

CHAPTER- V

FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.0 Introduction

This research primarily investigated into Multisensory Marketing mechanism and customers' understanding of Multisensory as a marketing strategy. The empirical analysis of the primary and the secondary data provided illuminating insights into customers' understanding of Multisensory Marketing. Thus this chapter presents the underlying purpose guiding this research. It answers to the research questions followed by the reflections and implications for further research towards the end of the chapter.

5.1 Findings and Conclusions of the Study

5.1.1 Objectives of the Study

The first objective of this research was to study and explore the mechanisms underlying the Multisensory experience in Hotel environments. According to the interactions with the General Managers and Marketing Directors of the select hotel properties considered for the study, the hotels as such did not follow any specific Multisensory mechanism or means in the hotel. The hotels did not specifically use any brand sensory stimuli in their hotel environments. However, the Taj when contacted acknowledged the using of 'Lemon Grass' flavour of essential oil to scent the Hotel lobby at particular time intervals, especially during their peak business hours. After the completion of the multisensory survey of the Greenpark Hotels, the researcher learned that the Greenpark Hotels too have recently introduced their brand fragrance called "Honey Suckles" which could be described as a "sweet and fruity smell". None of the select hotels play their brand music. Though Taj group of hotels and resorts have their brand music, Taj Vivanta, Hyderabad does not play it. This same was also observed and pointed out while responding to the questionnaire, by one their lady customers from abroad, who felt their brand music, was entertaining and pleasant to the ears.

The second objective of the study was to analyze the customers' perception towards the sensory experiences and to study the quality of services delivered contributing to the customers' satisfaction in the hotels. Questions were formed to realize and analyze the customers' perception towards their sensory experiences. A positive link was found between the customers' sensory perceptions and sensory stimulus. The customers' gave third highest importance to the services offered by the hotels, while selecting the hotel. Thus establishing the positive impact of the environmental sensory stimuli and good services on the customers' satisfaction which, has been accepted and proved through Hypothesis 1.

The third objective was to study the Multisensory Marketing of Four Star and Five Star hotels selected for the study, to suggest alternative systems if required and to recommend Key Result Areas (KRAs) where multisensory is found to be useful. The findings of the study suggests that the Four and Five Star Hotels considered for the study did not specifically follow any particular type of Multisensory strategy; the hotels did not use their aesthetics as a sensory marketing tool or strategy, though the hotels have impressively used aesthetics in their properties which could attract and add to the customers pleasurable experience. Therefore, suggesting that the hotels need to strongly work on the five human senses from the sensory stimulation point of view for their better marketability. The Sight, Smell, Sound, Touch and Taste, and Website/Online Multisensory Marketing are the Key Result Areas for the hotels to smash their brand and develop a potential marketing strategy, leading to a true sensory experience, increasing customer satisfaction and loyalty. The suggestions to optimise on the KRAs have been discussed in detail in the suggestions towards the end of this chapter.

The fourth objective of the study was to analyze the impact of the stimuli, and its success in generating revenue and provide directions for sustained growth. This study asserts that effective use of multisensory as marketing strategy helps in generating revenue for the hotels, by enabling the customers to spend extra duration of time in a hotel, due to its music played, aroma of the food, effective use of lights, encouraging interior colors of the hotel, visual appeal of the food, thus contributing to the overall to customers satisfaction as given in the hypotheses.

The Hotels need to respond to the increasing economic turbulence and start developing multisensory strategies for the decades to come. It is critically important to scan ahead, understand these key multisensory drivers of change and identify the emerging opportunities

that would shape the strategic agenda for the hotel sector. The hotels need to develop a mindset that would enable them to rethink consciously their strategies, revolutionize business models, rework service delivery and consequently reinvent the customer experience.

Finally, to succeed, hotels may increasingly view themselves as being in a constant state of experimentation – with the individual properties as living laboratories for the development and testing of new ideas. Every customer interaction could be viewed as a potential source of feedback, new ideas and competitor insight. This requires the hotels to develop deep customer insight, embrace technologies that would help enhance the customers stay and develop leadership and a workforce that can go beyond segmentation to deliver a truly personalized guest experience.

5.1.2 Findings and Conclusions based on Primary Data

The findings of the research suggest that 40.6% of the respondents ‘very much’ and ‘extremely’ supported the statement that ‘Loud music influences my food and beverage selection’. Thus it can be concluded that the hotels need to be aware of loud music and its potential influence on the customers’ food and beverage selection behaviour. So, that the hotels develop music which can influence the customers’ selection of their food and beverage resulting in more consumption.

The findings of the research suggest that 49.5% of the customers ‘very much’ and ‘extremely’ agreed that the ‘Music tempo of the Luxury Hotel influences my dining speed’. Thus, it can be concluded that music tempo influences the dining speed of the customers. Therefore the hotels need to be aware of this and thus play music at such a tempo at which the customers’ feel the most influenced to dine, resulting into increase in the duration of time spent at the point of sale.

52.9% of the respondents ‘very much’ and ‘extremely’ supported the statement that ‘Music of the Luxury Hotel decreases my perception of waiting time’. This means that music played at the hotels does decrease the perception of waiting time of the customers. So, the hotels can use music more efficiently to create a perception of lesser waiting time and consequently making it a pleasant and soothing experience for the customers.

The findings of the research suggest that 58.2% of the respondents ‘very much’ and ‘extremely’ supported the statement that ‘Music of the Luxury Hotel builds a positive "take-away" dining experience’; and 55.7% of the respondents ‘very much’ and ‘extremely’ felt that the ‘Music played in the Luxury Hotel suits time of the day’.

Therefore, there is an imperative need for the hotels to recognize and appreciate the positive impact that music builds on the customers’ behaviour, perceptions, moods, selection of food and beverage, perception of waiting time and experiences felt at the hotel. Initiatives should also be taken cautiously by the hotels to use music according to the tempo and suitability of the time of the day, so as to make it an effective sensory stimulating agent which would result in the increased customer satisfaction, take-away dining experience and a whole new pleasurable experience for the customers’ across all age groups.

The findings of the research suggest that 68.7% of the respondents ‘very much’ and ‘extremely’ felt that ‘The ambience scent of the Luxury Hotel is pleasant and welcoming, which improves my mood’; 68.3% of the respondents ‘very much’ and ‘extremely’ supported the statement that ‘The ambience smell enhances my Hotel experience’, which shows that ambience scent improves the mood of the customers, makes them feel comfortable and enhances their hotel experience when leveraged effectively to add to the customers bonding experience.

As the research suggests 71.6% of the total respondents ‘very much’ and ‘extremely’ affirmed that ‘The efficiency of food service is a determining factor for me to visit the Hotel again’. There is a strong need for the hotels to maintain their efficiency of food services and also to investigate what other services can act as determining factors for the customers to keep visiting them and also for future sustainability. Moreover, 71.8% of the respondents ‘very much’ and ‘extremely’ felt that ‘A healthy menu with nutritive value helps me in making the choice to order a dish’. Thus a menu with nutritive values is imperative to be introduced to keep in tune with the time and to cater to the growing need of health conscious customers to order a dish.

5.1.3 Hypotheses Results

As stated in the introduction, the general purpose of this thesis is to understand Multisensory Marketing perception of the customers and the Multisensory Marketing strategies followed

and practised by the hotels. In order to fulfil the purpose, research hypotheses were framed and tested. The results are given as follows:

Hypothesis 1 - Sensory Experience Contributes to Customer Satisfaction in the Hotel.

The evolution of marketing, from transactional marketing to relationship marketing and from it to sensory marketing, holds experiences as core. It is crucial to include and introduce a mixture of cues, and often entail aesthetic expressions that can impact the customer both positive and negative.

