

ISTANBUL TECHNICAL UNIVERSITY ★ GRADUATE SCHOOL

**SENSORY CUES IN RETAIL INDUSTRY AND REVISIT INTENTION: A
FIELD STUDY ON THIRD GENERATION COFFEE SHOPS**



M.Sc. THESIS

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Department of Business Administration

Business Administration Programme

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FOREWORD

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SENSORY CUES IN RETAIL INDUSTRY AND REVISIT INTENTION: A FIELD STUDY ON THIRD GENERATION COFFEE SHOPS

SUMMARY

Today, businesses need to understand the changing needs and desires of consumers and develop new marketing strategies for their target customers in order to survive in the competitive environment. The old marketing strategies become inadequate as the expectations of consumers change over the years, so the marketers, who are looking for new ways to influence consumer decisions, have started to trigger the senses in their marketing activities after realizing the effects of senses on consumer decisions. Therefore, the sensory marketing strategies are developed. Companies can create environments where their customers will feel comfortable by using sensory cues. Also, the combination of different sensory cues can help companies to determine their positioning strategy. Developing a clear positioning strategy can help them to create an emotional connection with their customers and improve customer loyalty. Therefore, companies can benefit from the store atmosphere and sensory marketing concepts as strategic tools to differentiate from their competitors. Restaurant and café businesses are able to satisfy their customers through the service atmosphere in order to provide a successful service and to make their brands preferable. For this reason, the atmospheric and sensory factors are one of the important factors in customer satisfaction, especially in the café and restaurant sector and in this thesis, third generation cafes were chosen as the research area. There are two reasons why research is conducted on customers going to third generation cafes: the first one is the difficulty of finding a sector that appeals to the first five senses and the second reason is although earlier studies on sensory marketing has done in Turkey, the third generation cafe concept has not been researched much.

The aim of this study is to try to determine the relationship between sensory marketing and the revisit intention of customers and the demographic variables. In this context, the relationship of the five senses with consumer preferences and demographic variables was examined. The research was carried out in the province of Istanbul. An online questionnaire was used as a data collection tool in the study. The questionnaire form created through the Google Forms, online survey preparation program, was accessed by sending a link to all potential participants to collect data. Within the scope of the research, data were collected using convenience sampling method from 384 participants who were found at least once in the new generation cafes in Istanbul. The data obtained from the research were analyzed through the SPSS 23 package program and worked with a 95% confidence level. As a result of the analysis made; it is observed that some senses have positive effects on the customer's intention to revisit, and some senses do not affect the customer's intention to revisit.



PERAKENDE SEKTÖRÜNDEKİ DUYUSAL İŞARETLER İLE MÜŞTERİLERİN YENİDEN ZİYARET NİYETLERİ ARASINDAKİ İLİŞKİ: ÜÇÜNCÜ NESİL KAFELER ÜZERİNE BİR ALAN ÇALIŞMASI

ÖZET

Perakende sektörü dinamik sektörlerden biri olduğundan perakendecilerin, pazarın ve müşterilerin devamlı değişen taleplerine nasıl adapte olacaklarını iyi bilmesi gerekmektedir. Son yıllarda internetin ve e-ticaretin gelişmesi, tüketicilere birçok fırsat sunmakta, binlerce ürünü kolayca gözden geçirmelerine ve yalnızca birkaç tıklama ile alışveriş yapmalarına olanak sağlamaktadır. Günümüzde perakendeciler, sadece benzersiz ürünler veya benzersiz hizmetler talep eden değil, aynı zamanda alışveriş esnasında benzersiz deneyimler yaşamak isteyen müşteriler ile karşı karşıya kalmış durumdadırlar. Bu deneyimlerin nasıl tasarlanacağını ve uygulanacağını bilmek, tüketicilerin müşteri memnuniyetini ve müşteri sadakatini teşvik edebilmektedir. Bu nedenle konforlu ve benzersiz bir alışveriş deneyiminin yaratılması, rekabet avantajı elde edebilmek ve tüketicilerin beklentilerini karşılamak için giderek daha önemli hale gelmektedir. Müşteriler için cazip kalabilmek ve diğer firmalarla rekabet edebilmek için geleneksel perakendecilerin müşterilerle etkileşim yöntemlerini değiştirmesi ve uyarlaması gerekmektedir. Mağazalar ve kafeler artık çoğunlukla sosyal bir buluşma yeri olarak görüldüğünden müşterilerin dikkatini çekmek, alışveriş yolculuklarında onları memnun etmek ve ziyaret sıklığını artırmak için “alışveriş deneyimi” odaklı farklı pazarlama stratejileri tasarlamak gerekmektedir. Bu noktada mağaza atmosferi ve duyuşal pazarlama kavramları önem kazanmaktadır.

Kotler'e göre atmosfer kavramı müşterilerde belirli etkiler yaratmak için mekanın bilinçli bir şekilde tasarlanmasıdır. Mağaza atmosferi, mağazanın dışından başlayarak mağazanın iç dekorasyonuna kadar uzanan bir yolculuk anlamına gelmektedir, dolayısıyla mağazayı dışarıdan gören herhangi bir tüketici, satın alma niyetiyle mağazanın önünden geçerse bile mağaza atmosferinden etkilenebilmektedir. Rahat ve dikkat çekici bir mağaza atmosferi, müşteri memnuniyetini, içeride bulunma süresini ve aynı zamanda yeniden ziyaret ihtimalini artırmaktadır. Perakende atmosferini oluşturan ve perakendecinin kontrolünde olan unsurlar genellikle müşterilerin duyularına hitap etmektedir. Örneğin, mağazadaki ışık miktarı, duvarlardaki renkler, sandalyelerin konforlu oluşu, ortamdaki koku ve arka planda çalınan müziğin türü firmalar tarafından yönetilebilmektedir.

Duyuların önemi uzun zamandır bilinmesine rağmen yakın zamana kadar duyuların etkisi pazarlama iletişimde çok önemli bir odak noktası haline gelmemiştir. Dolayısıyla pazarlama alanında duyuların etkisini incelemek nispeten yenidir. Duyular, ürünü algılamada güçlü bir etkiye sahiptir ve güçlü duyuşal tepkilerin ortaya çıkmasını tetiklemektedirler. Bir mağazadaki ışığın parlaklığı, müziğin türü, malzemenin dokusu, ortamdaki kokular veya kahvenin tadı tüketicilerin duygu ve

davranışlarını etkilemektedir. Duyusal pazarlamanın başlangıç noktası tüketicilerin zihnidir ve şirketler, tüketicilerin zihninde benzersiz bir imaj oluşturmak için pazarlama stratejilerinde duyulara odaklanmaya başlamışlardır. Bu bağlamda müşterilerinin hafızalarında kalıcı bir yer kazanmaya çalışan markalar için, duyulara seslenerek hedef kitleleri ile aralarında güçlü duygusal bağlar kurmanın önemi her geçen gün artmaktadır.

Duyusal pazarlamanın amaçları, marka kimliği oluşturmak, tüketici algılarını olumlu yönde etkilemek, müşterilerin mağazada geçirdikleri zamanı uzatmak, yeniden ziyaret niyetini artırmak, rekabet avantajı yaratmak ve müşteri sadakati sağlamaktır. Hawkins'e göre marka imajı, tüketicilerin markanın adını duyduklarında hissettikleridir ve marka imajı duyularla güçlendirilebilmektedir. Markalar ve tüketiciler arasında duygusal iletişim ne kadar fazla olursa, bu iletişim tüketicilerin zihninde o kadar çok anı bırakmaktadır, çünkü tüketicilerin markalar ile ilgili tutumları duyularla şekillenmektedir. Duyusal pazarlama aynı zamanda müşteri sadakatini de hedeflemektedir. Molitor'a göre duyusal pazarlama, sürdürülebilir tüketici sadakati yaratmak için de kullanılmaktadır. Markaya olan tüketici sadakati arttıkça şirket daha çok kazanacaktır ve aynı zamanda hizmetten memnun kalan müşteriler çevresindekileri de mağazayı ziyaret etmeye teşvik ettiğinden, şirket rakiplere karşı büyük avantaj sağlayacaktır.

Duyusal pazarlamada perakendeciler için önemli olan konulardan biri de, müşterilerin duyularını harekete geçirmek için yararlanılan görsel, işitsel, tat, koku ve dokunsal pazarlama stratejilerinin dikkatli bir şekilde belirlenmesidir. Çünkü yalnızca bir stratejinin bile uygunsuz kullanımı müşterileri olumsuz etkileyebilmekte ve mağazadan ayrılmasına neden olabilmektedir. Bu nedenle mağazadaki duyusal pazarlama stratejileri, müşterilerin mağazada keyifli vakit geçirmesini ve olumlu tepki vermesini sağlayacak şekilde planlanmalıdır. Planlamaya ilk olarak, herhangi bir pazarlama planında olduğu gibi markayı ve hedef tüketiciyi iyi anlamakla başlamak gerekmektedir. Markanın kişiliğinin temel özellikleri belirlendiğinde bu özelliklerin duyusal ipuçlarıyla tüketicilere nasıl aktarılacağına karar verilmelidir. Hedef müşterilerin ihtiyaç ve istekleri belirlendikten ve pazara hakim olduktan sonra, markanın rakiplerinden nasıl farklılaşacağına karar verilmelidir. Markalaşma stratejisine eklenen bütün duyusal ipuçları markanın karakteriyle uyumlu olmalı ve bütün duyusal stratejiler müşteriler arasında derin bir bağlantı oluşturmak için aynı yöne çekilmelidir.

Günlük yaşamda verdiğimiz kararların çoğu görme duyusuna dayanmaktadır ve görme müşteriyile ilk teması sağlayan duyudur, bu nedenle tüm şirketler tarafından özel ilgi gerektirmektedir. Creusen ve Schoormans'a göre, çoğunlukla ilk görsel temas tüketicinin ürün ile ilgili algısını etkilemekte ve ürün diğer yönleriyle diğer ürünlerle benzerlik gösterse da müşteriler daha iyi görünen ve estetik açıdan en iyi olan ürünü seçmektedirler. Yapılan bazı çalışmalarda renklerin merkezi sinir sistemini etkilediği, dolayısıyla anıları ve deneyimleri harekete geçirebileceğinden bahsedilmiştir. Bu nedenle doğru rengi seçmek de mağaza imajı oluşturmaya yardımcı olmaktadır çünkü tüketiciler genellikle marka ve mağaza imajını markanın renkleriyle ilişkilendirmektedir. Renklerin yanı sıra, uygun aydınlatmanın da müşterilerin ilgisini çektiği ve uygun bir ruh hali yaratabileceği kabul edilmektedir. Aydınlatmanın doğru kullanılmasıyla, tüketicinin dikkati istenen yöne çekilebilmektedir.

Duyusal pazarlamayı mağazalarına uygulamak isteyen perakendeciler için işitme duyusu da önemli faktörlerden biridir. İşitme duyusundan yararlanılması yalnızca sesi deneyimlemekle ilgili değil, aynı zamanda tüketiciyle bir bağ oluşturmak ve duyguları harekete geçiren çağrışımlar yaratmak için de önemlidir. Kotler'e göre müzik, mağaza imajını güçlendirmekte, müşterilerin ruh halini değiştirmekte, çalışanları mutlu etmekte ve müşterilerin satın alma olasılıklarını artırmaktadır. Müzik, ayrıca mağaza içi trafik akışını hızlandırmada ve müşterilerin dikkatini çekmede etkilidir.

Lindstorm'a göre insanlar gözlerini kapatabilir, kulaklarını kapatabilir, tatmayı reddedebilir, ancak koku, soludukları havanın bir parçası olduğundan koku alma duyusunu engelleyemezler. Bu nedenle de pazarlamacılar tarafından kokunun etkisi göz ardı edilmemelidir. Ayrıca Maiwald, düşünmenin diğer tüm duylara yanıt vermeden önce gerçekleştiğini, ancak koku için beynin düşünmeden yanıt verdiğini, bundan dolayı kokunun pazarlama uygulamalarında güçlü bir stratejik araç haline geldiğini belirtmiştir. Bu araştırmaların sonucu olarak son yıllarda markaların çoğu pazarlama stratejilerinde koku duyusundan yararlanmaktadır. Koku, müşterileri mağazaya çekip daha uzun süre kalmalarına ve daha çok alışveriş yapmalarına fırsat sağlayacağı gibi onları rahatsız edip bir an önce ortamdan ayrılmalarına da sebep olabilmektedir. Bu nedenle seçilen kokunun mağazanın tasarımına, ürünlere ve hedef kitleye uygun olması önem arz etmektedir.

Tat duyusu, kişiden kişiye farklılık gösterdiğinden, uygulanması en zor duyusal pazarlama yaklaşımlarından birisidir. Hultén'e göre tat, diğer duylarla olan bağlantıları nedeniyle en açık duygusal duylardan biri olarak kabul edilmektedir. Tat, müşterilerde duyusal bir deneyim yaratmak için farklı duyları karıştıran tek duydur, örneğin tat duyusu genellikle koku duyusuyla ilişkilendirilmektedir çünkü kişiler herhangi bir şeyi koklamadan tadamamaktadırlar. Marka imajı yaratmak ve marka bilinci oluşturmak için de tat duyusu çok önemlidir. Dolayısıyla tat yalnızca gıda sektöründe değil aynı zamanda moda sektöründe de stratejik bir araç haline gelmiştir. Bu nedenle özellikle lüks markalar, mağazadaki ziyaret süresini uzatmak ve müşteri konforunu arttırmak için mağazalarına kafe alanları dahil etmektedirler.

Mağaza atmosferi yaratırken dikkat edilmesi gereken bir diğer faktör de dokunma ve hissetme duyusudur. Dokunma hissi, tüketicilerin nesnelere etkileşime girmesine ve doku, şekil, ağırlık vb. konusunda karar vermesine fırsat tanımaktadır. Peck ve Childers'a göre tüketicilerin ani dokunma motivasyonları ile satın alma konusunda ürüne karşı verdikleri olumlu tepkiler arasında ilişki bulunmaktadır. Ürünlere dokunma fırsatı vermenin müşterilerin tercihleri ve davranışları üzerinde ikna edici bir etkisi olduğundan, dokunmak ürünlerin tercih edilme ve satın alınma olasılıklarını da artırmaktadır. Dokunma hissi aynı zamanda kalite algısıyla da ilişkilidir. Örneğin bir restorandaki peçetelerin yumuşaklığı veya sandalyenin rahat oluşu müşterilerin mekanla ilgili algısını etkileyebilmektedir.

Duyusal pazarlama, duyları tetikleyerek bir marka ile müşterileri arasındaki etkileşimleri güçlendirmeyi ve müşteri memnuniyetini artırmayı amaçlamaktadır. Müşteri memnuniyeti, müşterilerin istek ve beklentilerinin mümkün olduğunca karşılanması anlamına gelmektedir. Müşteriler beklediği hizmeti aldıkları sürece mağazaya sadık kalmaktadır, bu nedenle müşteri memnuniyet düzeyiyle mağazayı ziyaret eden müşteri sayısı doğru orantılıdır. Yapılan birçok çalışma, duyusal

pazarlamanın müşteri memnuniyeti üzerindeki etkisini araştırmış ve duysal pazarlamanın müşteri memnuniyetini ve müşterilerin yeniden ziyaret etme niyetini etkileyebileceğini ifade etmiştir. Bu nedenle rekabet avantajı kazanmak için şirketlerin müşterilerde olumlu duygular uyandıracak bir mağaza atmosferi yaratması gerekmektedir. Bu şekilde, perakendeciler tüketicileri bir satın alma işlemi yapmaya teşvik edebilir veya mağazayı yeniden ziyaret etme olasılığını artırabilir.

Yeniden ziyaret niyeti, müşterilerin gelecekte aynı hizmet sağlayıcıyı defalarca kullanma olasılığı olarak tanımlanmaktadır. Bitner'e göre yeniden ziyaret niyeti üzerinde en büyük etkiye sahip olan faktör müşterilerin memnuniyet veya memnuniyetsizlikleridir. Bu nedenle, memnun bir tüketicinin tekrar satın alma davranışını gösterme ve düzenli bir tüketici olma eğiliminde olduğu düşünülmektedir. Müşteri memnuniyetinin bir sonucu da müşteri sadakatidir. Müşteri, beklediği hizmeti aldığı sürece mağazaya sadık kalmaktadır. Müşterilerin rakip firmalara geçiş yapmasını önlemek, ticari karlar için yeni müşterileri çekmekten daha avantajlı olduğundan birçok şirket müşteri memnuniyetini güçlendirmeye ve müşteri sadakatini artırmaya odaklanmaktadır. Özellikle restoran ve kafe işletmeleri tüketici davranışlarını ve tercihlerini yakından takip etmesi gereken sektörlerden biridir. Bu nedenle bu çalışmada da yeni nesil kafe sektörü araştırma alanı olarak seçilmiştir.

Çalışmanın odaklandığı üçüncü nesil kahve trendi ilk olarak 2002 yılında Trish Rothgeb tarafından yazılan bir makalede kullanılmıştır ve bu trend kahveyi bir zanaat olarak ele almaktadır. Üçüncü nesil kahve trendinde kahve çekirdeklerinin yetiştirildikleri çiftliğe, aromalarına, işleme yöntemine ve kavurma derecesine önem verilmektedir. Üçüncü nesil kafelerin önem verdiği bir diğer konu ise mekanların tasarımıdır. Mekanların özel ve konforlu tasarımı ve mekanlarda çoğunlukla deneyimsel alanların oluşturulması üçüncü nesil kafelerin belirleyici özelliklerindedir. Üçüncü nesil kahve akımının ikinci nesil kahve akımından farklı olduğu bir diğer nokta ise müşteri ile olan samimi ve bilgilendirici ilişkidir. Üçüncü nesil kafelerde müşterilere kahvenin hazırlanma sürecinde daha aktif ve katılımcı bir rol verilmektedir.

Bu çalışmanın temel amacı, mağazadaki duysal ipuçları ile üçüncü nesil kahve tüketicilerinin bu kafeleri yeniden ziyaret niyetleri arasındaki ilişkiyi incelemektir. Bu alanda yapılmış olan çalışmalar duysal pazarlamanın faydalarını göstermiş olsa da, duysal ipuçları ile yeniden ziyaret niyeti arasındaki ilişkiyi araştıran çok az sayıda çalışmaya rastlanmıştır. Ayrıca önceki çalışmalar, duysal pazarlama, müşteri memnuniyeti ve müşterilerin davranış niyetleri arasındaki ilişkiyi araştırmışlardır. Yeniden ziyaret etme niyetini doğrudan inceleyen az sayıda çalışma bulunduğundan, literatürdeki bu boşluğu kapatmak için bu çalışmada araştırılmak üzere yeniden ziyaret niyeti değişkeni seçilmiştir. Çalışma aynı zamanda üçüncü nesil kafelerin yöneticilerine kendilerini farklılaştırmaları ve müşteri kazanımları için öneriler sunmayı amaçlamaktadır.

