CHAPTER – V

CONCLUSION AND RECOMMENDATIONS

5.1. Suggestions and Recommendations:

- The hospitality organisations in Pondicherry, need to look into the needs and expectations of the customers so that it will be of mutual benefit.
- Upgradation of the hotel environment by taking care of lights, colours, and neatly decorated food items on the tables will give the first impression among the customers.
- Using a right kind of unique smell or spray with good aroma is needed to engage the customers and create a positive impression when they evaluate the hotel.
- Music in the hotel has a high role to play in a store environment in influencing the customer perception, behaviour. So, right music at the right time will help the businesses to guide the customers towards spending much time in the environment, and make them consume what he/she desires for.
- Different music at different timings can also be used with the tempo and volume. Early in the morning, afternoon, evening and in the night times.
- It is always good to have a special dish of food or a drink for the hotel or any hospitality organisation as a signature dish which will make people remember the brand.
- The sense of touch should also be given utmost preference in marketing as well as in the business environment as it helps in building the customer patronisation. The temperature in the hotel environment should be maintained based on the weather conditions, furniture are the better places where a customer can be touched in person.
- Updating with trends in the market and marketing operations needed to be taken care of.
- Feedback forms should be maintained in the hotel to be filled by the customers regarding their level of satisfaction in the hotel services.
CONCLUSION

Impact on Global Tourism and Hospitality Industry:
The literature says that the sensory branding has a significant impact in the customers’ attitude, behaviour and intention. The positive experience in the hotel can make the customers to be connected emotionally, behave positively and suggest it to others surely and totally stay loyally.

The sensory delightful experience offered to the customers will have very much positive towards the hotels. When the hospitality service is better, it will make the tourist visit a “complete one”. In the world which is full of tensions, chaos and burdens thereby global tourism and hospitality can keep the people away from their worries and recharge them in their trips to their tourism destinations. This sensory branding plays a key role and the tourism itself will be a brand. Global tourism will flourish by generating so much of income, employment opportunities, foreign exchange earnings etc. By this, the historical places, aesthetics and other cultural and heritage places, monuments and other valuable things be kept preserved.

India, being a historical place with diverse culture, population, heritage and history etc. considers the guests on par with ‘god’. When the tourism and hospitality experiences are providing the best facilities to the customers especially those who are coming from other nations, the whole Indian country turns out to be a brand in the eye of an international tourist.

Pondicherry, even though it has lot of potential international tourists visiting, has got very less impact on the customers in impressing them in serving them in terms of all five senses. The majority of the hotels are failing in building themselves as brands in the market to be the first choice of the customers. As per the current trend, if the hotels and other hospitality organisations are able to provide the delighting sensory experience, the organisation can be a brand in the market standing out for the potential customers. Over all, building the brands with sensory branding can have a significant impact on the industry which paves the way of flourishing.
Through this research, potential of the tourism and hospitality industries are learnt. The goals of marketing in the current scenario are fulfilled in sensory branding. Multiple senses can give a best experience to the humans which many times make us emotionally connected to it. In marketing, the first thing is identifying the need of the customers, teach them their needs, and provide them at best possible way, so that that the customer needs will be quenched.

**Sight:**
Content is not a king if no one is looking. Whatever, since the model summery table of Regression is showing that significant value is 0.000, Visual Branding as a whole has a significant impact on Brand Image of the hotels. Even though the colours can influence the customers in such a way that it can make them to revisit the hotel, the study shows that the hotels in Pondicherry are not been able to make such an impact. Wall papers and decorations are also needed to be refined so that it can attract the customers and appeals to them. The Vision or Sight of the customer needs to be concentrated most on, because it is the most seductive sense in the human organs. Colour, lighting, decorations, cleanliness and all are supposed to be concentrated so that the hotels can be recognised as brands in the sight of the customers. It will automatically take the hotel towards global competitiveness.

**Sound:**
The results show that there is a positive influence of music on brand image of hotel. The review of literature shows that the music can influence the customer in such a way that it can create pleasant environment, make the customer to recall the brand. It also can generate the moods and giving pleasure and arousal. The music is very soothing and can make the customer to get relaxed as soon as he/she enters the hotel. Even the results in this study also similar in three cases and negative in remaining two places. So it is been concluded that the music has significant impact on customer behaviour and also on improving the brand image of the hotel. As Sounds Like Branding™ study reveals a great discrepancy between how high brands rate music as a branding tool and the actual resources that are invested into it. Brands love music but have yet to invest time and resources into the strategic use of it. Therefore, they also run the risk of losing out on the rewards of using music in the right way.
Smell:
Even though the literature says that the pleasant Scent/Aroma has capacity to influence the Brand in a positive way, the current study shows that it has influence on ‘brand image’ as a whole in the context of the area in which the research was undertaken. But the other three variables have no significant influence on the Brand Image. Even though it has so much of scope in making use of Scent in attracting the customers and making them engaged and continued to be loyal, the hotels in Pondicherry are still in need to improve in holding the customers tight with their signature scent.

Taste:
The sense of taste is the one which is highly neglected by many marketers when promoting/presenting their products or services. Even though Pondicherry hotels are not able to attract the customers with taste, the results of Multiple Regression show that among all the other senses, ‘taste’ is the one which is highly influencing the brand image of the hotel. Positive taste of the food items can stimulate the customer or the consumer to consume more and will let the consumer visit the same hotel again and again. Overall, the taste in the hotels of Pondicherry are not able to attract the international customers to that extent in which it can actually do.

Touch:
Many marketers have started concentrating on the sense of ‘touch’ very recently. Apple mobile is one such an example where ‘the sense of touch’ of the mobile phone is unique and no other mobile can give that ‘touch’. It can easily make the people attach with the brand. In the case of hotels in Pondicherry, when tested with the ‘touch’ attributes like texture, hardness/softness, temperature and weight of the products or the sensory environment, the results of Multiple Regression show that ‘touch’ is the second sense which has influenced the brand image of the hotel after the sense of ‘taste’. Even though it has the capacity to influence more, the sense of touch has not influenced the behavioural intentions of the customers to the maximum extent.
5.3. Limitations of the Study:

- This research was conducted only in the context of international tourists and the views of tourists from the local areas and tourists from within India have been not considered.
- The responses were collected from international tourists who visited Pondicherry during the period May 2014 to December 2014.
- The responses by the tourists belong to one country may not represent the views of all the people in their country.
- Though the people from many countries are visiting Pondicherry, the representation of the responses is not according to the proportion of respective the countries is not even.
- The views of the respondents are applicable only context of Pondicherry and it may differ in the case of other tourist destinations in India.

5.4. Scope for further study:

Enormous scope is there for this research area of sensory branding. Many other studies can be carried out on the basis for current study.

- As this study focuses on both in individual senses and holistic approach, a good number of studies can be proceeded for exploring the ‘impact of each sense’ separately and come up with even more specific insights.
- The study can also be extended to other sectors also apart from hospitality sector
- Many studies can be conducted with respect to individual senses (vision branding, auditory branding, olfactory branding, gustative branding and tactile branding.
- Study can be extended to check the impact on the Brand Equity of the hotels
- Another study can be taken on the response of the international tourists from different countries can be compared
- Many number of comparative studies between “impact of two any two different senses”, ‘responses from tourists from different countries’, sensory branding practices in other cities/ tourist destinations can also be undertaken.
- As India is a hub of tourist cities, the study can be extended to even bigger cities individually. More number of variables can be added to the study and be proceeded for future study.