This hypothesis is confirmed as the research shows that more customers are attracted by the sensorial interplay of sight, sound, smell, touch and taste contributing to the customer's sensory experience leading to ultimate satisfaction. It is observed that the Chi-Square test, $df = 28$ at 5 % level of significance is 49.944 and the table value is 41.337. As the calculated value is greater than the table value ($49.944 > 41.337$), the null hypothesis is rejected and it is concluded that sensory experience does contribute to customers' satisfaction of the select hotel.

Hypothesis 2a - The Visual Appeal of Food Attracts Customer towards Food.

The presentation of food and beverages as a sense expression is important to the taste experience. When asked the respondents, whether the visual appeal of food in the hotel attracts them towards food, it is observed from the results, the customers feel that the visual appeal i.e. the colour and appearance of the food in the select hotels do not attract and attribute to the edibility of the food. The Chi-Square test, $df = 28$ at 5 % level of significance is 37.016 and the table value is 41.337. As the calculated value is lesser than the table value ($37.016 < 41.337$), the null hypothesis is accepted, therefore, this hypothesis is not confirmed.

The findings of this research pertaining to sight show that mostly a combination of colour, visual texture, presentation, lighting and sensory cues for visual appeal of food have a positive impact on customers' perception. This result indicates that a visual sensorial interplay creates a more powerful stimulus, attracting more customers towards food in a service space.

Hypothesis 2b - The Interior Colour of the Hotel Encourages the Customers to Stay Longer and Increase Consumption.

A place's atmosphere can be of greater impact than the actual product itself. This reasoning states that the hotel environment has been shown to be influential, where it can provide customers' with experiences and expectations that creates different possibilities of positive characters. It has further been underlined that customers' are interested in experiences that are memorable and engaging, establishing a more personalized. This provides opportunities for hotels to design the environment in a way that represents the brand identity and provide the customers' with an experience. Thus it is of great importance to create an interesting, exciting, and pleasing setting in sensory marketing, as it enables differentiation.

This hypothesis is confirmed because when asked the respondents about the influence of colour of the interiors of the hotel on them, the study proves that interior colour is one of the major elements of the hotel's internal environment which encourages the customers to stay in the hotel for a longer duration and also increases their consumption. It is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 66.661 and the table value is 41.337. As the calculated value is greater than the table value ($66.661 > 41.337$), the null hypothesis is rejected and it is concluded that the interior colour of the select hotels encourages the customers to stay longer and increase consumption.

Hypothesis 2c - The Hotels Make Effective Use of Lights which Generate Sales.

It is generally agreed that appropriate lighting can create an appropriate mood, which in itself attracts and captures the customer's interest. Light and lighting effects are of great importance if a brand is to be optimally exposed. Lighting design is seen as a way for a firm or a brand to clarify its identity and its values. Lighting is one important element of the business idea in marketing strategy and tactics. The trend is for light and lighting to combine high-tech, art, and entertainment.

Good lighting is generally recognised as an essential marketing & sales tool. In most cases proper use of lighting can significantly improve sales and have an impact on the customer's experience. Lighting should be one of main priorities in the design and careful consideration

of how it relates to the space and products. Lighting as a whole can greatly improve the brand image of the store, lure customers in and enhance the overall experience.

This hypothesis is confirmed as it is observed that the Chi-Square test, $df = 28$ at 5 % level of significance is 76.238 and the table value is 41.337. As the calculated value is greater than the table value ($76.238 > 41.337$), the null hypothesis is rejected and it is concluded that the select hotels make effective use of lights to generate sales.

Hypothesis 3a - The Aroma of the Food Makes the Customer Order More.

Stimulating the sense of smell to buy products is not a new concept for those in the food industry. Bakers and Patisseries have been using these techniques for many years. They understand that smell amplifies taste and the use of these smells can attract an otherwise reluctant customer. The sense of smell is the most powerful stimulus known and often provokes a strong emotional response meaning, customers are more likely spend on impulse. It's linked to the fact that people tend to spend more time in the space if the aroma of the area is comfortable, and from this it is likely that turnover will increase.

This hypothesis is confirmed as it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 55.377 and the table value is 41.337. As the calculated value is greater than the table value ($55.377 > 41.337$), the null hypothesis is rejected and it is concluded that the aroma of the food makes the customers' order more.

Hypothesis 3b - The Hotel's Signature Scent Leads to Brand Recognition.

Scents can be used like the firm's signature to differentiate itself in the marketplace. Scents intended to be associated with a specific brand are called signature scents. Such scents are applied by firms that want to strengthen their identity and facilitate long-term recognition of the brand through a specific scent. A firm that has a scent brand should treat it as an important and permanent sense expression in sensory marketing.

The scent is believed to emphasize the personality of the brand, and customers can get a lasting smell experience. It is a good example to show how even a hotel can sell a feeling of

the brand that the individual then carries away with him or her. Signature scents should elucidate a brand's identity and, just like scent brands, be able to be associated with the brand in the same way as visual logotypes, colours, or fonts. However, signature scents do not need to be unique to a particular brand, though it can be strength if they are. It is important to use signature scents in a strategic way.

This hypothesis is not confirmed as it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 36.573 and the table value is 41.337. As the calculated value is lesser than the table value ($36.573 < 41.337$), the null hypothesis is accepted and it is concluded that according to the customers the select hotel's signature scent does not lead to brand recognition.

Hypothesis 4 - The Extra Duration spent in a Hotel Due to its Music Played makes the Customer Order more.

The sense of sound is commonly used in advertising and marketing, as it is a sense that cannot be turned off at convenience. Usually, it is the sound of music that is used to promote products and create attention as a way to direct customers' visual attention. Music often is used, at the service space. A human voice has been pointed out to have great opportunities to create attention and foremost provide an experience of sound. Therefore, it can be postulated that a sensorial interplay can have a positive effect on customers.

The fourth hypothesis is confirmed. It is observed that the Chi-Square test, $df = 28$ at 5 % level of significance is 84.123 and the table value is 41.337. As the calculated value is greater than the table value ($84.123 > 41.337$), the null hypothesis is rejected and it is concluded that the extra duration spent in the select hotels due to their music played makes the customers order more.

Hypothesis 5 - Hotel's Food's Mouthfeel is Satisfying to the Customer.

The need to touch is acknowledged important as the sense of touch helps discover the world around and the purchases are made based on touch and trial. Texture is an increasingly important product differentiator, and many new products are being launched based on texture

characteristics. Product texture can also be the key to customer repeat purchase decisions. Enjoyable mouthfeel, taste and aroma are crucial for customer acceptance and market success.

When asked the respondent about the mouthfeel of the food served by the select hotels, the study shows that though the food is good to feel by the hands it does not give the customers a satisfying mouthfeel. The fifth hypothesis is not confirmed. The Chi-Square test, $df=28$ at 5 % level of significance is 34.369 and the table value is 41.337. As the calculated value is lesser than the table value ($34.369 < 41.337$), the null hypothesis is accepted and it is concluded that the hotel's food's mouthfeel is not satisfying to the customer.

Hypothesis 6 - The Dish Description Available on the Hotel's Menu does not help the Customer in Decision Making.

Restaurateurs, dieticians, and marketers can improve the taste experience of a dish by giving it a more evocative name and descriptions as a sense expression. Furthermore, dishes with evocative names and good descriptive receive more positive comments; they are rated as more tasty, appealing, and nutritious than counterparts with regular names. Description of the dishes and evocative names also increase the expectations of a restaurant and its food. This shows how individuals can be affected psychologically using relatively simple methods and how it is possible to enhance the taste experience without too much effort. Whether or not a firm's products have a natural association with the taste sense, concepts, names, and descriptions of food and beverages can be used strategically to emphasize.