Bu bağlamda, çalışmada beş duyunun tüketici tercihleri ve demografik değişkenlerle ilişkisi incelenmiştir. Araştırma İstanbul ilinde gerçekleştirilmiştir. Araştırmada veri toplama aracı olarak online anket yöntemi kullanılmıştır. Online anket hazırlama programı olan Google Forms aracılığıyla oluşturulan anket formu tüm potansiyel katılımcılara bir bağlantı ile gönderilmiştir. Araştırma kapsamında İstanbul'daki yeni

nesil kafelerde en az bir kez bulunan 384 katılımcıdan kolayda örnekleme yöntemi kullanılarak veriler toplanmıştır. Bu anket Likert ölçeği yaklaşımı ile tasarlanmıştır. Cevapların güvenilir olabilmesi için özellikle kahve içmeyi seven ve yeni nesil kafelere gitmekten keyif alan kişiler katılımcı olarak seçilmiştir. Araştırmadan elde edilen veriler SPSS 23 paket programı ile analiz edilmiş ve %95 güven düzeyinde çalışılmıştır.

Çalışmada öncelikle en sık ziyaret edilen yeni nesil kafeleri belirlemek, müşterilerin ziyaret alışkanlıkları ifadelerini değerlendirmek ve demografik özellikleri belirlemek için frekans analizi yapılmıştır. Daha sonra ölçek faktör yapılarını ortaya çıkarmak için faktör analizi ve oluşturulan faktör yapılarının güvenilirliğini incelemek için Cronbach Alpha testleri uygulanmıştır.

Duyusal deneyim faktörleri ile tekrar ziyaret niyeti arasındaki ilişkiyi incelemek için Pearson Korelasyon testi, duysal deneyim faktörlerinin yeniden ziyaret niyetine etkisini incelemek için Regresyon analizi ve son olarak katılımcıların yeniden ziyaretleri ile demografik özellikleri arasında anlamlı bir farklılık olup olmadığını test etmek için fark testleri uygulanmıştır.

Yapılan analizler sonucunda; duyuların bazılarının müşterinin yeniden ziyaret etme niyetinde olumlu etkileri olurken duyuların bazılarının müşterinin tekrar ziyaret etme niyetini etkilemediği gözlemlenmiştir. Araştırma sonuçlarında tüketicilerin yeniden ziyaret niyetleri ile tat, koku alma ve dokunsal uyarıcılar arasında anlamlı bir ilişki olduğu görülmüştür. Dolayısıyla yeni nesil kafe işletmelerinin, müşterilerinin yeniden ziyaret ihtimallerini artırmak için bu üç duysal faktörü stratejik bir bakış açısı olarak değerlendirebileceği yorumu yapılabilmektedir. Ayrıca bu çalışma ile duysal pazarlama faaliyetlerinin etki düzeyinin tüketicilerin cinsiyetine ve yaşına bağlı olarak değiştiği tespit edilmiştir. Yeni nesil kafe sektöründe faaliyet gösteren işletmelerin hedef kitlelerini belirleyip hizmetlerini çeşitlendirirken, bu noktalara dikkat etmeleri onlar için bir avantaj olacaktır.

Bu çalışma, Covid19 sebebiyle kafelerin geçici olarak kapanması, belirli bir dönemde sadece İstanbul'daki katılımcılardan veri toplanması ve katılımcılara erişimde yaşanan sorunlar gibi bazı sınırlılıkları içermektedir. Bu nedenle, gelecekteki araştırmacılar, farklı kafe veya restoran hizmetleri için benzer bir model geliştirmeyi düşünebilirler. Daha geniş örneklemler kullanılarak ve farklı değişkenler üzerinde çalışılarak ileride yapılacak çalışmaların, literatüre ve üçüncü nesil kafe işletmecilerine faydalı olacağı düşünülmektedir.



1. INTRODUCTION

The retail sector is one of the most dynamic sectors, so retailers should learn how to adapt to the new market's demands. In recent years, the development of the Internet and the e-commerce offers many opportunities to the consumers, so the creation of a shopping experience becomes increasingly important to get a competitive advantage and to satisfy consumers' demands. Nowadays, the retailers face increasingly demanding consumers who request unique products and services. Consumers do not demand only unique products but they also want to live unique experiences during the shopping. Knowing how to design and apply these experiences can take consumer's attention and encourage them to spend more time at the store.

One of the main objectives of marketing activities is to try influencing consumer purchasing decisions. Understanding consumer needs and influencing their purchasing decisions are very important in the changing market conditions. Marketers, who have to adapt themselves according to new conditions, started to trigger the senses in their marketing activities as they realized the effects of the senses on consumer decisions. At this point, the concept of sensory marketing, which has been used frequently in the marketing literature recently, has become popular in today's competitive environment. In sensory marketing, consumer's emotional and behavioral reactions are studied by sending stimulus to five senses. When performing sensory marketing activities, it is extremely important to understand the effects of senses on consumers correctly and it should be taken into account which senses have an impact on which consumer group.

In this study, the role of senses in consumer's perception are discussed. Besides, how consumers are affected by sensory marketing strategies of companies and their responses to them are analyzed. Then it is aimed to examine the relationship between sensory marketing and consumer preferences in third generation coffee stores, their revisit intention and the demographic variables. With this purpose; the relationship of demographic factors with the senses was examined in terms of variables of gender, age and education level. The data of the study were collected by questionnaire

method. SPSS 23 package program was used in the analysis of this research data. The effects of senses on customers were analyzed by examining the factors of sensory experience and intention to visit again in the survey conducted with 384 people. The findings and the suggestions obtained as a result of the study are included in the last part of the study.



2. CUSTOMER EXPERIENCE IN RETAIL MARKETING

In today's world, the development of the Internet and the e-commerce offers many opportunities to the consumers, lets them review thousands of items and make purchases in a few clicks, to receive the deliveries in a short time in the comfort of their homes. They also have a chance to send them back if the products do not meet their expectations. Moreover, online customers usually have more oppotunities to see price alternatives on websites and find the same products at lower prices. In the online environment, customers also have the chance to find more information, recommendations and comments about the products and brands by other users. Finally, customers can spend less time purchasing through web stores rather than taking hours when they make shopping trips in the malls and without facing traffic jam or wasting time for car parking.

Due to decreased risk perception in online purchasing, changing shopping habits of customers and accessing easily advanced information about products, the growth of online shopping is becoming a major threat to physical stores. This development has affected retail companies and their strategies to stay in the competition and also led to decline in the total sales realized by various physical stores as the customer interest of online shopping continues to increase. Since the growth of online shopping has become a great threat to physical stores retailers, marketing departments are facing new challenges to create experience areas to make their physical stores attractive. In order to remain attractive to customers and compete with online retailers, it is necessary that the traditional retailers need to change and adapt the ways they interact with customers. They can not wait for the customer to come to the store but they should be accessible any time. On the other hand, providing in-store experiences has become an important subject for large companies which are constantly looking for innovation and new processes. Since the consumers do not demand only products and want to live unique experiences during shopping, the retailers have to modernize their offers and the ways of doing business to maintain customer loyalty. Because shops are considered as a social meeting place,

it is necessary to design different marketing strategies that are focused on the “shopping experience”, to attract customers, satisfy them with their journey of shopping, increase visit frequency (Deloitte, 2016).

Although online shopping has been shown to provide more satisfaction to current consumers requesting convenience and speed, some consumers still feel uncomfortable while buying online due to the trust issues with the website, doubts about the quality of the products and delay of deliveries. Also, consumers still want to examine and feel especially certain products and get some more comments face to face before purchasing.

On the other hand, the increase in the number of physical retail stores brings intense competition to the sector. The first way to achieve success in the competitive environment is to make a difference. At this point, the concept of store atmosphere gains importance. The store, which has created an atmosphere that is different, unique and meeting the expectations of the customers, will be preferred and will survive in the competitive environment. The store atmosphere can affect the image of the store, increase store traffic, extend consumers' shopping time and encourage unplanned purchases. Retailers should also pay attention to internal arrangements and settlement that affect the mood and movement of the consumer. Interior-related issues such as lighting, music, colors and perceived crowdedness are also used to affect customer attitudes.

2.1 In Store Shopping Experience

Every business provides a customer experience which may be good, bad or different. Customer experience can be defined as the sum of all experiences a customer has with a supplier of goods or services (Grewal et al., 2009). It consists of awareness, interaction, purchase, communication, and emotion. When a retailer manages to create and deliver different experiences to the customers, the probability of the customer to spend time in that store may increase. Also, positive customer experience can increase customer loyalty, customer satisfaction, and advocacy. Müşteri beklentileri, küreselleşme, bilgi teknolojileri, yasal düzenlemeler, rekabet ve çevre faktörleri tedarik zinciri yönetimine yön verir ve başarısını etkiler (Hervani ve diğ, 2005, s.331).

From the perspective of Meyer and Schwager (2007), customer experience can be defined as a customer’s subjective response to any direct or indirect contact with a company. Direct contact generally occurs during the purchase, use and service, but, indirect contact often contain representations of a company’s products or services, including advertising, news reports etc. Retailers are conscious that they have to understand and satisfy their markets’ challenging expectations so that they need an effective service design strategy which focuses on interactions in the stores (Clatworthy, 2011).

Figure 2.1 below shows the five dimensional construct that creates customers’ in-store shopping experiences.



Figure 2.1: The structure of the in-store shopping experience.

Source : Dabholkar, P. A., Thorpe, D.I. and Rentz J. O. (1996). ‘A measure of service quality for retail stores: scale development and validation’, *Journal of the Academy of Marketing Science*

Since customers nowadays often demand unique experiences, retailers and manufacturers continuously need to look for differentiation strategies in different touchpoints. Differentiating oneself from the competitor by creating memorable customer experiences is becoming one of the important goals of brick and mortar businesses. In today’s global market, customers ask and expect more than just being satisfied with the product or the delivered service level. Berry et al. (2002) points out that companies are becoming increasingly aware of the importance of creating experience spaces for their customers and to do this they need to understand their expectations before the purchasing experience of the consumer. Cognitive, emotional and intuitive influences designed by retailers will create a total customer experience.

Based on SAS Institute (2013), good customer experience management can improve brand image, increase sales, decrease the costs by reducing dissatisfied customers, improve customer loyalty and increase revisit intention of customers through a memorable store atmosphere.

It is important to accept that the shopping act, the consumption of the product and post-purchase evaluations are all parts of the consumer experience, so to manage the customer experience, all stages must be considered. It is not an easy task for companies, but trying to create a memorable experience can make a huge difference for a business. Figure 2.2 shows the main structures involved in the consumer experience in the retail setting and the retail atmosphere as an antecedent offering an unique retail experience.

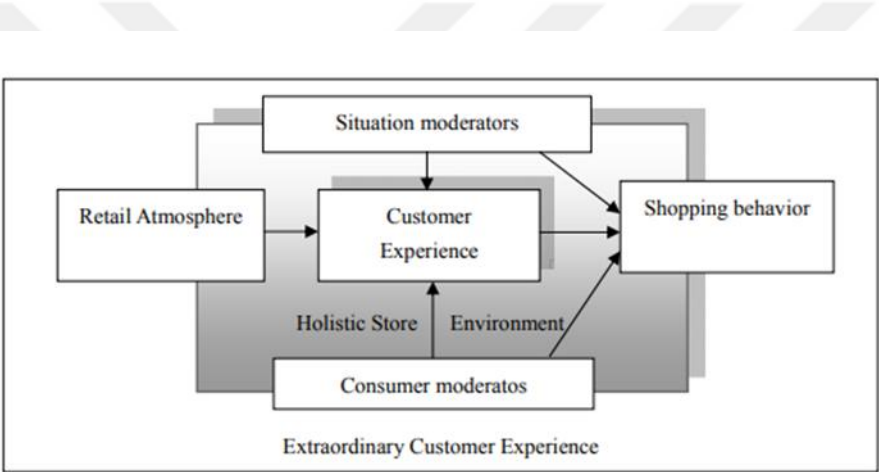


Figure 2.2: Conceptual structure for retail experience.

Source: Verhoef et al. (2009, p. 32)

The elements under control of the retailer making up the retail atmosphere are usually related with the customer senses. For instance, the store can manage the amount of light, the colors on the walls, the kind of music played in the background. Managing the retail atmosphere is the starting point in a retail setting in the process of managing the costumers’ experience. Besides, other factors like the type of store, location, economic condition, etc. can influence the total experience, but these factors will be beyond the scope of this study.

2.2 The Role of Retail Atmospheric

The concept of atmospheric was introduced by Kotler in 1973, in his article "Atmosphere as a Marketing Tool". Kotler (1973) used the term atmospheric in order to describe the "conscious designing of space to create certain effects in buyers". Atmosphere in marketing is used to describe the area which is purposely designed to affect consumers and it is the effort to design a shopping area which creates emotional effects on the customers to increase the probability of purchase (Kotler, 1973). Kotler (1973), in one of the earliest studies about retail atmospheric, stated that the arrangements in and around a retail store can create perceptions about the store image. Then in 1982, Donovan and Rossiter's studies point out that the store atmosphere influences consumers emotionally and changes the consumers' mood and shopping motivation. According to another research which is conducted by Engel et al. in 1986, it is found that at least half of the shopping behaviors of consumers occur by impulse purchasing. Ahtola's (1985) study also indicated that about 50% of consumers do shopping without plans, so the impulse purchases are important to be considered. When he explored the causes, he discovered that the reason was consumers' high perceived value due to the positive influence of store atmosphere. With regard to the amount of time consumers spent in retail settings, it has been shown that pleasant store environments influence the time spent (Ballantine, et al. 2015). Therefore, using store atmosphere is very important for initiating perceptual consumer emotion (Farias et.al., 2014). The retail atmospheric consists of environmental elements such as lighting, type of music, attractive layouts, fragrance, appropriate temperature to create cosy and comfortable conditions that can affect the consumers' behaviors (Smith and Burns, 1996). All of these elements' main function is to meet the shoppers' needs and expectations in order to influence their in-store behavior; these are considered as effective ways for brick-and-mortar store retailers to manage the shoppers' decision making in the store (Shockley et al., 2011).

According to Milliman (1986), atmosphere is a term that is used to explain customers' feeling about shopping experience which cannot always be observed. In a research about retail atmospheric, Gardner and Siomkos (1990) found that store atmospheric such as lighting, layout, displays, colors, sounds, and fragrance affect consumer perception related to product. The atmospheric factors do not only reflect store image but also speak about the identity of the store. When the customers have

comfortable experiences while visiting a store, then, they will pass a positive word of mouth to their close people so that the percentage of the customers who come back to the store will increase. A comfortable store atmosphere creates a positive impression of a retail store through various methods of communication such as word of mouth, personal experience, advertising, recommendation, etc. (Estelami et al., 2006). Therefore, developing a attractive and comfortable atmosphere has become important to the companies to compete with the others since it influences the time consumers spend in the store, consumption amount, satisfaction, perceived quality and customers' revisit intention.

Although once store displays were mainly used for the promotional purposes, today store managers have discovered new roles for an effective atmosphere since customers became more aware of what they want. For many customers, the main benefit of store design is convenience, which means finding their needs easily and leaving the store quickly. Therefore, improperly designed stores may affect the customers' mood badly and reduce their shopping pleasure (Baker et.al, 2002). Based on the needs of the customers, the store layout will either be easy to move around or differentiated and unique.

The store atmosphere plays an important role in making purchase decisions and creating a pleasant shopping experience. Figure 2.3 below shows that the retail atmospherics consist of environmental elements such as lighting, music, appropriate temperature and etc. which can affect the current and future behavior of consumers.

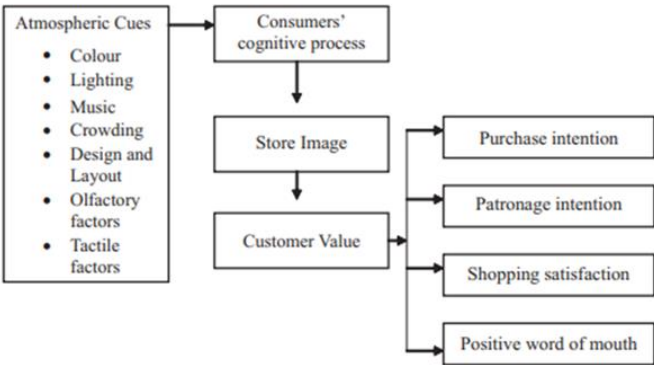


Figure 2.3 : Influence of retail atmosphere on consumers.

Source : Ishwar Kumar, Ruchi Garg, and Zillur Rahman, Great Lakes Herald, Vol 4, No 1, March 2010

The environmental stimuli can affect consumers' perception and shopping behavior (Kumar et al., 2010). That is why retail managers have started to plan and change the physical surroundings of their retail outlets to take customers' attention continually. To create a positive atmosphere for consumers to make them feel a unique experience, the retailers take the advantage of sensory experience.

Focusing on the effect of senses in marketing is relatively new. According to the traditional view, consumers are believed to be rational decision makers who only care about a product's functional features and benefits. Today, it is accepted that consumer purchase decisions are increasingly driven by consumers' emotions. Sensory experience is used not only in retail but also in other fields relevant with the consumer's lifestyle. Giving a unique sensorial experience to consumers with a brand will create loyalty and trust (Gobé, 2001). Consumer's curiosity and the need of experiencing a discovery are frequently used by the brands to keep themselves in consumers' memory. The starting point of sensory marketing is the mind of consumers and companies focus on senses in their marketing offers to create a unique image in consumers' minds (Aslan et al., 2017). According to Rieunier (2009), the atmosphere in stores can be enhanced by taking advantage of the effects of sensory marketing and the aim should be to create a 'soul' of the place. Besides, the visual presentation of the products and the pleasure of touching them should not be neglected especially in case of a physical retail setting.



3. SENSORY MARKETING

Marketing management is mainly related to managing profitable customer relations and to create successful customer relationships is only possible by satisfying their needs (Kotler, 2010). In retailing, when a customer enters a store, the whole process inside the store can be considered as a sensory experience, including visual, auditory, tactile, smell and taste cues that will influence the purchase intention and customer experience, and even the purchasing decision. (Krishna, 2012).

By 1973, when Kotler defined the atmospheric environment, he expressed his ideas about the human senses in the store environment. Then, the researchers started to study about the effects of the senses on consumer behavior in the store environment. As the cost of reaching consumers through traditional media increases, competition not to lose consumers has also increased and so companies found ways to trigger the senses to gain competitive advantage. In the 1990s, the customer-oriented approach has become the focus of marketing and the consumers now are in an active position where they decide their own wishes (Niccolo et al., 2013). Therefore, marketers wanted to benefit from the sensory cues in order to meet the increasing demands of consumers (Acevedo and Fairbank, 2017).

