management

Vol. 39, No. 1, 2011, pp. 51-67

Source: Emerald Database

Key Words: atmospherics, sense, employee behaviour.

[Http://www.emerald-library.com](http://www.emerald-library.com)

Provenance

The article was published in journal of retail and distribution management in Tunis, Tunisia. The paper is aims to better understand the effect of store atmospherics on the employees' cognitive, affective and physiological responses. It tries to build on store atmospherics literature to gain more insights on how these store atmospherics – often handled to produce positive outcomes among consumers – affect employees' attitudinal and behavioural reactions. The corresponding author of the article is Assistant Professor of marketing Hamida Skadrani who has specialties in many areas including impact on the store atmospherics and destination image. While Norche`ne Ben Dahmane Mouelhi and Faten Malek are Associate Professor in Marketing and PhD students, respectively, whose research interests cover many areas including store atmospherics, consumer behaviour, experiential marketing, and neuro-marketing.

Reference

This article contains seventy-three references, which are consisting of scientific articles and books. Most of them are scientific articles. These sources are derived from issues, which are published since 1967 to 2008. Hence, it showed the intention of authors in developing its information thoroughly. This imply to the evolution of understanding on the effects of store atmospherics to its customers and employees that authors try to connected and applied to achieve their purpose.

Precision of writing

The article is writing in a high-quality level. The description had written logically. It is beginning with broad description of its topic. This description consists of several concepts from journals and books. And it is contain with some opinions from the authors as well.

Description or analysis

This article is written in both description and analysis. The authors apply several concepts of using store atmospherics as marketing tool based on the previous researches. This was followed by analysis that relevant to its topic. The description is written by giving examples from secondary data, and the analysis is written by gathering data through interviews. Moreover, the explanation of authors' analysis is based on their opinions and relevant data from interviews.

Research evidence

The article contains a range of example and empirical data to give a clear explanation to the reader. This article provides a clear description that comes from other literatures and sources. From these relevant data, authors can encourage their findings rationally. These lead to a clear perception of its conclusion.

3.4 A conceptual framework of hotel experience and customer-based brand equity

Jing Bill Xu and Andrew Chan School of Hotel and Tourism Management, Hong Kong Polytechnic University, Kowloon, Hong Kong

International Journal of Contemporary Hospitality Management

Vol. 22, No. 2, 2010, pp. 174-193

Source: Emerald Database

Key Words: service, perception, sense.

[Http://www.emerald-library.com](http://www.emerald-library.com)

Provenance

This article was published in journal of contemporary hospitality management in Kowloon, Hong Kong. Due to an advent of development in quality of experience and brand equity in hotel industry, thus, the purpose of paper is aims to review the hospitality and brand equity literature, thereby providing a conceptual framework for understanding hotel brand equity. The corresponding author is Andrew Chan, while another is Jing Bill Xu. They are joint author to written this conceptual paper.

Reference

The article contains plenty of references that are one hundred and forty-one references. Those references are use information during 1961 to 2008. Most of them are scientific articles. Hence, the authors try to gathering and explaining the nature of hotel industry clearly. And it can lead authors to encouraging their purpose reasonably.

Precision of writing

This article is written in a high-quality level. However, the description of its paper is written in the way that is read and understands easily. It is beginning with the explanation on the key concepts of the paper, and then followed by their framework that based on comprehensive review of its literatures.

Description or analysis

The article is written in description way. Due to it is a conceptual paper, the authors are try to describe its concepts rationally. The authors use an approach that comprehensive and extensive literature review to develop a framework for hotel industry.

Research evidence

Due to this article is a conceptual paper, it is consists of many concepts from its literatures. These relevant concepts are used to encourage their framework. And it is no usage of the empirical data. Therefore, the logically framework showed in the paper is come from a good perception in concepts of the authors.