The sixth hypothesis is confirmed, as when asked, the respondents felt that the dish description given by the select hotels on the menu does not help the customers in decision making. It is observed that the Chi-Square test, $df = 28$ at 5 % level of significance is 79.825 and the table value is 41.337. As the calculated value is greater than the table value ($79.825 > 41.337$), the null hypothesis is rejected and it is concluded that the dish description available on the hotel's menu does not help the customer in decision making.

Hypothesis 7 - Futuristic Online Multisensory Marketing is an Effective Strategy Leading to Better Revenue Generation for the Hotels.

Technological developments may in the future make it possible to communicate and convey sensory messages on the Internet and other kinds of digital technology. The Internet might be

used as a place for smell experiences. Thus, digital technology may bring innovative methods of sensory marketing.

The seventh hypothesis is confirmed. It is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 68.987 and the table value is 41.337. As the calculated value is greater than the table value ($68.987 > 41.337$), the null hypothesis is rejected and it is concluded that Futuristic online Multisensory Marketing is an effective strategy leading to better revenue generation for the hotels.

Table 5.0 Hypotheses Results

Hypotheses	Statement	Result
Hypothesis 1	Sensory experience contributes to Customer satisfaction in the hotel	Accepted
Hypothesis 2a	The visual appeal of food attracts customer towards food	Rejected
Hypothesis 2b	The interior colour of the hotel encourages the customers to stay longer and increase consumption	Accepted
Hypothesis 2c	The hotels make effective use of lights which generate sales	Accepted
Hypothesis 3a	The aroma of the food makes the customer's order more	Accepted
Hypothesis 3b	The hotel's signature scent leads to brand recognition	Rejected
Hypothesis 4	The extra duration spent in a hotel due to its music played makes the customer order more	Accepted
Hypothesis 5	The hotel's food's mouthfeel is satisfying to the customer	Rejected
Hypothesis 6	The dish description available on the Hotel's menu does not help the customer in decision making	Accepted
Hypothesis 7	Futuristic online Multisensory Marketing is an effective strategy leading to better revenue generation for the hotels	Accepted

Table 5.1 Result of Ranks Assigned to Factors that Influence the Selection of a Hotel

Factors Influencing the Selection of a Hotel	Rank
Atmosphere	1
Food	2
Service	3
Hotel Reputation	4
Influence of Location	5
Amenities	6
Budget	7
Past Experience	8
Recommendations	9
Regular Visitor Here	10
Discounts	11

Online Reviews	12
Advertisement	13

As seen from the table above, the customers give the highest importance to the influence of Atmosphere, followed by Food, Service, Hotel Reputation and Location factors to select a hotel. Whereas, interestingly ‘Discounts, Online Review and Advertisements’ have been ranked the lowest influencing factors for the customers to select a hotel. As found in the study, the online reviews of the hotels influence the customers belonging to 20-29 and 30-39 age groups, it is essential for the hotels to give utmost importance to their online reviews and feedbacks by customers put up on different websites. As mentioned in chapter 2 in table 2.5, the hotels use advertising as a major marketing media. However, the hotels need to make their advertisements more attractive and add more touch points to their advertisements so as to become one of the strongest influencing factors for the customers to be attracted to select a hotel.

Result of Factor Analysis for the Factors that Influence the Selection of a Hotel

According to the factor analysis, three components namely: USP, Loyalty and Promotion emerged as the factors that influence the customers’ selection of a hotel. The USP component comprises service, food and atmosphere. The Loyalty component comprises past experience, budget, discounts and amenities. Whereas, the Promotion component comprises the online reviews/websites and advertisement. Since, these three components with their respective variables have emerged as factors that influence the customers’ selection of a hotel. Hotels need to take a serious note of these factors as sure marketing strategies to attract the customers.

Table 5.2 Result of Ranks Assigned to the Important Elements of the Ambience in a Luxury Hotel

Ambience Factors	Rank
Cleanliness	1
Uniform and Grooming of the Staff	2
Ventilation	3
Lighting Effect	4
Decor	5

Layout	6
Temperature	7
Ambience Fragrance	8
Music Played	9
Upholstery	10
Open Kitchen	11
Colour Scheme	12
In House Advertisement	13

The customers ranked ‘Cleanliness, Uniform and grooming of the staff, Ventilation, Lighting effect and Décor’ as the five highest important elements of the ambience in a luxury hotel respectively. Interestingly factors like ‘Open kitchen, Colour Scheme and In-House Advertisements’ have been ranked as the lowest important factors of the ambience in a hotel. Open kitchen which presents live cooking is a means to express the commitment of the hotel towards creating transparent service to their customers where in the quality of the ingredients and the process of cooking can be openly viewed. It helps in building relationship and providing a complete experience from preparing to serving and eating to the customers. In-house Advertisements are economical and the surest way to inform the customer in a quick, bold and colourful mode. These two remain very important dimensions which the hotels need to seriously work, create awareness among the customers to keep their interest in hotels sustained.

Results of Factor Analysis for Important Elements of the Ambience in a Luxury Hotel

According to the factor analysis, three components namely: Theme, Visual and Restaurant, emerged as the important elements of the ambience in a luxury hotel. The Theme component comprises the colour scheme, ambience fragrance, music played and decor. The Visual component comprises cleanliness, lighting effect, ventilation, uniform and grooming of the staff. The Restaurant component comprises the in-house advertisements, upholstery and open kitchen. Since, these three components with their respective variables have emerged as important elements of the ambience, the hotels need to take a serious note of these elements as according to the customers’ perception they are defined as important elements of the ambience and so the hotels would be judged on the same lines.

Table 5.3 Results of Ranks Assigned to the Five Senses

Sense	Rank
Taste	1
Smell	2
Sight	3
Touch	4
Sound	5

The above table reveals the ranks assigned to the five senses by the customer from all the select hotels collectively. The sense of taste has been ranked highest; the sense of smell ranked second. It is followed by the sense of sight at the third place and the sense of touch as the fourth rank. The sense of sound ranked the lowest among all the five senses by the customers.

The customers ranked taste as the most important factor. Taste being a chemical sense is majorly dependent on smell and is not an independent sense. As taste is the last sense that customers comes into contact with at the hotel, their highest importance given to taste among the five senses demonstrates the lack of awareness on the part of the customers with regard to the other sensory stimuli available or present in the environments of the hotel properties.

5.2 Results of Sensory Factors

5.2.1 Visual Factors

1= Strongly Disagree, 2= Disagree, 3= Neither disagree nor agree, 4= Agree, 5= Strongly Agree

S. No.	Variables	1	2	3	4	5
1.	The Hotel efficiently uses Natural Lights.	5.3%	10.9%	29.8%	34.5%	19.6%
2.	Softened lights increase my well being sensation and the time spent at a point of sale.	1.9%	5.5%	24.9%	49.8%	18.0%
3.	Artificial and intense lights increase my dynamism (pace of activity).	1.9%	8.3%	31.1%	40.6%	18.1%
4.	The Luxury Hotel effectively uses the right type of lights at the right places to generate sales.	1.3%	3.9%	26.9%	44.4%	23.6%
5.	The Uniform and Grooming of the Hotel Staff is attractive.	0.6%	3.5%	24.0%	42.0%	29.9%
6.	The Hotel's staff has a welcoming body language and smile.	1.1%	3.1%	16.9%	43.5%	35.4%
7.	The Ambience Colour Scheme favourably stimulates me.	1.3%	3.9%	23.1%	44.9%	26.9%
8.	The Seating Arrangement of the Hotel gives a feeling of space.	1.0%	4.1%	20.8%	46.3%	27.9%
9.	The Advertisements of the Hotel are attractive.	1.9%	7.6%	29.6%	39.6%	21.3%
10.	The Interior Colour of the Hotel encourages my decision to stay longer, leading to increase in consumption.	2.3%	5.8%	27.5%	40.5%	24.0%
11.	The Visual Texture of the Walls, Upholstery and Furnishing creates a spatial effect.	1.3%	3.3%	25.0%	44.3%	26.3%
12.	The Lobby, Rooms, Tableware and Washrooms are clean and attractive.	0.8%	2.9%	21.8%	44.1%	30.5%
13.	The Colour and Appearance of the food attracts and attribute to the edibility of the food.	1.0%	2.1%	25.8%	40.8%	30.4%

Today we are living in a visual based world, where the sense of sight has been described as the most seductive sense. Sight often overrules the other senses, and has the power to persuade customers against all logic. Vision is not only regarded as the human's most significant sense but also the most dominant sensory system where the customers more or less rely on visible and tangible cues that attracts and draw attention.