According to Kotler (2000), "atmosphere is the perception of a customer when entering a certain place". It affects customers' perception and increases their purchase intention. The word 'atmosphere' is usually used when talking about the quality of the space (Kotler, 1974: 50). Store atmosphere means a journey starting from the outside of the store to the interior and decoration of the store. Any consumer who sees the store from the outside may be affected even if he does not pass in front of the store for purchasing intention. The positioning of the products in the store, congruent coloring or product order should maintain the effect in the store. A comfortable and remarkable store atmosphere increases customer satisfaction and shopping period. The satisfied customer from the store atmosphere, transfers his experiences to his environment from that moment on. According to Arslan (2011),

the store atmosphere can be expressed as manipulating customers by using environmental stimuli in order to effect purchasing decisions.

The stimulating cues they are exposed to in the store atmosphere direct people to take action without planning, and also cause them to come back again. These effects can be generated with the help of smell, color, music, taste, etc. While the conditions that can create unforgettable moments in the environment to which the consumer is exposed, an environment of loyalty is also created. Bitner (1992) stated that the service environment consists of concrete (building and furniture) and abstract (temperature, color, smell and music) elements in order to facilitate the service offered to consumers. Turley and Milliman (2000) added the human factor to these elements that creates the store atmosphere. The store atmosphere, which helps to increase the traffic in the store, is also expressed as the sum of the signals obtained from the store individually in the minds of the consumer (Tek and Orel, 2006). The rise of sensory marketing also defines the transition from a traditional marketing approach that emphasizes needs recognition, information seeking, and alternatives to a new marketing approach that emphasizes experiences and stimulation of the senses. (Rajput and Dhillon, 2013).

Although the importance of the human senses has long been recognized, it is new that senses have become an important focus in marketing communications. To explain the importance of involving the senses, chat with a friend can be given as an example. Today it is possible to stay at home and have a conversation with friends online, but even though friends can be seen on the computer screen, a physical meeting may be preferred in real life because there is less sensation involved in a virtual meeting. Senses have a strong influence on perceiving the product and they are triggering the emergence of strong sensory responses. It is not possible to draw a line where sensation ends and perception begins (Kellogg, 1997). This situation that stays in memory creates a strong link between the brand and the consumer. Memory and emotions affect the good or bad responses of consumers related with brands. Using tools that affect senses in the stores contributes to sales environments that have their own specific characteristics.. Sensory marketing has been used by selling products in an environment where sensory stimuli are promoted (Krishna, 2010). Sensory marketing puts human brain with its five senses, at the center of marketing (Simha, 2020). It can be used to create subconscious incentives that affect consumer

perceptions using abstract concepts (Krishna et al., 2016). Moreover, it is based on the experience of consumers when they are in contact with a product at any time (Gebarowski and Wojcik, 2015).

The primary external factor encouraging companies to use sensory marketing is the change in consumer habits. Today's customer expectations are difficult to meet due to the fact that customers are more knowledgeable and they know exactly what they want from the product and service. Since shopping online is a threat to the physical retailers, they have to adapt the ways they interact with customers in order to remain attractive and pay attention to sensory marketing practices (Aitamer and Zhou, 2011). In an increasingly competitive and globalizing environment, companies have to find innovative methods to take consumers' attention (Brakus et al, 2011) because shopping is not an act that meets the requirements anymore, but it becomes an activity that provides psychological satisfaction and assessment of leisure. In this case, sensory marketing practices might help the retailers understand consumers' purchasing behavior and preferences, design the right sensory mix (color, shape, taste, smell, texture, and sound) for products, brands and etc. (Simha, 2020).

Sensory marketing is used heavily by retailers to attract the customer through targeting his senses. Brightness of light, loudness of voice, softness of material, smell of perfume or taste of coffee samples at a store have influence on feelings and behaviors of consumers (Ak and Erenkol, 2015). The purpose of sensory marketing is to send messages to the right field of the brain to create a connection between customer and product, and persuade him to buy it. According to Hultén et al. (2009), consumer's final decision is only made through sensory experience because consumers are unconsciously influenced by these stimuli and the result will be a long-term brand recognition The stimuli produced by marketing strategies are first received by the sense organs and perception is obtained by evaluating these sensations (Odabaşı & Barış, 2012). As a result of this perception process, a person will be either satisfied or dissatisfied.

Sensory marketing creates an opportunity to develop brand identity and improve brand image. Sensory marketing practices have significant role in both creating a brand and making a difference through that brand (Aitamer and Zhou, 2011). For example, Intel's jingle used for computers has been integrated with the brand over time. Its "sound logo (sonic logo)" melody, made up of 5 notes, was composed by

Walter Wezowa, an Austrian composer. By this melody, Intel has created brand awareness and used sound as a branding factor even if the brand or products are not physically shown (Ak and Erenkol, 2015). According to Spangenberg, Sprott, Grohmann and Tracy (2006), firms should trigger the combinations of five human senses to create sensory experiences.

Consumers want to see, touch, hear, smell or taste, in other words to sense a product before actually purchasing, especially for some product categories. In fact the real reason of this process is the desire to minimize the risk level perceived by consumers (Koç, 2012). As a result, consumers are affected by the stimuli created by the surroundings and respond to them. With the aim of creating a nice and welcoming environment at stores to make customers feel comfortable to experience the products, the companies have started to develop new store formats. These new stores aim for making customers go through particular experience creating a good impression in the customer's mind.

The retail atmospherics is created through the use of different senses, hearing and smelling sensations as well as visuality, which has a strong influence on customers' perception. The five human senses are classified as hearing, sight, touch, taste and smell. The fact is that each of our senses is interconnected and they can generate a link between the consumer and the brand. Sight is one of the key senses in creating brand identity especially in large shopping malls consisting of different retail formats including department stores, restaurants and etc. In the stores where technological products are sold, information and visual presentation have significant effects and in cases where only information and visual elements are not enough, other sensory tools are used to affect target groups and raise their brand awareness.

If companies want to create strong brands and longlife consumer bonds, they should try to trigger multiple senses (Hussain, 2014). As more senses are stimulated by the companies, the stronger bonds are created with the consumer. For example, compared to a muted or a screen-off horror movie and the one with both sound and image, the difference can easily be observed (Lindstrom, 2005). Starbucks is one of the successful brands that always stays in consumers' minds by including five senses in their marketing strategies (Lorre, 2017). The fresh coffee scent, the music, the sensation of the temperature of the coffee, specific aromas of the coffees and the store design generate the sensory experiences that occur with the use of five senses.

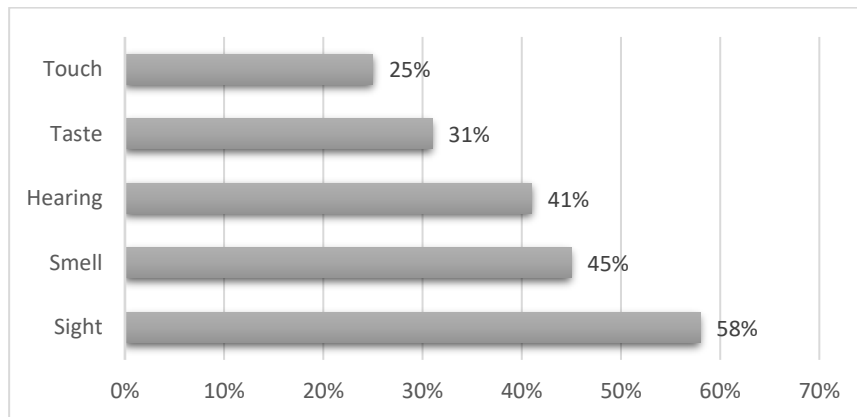
The sense of sight is the strongest one between our five senses (Hulten, 2011). People learn to see before they learn to speak, so visual communication is more persuasive than non-visual (Etli and Çopur, 2008). It has been confirmed that visual stimuli influence consumers' purchase decisions, product selection and purchase amount (Esmailpour and Zakipour, 2016). On the other hand, Treasure (2007) and Jackson (2003) argue that hearing is more sensitive than seeing in many ways and is vital because it warns us of danger. In addition, according to Nölke (2009), sound is the first sensation that a person develops in the womb, and therefore it is considered one of the basic senses. Moreover, some researchers argue that scent is the most powerful of the senses because it reminds consumers' emotions and memories more quickly and effectively than any other sensation (Schmitt et al., 1997; Krishna, 2010; Gobé, 2001). Since people cannot turn off the smell sense, any kind of ambient scent affects consumers psychologically and physiologically (Lindstrom, 2005; Krishna, 2010). It can also create the perception of being in a friendly, high end and well-managed store. For example, Sephora, the leading perfume sales store in France, has different levels of sensory experiences to create a "Temple of Perfume" in the Champs Elysées shop in Paris (Kent, 2003, 135).

After Kotler (1973) described the importance of studying main senses in retail atmosphere, Lindström (2005) analyzed the importance of sensory cues and found sight to be the the most important sense when experiencing a brand, which is followed by smell, sound, taste and touch. However, in a study focusing on 45 different products, Schifferstein (2006) tested the importance of five human senses. As a result of this study, it was seen that over the 45 products, the respondents ranked the importance of the senses in the following order: sight, touch, smell, sound, and taste (Schifferstein, 2006).

Table 3.1 shows that the most important sensory element is sight by 58%, based on the research conducted by Martin Lindstrom and Millward Brownit (2005). Sight helps humans perceive different characteristics of an object, notice the changes in the environment and many people trust mostly on their sight sense (Hultén et al., 2009). This might be the reason that sight becomes the most commonly used sense to target in marketing (Krishna et.al., 2016).

Table 3.1 : Importance rates of senses.

Source: Martin Lindstrom, Brand Sense, 2005



Since the physical retail stores realize that it is crucial for consumers to discover the product with the help of senses and e-commerce could not trigger this feeling at the same degree, they organized ways to enable the customer to feel the product. The physical retailing have experienced great developments giving rise to the shopping areas where the brand is smelled, heard, touched and experienced. Today, companies are using the multi-sensory brand experience because triggering more than one of the five senses contributes more to the sensory experience. For example, at Ferrari World in Abu Dhabi, visitors have the opportunity to experience the sight, sound and smell of Ferrari's driving simulation. As another example of multi-sensory experience, Nissan plans to launch in-car aromatherapy forest air conditioning, which will spread fragrances that prevent sleeping. These examples show how physical sensations can create deeper emotional connections.

3.1 Purposes of Sensory Marketing

Consumers are confronted with many of stimuli triggering their 5 senses during shopping and sensory marketing aims to control better the perception of these stimuli. Many are environmental stimuli in the store, such as senses have an important influence on consumer's behavior and perception. All these stimulations should not be use at random and it is important that each of the senses harmonizes with the others in order to create a successfull brand image.

Sensory marketing is one of the important methods to achieve competitive advantage, influence consumer perceptions, draw attention among competitors, create brand image and provide loyalty for the retailers. Sensory marketing is used to generate sales in a pleasant environment to influence consumers' perceptions, preferences, past experiences and consumption habits to handle the competition. For example, Coca-Cola has created marketing strategies using the senses (cap opening sound, bottle design, packaging color) and by this way it has provided superiority to its competitors (Giannakidou and Rathert, 2009).

Sensory marketing, which has started to be used more frequently in recent years, has a number of goals. These main purposes are; creating brand image and brand identity, affecting consumer perceptions positively, extending customers' time spent in the store, increasing revisit intention, creating competitive advantage, and providing customer loyalty.

The information about the brand in the minds of consumers creates the brand image in their mind (Koçyiğit, 2017). Brand image is what consumers feel when they hear about the brand name (Hawkins et al., 2004). The brand image can be strengthened by senses and emotions of which can provide a better memorization of the brand (Liegeois and Rivera, 2011). For example, with the idea that consumers make different decisions when they know and do not know the brand, the participants were first asked to drink Pepsi and Coca-Cola in two glasses that are not written a brand on the cups and asked which one they liked. More than half of the participants preferred Pepsi in that research. In the second stage of the study, the participants were asked to taste the flavors of the beverages with the cups on which the brand name was written on the cups. As a result, 75% of the participants preferred Coca-Cola (McClure et al., 2004). This difference can be explained by Coca Cola's strong brand image in consumers' mind which is created by consumers' experiences with the brand. The more emotional communication that takes place between brands and consumers, the more memories they leave in the minds of consumers. Because, consumers learn about brands through their senses and form attitudes. For this reason, when it comes to creating or rebuilding a brand image, it is necessary to focus on sensory branding for all the senses that consumers can associate with the brand.

Another purpose of businesses to use sensory marketing is to create brand identity. Brand identity is an important concept that differentiates the company and creates the unique image of the company. The best example of brand identity is that Mc Donalds comes to mind when a yellow letter "m" is drawn on a blank paper (Liegeois and Rivera, 2011).

Sensory marketing also aims to provide customer loyalty, which is a combination of a number of features. According to Prus and Randall (1988), it is driven by customer satisfaction, and it also enables a permanent relationship between the customer and a brand or company. Customer loyalty enables consumer to buy a product again after its first purchase (Valenti and Riviere, 2008). Revisit intention and customer satisfaction are connected with each other and change with the customer's experience. The concept of repurchase or revisit can be explained with the concept of sustainability. According to Molitor (2007), sensory marketing is the technique of creating sustainable consumer loyalty. As consumer loyalty to the brand increases, the more the company earns. Since satisfied customers encourage others to visit the store, the company will be more competitive. Today, in order to ensure the loyalty of consumers in a highly competitive environment, it is necessary to provide new experiences to consumers through senses (Liegeois and Rivera, 2011). For example, Barclay's Bank offers fresh coffee to make customers feel like at home with the smell of coffee.

Sensory marketing encourage consumers to visit and stay longer at the sales points. The reason for this is to ensure that consumers enter the store atmosphere and are exposed to sensory stimuli. The store atmosphere includes the perceptions that create certain effects on consumers through five senses when entering the store (Varinli, 2005). Companies carry out many activities in the scope of sensory marketing in order to increase consumers' stay in the store. One of these practices is the design of IKEA. Mini houses have been created to encourage consumers to walk around and touch the products in the store. In addition, a layout has been established where consumers cannot leave without visiting the entire store. In this way, the consumers are able to leave the store after visiting the entire store, so their duration of stay in the store is extended and they have a chance to touch and feel more products (Bozpolat, 2017).

Maintaining long-lasting success is one of the goals of sensory marketing. This goal is also linked to the other goals such as creating brand image, influencing the customers' perceptions positively, creating brand identity, providing customer loyalty and gaining competitive advantage with sensory elements. Hence; the logo, the music and the colors contribute appreciably to the long term success of the companies. Coca-Cola is an example of with its color and logo consistent for many years (Lindstrom, 2007).

3.2 Principles of Sensory Marketing

Sensory marketing is all about creating close connections with the customers. Since mass marketing strategies can rarely produce the same impact, people make their purchase decisions rationally when they face with many choices. In the past, conversations with consumers were just "monologues" where companies talked at their target audience but today, consumers demand more of a two-way conversation. A good sensory marketing strategy is essential for a company to survive in an increasingly competitive market, so it is important to create a clear brand identity and make consumers feel closer to the brand (Arslan and Bayçu, 2006, 40-41). The important subject for retailers in the store atmosphere is to determine visual, auditory, sensory, olfactory and taste marketing strategies to stimulate the senses of the customer. The improper use of even one strategy can impact the customers negatively and can cause them leave the store (Turley & Miliman, 2000). For this reason, sensory marketing strategies in the store should be planned in a way that ensures the customers have a pleasant time in the store and react positively. Firstly, like any marketing plan, it is important to begin with a good understanding of the brand and the target consumer. The first step in building the sensory marketing strategy is to know the target market because this makes the efforts more focused. When the main characteristics of brand's personality are determined, then it should be decided how they will be conveyed in sensory cues. Also, the culture of the target audience, their age, background, and even their gender can all affect how they respond to the sensory cues (Hulten, 2009).

Moreover, the company should not only have defined values, but it should have also its own personality that makes the brand different. In order for the company to create its own customer base and to maintain customer loyalty, it should monitor carefully

the market. After determining the needs and desires of the target customers and understanding the market, it should be decided how the brand will be differentiated to offer superior value. Sensory marketing, offers a company the chance to differentiate and give voice through sensory strategies, based on cognitive and emotional elements (Hultén, 2012). Many sensory elements like brand sound, jingle, brand logo, lighting system, product color, etc. can be applied for differentiation.

Since the brand is distinguished by its identity, the basic aim of brand identity is the consumer recognition and brand's distinction from its competitors. The visual, auditory and combination of other sensory elements are linked with the brand identity so by triggering the senses, the long relationships between the brand and customers can be created and the customer will remember the brand name easily. For example, Marriott Hotels decides to use virtual reality headsets that give chance to their customers to experience being digitally transported to vacation destinations that a Marriott Hotel exists. This strategy gives clients the opportunity to see popular spots and to experience sounds that were associated with the area. Thus, the company aims to help customers decide on their next destination and remember the Marriott.

While sensory cues have an impact on consumers, what matters is that they are in harmony with each other, with their environment, products and customers (Ballantine et al., 2010). Various sensory cues that are added to the branding strategy should be relevant to the brand character that has been created through the marketing messages and visual assets. Any experience must match with the brand and also each sense should pull in the same direction to create a deep connection between the brand and the customers (Vaccaro et. al., 2008). For example, if a peaceful resort is marketed, the marketing area should not be blasting heavy metal music.

3.3 Sight in Sensory Marketing and Impact of Visual Merchandising

Most of our decisions in daily life are based on sight feeling. Sight is the most developed sense which is the first contact with the consumer, so requires special attention by all companies. It is the strongest sense used in marketing and more than 80% of the commercial and brand communications are done through the sight sense (Jayakirishnan, 2013). For this reason, it has been a long time that marketers try to benefit from visual effects to get consumers' attention.

The interaction between the brain and the eyes is very fast, so sight is the strongest sense that triggers perception (Liegeois and Rivera, 2011). Besides, figures and positions of objects around us have influence on perception. For example; the products placed on eye level displays and advertisements on right side pages are noticeable than others (Odabaşı and Barış, 2012). According to Creusen and Schoormans (2005), mostly the first visual contact affects consumers perception of the product. Although there are many similar products regarding the price and other aspects, consumers will choose the product that looks better and has the best aesthetic. The Abercombie and Fitch brand which wants to take advantage of sight sense influence, goes even further and creates the atmosphere in their stores as a nightclub that conforms with their brand image and attracts its target group: young and fashionable. In Figure 3.1, it is seen that different visual sense expressions can create sight experiences.

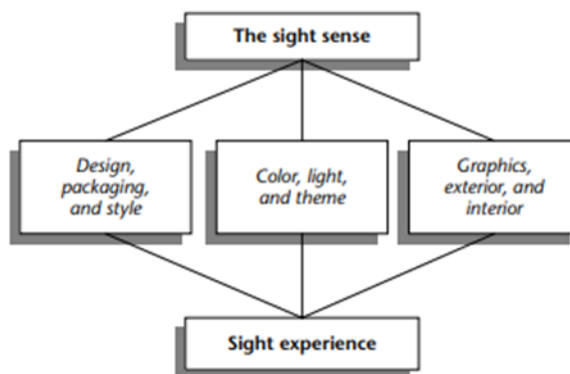


Figure 3.1: Sense expressions and the sight experience.

Source: B. Hultén, N. Broweus, and M. van Dijk, Sinnesmarknadsföring (2008)

Visual experience mostly focuses on colors, shapes, distance, article size and lighting. It is the most direct way to provide information to consumers, attract them to the store and make the consumer “record” in their mind. Designing a good visual environment is significant for a retailer, because according to the Visual Teaching Alliance (2000), 90% of the information received by the brain is visual.

Color as a sense expression plays a significant role in the customer's sight experience. It is generally accepted that color contributes to creating emotions and feelings. Colors are also known to affect the central nervous system, which means that colors can activate memories and experiences (Hulten et al., 2009). In addition, choosing the right color helps a company to introduce its brand and products, so that customers recognize the brand later. Besides, understanding color preferences of customers can help building store image and adding value to the store's image because consumers often associate brand and store image with their colors (Lawes, 2008). The choice of color should be associated with the brand identity and the values of the company. Also, the chosen color should create positive feelings in customers. Since colors and figures are the most important tools for describing and identifying, many brands aim to associate product names with specific colors. For example, Kodak uses yellow, Fuji uses green, Coca Cola uses red, Hershey's uses dark brown, Milka uses purple to strengthen their brand with colors all over the world. Even if the consumers do not see the brand, they remember these brands when they see these colors. Besides, different colors have different effects in the human body and each color triggers a different emotion as it is seen at the Table 3.2 below.

Table 3.2: Emotions triggered by colors.

Source: Thomas J. Madden, "Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences" *Journal of International Marketing*, 2000, 8,4, s.99.

Color	Perception	Example in marketing
Red	Strong, dangerous, exciting, cozy,	Coca Cola, Nestle
Green	passionate, outgoing Cool, calm, natural	Garanti Bank
Blue	Cool-calm, sad, respectful, bossy	Nivea
Black	Cold, prestigious, sophisticated	Eti Negro
Yellow	Luxury, wealth	Gold Card
Orange	Warm, natural, sincere	Advantage Card (HSBC)
Purple	Nobility, empire	Milka
Clear	Clean, honest-pure	Palmolive Shower Gel

In addition to colors, it is accepted that suitable lighting can create an appropriate mood which attracts the customer's interest. Using light and color together can further support to the customer's perception about a brand (Hulten et al., 2009). If the

lighting is used correctly, consumer attention can be drawn to the desired direction. Each part of the store should be adequately illuminated. Natural or artificial light has impact on the time spent while making a purchasing decision as well as consumer attitudes (Halmstad, 2008). Based on Perney (1974), the ideal store lighting can attract the customer's attention to observe the products particularly. Usually, retailers provide a bright lighting in their store, because by this way products are more frequently examined and touched compared to the 'dim lighting' conditions. Companies also use lighting to create variation in the store atmosphere. For example, one of the shoe sellers uses green lighting in spring and yellow lighting in fall to reflect the different seasons (Hulten et al., 2009).

Shelf layout also affects purchasing behavior especially during unplanned shopping (Fettahlioğlu, 2014: 38). Products should be placed on shelves in a certain order, not randomly. The products whose sales are desired to increase are generally exhibited in the sections called aisle head which are the most remarkable parts of the store. Furthermore, product grouping and combination can be done by using visual tools in stores (Lund, 2015). Packaging also as a sense expression plays an important role in determining the identity of a brand. Taking the advantage of senses in packaging can affect customers positively. One of the main purposes of a package is to be seen as the best advantage by customers while they are making a purchase decision (Hulten et al., 2009). This means that the senses in humans will bring up the attitude to see and touch the packaging because they find it attractive (Gosal et. al., 2021). The best-known example of a successful package is Coca-Cola's glass bottle. It is also an important detail that when visibility is combined with other senses, the possibility of permanence in mind increases (Lindstrom, 2008).

Moreover, Turley and Milliman (2000) stated that the human factor is also important in creating the atmosphere, apart from the concrete elements that make up the store atmosphere. Employees' appearance and attitudes towards customers, the number of other customers and their behavior in the store have significant effect on the store image and purchasing decision process. Employees should dress in a way that enhances the store atmosphere. For example, in food retail, light colored clothes should be preferred to symbolize cleanliness. Finally, indoor corridors should be wide enough to allow customers to move freely, without disturbing each other

(Arslan, 2011, s. 86). The crowd created by other people in the store environment may negatively affect the image of the store and the desire of customers to buy.

Apart from the factors inside the store, the external architecture of the store and the sensory stimuli in its immediate surroundings are also effective on customers (Demiray, 2016: 26). The color of the exterior architecture provides information about the overall store image. For this reason, the colors and materials used must match with the identity of the brand (Arslan and Bayçu, 2006: 68). Since the signage of the store is the first image that the consumer encounters, the name of the store and the window arrangements are important elements that give clues to the consumer at first glance (Akaydın, 2007: 37). Remarkable in terms of color, light, shape and material, the store signage helps to attract the customer into the store.

3.4 Hearing in Sensory Marketing and Impact of Sound Merchandising

The sense of hearing is one of the important factors for the companies who want to apply sensory marketing strategies to their stores. It is not just about experiencing the sound, but it is also important for creating a link with the consumer and creating associations that activate emotions and experiences. It is quite clear for retailers that auditory cues affect customers' perception, mood, and purchasing decisions. (Andersson et. al, 2012). Music strengthens store image, changes the mood, makes employees happy and increases the probability of customers' purchase (Kotler, 2001). Also, it accelerates the flow of in-store traffic and is effective in attracting the attention of customers.

Kotler (1973) defines the main auditory dimensions as being volume and tone. Music is an effective and efficient tool that triggers emotions and enables non-verbal communication with the consumer (Bruner II, 1990). That is why it is frequently used both in advertisements and at the point of purchase. Also, according to Spence et.al., (2014), music is one of the most researched areas because unlike other sensory cues, its use is not complicated, it can be adjusted manually and can be changed at any time with a single button.

The different kinds of sense expressions that can generate a sound experience are shown in Figure 3.2.

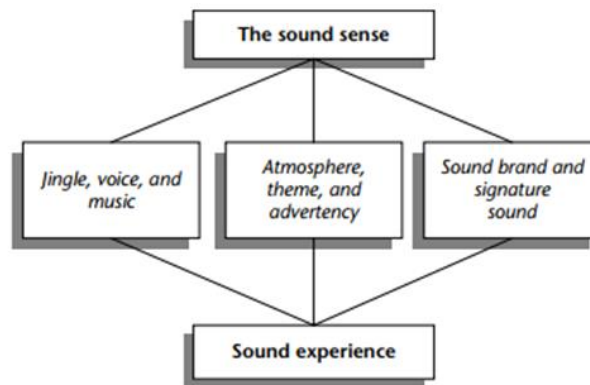


Figure 3.2: Sense expressions and the sound experience.

Source: B. Hultén, N. Broweus, and M. van Dijk, *Sinnesmarknadsföring* (2008)

Every day, people hear a lot of sound about what is happening in their surroundings and many of the sounds can affect them even when they are not aware of them. For example, if the noise from a refrigerator stops, people may experience great relief. People also, have the ability to remember sounds from earlier times in their life and that these sounds can create strong feelings about when and where they are heard. (Hulten et al., 2009). Sound has been applied in mass marketing for a long time. It has been used to communicate messages and create awareness about a brand since the early twentieth century, mostly in television and radio commercials (Jackson, 2003). More and more companies have realized that sound is important for understanding opinions and feelings; this can be achieved by jingles, voices, or music in store atmosphere.

In an experiment conducted by Milliman (1982) in a U.S. supermarket, many types of background music are played with varying tempos each day. Meanwhile, the customers are watched as they are shopping and the supermarket's total daily profits are recorded. Milliman found out that when fast music was played, shoppers walked more quickly out of the shop and this situation decreased the chance of impulse purchases. On the contrary, slow music had the opposite effect and it slowed customers down as they shopped and people purchased more during their visit. As a result, it is seen that higher daily profits may be the result of playing slower background music in the store. Also it is revealed a relationship between the store's

target audience and music. While the retailer targeting young customers should prefer the fast music, a store that targets elderly customers should prefer slow music. Morrison (2001) emphasized that playing classical background music may influence the customers' decision making process even more than the product itself. It can also create a prestigious store atmosphere, leading to a customer perception of luxury merchandise. After Miliman's (1982) experiment, Yalch and Spangenberg (1988) compared the effects of presence and absence of background music in stores and found that familiarity of music is also critical. They stated that when consumers face unfamiliar environmental factors, shopping time seems to slow down (Bruner, 1990), but the randomly selected and constantly repeating music should be avoided and music style should be appropriate to the time of day and the crowdedness of the store. When a certain sound is associated with the product or the brand itself, consumers can perceive it as a sign of familiarity. Jackson (2003) suggests that sound should be applied consistently to achieve a sound that is distinctive and memorable. If sound is successfully applied, the company has great opportunities to differentiate its brand (Hulten et. al., 2009).

Music as a sense expression can create a sound experience and improve a brand's identity and image. Using a signature sound is a different way of enhancing a brand's identity because it keeps other brands away from using the same voice. It is also possible to apply a signature sound to associate a specific sound with a brand. A signature sound is a melody which is clearly recognizable for the brand. This can be achieved by consistently applying specific sounds that are related to the brand's identity and values. (Hulten et al., 2009). For example, the Swedish brand Hemglass which sells ice-cream directly to households around Sweden, uses a special melody played when the ice cream car enters the neighborhood (Hulten et al., 2009). The jingle of Nokia mobile phones which are also heard in the advertisements, the specially designed door sound of Mercedes Benz cars which is developed by 12 engineers such as part of the product, and Intel's opening music sound consisting of 5 notes known all over the world, can be given as examples of the use of sound to support the corporate brand identity in sensory marketing. To give another example, at one McDonald's restaurant in Chicago, a digital jukebox gives their guests the opportunity of selecting the type of music played at that moment in the restaurant. This provides an opportunity for customers to create an individual sound experience

at the restaurant. Also, companies can apply sound to associate a brand with a specific person to emphasize the personality of a brand. On the other hand, using celebrities can add value to the brand when their personality traits and values are appropriate for that brand.

Music is also effective on waiting times for customers. A customer who is waiting in a musical environment thinks time goes faster than a customer does in a non-musical environment; thus music distracts the customer and reduce the negative vibe of waiting. For this reason, it is a good idea to use music to prevent customers from getting bored of waiting in the queue and leaving the store (Kellaries and Mantel, 1996).

3.5 Smell in Sensory Marketing and Impact of Scent Merchandising

People can close their eyes, cover their ears, refuse to taste, but the smell is part of an air that they breathe (Lindstrom, 2005), so the emotional impact of smell sense should not be ignored. Almost 75% of the feelings experienced in daily life are revealed through smells (Maiwald, 2013). It is directly related with the feelings and also it is the closest sense linked to memory, so marketing opportunities which are related with scent should be carefully studied by marketers (Gürdin, 2019). As more retailers began to believe that the olfactory cues influence customer's perception, it has become popular to use aromatherapy to create unique store environments. Certain fragrances are proven to be associated with certain emotions (Solomon and Rabolt, 2004) and different aromas are used to relax or motivate people (Chebat and Michon, 2003). Since it has quick effect on the part of brain in charge of controlling emotions, it is an important tool for creating memories and building long term relationship between the customer and the brand, so the retailers take the advantage of smell to influence consumer behaviors (Harrop, 2007). For example, Nike sprays flower fragrance in stores to urge consumers to purchase because of the relaxing effect of flower smell.

Moreover, the sense of smell brings back memories. The researchers say that people can memorize 10.000 smells on average (Derval, 2010). Therefore, smells have emotional meanings for people (Bell, 2007). The smell sense is the most direct one since there is actually no transformation of the scent on the way to the brain. Maiwald et al. (2013: 52) stated that thinking takes place before responding to all

other senses, but for the scent the brain responds without even thinking individually, so it is seen that scent becomes a powerful strategic tool in marketing practices. However, companies have mostly preferred to invest in what their consumers see and hear about themselves, so adding the sense of smell into the branding strategy is a new application for companies. For example, in 1973, Singapore Airlines decided to break the barriers of traditional branding with its “Singapore Girl” character. With the aim of improving their brand identity, the stewardesses working on Singapore Airlines started to make up like this character which is created by the company and also started to use designs created with the brand color of Singapore Airlines (Lindstrom, 2005). Singapore Airlines' meeting with Stefan Floridian Waters in the late 1990s helped them to reach peak in sensory branding. Stefan Floridian Waters is a specially designed fragrance used as a perfume and essential oil in hot towels served to passengers before the aircraft takes off. This specially designed fragrance identifies Singapore Airlines and makes it remembered in passengers' memory (Lindstrom, 2005).

In practice, most of the brands have benefited from the impact of the smell sense on consumers in their marketing strategies and many other companies are also aware of this opportunity. Today it is a known fact that the bakery use fresh bread smell, travel agents use sunscreen smell and fast food restaurants use grill smells as a sales triggering factor (Hulten et al., 2009). Companies have moved to use fragrances into many different areas. For example, Nivea reminds customers of the summer months by attaching small fragrance labels on the sunscreen bottles and luxury car manufacturers cooperate with famous cosmetics companies to develop unique scents which contain leather and wood scent components. Playstation, the game console of Sony company, gives the smell of burned tires to the car racing players to have a full racing experience. Casinos have extended the stay time of consumers by using flower fragrance to eliminate heavy cigarette smell. Moreover, Dunkin Donuts offers one of the best sensory marketing examples by producing its own jingle in some parts of the world. In South Korea, the company decides to use the ability of sense of smell and buses around the city were given machines that spread the smell of coffee aroma when Dunkin Donuts song played on the radio. The campaign's outcomes were satisfactory because the sales of the brand increased by 29% (Nadanyiova et al., 2018).

The odor may attract customers into the store and allows them to stay and shop for a longer period of time, but also it may disturb them while shopping in the store and may cause them to leave the place as soon as possible. The fragrance in the store should be well planned and managed in order to keep the emotions of the customers under control and create a pleasant environment (Spangenberg et. al., 1996). Not every fragrance can be used for every product and every place with the same success. In order for a scent to be pleasant, it should be appropriate with the store design, products, as well as target consumers (Leenders et. al., 2016). The congruency of scents results in higher impulse buying and better overall experiences (Mattila and Wirtz, 2001).

Since sensory marketing is risky in marketing activities, it is critical to be very careful in the use of fragrance for the health of both sales representatives who have to work in the place for hours and customers who can react like breathing difficulties or fainting (Hulten et al., 2009). Besides, the gender of the target audience should also be taken into consideration when deciding on the intensity of the fragrance used in the store. Because it is stated that women are more sensitive than men to some scents and more talented to identify scents (Hulten et al., 2009). Thus, a company can find it advantageous to use “gender-congruent” scents to attract women or men when the target group is clearly of that gender. For example, the women’s and men’s sections are usually clearly separated, so adding specific scents is a good opportunity to provide a different scent experience for each gender. Also, age and ethnicity are other factors that should be considered.

In addition, fragrances can cause different emotions in different cultures. Although the smell of vanilla is one of the favorite scents for the Spaniards, the Japanese love the smell of apple. Similarly, the smell of chocolate, vanilla and walnut pie, which are among the food-related smells, are seen as remarkable odors in America, while there was no such interest to them in Barcelona and Bangkok. While fruit fragrances were a favorite in America for a while, there was no such reaction to such fragrances in Europe. Therefore, global brands should be sensitive when choosing elements supporting sensory marketing (Tischler, 2005).

3.6 Tasting in Sensory Marketing and Impact of Taste Merchandising

Sense of taste is one of the most difficult sensory marketing approaches to apply since taste differs from one person to another. Taste sensations vary from culture to culture and even between people of the same culture and are actually associated with other senses. Although it is accepted that the sense of taste is the weakest among the senses; it is said that the ancient Greeks and Romans could say what kind of water a fish came from just by its taste (Aradhna, 2012). Our taste preferences are mostly linked with some sort of experience. If a food causes negative feelings in the person, the antipathy towards that food may remain for the rest of the person's life. Still, positive feelings may also influence the preference for a food. People can sense five basic tastes: bitter, sour, savory, salty, and sweet. For all other aroma tastes, the sense of smell gives the flavor to our food. It can be said that taste is the sense that combines all different senses to create a complete brand experience, so it can change the state of mind and consumer's attitude.

As a result, the sense of taste is considerably more complex compared to other senses. Taste receptors are located in taste buds; there are about 9,000-10,000 taste buds in the mouth of an adult person. It is believed that individuals perceive the taste differently; not only male and female have different sensitive levels towards the taste but also while people getting old, their taste gradually changes as well (Mojet et.al., 2001). As people get older, the number of these taste buds begin to weaken (Solomon, 1997; Vannini et al., 1996). The sense of taste is an obvious brand icon for companies in the food and beverage industry. For example, McDonald's fries, Oreo biscuits, Redbull's energy drink, Ben&Jerry's ice cream, and Jack Daniel's whiskey (Moser, 2012).

Taste tends to be the sense that is ignored in academic studies (Soar, 2009; Hultén, 2011). According to Hultén (2011), the taste is considered one of the most clearly emotional senses due to its connections to other senses. It is the only sense that mixes different senses to create an emotional experience for the customer, for example taste is usually associated with the sense of smell because the person cannot taste something without smelling it (Lindström 2005).

When smell is combined with taste, it creates the flavor sensation and recalls memories and past experiences. Sounds are also associated with tastes. The sound of

opening the lid in Coca Cola advertisements and the person thirstily drinking Coca Cola create the imagination of a cooling, refreshing drink (Hultén, 2011). This gives the retailers offering food and beverage products the ability to associate their products with other senses to influence the behavior of their consumers.

Factors related to taste are especially important if the store's main products are food and beverages such as restaurants or bakeries. The deliciousness of food and beverages in such places is quite effective in the image of the store and the preference of customers. The taste of the food consumed in that place causes the environment to be evaluated positively and even plays a role in the consumer's next preferences (Bozpolat, 2017). Also a consumer who is satisfied with the food of an hotel may be under the influence of his past taste experience while making his next hotel choice. However, if the main product of the store is not food or drink, the customer will only have a negative impression of the product when he eats bad food and his opinion about the store or brand will not change.