Light

The findings of the research suggest that 54.1% of the respondents 'agree' and 'strongly agree' that the hotel efficiently uses the natural lights. This shows that the hotels need to bring awareness among their customers and make the use natural lights be felt more effectively as the need of the hour is to integrate eco friendly practices in the hotels.

Vision is all about light. 67.8% of the total respondents 'agree' and 'strongly agree' that the use of softened lights increases their well being sensation and time spent at a point of sale;

58.7% of the total respondents 'agree' and 'strongly agree' that the artificial and intense light increases their dynamism. The customers also feel that the hotels effectively use the right type of lights at the right places to generate sales.

The use of soften lights, artificial and intense lights have emerged as promising areas, if developed with right lighting at right places can be an effective marketing strategy to generate sales for the hotels. Secondly, it would also establish a bonding with the customers, increase customers wellbeing sensation and dynamism and also enhance their moods.

Staff

71.9% of the respondents 'agree' and 'strongly agree' that the uniform of the staff is attractive, 78.9% of the total respondents 'agree' and 'strongly agree' that the hotel's staff has a welcoming body language and smile. Since, most of the customers have positively responded to it, the hotels need to consider it is a strong visual stimulus instrumental in making the guests feel welcomed, wanted and comfortable. This strategy if effectively used could be a potential factor to keep the customers visiting the hotel.

Ambience

The ambience colour scheme favorably stimulates the majority (71.8%) of the respondents, the interior colour of the hotel encourages 64.5% of the respondents to stay longer, leading to increase in consumption and 74.6% respondents find the lobby, rooms, tableware and washrooms clean and attractive.

The seating arrangement of the hotel, visual texture of the wall, upholstery and furnishings succeeds in creating a spatial effect giving a spatial feeling among the majority of the respondents.

Advertisement

60.9% of the respondents find the advertisements of the hotel attractive. However, when asked the customers to rank the importance they gave to the in-house and external advertisements of the hotel for this research, as mentioned in this chapter earlier they ranked it as the least influencing factor to select a hotel and the least important factor of the ambience of a hotel. This is quite contrary to the general notion held and the hype of importance given to media by the hotels. Therefore, the hotels need to research on their

advertisements which is their sole means to attract and update the customers in general and the first timers in particular and make their advertisements more intelligible, communicative and noticeable by adding multiple touch points.

Result of Components as Extracted from Factor Analysis for Visual Factors

According to the factor analysis of the visual factors three components, namely: Attractive, Luminosity and Colour have emerged as important factors, due to their high factor loadings. Since, these three components with their respective variables have emerged as important factors, there is a need to lay especial emphasis on them by the hotels. These factors can be used as sensory guidelines to the hotels to develop visual sensory marketing as their marketing strategy.

5.2.2 Auditory Factors

1= Strongly Disagree, 2= Disagree, 3= Neither disagree nor agree, 4= Agree, 5= Strongly Agree

S. No.	Variables	1	2	3	4	5
1.	The Types of Music played in the Hotel are in accordance with the themes of the area.	1.4%	4.8%	25.1%	42.8%	26.0%
2.	The Noise in the Hotel overpowers the music played.	3.1%	8.9%	25.0%	39.1%	23.9%
3.	The Loud Noise in the Hotel influences my taste perceptions.	3.1%	8.4%	27.6%	38.4%	22.5%
4.	The Loud Music in the Hotel makes me dynamic and excited.	4.4%	10.3%	28.1%	35.4%	21.9%
5.	The Type of Music played influences my duration of time spent in the Hotel.	3.0%	6.0%	27.8%	42.0%	21.3%
6.	The Extra Duration Spent in the Hotel makes me order more.	3.3%	6.5%	27.8%	40.1%	22.4%
7.	Sound of Food influences my perception of texture, quality and freshness of food. (hard soft crispy, sticky, liquid)	1.5%	6.3%	24.3%	44.6%	23.4%
8.	The sound of Sizzles, Seasoning And Flare-Ups of the kitchen interests me towards the dishes cooked.	1.1%	5.9%	26.5%	44.4%	22.1%
9.	The Hotel uses the latest TV and Sound Systems.	1.6%	5.3%	24.1%	42.9%	26.1%

As smell is connected to memory, so sound is connected to mood. Sound is fundamental to building and in fact generating the mood. It creates feelings and emotions.

Music

The majority of the respondents ‘agree and strongly agree’ that the type of music played influences their duration of time spent in the hotel, that the loud music in the hotel makes

them dynamic and excited and that the type of music played in the hotel is in accordance with the themes of the area. Thus emphasizing the influence of the music played in a hotel on its customers, subsequently their duration of time spent in the hotel resulting into more consumption.

Noise

The majority of the respondents confirm that the noise in the hotel overpowers the music played and that loud noise in the hotel influences their taste perception. Hotels need to be aware of the noise and the loud noise and its influences on their customers.

Food

The majority of the total respondents were of the opinion that the sound of food influences the perception of texture, quality and freshness of food and that the sound of sizzles, seasoning and flare-ups of the kitchen interests them towards the dishes cooked. Therefore, the hotels need to be aware that of the influence of the sound of food on their customers and purposefully exploit it as auditory sensory strategy for it interests their customers towards the food and also its texture, quality and freshness.

Technology

The majority of the total respondents confirmed that the hotel uses the latest TV and sound system.

Results of Components as Extracted from Factor Analysis for Auditory Factors

According to the factor analysis of the auditory factors two components, namely: Resonance and Discernment have emerged as important factors, due to their high factor loadings. Since, these two components with their respective variables have emerged as important factors, they can be used as auditory sensory guidelines for the hotels to develop it as their marketing strategy.

5.2.3 Olfactory Factors

1= Strongly Disagree, 2= Disagree, 3= Neither disagree nor agree, 4= Agree, 5= Strongly Agree

S. No.	Variables	1	2	3	4	5
1.	The Ambience Smell is the Hotel's Signature Scent which leads to Brand Recognition and Identification.	1.3%	3.9%	23.6%	43.5%	27.8%
2.	The smell gives me a Perception of Clean and Fresh Ambience.	1.1%	2.6%	24.0%	41.9%	30.4%
3.	The smell used in the Lobby area of the hotel impresses me for the quality of that area.	0.9%	2.9%	23.3%	45.3%	27.8%

4.	Scent enables me to consider the product to be of a higher quality.	0.4%	5.0%	24.5%	44.4%	25.8%
5.	Aroma of the food adds to my taste.	0.8%	3.1%	22.4%	44.8%	29.0%
6.	The aroma of the food increases my appetite.	0.3%	4.6%	23.8%	42.3%	29.1%
7.	The aroma of the food makes me order more.	1.0%	5.1%	26.4%	38.9%	28.6%
8.	The Luxury Hotel toiletries smell of being high-quality products.	0.6%	2.6%	24.6%	44.8%	27.4%

Smell is the most direct and basic sense; it is the part of the air we breathe. It is almost impossible to describe. Smell is also extraordinarily powerful in evoking memory. This is one of the most important and appealing sense to the respondents of this study.