Giving information to customers about the flavor of the product will result in increase in sales since some products are difficult to purchase without tasting them. For this reason, as a kind of sales promotion activity, it is necessary to set up stands for tasting products in the market and try to influence the customers. According to Gobé (2001) including taste into brand strategy will add value for customers. For example, the gesture of serving a cup of tea in the store definitely creates a positive experience and differentiates the brand from the others (Arslan and Bayçu, 2006). Taste marketing is not only used in the food industry, but also where the products are getting close to the consumer's mouth like cosmetics products. For example, a well-known Italian cosmetics brand Pupa produces lipsticks with different flavours to give consumers a pleasant feeling and taste.

The taste sense is also very important in creating a brand image and constructing a brand awareness. According to Kotler and Lindstrom (2005), taste has around 31 % share in branding. . Strong brands like Starbucks try to offer a taste experience and a lifestyle that their consumers want to associate with. They serve not only the cup of coffee but at the same time a comfortable place that reflects the image of the company (Hulten, 2011).

3.7 Touching in Sensory Marketing and Impact of Tactile Merchandising

Another factor that should be considered when creating a store atmosphere is the touch and feel factors. The sense of touch allows consumers to interact with objects and decide on the texture, hardness, shape and weight (Krishna, 2013). Consumers touch the objects in order to gain information about them but sometimes also just for the actual sensation of touching an object (Klatzky, Lederman and Matula, 1993). Various researchers have identified the relationship between the motivation to touch and positive response of a consumer's towards a product on impulse purchasing (Peck and Childers, 2006)

Touching means getting information about the product and its characteristics, such as hardness, texture or weight, so it has a convincing effect about the product since consumers want to touch the products in order to understand the texture and quality (Peck and Wiggins, 2006). Researchers report that consumers like to examine products through touch and collect information about them (McCabe and Nowlis, 2003). Touch sense has 25% share associated with brand building (Kotler and Lindstrom, 2005).

By examining the products, customer attitude is positively affected (Peck and Wiggins, 2006). For example, touching the touch-screen of electronic products encourages the customers to interact with the products and attract their attention. Shopping with touching allows customers to be pleased of the shopping activity. Giving the opportunity to touch the products has a convincing effect on customers' preferences and behaviors. Touching increases the likelihood of products being preferred and purchased (Peck and Shu, 2009).

While some retailers try to earn money by putting pressure on customers to complete their shopping quickly, according to Helmfalk (2019), the more time consumers spend inside the store and touch the products, the more likely they purchase. Touching has an important role in the reliability of the product evaluation process (Peck and Wiggins, 2006).

Therefore, touching the product increases the trust for the quality of the product, so if the package of the product prevents from touching the product, companies should find ways for accessing to the product for customers' trial. If the customers are not given this opportunity, they will have doubts about the product and the probability of leaving the store will increase.

Especially, when people buying products such as electronic goods and clothes, consumers mostly prefer to buy products that they are allowed to try because touching to products creates a positive impact on customer attitudes, as well as on purchase intentions. In addition, the texture of the products can increase the perceived value of the customer regarding the product (Hulten, 2011).

The different kinds of sense expressions that enable a touch experience are illustrated in Figure 3.3.

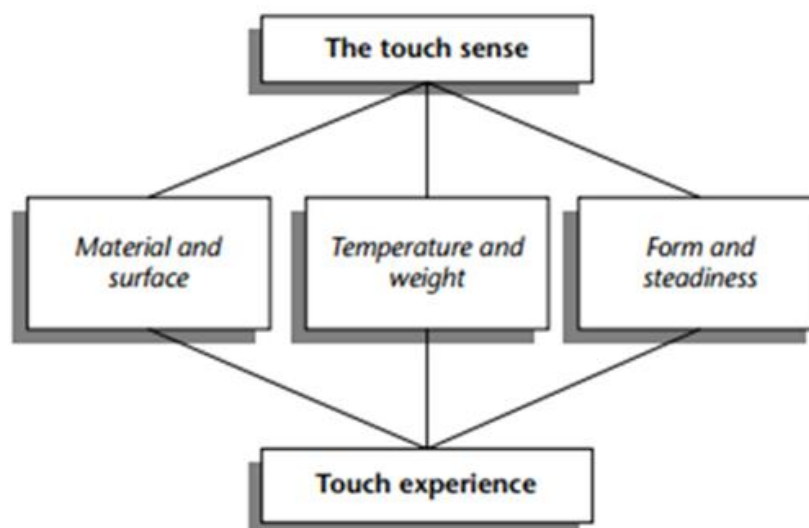


Figure 3.3 : Kinds of sense expressions.

Source: B. Hultén et. al. (2008)

Touch sense is also associated with the quality perception. For example, according to Rieunier (2002), in a restaurant, the softness of the napkins or the comfort of a chair can affect the perception of the customers. Since touching is an important part of a purchasing decision, companies also give importance to the consumer's attention on the shape of products.

Products and their packaging should have a form that is functional and easy to hold (Hulten, 2009). Capri Sun drink for children is shaped to make it easy to hold for them. As another instance, Heinz Tomato Ketchup has packaging which makes it easy to get ketchup from the bottle (Hulten, 2009). Besides, customers recognize well-known brands with their colours and shapes. For example, Coca-Cola bottles are closely linked to their familiar shape and the way they fit into hands.

In recent years, companies aim improving the image of brands through physical and psychological interactions with customers in retail settings by tactile marketing. Touching at the products makes it easier to remind them later; for example, in Norway IKEA, in the past years, they let the customers stay during the night there. The aim was to create a touching experience of IKEA's beds during a night's sleep. This experience was free and in the morning, free breakfast was served to them, and customers had the feeling of home at the store. In short, IKEA concept generally enables customers to touch the products, not only in the department store but also while customers assemble the furniture at home, they interact with the products again (Hulten et al., 2009).

In today's digitized and globalized world, where e-commerce is becoming a threat to physical stores, it becomes more important for a brand to be accessible to make possible a physical interaction with customers. Today even e-commerce brands create the content by including photos and videos that provide descriptions of products. Sample sending also allows breaking the barriers of the screen. Since the need to touch has an important effect on consumers' purchasing behavior, it even increases the possibility of impulse buying.

3.8 Processes of Sensory Marketing

Peck and Childers (2008) argue that consumers' thoughts about a store, its products, and even its employees are affected based on the smell that consumers feel, the sound they hear, what they see. Consumers' perception occurs as a result of the exposure to the stimuli created by marketers. Perception is the process of evaluating the stimuli in the environment and making inferences from them.

Individuals decide and act according to these inferences and depending on their perception of reality. Therefore, it is important for marketers to understand the "perception" and related concepts very well and to evaluate which factors will affect the purchasing decisions of consumers (Shiffman, 1994).

Exposure to stimuli as a first stage affects the general perception process. During the sensing phase, stimuli such as image, sound, smell, taste and texture come to the sense organs. These senses affect the consumers' product, service and brand evaluations alone or together (Shiffman and Kanuk, 1994). Academic studies show that different sensory interactions affect consumer behaviors and consumers' product and service perceptions (Hultén, 2011). Krishna (2012) states that sensory stimuli that create unconscious messages among marketing activities can be the most effective way to persuade consumers. In order for marketing messages to be perceived positively, it is important for marketers to make sure that they use the correct sensory stimuli (Hoyer and MacInnis, 2008). For this, the effect of different sensory stimuli on consumer behavior should be carefully examined.

The concepts that show how companies and individuals create and perceive sensory experiences together are explained in Figure 3.4.

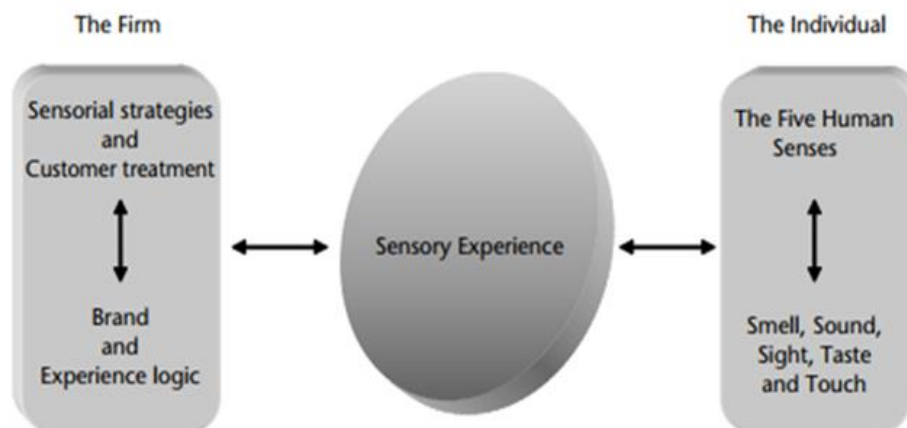


Figure 3.4: The concepts of sensory marketing.

Source: B. Hultén, N. Broweus, and M. van Dijk, *Sinnesmarknadsföring* (2008)

Brands try to reflect themselves best by creating an image in the minds of the consumers. In sensory marketing, brands want the customer not only to like and buy the product, but also to advocate the brand and be part of brand communities. As a result, the customer will continue to purchase by ensuring continuity and encourage his social environment towards the brand.

The first step in applying sensory strategies for the brand or product is to know the target customer. Knowing what the target customer feels, wants and needs allows the brand to set a route. Also, this allows to empathize and get one step closer to people's feelings, habits, and needs. This process is a dynamic process and it is important to pay attention to the reactions of the customers and change the direction if necessary. The companies should give importance to find out what emotions can mobilize the target audience. Choosing a theme for the store is also important since it reflects representation of the company. The theme must be consistent because a lack of consistency in the theme might lead to an unpleasant experience; unplanned or inconsistent sensory cues can cause a customer confused or lost (Pine and Gilmore 1998).

According to Lindstrom (2005), it is not possible for a brand to achieve success by strategically addressing the senses of sound, smell, image, taste, touch one by one since the customer must live fully the experience. To create a strong impact, the brand must first plan the experience it aims to create, and then design the sensory cues that will make this experience possible. The goal of successful sensory marketing should be to transform the concept on which the brand is based into an experience that will have influence on the consumer. The more senses a brand appeals and the synergy between senses are used, the stronger bonds will be created between the brand and the customer (Helmefalk, 2019). Finally, companies should take into account feedbacks in order to continuously improve the experience (Petkus, 2002).

3.9 The Impact of Sensory Marketing on Behavioral Intentions

The concept of retail atmospherics is an important concept in terms of influencing the consumer preferences and creating positive attitudes related with factors such as the interior and exterior appearance of the stores (shop window layout, decor and lighting, etc.) and the service quality depending on the differentiating lifestyles (Polat

and Klter, 2007). Table 3.3 summarizes some of the key studies centered around customer satisfaction and customer retention in the restaurant /café sector in recent years.

Table 3.3 : Previous studies on customer satisfaction and retention.

Source: (Mannan M. et. al., 2017)

Study	Variables investigated
Namkung and Jang (2007)	Satisfaction, food quality and behavioral intentions
Kim and Han (2008)	Perceived quality, perceived value, customer satisfaction, trust and loyalty intentions
Han et al. (2009)	Excitement, comfort, annoyance, romance, customer satisfaction and revisit intention
Han and Ryu (2009)	Decor and artifacts, spatial layout, ambient conditions, customer satisfaction and customer loyalty
Kim and Moon (2009)	Ambient condition, facility aesthetics, layout, electronic equipment, seating, comfort, pleasure-feeling, perceived service quality and revisit intention
Kim et al. (2009)	Food quality, service quality, price and value, atmosphere, convenience, customer satisfaction, word-of-mouth and return intention
Qin and Prybutok (2009)	Service quality, food quality, perceived value, customer satisfaction and behavioral intentions
Ryu and Han (2010)	Food quality, service quality, physical environment quality, perceived price, customer satisfaction and behavioral intention
Ryu et al. (2012)	Food quality, service quality, physical environment quality, restaurant image, perceived value, customer satisfaction and behavioral intention
Kim et al. (2013)	Perceived restaurant food healthiness, value, diner satisfaction and revisit intentions
Marinkovic et al. (2014)	Atmosphere, quality of interaction, price, satisfaction and revisit intention
Lai (2015)	Service quality, perceived value, customer satisfaction, customer loyalty
Yan et al. (2015)	Restaurant type, number of reviews, food quality and service quality and atmosphere
Jin et al. (2016)	Brand prestige, trust, perceived risk, customer satisfaction and customer loyalty
Jalilvand et al. (2017)	Food quality, personal interaction quality, physical environment quality, perceived value, satisfaction, trust, commitment and word of mouth
Cha and Borchgrevink (2018)	Perceived food safety, perceived value and customer loyalty
Nguyen et al. (2018)	Tangibles, reliability, responsiveness, assurance, empathy and customer satisfaction

With the increasing competition in the retail markets in recent years, retailers need to focus on attracting and retaining consumers and developing new strategies. The companies want to understand the emotions and the needs of the consumers and to gain customers by leaving memorable traces in their minds. Today, marketers aims to provide memorable and original experiences to the consumers who has particular interests (Krishna 2010). With the sensory strategies, a strong brand image can be created in people's minds by creating experiences in the subconscious of people without actually being aware of them while shopping. Satisfaction, store patronage and loyalty, are probably the most important elements that have been studied to be able to understand the drivers of customer retention.

3.9.1 Customer satisfaction

The term “customer experience” means that a set of interactions between customers and the brands (Gentile et al. 2007). Sensorial marketing aims to improve these interactions between a brand and its customers at a deeper level by triggering their senses and to enhance customer satisfaction (Khanna, Mishra 2012). Customers are not satisfied anymore with marketing’s older strategies that sensory marketing elements are preferred only on special cases (Kim et al., 2017). Whereas, companies have started to approach customers with differentiated types of strategies, including colour, fragrance, sound, and even healing marketing (Chua et al., 2019).

The definition of customer satisfaction means a situation in which the trust of customers toward products or services is continued as a result of exceeding the desire and expectation of customers as much as possible (Hyoju, 2002). Since the competition between companies arise, stores are expected to provide unique shopping experiences which could lead to satisfaction and store loyalty. Terblanche and Boshoff (2006) suggest that a satisfactory in-store shopping experience increases overall consumer satisfaction, which in turn improves both attitudes and loyalty of customers. As long as the customer receives the service they expect, they willingly become loyal to the store, so the number of customers visiting the store is directly related to the level of customer satisfaction. Customer satisfaction can encourage the customers to many behavioural intention such as repurchase and positive word of mouth communication. It also results in consumer retention and maintaining long-term relationships with the consumer (Chen and Quester 2006: 189). When the customers have satisfied with the purchasing process, they recommend the company to the others, have revisit intention or repeat purchasing from the same company and consequently become good prospects for loyalty. Therefore, companies should target the customer satisfaction because the more a consumer satisfied with the store and the products the more the company earns and has more regular customers. Many of the studies done in earlier times show the direct relationship between customer satisfaction and their behavioural intentions (Han and Ryu, 2009; Heung and Gu, 2012; Jang and Namkung, 2009; Ryu et al., 2012; Ryu and Han, 2011). Then, M. Lee et al. (2019) have investigated the impact of sensory marketing on customer satisfaction, pointing out that sensory marketing can influence customer satisfaction.

3.9.2 Store patronage

Store patronage is formed by experience, information, and needs based on perception, satisfaction and consumer attitudes (Burnkrant and Page, 1982). According to Manning and Reece (2004), store patronage is a motivation or a perception that affects consumers buying goods from that store. Significant factors that affect consumers in store patronage are the value. Values can change consumer attitudes and behaviors in terms of selecting the store or revisiting (Kusnaeny et al., 2013). Customers' patronage behaviour towards a particular store is dependent on the store image and store atmosphere (Osman, 1993). The more pleasant the store atmosphere, the higher the value of the store to the customer.

Due to the large number of retailers selling similar products, customers' preference is shaped by their unique shopping experiences. In such a competition situation, the opportunities offered by stores to compete with other alternatives must be different and unique (Floor, 2007). In an effort to differentiate themselves from others in terms of store atmosphere and create store patronage, retailers have taken into consideration the effects of emotions into their strategies.

3.9.3 Revisit intention

The main goal of the most retailers is to make their consumers revisit the store and ultimately create loyalty to the company. Revisit intention is defined as a possibility of customers using the same service provider repeatedly even in the future (Eunjung et. al., 2011). Intentions are stored in human memory and at the right time it would turn into action (Azjen, 2005). Bitner (1992) has indicated that the element having the greatest effect on revisit intention is satisfaction or dissatisfaction. Therefore, it can be thought that the revisit intention can be obtained if the store satisfaction is achieved because a satisfied consumer tends to show the repurchase behavior and become a regular consumer. Revisit intention and customer's satisfaction are connected to each other and vary with the customer's experience. Before entering the store of their choice, consumers are exposed to stimuli that can activate their purchase intention. As soon as they enter the store, an atmosphere that aims to trigger their senses should be created. Customers gain experience by trying, touching and feeling the products which they plan to purchase. According to Geva and Goldman (1991), brand commitment is one of the main factors of revisit intention.

When consumers have low levels of loyalty in a store or a brand, it is difficult to improve positive relationships between the store and the brand, such as revisit intention (Fullerton, 2005), so it is important to create store environment that could trigger consumers' positive emotions that can lead to satisfaction and repurchase intentions. Empirical studies show that the store atmosphere influences customer satisfaction and then intention to revisit the store (Lee and Babin, 2008; Loureiro and Kastenholtz, 2011; Menon and Dube, 2000). Understanding the importance of a store atmosphere that could affect the consumers' purchase decision is critical for retailers. Therefore, it is necessary for companies to create a store atmosphere that will evoke positive emotions. By this way, retailers could encourage consumers to make a purchase and increase the possibility of revisiting the store.

3.9.4 Store loyalty

Store loyalty is the one of the most important factors in creating longlife success. Store loyalty means that the consumer mostly prefers the same store in their shopping. In general, loyalty is considered to produce profits through improved revenues, and reduced costs to get customers and serve them as well (Hallowell, 1996). Consumers do shopping more from the store they are loyal to than other stores (Akpınar and Özkan). The main goal of most retailers is to make their consumers loyal and loyalty is created as a result of consumer satisfaction. Therefore, it can be thought that store loyalty can be realized if the store satisfaction is achieved. Loyal customers are the lifeblood of a company and in order to maximize business profit, it is important to keep a customer with "eventual loyalty". Hence, any organization should make an effort to keep loyal customers as long as possible. As long as the customer receives the service they expect, they willingly become loyal to the store.

Prus and Randall (1988) describe customer loyalty as, "Customer loyalty is a composite of a number of qualities. It is driven by customer satisfaction, yet it also involves a commitment on the part of the customer to make a sustained investment in an ongoing relationship with a brand or company. Finally, customer loyalty is reflected by intention to buy again, desire to recommend the company to others, commitment to the company and repeat purchasing." When the consumer becomes a constant purchaser he also encourages those around him to the brand.