Aroma

Aroma (smell) generates the concept of flavor and, combined with taste; it recalls memories and past experiences. The findings of the research suggest that majority of the respondents ‘agree and strongly agree’ that the aroma of the food adds to their taste and increases their appetite.

Ambience

The majority of the respondents verify that the hotel smell gives them a perception of a clean and fresh ambience and impresses them for the quality of the lobby area. The scent also enables them to consider the hotel product to be of a higher quality including the hotel toiletries, which could be used by the hotels for impressing upon their customers regarding their cleanliness, freshness and higher quality.

Results of Components as Extracted from Factor Analysis for Olfactory Factors

According to the factor analysis of the Olfactory factors two components, namely: Aroma and Aura emerged as important factors, due to their high factor loadings. Since, these two components with their respective variables are important, the hotels need to be aware of their potentiality to impress upon their customers and to create an impression of using higher quality products. These factors can be used as sensory guidelines for the hotels to develop olfactory sensory marketing as their marketing strategy.

5.2.4 Tactile Factors

1= Strongly Disagree, 2= Disagree, 3= Neither disagree nor agree, 4= Agree, 5= Strongly Agree

S. No.	Variables	1	2	3	4	5
1.	The texture of the food served gives me a good quality feel.	0.6%	3.5%	22.4%	45.6%	27.9%
2.	The weight of the tableware (cutlery, crockery and glassware) influences my perception of quality.	1.4%	4.4%	24.6%	44.8%	24.9%
3.	The texture of the upholstery and linen used in the Luxury Hotel gives a rich, smooth and comfortable feeling.	0.4%	2.3%	19.3%	49.0%	29.1%
4.	The furniture of Luxury Hotel is comfortable to be used for longer hours.	0.4%	3.5%	24.0%	42.3%	29.9%
5.	The general touch of the Luxury Hotel makes me feel good.	0.8%	2.4%	21.0%	42.5%	33.4%
6.	The temperature of the food served affects my mood.	2.3%	6.3%	26.3%	38.9%	26.4%
7.	The texture of the food influences my satiation (to satisfy to the full) levels.	0.8%	2.3%	20.9%	51.6%	24.5%
8.	The Luxury Hotel provides a variety of Bath Salts.	1.1%	5.3%	28.0%	45.0%	20.6%
9.	The Hotel's staff welcomes with a warm and friendly handshake.	0.6%	2.8%	21.4%	44.6%	30.6%
10.	The Luxury Hotel's food's mouthfeel is satisfying to me.	0.8%	2.1%	23.5%	47.4%	26.3%

The sense of touch is referred to as the most sensitive of the body's organs and is the very first of the human senses to be developed. Touch alerts human being to their general well-being. It is time to pay serious attention to tactile marketing; it can be seen as a way to express the identity and values of a brand. The tactile sense strengthens experiences when the other senses cannot be fully used. People can remember and re-experience a feeling of touch just by seeing or thinking about an object that forms the foundation of the brand image established by customers' sensory experiences.

Upholstery and Furniture

Most of the respondents felt that the texture of the upholstery and linen used in the hotel gives them a rich, smooth and comfortable feeling, the furniture of luxury hotel is comfortable to be used for longer hours and that the general touch of the hotels gives them a feeling of well being.

Food and Tableware

The majority of the respondents felt that the texture of the food served in the hotel gives them a good quality feel, the temperature of the food served affects their mood, and that the texture of the food influences their satiation levels. They also felt that the weight of the tableware influences their perception of quality.

Bath Salts

65.6% of the respondents ‘agree and strongly agree’ that the hotel provides a variety of bath salts to their customers.

Staff

The majority of the respondents felt that the hotel’s staff welcomes them with a warm and friendly handshake.

Customers have a need to physically interact with the products and service in a hotel environment. The customers evaluate and gather information about the hotel’s products and services by using their hands and fingers, i.e. the sense of touch. As touch is found to have a positive impact on the customers’ attitudes as well as intentions, the hotels must take initiatives to explore the tactile sense and touch-ability of the hotel as a marketing strategy.

Results of Components as Extracted from Factor Analysis for Tactile Factors

According to the factor analysis of the tactile factors two components, namely: Well Being and Sensitivity emerged as important factors, due to their high factor loadings. Since, these two components with their respective variables have emerged as important factors, hotels need to lay special emphasis on them to leverage tactile factors. These factors can be used as sensory guidelines for the hotels to develop tactile sensory marketing as their marketing strategy.

5.2.5 Gustative Factors

1= Strongly Disagree, 2= Disagree, 3= Neither disagree nor agree, 4= Agree, 5= Strongly Agree

S. No.	Variables	1	2	3	4	5
1.	The Hotel serves the food and beverages with proper temperature which adds to their flavour.	0.5%	1.8%	21.6%	45.5%	30.6%
2.	The quantity of the food served by the Hotel is sufficient.	0.5%	2.6%	25.8%	42.1%	29.0%
3.	Spicy food discourages me to eat.	4.5%	6.8%	24.5%	39.3%	25.0%
4.	The Hotel’s menu offers a variety of cuisines to cater to different tastes.	0.3%	2.6%	21.0%	46.5%	29.6%
5.	The Hotel’s menu is reasonably priced.	2.5%	5.4%	22.3%	44.8%	25.1%
6.	Basic dish description available on the Hotel’s menu does not help me in decision making.	2.8%	8.4%	26.4%	39.8%	22.8%
7.	The Hotel menu gives information about the dish’s nutritive value.	3.3%	6.9%	27.1%	39.5%	23.3%
8.	An open kitchen adds to the transparency and trust regarding the ingredients used and the manner in which the food is cooked.	1.0%	3.6%	23.8%	47.1%	24.5%

Taste is often considered the individual's supreme sensory experience. Eating and drinking are associated to happiness and positive memories, which stresses that the taste aspects should not be neglected by the hotels. Generally, the taste sense is neglected in marketing, which undermines the aim of creating brand awareness and establishing a sustainable brand image. Gustative marketing is a fruitful area which is promptly growing as the taste sense is one of the most distinctly emotional senses that affects people's mood.

Food

Most of the respondents confirmed that the hotel serves the food and beverage at a proper temperature which adds to their flavor and the quantity of the food served by the hotel is sufficient. However, the spicy food discourages them to eat.

Menu

Most of the respondents confirmed that the hotel's menu offers a variety of cuisines to cater to different tastes with the information about the dish's nutritive value, however, the basic dish description available on the menu does not help them in decision making.

Open Kitchen

The majority of the respondents agreed that the open kitchen adds to the transparency and trust regarding the ingredients used and the manner in which the food is cooked.

Result of Components as Extracted from Factor Analysis for Gustative Factors

According to the factor analysis of the gustative factors two components, namely: Menu and Appetite, emerged as important factors, due to their high factor loadings. Since, these two components with their respective variables have emerged as important factors, hotels need to pay more attention on them and use them as gustative sensory guidelines to develop their sensory marketing strategy.

5.2.6 Website

1= Strongly Disagree, 2= Disagree, 3= Neither disagree nor agree, 4= Agree, 5= Strongly Agree

S. No.	Variables	1	2	3	4	5
1.	The Hotel uses the latest user friendly technology.	0.6%	4.1%	22.1%	44.5%	28.6%
2.	The Hotel website gives me complete and update information, creating a pleasurable experience online?	1.4%	4.6%	25.6%	45.3%	23.1%

3.	This online experience tempts me to visit and experience the Hotel?	1.1%	4.4%	24.3%	47.4%	22.9%
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Most of the respondents of the study feel that the hotels use the latest user friendly technology, the hotel website gives complete and updated information to the customers and thus creates a pleasurable online experience for them. This online experience tempts the customers to visit and experience the hotel.

5.3 Managerial Implications of the Research

Besides being theoretically insightful and contributing to the literature of Multisensory Marketing in Hospitality sector, several managerial implications also emerge from the current study.

This research highlights and reveals those factors that influence the customers the most during the selection of the hotel and those elements in the hotel ambience which the customers consider to be the most important.

It brings forth the various factors that have a potential to lead the hotel to its sensory brand recognition among the customers. It suggests how hoteliers can use multisensory marketing as means to enhance customers' emotional response and behaviour. The results prove that sensory cues and styling elements have a positive impact and is an effective approach to connect with customers by offering a stimulating environment. The sensory impact of sight, sound, smell, taste and touch can be highly influential, and the multi-sensory stimuli interplay together can create a successful multi-sensory brand-experience. This suggests that sensory cues and styling elements are some inexpensive means to create stronger brand images where B2C relationships are in focus.

The findings specifically recommend that customers are more likely to react and interact with a hotel when the environment and the atmosphere are emotionally charged and encouraging. In relation to this study, the introduction and appropriate use of a suitable Visual sense factors such as lighting system, colour scheme, interior designs, visual texture, and persuasive advertisements as styling elements; Auditory sense factors such as noise, type of music its tempo and volume, sound of food and sound systems used by hotel; Olfactory sense factors like the aroma of food, ambience smell and signature scent; Tactile factors such as texture of upholstery and food, comfortable furniture, temperature of the food, weight of tableware and staff's handshake; Gustative factors such as menu, proper temperature and quantity of food served, immensely influences the customers' behaviour and experiential responses.

The hotels need to become more specifically aware of the manner in which they can have the best impact on their customers' behavior and overall experience, through the human senses.

This would also enable the managers and other practitioners to create and enhance the hotel atmosphere that can be differentiated from their competitors and has a lasting impact on their customers.

The Key Result Areas (KRA) highlights those major areas where the hotels can establish and better their associations and emotional bonding with their customers. The appropriate use of lighting according to the right suitability of time, place and occasion, open kitchen with live cooking adding to the transparency, trust and interest of the customer in the food cooked, type of music played at the point of time its tempo and volume, pleasant and welcoming ambience scents and smell of the lobby and hotel products, aroma of the food, comfortable furniture, rich and smooth upholstery help in decision making, spending more time leading to more consumption, resulting in generating revenues.

Areas of development: The key work areas that require utmost attention as pointed out by the research are – the menu, signature smell of the hotel, mouthfeel and colour and appearance of the food.

5.4 Suggestions

There's every indication that marketing will move from experiential marketing to an even more sophisticated realm called Multisensory marketing. Multisensory marketing enables the brands not only to anchor themselves in tradition but also adopt some of the characteristics of religions to leverage the concept of sensory branding in a holistic manner. Multisensory Marketing enables the brand evolve over time into having their own identity, which is expressed in its every message, shape, colour, size, smell, sound, symbol, ritual, and tradition, which is a rigorous challenge. It doesn't mean that things have to stay the same. On the contrary, it means that the brand stays true to its core values, which are expressed in the colours, shape, logo, and sound. If the brand has defined its consistent tactile, aroma, and visual expression, it needs to make it mandatory in the brand platform to follow these guidelines, the law of the company and, make it part of the constitution that is impossible to alter unless major unforeseen circumstances force. Sensory consistency is what creates loyalty. It builds trust and generates repeat purchase, as people trust the familiar signals.

Examining the hotel brands from a sensory marketing point of view is far from easy. As these brands need to understand the idea of a sensory platform, their current sensory status and their optimal potential for sensory excellence.

Any hotel appeals to at least two senses and it is almost always possible to appeal to three. The four and five star hotels because of the nature of their products and services, can secure a total five-sensory appeal. The objective of leveraging existing sensory touch points of the hotels is to optimize their branding platform. The more sensory bonding components in a hotel brand, the stronger becomes the hotel's foundation. The select hotels in this study as observed have non-branded sensory components and so have limited sensory appeal. Therefore, they now should focus on establishing sensory stimuli, sensory enhancement, and bonding components. Since, the hotels already have several non-branded stimuli, their goal should be to convert these assets into branded components that become their own sensory stimuli and sensory enhancements that will foster more extensive bonding. This will in-turn develop for the hotels dependable customer loyalty with an objective to be aware of the dynamics of all the sensory touch points and converting them as exclusively their own.

A hotel is much bigger than its logo or name. The challenge for the hotel is to see that the hotel and its components remain easily identifiable which can be recalled by the customers. For this the hotels need to fully integrate every possible customer touch points with a view to establish and maintain the true image of the hotel. Securing a synergy across sensory touch points is essential for the success of the hotels. It is evident from this study that synergy among the senses definitely take place, with some startling results. Sensory synergies can potentially double the effect of the hotel's brand communication.

The sensory optimization really gives a positive jolt to the customers when the music is played, combined with the distinct aroma that's been designed for the hotel especially for their customers. Matched up with warm handshake, welcoming smile, attractive uniforms, makeup, and appearance of the staff, have an all-round strong synergy between the senses. Each channel can be optimized, and then interlinked with one another, so that 2 + 2 equals more than 4. Each channel makes sense, each channel reflects the core values of the hotel brand, and when combined the results are positively powerful leading the customers to recognize the brand distinctly with its core values and communication.

Sight

Colour

This study proves that colour favourably stimulates and encourages the customers to feel pleasant, stay longer, leading to increase in their consumption. Thus colour is essential to the brand-building process because it's the most visible first point of communication. The hotels need to know that different colours have different, and significant, psychological effects that in turn create certain effects in the human body. Colours also have cultural and social significance through their various associations. The hotels' choice of colour should be associated with and symbolize their identity and the values the hotels stands for.

Colour choice should affect and create in customers a positive frame of mind and mood to facilitate the sight experience through, logotypes, packaging, advertisements, TV commercials, and websites. In this regard, a positive choice of colour would contribute to improving the working environment for the employees of the hotels and to improving the service landscape for their customers. It is generally held that red has the greatest attraction value in logotypes, advertisements, and product offerings. Red attracts the eye and the sight sense fastest of all colours and is provocative and challenging.

Colours create clear associations and it's these associations that will benefit the brand. Since, the primary colours have clearly dominated the world of brands, hotels are advised to capture their colour ownership.

Light

According to the results of this study, lighting encourages sensory inputs, supports the hotel's branding and creates a pleasant environment which encourages customers' wellbeing sensation, dynamism, time spent at a point of sale and generates hotels' sales. Thus use of specific colors of lighting for seasons, time, specific hotel areas, for boosting sales and customers' mood, is recommended for the hotels.

Smell

This research shows that smell influences the customers' perceptions and gives the impression of freshness, cleanliness, higher quality and appetite. Thus different kinds of smell are believed to contribute to the experience of a good atmosphere, as a sense expression in a hotel. Furthermore, scents in a hotel can contribute to the customer's hotel experience, loyalty, influence the customers' intent to revisit and also to recommend it to others. The classic way to create an atmosphere in a hotel's restaurant is with the smell of freshly baked bread which affects customers' gustative behaviour. Scents used in a hotel can be either natural or artificial.

Scenting strategies that could be followed by the hotels are as follows:

- 1) Product Scenting
- 2) Environmental Scenting
- 3) Advertising Scenting

Product Scenting

Product scents go far beyond the obvious. The hotels need to work and reconstruct their product scent for better customer olfactory experience. Signature scents and strong product specific scent based on aromatherapy can be used to achieve evident results. The hotels should leverage scents to strategically create scents designed to enhance or engender feelings of calm and tranquillity.