Customer loyalty has become a critical success factor bringing increased long-term profitability, as the cost of acquiring a new customer is more expensive than keeping an existing customer. Since preventing consumers from switching is more advantageous for business profits than attracting new consumers, many companies are focusing on enhancing customer satisfaction and revisit intention. (Chen and Quester, 2006).

3.9.5 Word of mouth

Firstly, word of mouth (WOM) is a daily communication between people who have consumed goods or services with their own evaluation, and people who tend to experience those goods or services (Jalilvand et. al., 2017). WOM refers to sharing opinions from one customer to another, delivering reliable messages wherever consumers talk each other (Hawkins et al., 2004). Since the retail sector is highly competitive, in order to attract and keep the customers, companies should try to understand the customers' wants and needs. WOM seems important especially to the marketing of restaurants/cafes, because services in there are experiential and difficult to evaluate before purchase (Wirtz and Chew, 2002). For this reason, WOM can be considered as an important tool for finding and retaining customers, especially for the service sector (Jalilvand et. al., 2017).

Since the popularity of traditional advertising has been declining and TV networks are losing viewers, WOM becomes an essential tool for marketers. It is an effective tool of spreading an opinion because it is usually given face-to-face in conversations between people who are familiar with each other and share some reliability.

WOM produces reliable conversations that help people make decide whether a product is truly worth buying. In fact, a research shows that around 15 percent of our daily conversations have some product or service-related content (Jalilvand and Samiei, 2012). The importance of creating and providing a unique atmosphere has gained increasing interest among researchers and managers as it is seen as a key factor in satisfying and attracting customers (Ha and Jang, 2012; Han and Ryu, 2009). Many studies have declared that customer reflection to the physical environment (also known as “atmospherics”) is an important structure (Ryu et al., 2007).

Since customer satisfaction is related with sensory cues in the stores and customer's experience, word of mouth tool should be taken into consideration by marketers, because when customers satisfied with the products or services, the possibility of revisit intention and recommending to those around increases. Also, Struebing (1996) states that revenue increases can be achieved by influencing new customers by word-of-mouth recommendations and increasing the percentage of repeat customers



4. A RESEARCH ABOUT THE EFFECT OF SENSORY CUES IN THE RETAIL SECTOR ON REVISIT INTENTION

The following chapter is aimed at providing information about third generation coffee stores and how the research is planned while carrying on the processes and hypotheses.

4.1 Third Generation Coffee Stores

When the historical process of coffee in the world is investigated, three main trends can be seen. The first process called the first wave trend includes the instant coffee consumption process that started in the 1940s. By the second wave coffee trend, people are introduced with the coffee varieties and the concepts, and since the nineties, has also led to the third trend. Nowadays, it can be said that with the third generation coffee trend, the coffee has become a craft with every detail from its production to roasting, brewing and tasting (Tolga, 2017: 47; Manzo, 2015: 749). In the third generation coffee trend, the farm they are grown in, their aroma, the processing method and the degree of roasting are given importance. (Adams, 2010: 2) Another issue that third generation coffee stores give importance is design. The special and comfortable design of the spaces, the inclusion of designer products and the creation of experiential areas in the store are the defining features of third generation coffee stores.

Third generation coffee trend was first used in an article written by Trish Rothgeb in 2002. Rothgeb divided the coffee movement into periods, which she defined as "waves", according to the historical processes and their dynamics. While the first wave was driven by instant coffee; the second wave trend targets rising marketing trends and socialization. In the third generation coffee trend, coffee itself also is at the forefront along with socialization (Tolga, 2017). The third generation coffee trend treats coffee as a craft. Roasting the coffee, brewing it with different methods, tasting stages and being open to new experiences gains importance by the last trend.

Knowledge of origins, roasting-brewing methods and the quality are the most fundamental factors in third generation coffee (Hämäläinen, 2018). The third generation coffee culture is the culture that reflects the search for "Specialty Coffee", which is "quality coffee". Specialty coffee refers to the single origin coffee beans grown under specific climatic conditions to discover the best aroma. By the right movements in the selection, harvesting and grinding of these beans, the natural structure of the seed is preserved as much as possible. The grown coffees need to be roasted to be ready for brewing. Considering the productivity of the coffee beans in the season in which they are grown, roasting processes are operated to create a balance of flavor and taste with roasting techniques belonging to different regions (Girginol, 2018). Another point where the third generation coffee flow differs from the second wave coffee flow is the friendly and informative relationship with the customer. In the global coffee chains representing the second wave coffee flow, the communication with the customer is limited to the customer's name written on the glass and calling him by this name. In the third generation coffee trend, baristas also can share their knowledge about the details of quality coffee with their customers and create different tastes also by the customers' preferences and their offers. Third generation coffee concept gives customers a more active and participatory role in the preparation process of coffee (Ritzer and Jurgenson, 2010). Customers have a free space to create their own coffee experience rather than just ordering the coffee (İnce, 2018).

Moreover, the third generation coffee stores are specially designed with a story and concept. With the plants, music preferences, scents and various design products, the stories and concepts of the stores become visible. Activities such as coffee brewing and tasting workshops, exhibition and design markets bring together similar customer profiles. Third generation coffee shops are usually small, quiet places that are located on the streets, where customers can read books silently. The growing interest to third generation coffee worldwide, also comes up in Turkey. It is thought that the basis of this increased interest was the first coffee festival organized in Istanbul in 2014 (İnce, 2018, p.48). Many large coffee chains or newly opened places have started to enrich their menus with a new generation of coffee. Especially in the last 10 years, the number of these places in many parts of the city has increased and in recent years, many successful third generation coffee brands have been emerged

with their baristas who are very successful in their profession and have international awards. For example, Kronotrop is opened its first store in 2012. It attracts customers with its coffee stores in different locations, introducing real coffee without compromising its quality and with its workshops on coffee beans, roasting and brewing methods. Petra Roasting Coffee has begun with the motto of delicious coffees prepared entirely by hand and opened in 2013 to serve customers a good coffee blending different beans without disturbing their natural characteristics. Also, Walter's Coffee, which started operating in 2015, was designed inspired by the Breaking Bad series and a very simple and sterile environment was created in the shop in accordance with the concept. The customers can also wear yellow lab overalls which is again related with the series while drinking coffee. The place is designed so comfortable that people can come and chat, study, work and also have good coffee at the same time. The coffee beans which they roast can be brewed according to the wishes of the customers with different brewing techniques. The design of the cafe, which has a giant periodic table on the wall, is attractive and very convenient to work according to the opinion of the visitors. Test tubes used instead of glasses in the cafe are also among the details that affect visitors' attraction. One of the pioneers of this trend, Moc Coffee Roastery roasts coffee in the Australian style. It also makes a difference not only with roasting but also with the presentation of coffee. In addition to these, it also organizes barista and presentation of coffee trainings.

4.2 Research Objectives

The third generation coffee companies try to create a different atmosphere in their coffee stores in order to gain competitive advantage and to adapt themselves according to changing consumer demands and needs. The store atmosphere includes many concrete and intangible features like exterior architecture, window dressing, signages, colors used to lighting systems, fragrances, music, comfortable chairs and etc. which are effective in store preferences of consumers. Unlike the ordinary stores, today's consumers prefer stores that meet their expectations and make them feel special. For this reason, the third generation coffee companies should include these sensory elements in their stores both to increase their sales, differentiate from their competitors and to increase revisit intention. The major purpose of this study is to

analyze the relationship between the sensory cues in the store and the revisit intentions of third generation coffee consumers.

When the studies on revisit intention are examined, it is seen that the studies mostly focus on the relationship between customer satisfaction, store image and customer loyalty. Walls et. al. (2011) pointed out that sensory marketing should maintain unique customer experiences with improving customer satisfaction and customer loyalty. Then, Moreira et. al. (2017) examined the sensory marketing and found out that it plays a critical role in affecting customer experience and their purchase intention. Also, M. Lee et. al. (2019) analyzed the effects of sensory marketing on customer satisfaction, pointing out that sensory marketing can affect customer satisfaction. Although some of the studies conducted in previous years have covered the benefits of sensory marketing, only few attempts have been made to explore the relationship between sensory cues and revisit intention. Also some earlier studies have examined the relationship between sensory marketing, customer satisfaction, and behaviour intentions. Since, few studies have been found focusing on directly examining the intention of revisiting, to close this gap in the literature revisit intention variable is chosen to investigate in this study.

In this study, unlike other studies, the sensory cues with all dimensions will be analyzed and their relationships with revisit intention will be explored . At this point, it is believed that the findings of the study will make contributions to the literature on sensory marketing. The study also aims to offer implications to the managers of third generation coffee stores in order to differentiate themselves and gain customer preference.

4.3 Research Method

In this part, the research model, hypotheses, assumptions, limitations, determination of the population and sampling frame, data collection method, sampling method and data analysis will be presented.

4.3.1 Research model

In the study, the model in Figure 4.1 is used based on the assumption that customers' opinions about the sensory cues in the store may affect their revisit intention.

According to the model in Figure 4.1, the variables related to the store atmosphere form the "independent variables" and the revisit intention forms the "dependent variable". The study is based mostly on surveys conducted through questionnaires which has been developed for the purpose of understanding if customer's revisit intention is affected by sensory experience.

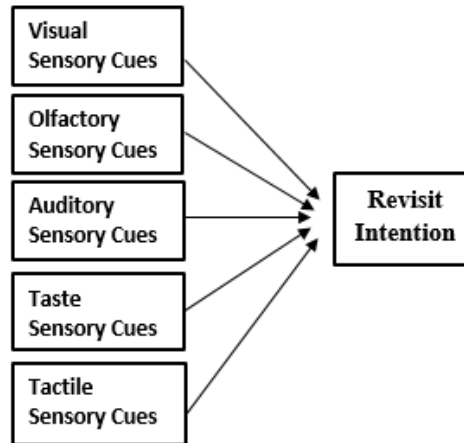


Figure 4.1: Research model.

4.3.2 Assumptions and limitations of the study

This study, which was carried out with the aim of determining the relationship between sensory experience and the customers' intention of store revisit, was conducted with respect to third generation cafes. Since the cafe and restaurant services appeal mostly to five senses, it is the main reason for choosing these cafes as the study focus. The third generation cafe concept offers customers personalized experience areas, different coffee beans and brewing methods.

All customers who have been at least once in third generation coffee stores operating in Istanbul, are included in the research. The findings are evaluated in this scope and should not be interpreted in general. This study includes some limitations such as collecting data in a certain period, only from Istanbul and problems in accessibility to the participants due to temporary shutdown of cafes at the pandemic situation. In addition, in this study, since the rate of next generation coffee consumption in the population and similar data wasn't found from previous studies, the non-probability sampling method, which can be applied easily and is not time consuming, was used. This can be interpreted as another limitation of the study.

4.3.3 Research hypotheses

Table 4.1 shows the independent variables, hypotheses which are investigated in this study and their sources.

Table 4.1: Research variables, hypotheses and sources.

Independent Variables	Hypotheses	Sources of Hypotheses
Visual Sensory Cues	Sensory marketing of sight has a positive influence on customer's revisit intention.	Woo-Hyuk Kim , Sang-Ho Lee & Kyung-Sook Kim (2020)
Olfactory Sensory Cues	Sensory marketing of smell has a positive influence on customer's revisit intention.	Woo-Hyuk Kim , Sang-Ho Lee & Kyung-Sook Kim (2020)
Auditory Sensory Cues	Sensory marketing of sound has a positive influence on customer's revisit intention.	Woo-Hyuk Kim , Sang-Ho Lee & Kyung-Sook Kim (2020)
Taste Sensory Cues	Sensory marketing of taste has a positive influence on customer's revisit intention.	Woo-Hyuk Kim , Sang-Ho Lee & Kyung-Sook Kim (2020)
Tactile Sensory Cues	Sensory marketing of touch has a positive influence on customer's revisit intention.	Woo-Hyuk Kim , Sang-Ho Lee & Kyung-Sook Kim (2020)
Gender	The revisit intention of the participants differ significantly in terms of gender.	Kalay, G. (2019)
Age Group	The revisit intention of the participants differ significantly in terms of age	Kalay, G. (2019)
Education Level	The revisit intention of the participants differ significantly in terms of education level.	Kalay, G. (2019)

The hypotheses created to investigate the relationships between dependent and independent variables determined for the study are as follows:

H₁ = Sensory marketing of sight has a positive influence on customer's revisit intention.

H₂ = Sensory marketing of smell has a positive influence on customer's revisit intention.

H₃ = Sensory marketing of sound has a positive influence on customer's revisit intention.

H₄ = Sensory marketing of taste has a positive influence on customer's revisit intention.

H₅ = Sensory marketing of touch has a positive influence on customer's revisit intention.

H₆ = The revisit intention of the participants differ significantly in terms of gender.

H₇ = The revisit intention of the participants differ significantly in terms of age.

H₈ = The revisit intention of the participants differ significantly in terms of education level.

4.3.4 Population and sampling techniques

Each participant, which is considered as the unit of the analysis in the study and whose data can be provided, is expressed as a population, but when it is not possible to reach every participant in terms of time and cost, the sampling techniques are preferred (Uysal, 2018). In the study, since it is not possible to reach all the participants who have been to third generation cafes at least once, a sampling process was carried out to ensure that a certain group from the main population is representative of this main population. In this study, the judgmental sampling method was preferred, which is a non-probability sampling technique in which particular settings persons or events are chosen deliberately in order to provide important information that cannot be obtained from other choices (Maxwell, 1996). Judgmental sampling is most effective in situations where there are only a restricted number of people in a population who own qualities that a researcher expects from the target population (Nakip, M. and Yaraş, E., 2016). Since in this study people who especially like to drink coffee and enjoy going to the new generation cafes were selected as the survey participants, judgmental sampling method was preferred.

The next step after sampling is to determine the number of samples. If it is difficult or impossible to determine the framework in a sampling application, the non-probability sampling is used. The non-probability sampling covers the sampling methods in which the probability of selecting the population units for the sample is uncertain. If there is no list or data showing the population, that is the non-probability sampling and it is the most accurate method for estimating the sample volume is estimation by ratio (Nakip and Yaraş, 2016).

The sample of the study was calculated at 95% confidence level and with a standard deviation of 0.05. The p and q values were taken as 50%, since there was no data about similar studies previously conducted or the rate of new generation coffee

consumption in the population. The following formula was used while calculating the sample (Nakip and Yaraş, 2016). The sample calculation is shown below:

where n: Sample size desired,

E: Sampling error

$$n = \frac{Z^2(pq)}{E^2} = \frac{(1,96)^2(0,5)(0,5)}{(0,05)^2} \cong 384 \quad (4.1)$$

There were total 384 responses were collected and all 384 responses applied were taken into consideration.

4.3.5 Data collection and scales

An online questionnaire was used as a data collection tool in this study. The questionnaire form created through the Google Forms, online survey preparation program, was accessed by sending a link to all potential participants to collect data. In order for the answers to be reliable, people who especially like to drink coffee and enjoy going to the new generation cafes were selected as the survey participants. The design of this questionnaire is mainly based on the Likert scale approach. Firstly, the definition of third generation cafes was explained to the participants. Then, considering the third generation cafes they visited most frequently before the pandemic, the participants were asked to rate the statements in the scale, as 1: Completely disagree, 2: disagree, 3: neither disagree nor agree, 4: agree, 5: completely agree. The survey questionnaire can be found in Appendix 1. In the first part of the questionnaire, expressions about the most frequently visited third generation cafes and the visiting habits of the customers were included. In the second part of the questionnaire, the expressions about sensory marketing factors; in the third part, the statements for evaluating the revisit intention of customers and in the last part, the statements about determining the demographic characteristics of the participants were included.

The statements in the second part of the questionnaire; the study by Kalay (2019) was used for expressions related to the senses of sight, hearing, taste and smell, and

the study by Dițoiu-Căruntu (2013) for expressions related to the sense of touch. In this context, the questionnaire expressions were adapted according to cafe services and the variable of revisit intention. The aim of third part is to find out respondents' revisit intention. The measurement tool of revisit intention is adapted from the studies of Pavlou and Fygenon (2006) and Parasuraman, Zeithaml and Malhotra (2005) and used by Uysal (2018) in her master's thesis, was preferred.

4.4 Data Analysis

SPSS 23 Statistical package program was used in the analysis of the data of 384 participants obtained through the online questionnaire. The frequency analysis were applied to determine the most frequently visited new generation cafes, to evaluate the expressions of customers' visiting habits and to determine demographic characteristics. Then, factor analysis to reveal scale factor structures and Cronbach Alpha tests to examine the reliability of the generated factor structures were applied. The Pearson correlation test to examine the relationship between sensory experience factors and revisit intention, the regression analysis to examine the effect of sensory experience factors on revisit intention and finally the difference tests (t test and Anova test) for the difference according to demographic characteristics such as age, gender and education in revisit intention, were applied.

4.4.1 Findings regarding to the most preferred third generation cafes and customer visiting habits

In this part of the study, the frequency analysis results for the evaluation of the new generation cafes visited and general expressions regarding customer visiting habits are included. When the most frequently visited new generation cafes are examined, it is seen in the Table 4.2 that the participants mostly mentioned the cafes such as Voi with 30.7%, MOC with 30.2%, Petra Roasting Co with 22.4%, and they mentioned other cafes less. In addition to these cafes, it was determined that 13 participants expressed Starbucks as the cafe they visited the most. Although Starbucks is not one of the new generation cafes, it can be interpreted that Starbucks is perceived as one of them by many people.

Table 4.2: The distribution of the most frequently visited new generation cafes.

Cafe	Number	Percentage
Petra Roasting Co.	86	22,4%
Cup of Joy	70	18,2%
Coffee Department	33	8,6%
Kronotrop	49	12,8%
MOC	116	30,2%
Coffee Sapiens	42	10,9%
Walter' s Coffee Roastery	70	18,2%
Voi Coffee Company	118	30,7%
Other	65	16,9%

When the Table 4.3 showing the responses of the participants to the statements about their visiting habits is examined, it is seen that 33.3% of the participants prefer third generation coffee stores to taste different coffee beans and 34.9% of the participants prefer them because they create a warm and friendly atmosphere. According to these results, it can be inferred that the taste of the coffee and the atmosphere of the environment affect the customers' choice.

Table 4.3 : The descriptive statistics of participants' habits of visiting third generation cafes.