Environmental Scenting

Environmental scenting has become increasingly common in hotel spaces. Hotels can use smell to create a particular brand experience, enhance brand recall and drive purchasing behaviour.

The hotel's rooms can be specifically scented based on the tastes and preferences of the customers or use select aromatic smells to appeal to men or women in the room of a single lady or a single man. Thus providing the hotels the first-movers advantage over the followers since the customers would have already created a preference and stronger bond towards the first-mover hotel brand.

Advertising Scenting

Scent has also been incorporated into advertising. As the hotels use print media and direct mails to communicate with their customers, scented advertisements is an ideal way to project their brand and make the customers experience it before they actually come in direct contact with the hotel environment. Scented inks, scent strips, and rub'n smell technology installations are some of the various ways hotels can leverage their scent in magazine advertng and direct mail.

It is important to note that individual experience and culture plays a role in scent associations. Scent marketing should be used with care i.e. care for the environment, customers and employees, and ethical application. So the hotels need aware and get ready for a barrage of smelly campaigns.

Touch

Human hands are an important link between the brain and the world. When humans encounter a pleasant touch, the brain releases a hormone called oxytocin, leading to feelings of well-being and calm. When it comes to sensory marketing, the touch experience includes material, surface, temperature, weight and form.

Hotels need to carefully select their materials in the hotels to underline the importance of craftsmanship, texture, design and special features of their tangible and intangible components. The hotels need to use differently textured heavy, solid and quite distinct materials for their marketing which highlight their products.

Although rare, the hotels can register non-traditional trademarks (or “touch marks”) for their form and feel. Then the next challenge for the hotels would be to make those products accessible in a way that encourages customers to reach out and touch.

Senses likes scent, sound, and vision can't effectively work separately, hence, it is necessary for the hotels to understand how to use these senses with the consistency and synergy to contribute the favorable combination of all the senses. The hotels' slow tempo of background music can bring a powerful impact and significant motivation on the customers' behavior if used with appropriate colors and scents in a suitable way.

Sound

Brand may be associated with a sound experience. The results of this study suggests that from the ambient surroundings to a product-produced noise, sound influences the ideas and judgments about the goods and services of the hotels to the customers. Sound is directly linked to the product itself, so customers interpret it as a sign of quality or familiarity. Brands, world over underestimate the value of sound. Brands can be built using sound, but not the sound of radio or television commercials, but more like background music that can be played on websites, in rooms, door bells, on hold buttons on the telephone, as ring tones or even in restaurants. Savvy brands are emerging as the surest ways to engage all the customers' senses to strengthen the brand experience. It's about capitalizing on what the customers know about the hotel's sensory links, to recall emotions and leveraging that information to strengthen their brands and increase sales.

The hotels need to realize that music contributes as important a role in branding as the overall visual design does for them. Therefore, the hotels need to own and specialize in playing subtle exotic music in their hotel lobbies, rooms, rest rooms, lifts, stair case, lounge, and restaurants to create a feeling of peace and tranquillity to soothe the mind and body of their customers. This distinct relaxing tone should also be heard while making reservations on the hotels' websites by the customers to consistently leverage it as their main brand feature. Thus successfully generating a strong sense of emotional bonding between hotel and customers, the likes of which had not been seen before.

As a sensory marketing strategy, sound is a messenger often reaching the customers before the reach of a product or even a visual image. Sound, then, is an effective brand cue, particularly when stretched beyond the bounds of traditional broadcast advertising. It can evoke a sense of quality, increase customer relevance, boost recall, and impact their customers' intent. Finally, the hotels need to take a serious note of this study results that the noise in the hotels overpowers the music played and also affects the taste perception of the customers, which creates a need to combat noise impression by using acoustic materials like curtains, rubber table covers to ensure no rattling sounds, thus segregating the noise.

Menu

Health and wellness benefits are other critically important customers' driver, a trend that has considerable influence over hotels marketing strategies. Reduced sugar, salt, fat and enhancing and promoting the health benefits in the foods will be one of the biggest health claims in the coming years. Living longer, fitter and still working, an aging population, means hotels will need to serve food contains that come with added health claims.

The results of this study show that though the hotels' customers found the hotel's menu reasonably priced, offered a variety of cuisines, gave basic dish description and its nutritive value, still it did not help the customers in their decision making.

The primary purpose of visiting a hotel is usually to satisfy hunger. Nutritional health is not the primary reason to visit in most instances. Customers want to order a particular item usually because it appeals to their taste and hunger. This appeal might be modified by the nutritional consequences of its calorie and fat content. While describing the nutritive value of the dishes served by the hotels on their menu, the hotels need to be aware that a low fat dish is nutritionally superior to a higher fat dish, then it makes little nutritional sense to offer a choice of the nutritionally inferior dish in the first place, to its customers. The provision of calorie and fat content information on the menus may not immediately modify the food ordering behaviour for the majority of their customers. However, the provision of the nutrition information should still be encouraged because it would result in some calories reduction for some of their customers and it would not adversely affect the hotels' revenue. Finally, the cost is more important than calorie and fat information to their customers. The hotels can have advertising campaign promoting heart-healthy menu items and other such promotional campaigns, events, food festivals, creating awareness using fancy names for the dishes, describing the process of cooking, ingredients used, and the final taste of the dishes on the menu.

Touch Screen Menu – The use of touch screen menu technology in the hotels would let the customers' fingers do the ordering, the wait staff would no longer need to take orders, but serve instead as delivery people between the kitchen and the table. New items on the menu could be added quickly and efficiently, and unavailable items could be as easily removed. Customers would be able customize their orders, they could order an additional drink or side

order without trying to attract a busy waiter's attention. Touch screen ordering would lessen the time from order placement to fulfilment. Customers would be able pay their bill with a debit or credit card, swiping the card at the device located at their table. The hotel would be able to accurately track their customers' purchasing habits as well as which menu offerings appeal to certain demographics. In a busy kitchen, the touch screen menu's use would clarify orders, making mistakes less likely. Its use would enable the hotel managers to gauge exactly what time an order was submitted and how long it took to reach the customers.

Advertisements

Owing to the nature of hotel products and services, the hotels are more predisposed to leveraging sensory opportunities than other sectors. The hotels need to find innovative ways of effectively communicating with their customers about what they sell in a world that communicates messages primarily through sight and sound. So, the hotels must optimize on their advertisements which, is given the least rank and importance by their customers in this study, by using "alternative" channels in which the other senses are more strongly attuned than normal. In this case the hotels need to make their advertisements noticeable, to draw a picture in the customers mind about their brand using synergized advertisements. The use of non-branded stereotype pictures of smiling people in suits around boardroom tables, of facilities and amenities are undesirable to use. The hotels should make their advertisements their own and use imagery to create pictures and text messages which encourage the customers. Hotels can use music and sounds, scented and texture paper and scented inks for advertising in magazines, spray same scent whiffs in their hotels, and provide tester, tester pouch/strips for their products in their magazine advertisements and to their in-house customers, thus bringing them in direct contact with the product to experience the real thing. Even though the sounds and smells may be artificial they are part of the real illusion. Hotels need to own certain sensory feelings, like own tune, music, symbol, shape, smell, scent as these are all positive components of the brand. The hotels should use every printed brochure, magazine, fliers, and news papers advertisements as an effective means of expression to carry their brand.

Internet and Multisensory Marketing

Technology has enabled to appeal to the senses in a way that was not possible a few years ago. In the same way technology has also brought an extraordinary amount of clutter to the airwaves, forcing to become more distinct than ever. Multisensory branding requires diligence and patience, sparing no expense in determining that the brand matches the perception of the customer.