The purposes of visiting the new generation of cafes	Number	Percentage
To have the opportunity to taste different coffee beans	128	33,3%
Since they provide a quiet and comfortable working environment	55	14,3%
Since it has interesting interior design	56	14,6%
Because they create a warm and friendly atmosphere	134	34,9%
Other	11	2,9%
The frequency of visiting the new generation of cafes	Number	Percentage
Everyday	14	3,6%
Several times a week	135	35,2%
Once a week	111	28,9%
Every two weeks	65	16,9%
Once a month	56	14,6%
Less than once a month	3	0,8%
The period of stay in the new generation cafes	Number	Percentage
Less than 1 hour	53	13,8%
1-2 hours	236	61,5%
3-4 hours	84	21,9%
More than 4 hours	11	2,9%

In addition to these choices, very few participants stated that they preferred these cafes to chat with their friends or because they were close to their home. Also, when asked how often the participants preferred these cafes, it was seen that 35.2% of the participants preferred several times a week and 28.9% of the participants preferred once a week. When asked how long the participants stayed when they visited these cafes, it was concluded that the majority of them (61,5%) stayed 1-2 hours.

4.4.2 Demographic findings

The demographic characteristics of the sample are summarized in the Table 4.4. When the participants are examined according to their gender, it is seen that 58,1 % of the participants are female and 41,9 % are male. When the Table 4.3. which shows the age distribution of the participants, is examined, it is seen that 41.4% of them are in the 26-35 age range and they are in the majority in the sample. It is also seen that 24% of the participants are between the ages of 18-25 and the statistics for other age groups are pretty similar, which accounts for 13%, 12,5% and 9,1% respectively.

Table 4.4 : Demographic characteristics of the participants.

Gender	Number	Percentage
Female	223	58,1%
Male	161	41,9%

Age	Number	Percentage
18-25	92	24,0%
26-35	159	41,4%
36-45	50	13,0%
46-55	35	9,1%
56 and above	48	12,5%

Education level	Number	Percentage
Elementary School	1	0,3%
High School	17	4,4%
Bachelor's Degree	238	62,0%
Master's Degree	119	31,0%
Phd	9	2,3%

As table 4.4 illustrated, it is seen that 62% of the respondents are university graduates, followed by master's degree with 31%, high school with 4.4%, doctorate with 2.3% and primary school graduates with 0.3%.

Also, when the crosstabs are analyzed in the Table 4.5 and 4.6, in both female and male groups, it is seen that the majority of participants between the ages of 26-35 take part in the sampling, followed by the age group 18-25. Since the participants for both gender are mostly from the young age group, it is assumed that the majority of the participants have knowledge about the third generation cafes. When analyzed according to age groups, it is seen that the majority of participants who are university graduates from both gender groups are in the sample and are followed by the participants with a master's degree.

Table 4.5 : Crosstab of the variables gender and age.

			Age					Total
			18-25	26-35	36-45	46-55	56 and above	
Gender	Woman	Count	51	93	17	23	39	223
		% within Gender	22,9%	41,7%	7,6%	10,3%	17,5%	100,0%
		% within Age	55,4%	58,5%	34,0%	65,7%	81,3%	58,1%
		% of Total	13,3%	24,2%	4,4%	6,0%	10,2%	58,1%
	Man	Count	41	66	33	12	9	161
		% within Gender	25,5%	41,0%	20,5%	7,5%	5,6%	100,0%
		% within Age	44,6%	41,5%	66,0%	34,3%	18,8%	41,9%
		% of Total	10,7%	17,2%	8,6%	3,1%	2,3%	41,9%
Total	Count	92	159	50	35	48	384	
	% within Gender	24,0%	41,4%	13,0%	9,1%	12,5%	100,0%	
	% within Age	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	
	% of Total	24,0%	41,4%	13,0%	9,1%	12,5%	100,0%	

Table 4.6 : Crosstab of the variables gender and education level.

			Education					Total
			Elementary School	High School	Bachelor's Degree	Master's Degree	Phd	
Gender	Woman	Count	0	13	129	74	7	223
		% within Gender	0,0%	5,8%	57,8%	33,2%	3,1%	100,0%
		% within	0,0%	76,5%	54,2%	62,2%	77,8%	58,1%
		% of Total	0,0%	3,4%	33,6%	19,3%	1,8%	58,1%
	Man	Count	1	4	109	45	2	161
		% within Gender	,6%	2,5%	67,7%	28,0%	1,2%	100,0%
		% within	100,0%	23,5%	45,8%	37,8%	22,2%	41,9%
		% of Total	,3%	1,0%	28,4%	11,7%	,5%	41,9%
Total	Count	1	17	238	119	9	384	
	% within Gender	,3%	4,4%	62,0%	31,0%	2,3%	100,0%	
	% within	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	
	% of Total	,3%	4,4%	62,0%	31,0%	2,3%	100,0%	

4.4.3 Reliability analysis

Reliability is the measure of the consistency of the measurement and shows how accurately a scale measures the property it wants to measure, the productivity and continuity of the scale (Kirk and Miller, 1986). It also refers to “to the extent to which a scale produces consistent results when repeated measurements are made” (Malhotra and Birks, 2007). The measurement results should give similar results when it is applied in different places. According to Twycross and Shields (2004), Cronbach’s alpha is an appropriate reliability measurement tool for measuring the internal consistency of the scale questions. According to Tavşancıl (2005), it is expressed that If $0.00 < 0.40$ the scale is not reliable, if $0.40 < 0.60$ the scale is low reliability, $0.60 < 0.80$ the scale is quite reliable and $0.80 < 1.00$ the scale is highly reliable. Cronbach Alpha reliability values of the scales used in the study are shown in Table 4.7. It is seen in table that an Alpha value of 70% and above is provided for both factor structures.

Table 4.7 : Reliability analysis results of the scale sensory experience and revisit intention.

	Cronbach's Alpha	N of Items
Sensory Experince	0,927	31
Revisit Intention	0,771	2

4.4.4 Factor analysis

Factor analysis is the technique used to create fewer new variables (factors) from many expressions that are related to each other. In this scope of the study there is 40 scales and in order to provide ease of interpretation and reduce the number of scales by collecting the correlated scales into 5 categories, factor analysis was applied firstly. Before using the factor analysis technique, the suitability of the available data for factor analysis and the adequacy of the sampling should be checked. While the adequacy test of the sampling for applying factor analysis is determined with the KMO test value, the Bartlett test p value is used to determine whether it is appropriate to use factor analysis. (Durmuş et. al., 2013) A KMO test value higher than 0.50 indicates that the sample is sufficient for factor analysis, while Bartlett test p value is less than 0.05 indicates that it is suitable for applying factor analysis

(Jeong, 2004). The exploratory factor analysis was conducted to determine the construct validity of the scales used in the study. KMO and Bartlett tests were conducted to understand whether the sampling is suitable for factor analysis.

When the factor analysis is applied, it is stated that the factor loading that can be considered significant will decrease as the sample number increases for the factor loadings of the expressions. For example, factor loadings over 0.3 can be considered significant in a sample of 350 people, while this figure increases to 0.4 when the sample number decreases to 200, and to 0.5 when the sample number decreases to around 120 and to 0.6 when it decreases to 85. The acceptable value for 50 samples is 0.75. Factor analysis is not recommended for samples below 50 (Hair et al., 2010). In this study, no statement was excluded from the analysis since all of the factor loadings were above 0.40 and our sample size was 384 people.

When the KMO test results of the sensory experience scale in Table 4.8 are analyzed, the KMO test value higher than 0.50 indicates that the sample is sufficient for factor analysis, while the Bartlett test p value (sig.) is less than 0.05 shows that the use of factor analysis is appropriate.

Table 4.8: KMO and Bartlett test results for sensory experience factors.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,898
Bartlett's Test of Sphericity	Approx. Chi-Square	6265,587
	df	465,000
	Sig.	0,000

As a result of the exploratory factor analysis performed to determine the factor structures for the sensory experience scale, it was seen that the 7-dimensional factor structure of the scale was obtained. The variance explained exceeding 50% over the total variance is an important criterion of factor analysis. Since the ratio of expressions in the scale to explain sensory experience is 64.79%, it would not be wrong to talk about explanation ability of the factor structure. However in order to focus on 5 senses, it is decided to separately include the expressions related to each sense in factor analysis.

The KMO and Bartlett test results are shown in Table 4.9. According to the analysis results, KMO value is greater than 0.500 and Bartlett test was found to be significant. Accordingly, the scale is suitable for factor analysis.

Table 4.9: KMO and Bartlett test results for sense of sight scale.

Kaiser-Meyer-Olkin Measure of Sampling		0,844
Bartlett's Test of Sphericity	Approx. Chi-Square	2201,971
	df	55,000
	Sig.	0,000

According to the result of the factor analysis in Table 4.10, it was determined that the scale consists of 11 statements and 2 dimensions. The rate of explaining the total variance of the scale is 60,135. The first dimension of the scale consists of 9 items and the ratio of the dimension to explain the total variance is 39,380%, the reliability coefficient is 0.88. Accordingly, the reliability level of the dimension is very high. The second dimension of the scale consists of 2 items and the ratio of the dimension to explain the total variance is 20,755%; the reliability coefficient is 0.86. Accordingly, the reliability level of the dimension is very high.

Table 4.10: Factor distribution of the scale items of sight.

	Charge of the factor	% of variance	Cronbach Alpha
	sensoryexperience2	0,839	
	sensoryexperience6	0,810	
	sensoryexperience4	0,798	
	sensoryexperience3	0,788	
Visual cues in store	sensoryexperience1	0,742	39,380
	sensoryexperience5	0,712	
	sensoryexperience7	0,609	
	sensoryexperience8	0,569	
	sensoryexperience11	0,478	
Employees' clothing cues	sensoryexperience9	0,741	
	sensoryexperience10	0,734	
Total		60,135	0,88

The KMO and Bartlett test results are shown in Table 4.11. According to the analysis results, KMO value is greater than 0.500 and Bartlett test was found to be significant. Accordingly, the scale is suitable for factor analysis.

Table 4.11: KMO and Bartlett test results for sense of hearing scale.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,768
Bartlett's Test of Sphericity	Approx. Chi-Square	549,819
	df	15,000
	Sig.	0,000

In the factor analysis results shown in Table 4.12, performed using Varimax rotation method to determine the factor structures for the hearing scale, it was determined that the scale consists of 6 statements and 2 dimensions. The rate of explaining the total variance of the scale is 63,860. The first dimension of the scale consists of 3 items and the ratio of the dimension to explain the total variance is 33,419%, the reliability coefficient is 0.74. Accordingly, the reliability level of the dimension is high. The second dimension of the scale consists of 3 items and the ratio of the dimension to explain the total variance is 30,441%; the reliability coefficient is 0.67. Accordingly, the reliability level of the dimension is high.

Table 4.12: Factor distribution of the scale items of hearing.

		Charge of the fac % of variance	Cronbach Alpha
Musical cues	sensoryexperience15	0,807	33,419
	sensoryexperience14	0,803	
	sensoryexperience13	0,757	
In-store sound level cues	sensoryexperience16	0,803	30,441
	sensoryexperience17	0,760	
	sensoryexperience12	0,703	
Total		63,860	0,77

The KMO and Bartlett test for tasting scales' results are shown in Table 4.13. According to the analysis results, KMO value is greater than 0.500 and Bartlett test was found to be significant. Accordingly, the scale is suitable for factor analysis.

Table 4.13: KMO and Bartlett test results for sense of tasting scale.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,859
Bartlett's Test of Sphericity	Approx. Chi-Square	1203,822
	df	21,000
	Sig.	0,000

Since the tasting scale has a single factor structure, it was determined that the scale was obtained in its original form in the factor analysis results performed without any rotation. It was determined in the Table 4.14 that the scale consists of 7 statements. The rate of explaining the total variance of the scale is 56,549 and the reliability coefficient is 0.86. Accordingly, the reliability level of the dimension is very high.

Table 4.14: Factor distribution of the scale items of tasting.

	Charge of the factor	% of variance	Cronbach Alpha
Sensoryexperience21	0,834		
Sensoryexperience22	0,821		
Sensoryexperience19	0,782		
Sensoryexperience24	0,744	56,549	0,86
Sensoryexperience18	0,729		
Sensoryexperience20	0,697		
Sensoryexperience23	0,639		

The KMO and Bartlett test for smelling scales' results are shown in Table 4.15. According to the analysis results, KMO value is greater than 0.500 and Bartlett test was found to be significant. Accordingly, the scale is suitable for factor analysis.

Table 4.15: KMO and Bartlett test results for sense of smelling scale.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,677
Bartlett's Test of Sphericity	Approx. Chi-Square	359,619
	df	3,000
	Sig.	0,000

Since the scale has a single factor structure, it was determined that the scale was obtained in its original form in the factor analysis results performed without any rotation. It was shown in the Table 4.16 that the scale consists of 3 statements. The rate of explaining the total variance of the scale is 70,334 and the reliability coefficient is 0.79. Accordingly, the reliability level of the dimension is high.

Table 4.16: Factor distribution of the scale items of smelling.

	Charge of the factor	% of variance	Cronbach Alpha
Sensoryexperience27	0,871		
Sensoryexperience26	0,868	70,334	0,79
Sensoryexperience25	0,773		

The KMO and Bartlett test for touching scales' results are shown in Table 4.17. According to the analysis results, KMO value is greater than 0.500 and Bartlett test was found to be significant. Accordingly, the scale is suitable for factor analysis.

Table 4.17: KMO and Bartlett test results for sense of touching scale.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,771
Bartlett's Test of Sphericity	Approx. Chi-Square	542,325
	df	6,000
	Sig.	0,000

Since the scale has a single factor structure, it was determined that the scale was obtained in its original form in the factor analysis results performed without any rotation. It was shown in the Table 4.18 that the scale consists of 4 statements. The rate of explaining the total variance of the scale is 64,980 and the reliability coefficient is 0.81. Accordingly, the reliability level of the dimension is very high.

Table 4.18: Factor distribution of the scale items of touching.

	Charge of the factor	% of variance	Cronbach Alpha
Sensoryexperience29	0,865		
Sensoryexperience28	0,804	64,980	0,81
Sensoryexperience30	0,791		
Sensoryexperience31	0,761		

To sum up, among the resulting factor structures, the sight factor explains the sensory experience by 60,14%, while the hearing factor explains 63,80%, the taste factor 56,55%, the smell factor 70,33%, and the touch factor 64,98. The ratio of explaining the sensory experience of the 5 factors together was calculated as 64,79%.

The KMO and Bartlett test for the scale of revisit intention results are shown in Table 4.19. According to the analysis results, KMO value is 0.500 and although the value was relatively low, it was not excluded from the study because it was not below 0.50 and it is accepted that the scale is suitable for factor analysis.

Table 4.19: KMO and Bartlett test results for revisit intention scale.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,500
Bartlett's Test of Sphericity	Approx. Chi-Square	206,857
	df	1,000
	Sig.	0,000

Since the scale has a single factor structure, it was determined that the scale was obtained in its original form in the factor analysis results performed without any rotation. It was shown in the Table 4.20. that the scale consists of 2 statements. The rate of explaining the total variance of the scale is 82,347 and the reliability coefficient is 0.77. Accordingly, the reliability level of the dimension is high.

Table 4.20: Factor distribution of the scale of revisit intention.

	Charge of the factor	% of variance	Cronbach Alpha
Revisitintention2	0,907	82,347	0,77
Revisitintention1	0,907		

4.4.5 Correlation analysis

It is the calculation of skewness and kurtosis values to examine the suitability of scales for normal distribution. The kurtosis and skewness values obtained from the scales between +3 and -3 are considered sufficient for normal distribution (Kalaycı, 2009). There are also studies that consider the upper limit of the kurtosis value as ± 7 (Bollen, 1988).

Table 4.21 below shows the calculated values for the scales. The kurtosis of the limited number of data within the scope of this research is just over 3. Due to the large sampling size in the study, it was thought that analyzing the shape of the distribution would be more useful for normality and it was concluded by examining the histogram graphics that the assumption of normality required for analysis, was not broken. Accordingly, it was accepted that the scale scores showed a normal distribution.

Table 4.21: Descriptive statistics of scales.

	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis	Variance
Sight	1,27	5,00	3,74	0,59	-0,63	1,48	34,6%
Hearing	2,00	5,00	3,91	0,59	-0,18	-0,08	34,6%
Tasting	1,57	5,00	4,31	0,53	-1,13	3,73	27,8%
Smelling	1,33	5,00	3,83	0,81	-0,52	-0,03	65,7%
Touching	1,00	5,00	3,84	0,71	-0,99	2,42	50,9%
Revisitintention	1,00	5,00	4,07	0,72	-0,82	1,73	52,5%

The statistical analysis used in examining the relationship between scale sub-dimensions obtained as a result of factor analysis is correlation analysis. The correlation coefficient formed as a result of the analysis varies between -1 and +1. If this value is close to -1, it indicates that there is a very strong and negative linear relationship between the scale sub-dimensions, and if it is close to +1, it indicates a very strong positive linear relationship. In general, a correlation coefficient of 0.70 and above indicates that the relationship is strong (Altunışık, et al., 2010). Among the correlation coefficients, 0 and ± 0.30 indicate a low level of relationship, 0.31 with ± 0.70 a moderate relationship, and 0.71 and ± 1.0 indicate a high level of relationship (Çokluk, et al., 2012).

Table 4.22: Correlation test results related to sensory experience factors and revisit intention.

		Sight	Hearing	Tasting	Smelling	Touching	Revisitintention
Sight	Pearson Correlation	1	,469**	,543**	,473**	,566**	,362**
	Sig. (1-tailed)		,000	,000	,000	,000	,000
	N	384	384	384	384	384	384
Hearing	Pearson Correlation		1	,424**	,449**	,350**	,281**
	Sig. (1-tailed)			,000	,000	,000	,000
	N		384	384	384	384	384
Tasting	Pearson Correlation			1	,515**	,552**	,390**
	Sig. (1-tailed)				,000	,000	,000
	N			384	384	384	384
Smelling	Pearson Correlation				1	,563**	,373**
	Sig. (1-tailed)					,000	,000
	N				384	384	384
Touching	Pearson Correlation					1	,418**
	Sig. (1-tailed)						,000
	N					384	384
Revisitintention	Pearson Correlation						1
	Sig. (1-tailed)						
	N						384

Among the values in Table 4.22, it has been concluded that the sight factor has a positive and statistically significant moderate relationship with the hearing factor at a rate of 46,9 %, a positive and statistically significant relationship with the tasting factor at a moderate level of 54,3%, a positive and statistically significant relationship with the smelling factor at a moderate level of 47,3%, a positive and statistically significant relationship with the touching factor at a moderate level of 56,6% and finally a positive and statistically significant relationship with the revisit intention factor at a moderate level of 36,2%.

It has been concluded that the hearing factor has a positive and statistically significant relationship with the tasting factor at a moderate level of 42,4%, a positive and statistically significant relationship with the smelling factor at a moderate level of 44,9%, a positive and statistically significant relationship with the touching factor at a moderate level of 35,0% and finally a positive and statistically significant relationship with the revisit intention factor at a low level of 28,1%.