The hotels need to aim to push the boundaries of multi-sensory communication research into interactive new media technologies through the combination of technology, art, and creativity, involving digital transmission of taste and smell over the internet. Thus the hotels could allow their customers to share experiences not only with their video, pictures, audio, or tactile feedback but also with smell and taste.

Moreover, when customers would encounter the smell or taste again, the link would be there, ready to elicit a memory or a mood. Thus sending tastes and smells over Internet has a huge potential sensory market in online marketing and communications for food, beverages and especially hotels.

Name and Language

To create a true brand, it requires consistency and patience on the part of the hotels. This is a difficult requirement in a world where the only constant is the ever-changing branding and marketing strategies. Added to this is the fluctuating financial market which demands instant results and the brand message becomes just another bit of information in the overcrowded field.

By using the naming and language strategy the hotel can leverage its brand, extending it to encompass every aspect of their environment. The end result of the integrated naming and language strategies is that they reinforce the awareness of a brand's profile. This further enables the hotels to concentrate their energies on other communication features rather than having to rebuild the brand again and again with each new product release. Sub-brands become intuitively recognizable and tap into the broad set of values already well established by the parent brand.

The hotels can try to own the rights to some distinct numbers, names or their combinations which would automatically lead to the identification of the hotel brand. A strategy can be adopted by hotels where in they can misspell their brand products or services, using a mix of English and Hindi spellings or words. It takes years for phrases, words, and sentences to be identified and accepted as "belonging" to the specific brands. The first step in integrating specific language into the hotel brand is to identify the words the hotel wants to "own." The selection should be based on those words which best reflect the hotel brand's personality. The chosen words need to be easy to integrate into many different kinds of sentences and which are the most flexible. With a purposefully established branded language, the customers can form the strongest association the hotel.

A closer examination of this supposed anomaly reveals an interesting phenomenon. The stronger the brand personality, the more human and less product-focused it is, and the easier the customers find it to associate words, phrases, and sentences with the brand. The point of this strategy is not to necessarily create characters, but to adopt a human-centred approach, and avoid product centred tech talk that focuses on features.

Shape

Shape is one of the most overlooked branding components, even though certain shapes clearly speak of their particular brand. The customers in this study felt that the seating arrangement of the select hotels was spatial, the furniture was comfortable to use for longer hours and that even the general touch made them feel good. Therefore, the layout of the hotel, its seating arrangements, the shape and type of furniture should be referred and treated by the hotels as their trademark, and should be consistently present at their every outlet and event as their primary component in every aspect of the brand and its communication.

Symbols

Symbols are the growing concerns, very important component in rebuilding hotels' brand and are clearly on the rise. Technology has given more channels, varieties of advertising opportunities, however symbols need to have an inbuilt flexibility to cross the channels and be graphically sophisticated so that they can be equally understood on a billboard, computer screen, or cell phone display. Successful symbols would eminently help hotels take their commercial message to new and unexplored terrains.

Navigation

Navigation is a carefully thought-out floor plan that is designed to meet the expectations of the hotel brand. It is the way to help customers find their way around a website, a restaurant, lounge, rooms and hotel. It also presents a challenge for the hotels to ensure that their navigation remains consistent as their message crosses media channels. The hotels need to be aware that there ought to be synergy between the hotels' website, campaigns, hotel layout, brochures, and automated phone system. Consistency is the only way to cut through the clutter of the noise. Navigation is one of the essential tools that hotels can leverage in building and maintaining consistency and making it be present in their every single channel.

It is essential for the hotels to establish a comfort zone for their customers online and mention every detail of the hotel's services on their website. If the contact details of the hotels are at the foot of each web page, then they should also appear at the foot of their each catalogue page. If the hotel's special offers are always announced in red and yellow on a television commercial, then they should also appear in red and yellow in print and on their hotel's website.

It is important for the hotels to be aware that each of these components form the characteristics of their brand. They become even more important when adding another channel to the brand, because it is vital that navigation should always be comfortable, easy, and familiar. This helps build loyalty, which is based on the brand's ability to continually communicate consistently, precisely, and in a branded context.

Behaviour

The hotels need to master the notion of consistency most importantly to engender goodwill and respect. The hotels need to express their legal and safety implications painlessly to the customers, in their own super-friendly inimitable way, using the signage with friendly font, a sense of humour and irony.

Service

Service expectations vary depending on what the hotel brand communicates and promises to its audience and their individual perception of that message. If done rightly it cultivates enormous goodwill, fosters positive word of mouth, and generates loyalty among the hotel customers. The hotels need to feasibly standardise the tangible and intangible components shaping their brand, by offering the customers personalised care and attention, initiating welcoming and friendly conversation with the in-house guests, by arranging for the smallest needs of the customers and giving a personalized handwritten note to every customer from the staff, wishing them an extraordinary stay in the hotel.

5.5 Scope for Further Research

The findings of the current study seek to fill a critical gap in the voluminous, yet incomplete and non-exhaustive, academic research that has been done on Multisensory Marketing. Since Multisensory as a marketing strategy has a very promising future, hotels are vitally interested in availing themselves of all valid research that can help them create and execute marketing strategies with greater probability of success. The generalizability and applicability of the results from current research is limited and can be further extended with relevant follow up work in the future as proposed next.

First, the findings of this study are limited by the selection of the sample. The sample of customers of the select Four and Five Star Hotels, of Hyderabad and Vishakhapatnam, Andhra Pradesh, as used in the current study, limits the generalizability to different subject groups. Extension with broad sample of respondents (Barett et al., 1999; James, 2006) will be useful to further generalize the findings from this research on Multisensory Marketing.

Secondly, although Multisensory Marketing evaluations have been the focus of many studies, Multisensory Marketing in Indian Hospitality sector has received much less attention. While there is growing literature that emphasizes the potential of experiential marketing, there is a paucity of empirical studies measuring Multisensory Marketing and its impact on the marketers and their customers.

The current research focuses on the Multisensory Marketing in the hospitality sector. Studies on Multisensory Marketing are developing in the American and European markets, but the present Indian market is essentially emphasising on the customisation and personalization of

the products, services and customers' experience with the brand. So, further research can be directed towards understanding Multisensory Marketing across diverse sectors in the Indian perspective.

The current research is analyzed in light of the survey based primary data and collected secondary data. Integration of these along with qualitative methods is possible and suggested (Ben-Akiva et al., 1994). Also longitudinal research to investigate the stability of Multisensory Marketing as a marketing strategy over time is needed for marketers to design long term strategies.

This study was limited to examination of eight hotels, in Hyderabad and Vishakhapatnam, Andhra Pradesh. Further research involving more number of hotel brands may provide further interesting insights. More extensions can be done in other segments of service sectors', individual sensory research and comparing the relationship between two or three senses. Comparative analysis on the basis of demographic and psychographic characteristics was not done in the current study. Customer's attitude may vary depending upon, their age, gender or income group, among others.

5.6 Conclusion

Even with a recovering economy, business is challenged on the home front by regulatory changes, raw material pricing, corporate sustainability goals and changing customer demands, among others. On the global front it is the difficulty to set up foreign operations, safety and reliability of offshore suppliers, impact of currency fluctuations and competition for talent.

For customers, convenience is by far the most important dynamic, and will continue to be so over the next five to ten years, according to many numbers of prognosticators. Customers are willing to pay more for convenience as their work habits and lifestyles change. The same can be said even for customers in developing nations. It's a trade-off many are willing to make, especially as disposable income rises in many countries. It's all about time, and the customer would rather buy time than prepare food.

Sensory marketing has just stepped in, to make its presence and potential felt, but it is here to stay as long as the third wave is here. What links the third wave and the human brain is

change as a phenomenon, and change has never before happened with such strength and tempo as in the binary society. To all firms that continue to surf the third wave, sensory marketing is another promising area to embark on for the future.

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