It has been determined that the tasting factor has a positive and statistically significant relationship with the smelling factor at a moderate level of 51,5%, a

positive and statistically significant relationship with the touching factor at a moderate level of 55,2% and finally a positive and statistically significant relationship with the revisit intention factor at a moderate level of 39,0%.

Also, it has been concluded that the smelling factor has a positive and statistically significant relationship with the touching factor at a moderate level of 56,3% and a positive and statistically significant relationship with the revisit intention factor at a moderate level of 37,3%.

Finally, it has been concluded that the touching factor has a positive and statistically significant relationship with the revisit intention factor at a moderate level of 41,8%.

4.4.6 Regression Analysis

Regression analysis was conducted to find out whether there is any association between factors of sensory experience and the factor of revisit intention or whether the factors of sensory experience explain how much of the changes in the factor of revisit intention. With this analysis, it is aimed to find out which senses affect the participants' intention to visit again and to learn whether the hypotheses are accepted or not. Before regression analysis can be used in data analysis, certain assumptions must be provided. These assumptions ensure conformity to normal distribution and linearity, and they determine that there is no multi collinearity.

In order to avoid multi collinearity, the Durbin-Watson coefficient should take a value between 1.5 and 2.5 and the VIF value expressed as variance increase factors should be less than 10 (Çokluk et al., 2012). The conformity of the data to normal distribution was determined before and the normality was shown in the test results. Durbin Watson and VIF values are also shown in the Tables 4.23.

In the regression analysis, the significance of the model created should be primarily examined. The Anova test p value obtained as a result of the analysis shows that the regression model created is significant, while the R² value shows how much the independent variable explains the changes on the dependent variable. Also, when the significance of coefficients are less than 0.05., the beta coefficients show the degree of influence of the independent variable on the dependent variable (Büyüköztürk et al., 2013). Regression analysis results used in the testing of the hypotheses are shown in the Table 4.23.

Table 4.23: Regression analysis results for examining the effect of the each factor on customers' revisit intention.

R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	Durbin Watson
0,232	0,222	0,639	22,897	0,000	2,042
		Unstandardized Coefficients	Standardized Coefficients	Sig.	VIF
		B	Beta		
(Constant)	1,347	0,296		0,000	
Sight	0,107	0,075	0,087	0,153	1,810
Hearing	0,067	0,066	0,054	0,314	1,432
Tasting	0,204	0,082	0,148	0,014	1,758
Smelling	0,105	0,053	0,117	0,049	1,733
Touching	0,205	0,063	0,202	0,001	1,881

When Table 4.23 analyzed, it is seen that Anova test (F) sig. value is less than 0.05, the regression model created is appropriate and Durbin Watson value is between 1.5-2.5. Also, all VIF values are lower than 10 and it indicates that there is no multiple linear connection. The adjusted R² value is the value free of statistical errors, indicating that sensory experience factors have a 22,2% explanation rate on revisit intention. Since the explanation rate was not quite high, stepwise regression analysis was also applied, but a higher explanation rate was not obtained. Therefore, this model has been analyzed later in the study.

When the standardized beta coefficients and p statistical significance values, which show the individual effects of sensory experience factors on customers' revisit intention are examined, it was determined that the smelling, tasting and touching factors which has a p value of less than 0.05 have an effect on customers' revisit intention. When the standardized beta coefficients were evaluated, it was determined that the tasting factor was 14,8%, the smelling factor was 11,7% and the touching factor was 20,2% effective positively on customers' revisit intention . The p values for the sight and hearing factors are higher than 0.05, it indicates that these factors have no effect on customers' revisit intention. Hence, the H₂, H₄ and H₅ hypotheses were accepted, but H₁ and H₃ hypotheses were rejected.

4.4.7 Comparison tests

Comparison tests are used to determine if the sampling means of the scale factor structures used differ according to some variables. The analyzes which aims to determine how the sensory experience factors and revisit intention levels changed according to the demographic characteristics in the study, were carried out through difference tests. In cases where the data are suitable for normal distribution, the independent sample t test is used if the variable for the difference of mean levels of the scale dimensions is with two options. One-way analysis of variance (Anova-F test) is used if there are more than two options (Büyüköztürk, 2006).

When there is a difference between the variables, the statistical Post-Hoc tests are used to determine the origin of the difference (Köklü et al., 2006). The most commonly used Post Hoc tests are Tukey, LSD and Scheffe tests and if the difference is seen, the mean differences with significant p values in Post Hoc tests are considered to be significant.

In the independent sample t test, firstly the Levene Variance Equality test is included and if the p value is significant, the assumption of the variances are equal or not is assumed and the decision is made by looking at the p value of the t test for that row. Levene test p value higher than 0.05 indicates that the assumption of equality of variances is achieved and then the t test p value of the first row should be checked. Otherwise, the p value in the bottom row is checked. If the p value of the independent sample t test is less than 0.05, it indicates that the factor structures differ according to the relevant variable (Uysal, 2018).

When the results of the independent sample t test regarding the difference of the revisit intention factor according to gender are examined, Levene test p value for the factor is greater than 0.05, indicating that the assumption of equality of variance is provided. Therefore, the first row p value was examined for the t test in the table 4.24. When the results were evaluated, it was determined that the revisit intention factor size with a p value less than 0.05 differs according to gender, so the revisit intention of participants are significantly different in terms of gender. Hence, the H_6 hypothesis was accepted.

Table 4.24: Differences test results for revisit intention by gender.

		Levene's Test for Equality of Variances		T Test	
		F	Sig.	t	Sig.
Revisit Intention	Equal variances assumed	3,450	0,064	2,332	0,020
	Equal variances not assumed			2,320	0,021

The average levels according to gender for the revisit intention factor where the difference is seen are shown in Table 4.25.

Table 4.25 Group statistics of revisit intention factor by gender.

	Gender	N	Mean	Std. Deviation
Revisit Intention	Woman	223	4,146	0,710
	Man	161	3,972	0,734

When the average levels for the revisit intention factor, in which there is a difference according to gender, are examined, the level of the revisit intention factor of women is higher than men.

When Table 4.26 which shows the one-way variance analysis test results regarding the difference of the elements of the revisit intention according to age, is examined, it is concluded that the difference is seen as a result of that the p value is lower than 0.05. It can be interpreted that the revisit intention of participants are significantly different in terms of age. Hence, the H_7 hypothesis was accepted. The average levels of difference are shown in Table 4.27.

Table 4.26: Differences test results for revisit intention by age groups.

Revisit Intention	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,062	4	1,266	2,449	0,046
Within Groups	195,896	379	,517		
Total	200,958	383			

When the LSD test results from the Post Hoc tests in the Table 4.26 are examined, the participants between the ages of 36-45 show more intention to visit again than the participants between the ages of 26-35 was determined and although the number of participants between the ages of 46-55 is less, the level of their revisit intention is greater than the age groups of 18-25 and 56 and above. According to the Post Hoc LSD test, there is a significant difference between the 26-35, 36-45 and 46-55 age groups in terms of revisit intention of the participants aged 56 and over.

Table 4.27: Group statistics of revisit intention factor by age groups.

Revisit Intention	N	Mean	Std. Deviation
18-25	92	4,038	0,778
26-35	159	4,142	0,742
36-45	50	4,150	0,702
46-55	35	4,129	0,560
56 and above	48	3,792	0,634
Total	384	4,073	0,724

When Table 4.28 which shows the one-way variance analysis test results regarding the difference of the elements of the revisit intention according to education levels, is examined, it is concluded that the difference is not seen as a result of that the significance value is greater than 0.05. It can be interpreted that there is no difference of revisit intention of participants in terms of education levels. Hence, the H₀ hypothesis was rejected.

Table 4.28: Differences test results for revisit intention by education level.

Revisit Intention	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,850	4	0,962	1,850	0,119
Within Groups	197,109	379	,520		
Total	200,958	383			

4.5 Summary of the Findings

This thesis has examined the relationship between sensory experience and revisit intention, proposing both a hypothesis and a model. The hypotheses tested within the scope of the study and the results of the hypotheses are given in Table 4.29.

Table 4.29: Overview of hypotheses results.

Hypothesis	Evidence	Statement
H ₁	Rejected	Sensory marketing of sight has a positive influence on customer's revisit intention.
H ₂	Accepted	Sensory marketing of smell has a positive influence on customer's revisit intention
H ₃	Rejected	Sensory marketing of sound has a positive influence on customer's revisit intention
H ₄	Accepted	Sensory marketing of taste has a positive influence on customer's revisit intention.
H ₅	Accepted	Sensory marketing of touch has a positive influence on customer's revisit intention
H ₆	Accepted	The revisit intention of the participants differ significantly in terms of gender.
H ₇	Accepted	The revisit intention of the participants differ significantly in terms of age.
H ₈	Rejected	The revisit intention of the participants differ significantly in terms of education level.

The results in the Table 4.29 indicate that taste, olfactory and tactile cues enable to trigger consumer's revisit intention in a third generation cafe, while visual cues and auditory do not seem to exert a significant influence consumers' revisit intention. Considering that H₂, H₄, H₅ are accepted and H₁, H₃ are rejected, it indicates that taste stimuli, olfactory stimuli and tactile stimuli all enable to exert a positive impact on customers' revisit intention in third generation coffee stores, except for the visual and auditory stimuli. In addition, all senses have been found to have different levels of influence in third generation coffee stores. It has been determined that the most effective sensory cues in thir generation café services is tactile cues with 20,2%. Moreover, when revisiting intentions were examined by comparison tests according to gender, age groups and education level, it was indictaed that H₆ and H₇ were accepted, but H₈ was rejected. It means that there was a significant difference in revisit intention according to gender and age, while no significant difference was found in revisit intention according to education level.



5. CONCLUSION AND RECOMMENDATIONS

Nowadays, customers are more knowledgeable, so the retail stores have to improve their competitive advantages and strategies to differentiate themselves from their competitors. Understanding the store atmosphere is critical for the retailers to create a new shopping experience to attract the customers. To stay in the competition with the others, the retailers have to seek different ways to increase consumers' shopping time and make them enjoy the act of purchasing. In parallel with these changes and developments, businesses have adapted themselves and at this point sensory marketing has been used frequently by businesses to manage consumer-behavior, make their customers feel special and increase the competitive aspects of businesses. Sensory marketing plays an important role to get recognition, to control the duration of consumption and provide a competitive advantage among similar businesses. Especially, restaurant and café businesses are one of the sectors that need to closely follow the consumer behavior and their preferences. If consumers have positive emotion as a result of a pleasant environment, they are tend to be satisfied and have an intention to buy the same product or come to the same place again in the future. However, since the coffee shop market is highly saturated in recent years, businesses are experiencing difficulties due to a rapid increase in the number of coffee shops. For this reason, differentiated strategies are needed to survive in their own industries.

In this study; the senses, their effects to customers' attitudes and their revisit intention to third generation coffee stores were studied. The questionnaire was made about the consumers' visiting habits of third generation coffee stores and the results of the questionnaire were examined through SPSS program. By this way, it was tried to understand if revisit intention of customers is affected by the influence of sensory cues in the third generation coffee stores. When various demographic variables are taken into account in the study, which is reduced to the scope of Istanbul; it has been observed that the customers' revisit intention in the new generation cafes proceeds in direct proportion to the sensory experience for several senses. There are two reasons why the research was conducted on the customers who goes to new generation cafes.

The first is that it is very difficult to find a sector that addresses all five senses, the second is that very few studies in Turkey about the new generation cafes. In the quantitative research dimension of the study, as a result of the criteria applied to 384 people, the effect of sensory cues on customers was revealed. As a result of the hypothesis tests; some senses were found to have a positive effect on the customer's intention to revisit, and some senses did not affect the customer's intention to revisit. It is seen that there is a significant relationship between taste, olfactory and tactile stimulants between consumers' revisit intention. The café businesses could consider these three factors in order to attract more customers for their cafes as a strategic perspective while designing their stores.

In addition, all senses have been found to have different levels of influence in third generation coffee stores. It has been determined that the most effective sensory cues in café services is tactile cues with 20,2%. The results are in line with the research made by Peck and Wiggins (2006) saying that tactile experiences match motivation and deliver positive response. These results can be interpreted as the cafe businesses should pay attention to the temperature of the environment, the comfort of the chairs and the material of the plates and glasses. Also, the fact that the sense of smell is related to customers' revisit intention in the study is similar to the study by Jacob et al. (2014) when they examined the effects of scent on consumer purchasing decision and concluded that scent has an effect on consumer purchasing decision. Similarly, Chebat and Michon (2003) found that scent is effective on consumers in their study. Moreover, Erenkol and Ak (2015) in their studies on sensory marketing; they claimed that taste, sound and touch senses are more effective on the consumer purchasing decision in restaurants and the result of the study is similar in this respect, since it is obtained that taste and touch senses were also effective in this study. The results are also reported by Van der Zwaag et al. (2012) is similar to the result of the study claiming that there is no significant influence between music and the intention of customers, but the results contrast with the studies of Randhir et al. (2016) and Jung (2015) who determined that playing music inside stores provides a sense of comfort for customers and have a positive effect on customers' feelings. Moreover, the results show a contradictory conclusion with some earlier researches (Breneman and Geuens, 2003), which claim that visual cues have a major effect on customers' positive mood in the retail environment. In this case, the rejection of the hypothesis

can be explained by the fact that customers are becoming accustomed to visual cues which are now widely used by all companies. According to the results of the research, the other two sensory factors that affect the customers' revisit intention are olfactory and taste experiences, and the results are consistent with the results of Gülmez (2017)' studies. The biggest reason for this is that the research area is third generation café brands. Therefore, they appeal to the sense of smell with elements such as the smell of coffee in stores and they appeal to the sense of taste with the flavor of the coffees, foods and beverages offered in the stores.

Moreover, the studies that examine the demographic of the five sense experience are very limited. In the research, it was aimed to complete this deficiency by making demographic factors affect the revisit intention. When revisiting intentions were examined according to gender and age groups, a significant difference was found, while no significant difference was found in revisit intention according to education level. When the results obtained in this study were compared with the studies previously examined, it was observed that the results were consistent with McKercher and Wong, (2004) who claim that gender showed different effects on the relationship between sensory marketing and customer satisfaction. The results are also consistent with the study of Maa, E., Qub, H. and Eliwab R., (2013) who claimed that female customers have more brand loyalty and indicated a higher tendency of recommending the restaurants to others. According to Carlson (1972), this may be the result of the fact that female customers need higher commitment and would like to raise congruent relationships with others.

Regardless of the industry, one of the most important goals of brands is to create customer loyalty towards the brand or to increase the existing loyalty. The findings of this study indicate that although the coffee shop industry is currently facing a competitive market situation, effective sensory marketing could be used as a strategy to increase customer loyalty. Based on these findings, this study provides several important academic and managerial implications to support future studies in examining more effective sensory marketing strategies to make the third generation coffee shop industry sustainable. These implications are as follows.

5.1 Academic and Managerial Implications

Sensory marketing practices have gained importance with the realization that the consumers' decisions, which has become increasingly complex in recent years, is affected by five senses. At this point, to be able to direct the consumers in the desired way and to be able to influence them, it is necessary to understand the effects of senses on consumers. Further on, knowing the importance of the senses from the consumers' perspective can help firms to better meet the consumer needs and in that way connect with them on a deeper emotional level. Therefore, a strategy that can be carried out by the third generation café businesses in an effort to increase the number of regular customers is by creating a comfortable and unique atmosphere.

The results of this study can guide managers in creating successful sensory experiences with customers as opposed to more traditional brand relationships. Based on the findings, practical implications that can help establish strategies for sustainable customer loyalty in the competitive third wave coffee shop industry are provided. According to the results of the analysis, since the most important sensory cues that directly affect the revisit intention of third generation café customers are tactile, taste and olfactory cues, the comfort of the seats of the third generation café firms, the taste and the species of their products, the freshness of the ingredients or the smell of the coffees will differentiate them from their competitors. As third generation coffee shops are part of the food service industry, the effect of taste sense shouldn't be overlooked and there should be efforts to adapt rapidly changing consumer preferences. Also, there should always be an appropriate degree of heating or air conditioning in these coffee stores, based on results that "tactile cues" as a sensory marketing factor positively affects revisit intention of customers. It can be interpreted that providing a comfortable space to their customers, organizing workshops, increasing product variety and including the preferences of the customers in the coffee preparation process will provide the third generation cafe companies an advantage.

As today's consumers are extremely sensitive to new trends and their demands are changing rapidly, third wave coffee shop managers should effort to provide a new and comfortable atmosphere by focusing on freshening up or renovating the coffee shop seasonally. The conclusion that hearing and sight sensory cues are not related to

the customers' revisit intention may be a challenge for the new generation cafes in the future and they will need to find alternative ways of how to influence customers with these sensory cues.

Moreover, in the study it was determined that the perception of five senses differs according to gender and age. While the businesses operating in the cafe sector determine their target audience and diversify their services, it will be an advantage for them to pay attention to these points. It should not be forgotten that customers' perceptions of sensory marketing strategies differ according to gender and age groups, so the right target audience should be tried to be addressed with the right sensory marketing strategies. In this context, it is believed that the study will make important contributions to the businesses and literature.

5.2 Further Research Directions

One of the limitations of the study is that the data were collected only in Istanbul, so the generalization of the findings needs to be considered. Also, the degree of sensory marketing might differentiate based on the type of cafes. Therefore, future researchers should consider developing a similar model for different cafe or restaurant services. Moreover, the online questionnaire method was used to collect data in this study. The participants were asked to respond to the questionnaire based on their memories of third generation coffee store experiences before the pandemic. It may be a limitation of this study that the survey was not completed within these coffee shops, and this approach may not indicate whether the customers are actually affected by sensory cues, so future researchers should consider a big data approach to collect data including a long period. Moreover, since this study was carried out during the period when cafes and restaurants were closed due to the pandemic, there was difficulty in reaching the customers of third generation coffee stores. After the pandemic ends, it should be considered to conduct a survey on the same subject again.



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APPENDICES

A QUANTITATIVE RESEARCH ON THE RELATIONSHIP OF SENSORY CUES IN NEW GENERATION CAFES AND THE CUSTOMER'S REVISIT INTENTION
 Dear Participant,
 This study is carried out to examine the relationship between Sensory Cues in New Generation Cafes and the Customer's Revisit Intention, to be used in the Master of Business Administration thesis at Istanbul Technical University Institute of Social Sciences. All given information will be treated as confidential material and the anonymity of all participants will be secured. Please answer the statements in the questionnaire by considering the new generation café you visit most frequently.
 Thank you very much for your participation."

SECTION 1: Expressions for Visiting 3rd Wave Cafe Shops

Third generation cafes are the ones that focus on high quality coffee and coffee experience. The new generation coffee and cafe concept that entered our lives before the pandemic; has turned into a culture that has become widespread recently with its service, presentation, personalized experience areas, different coffee beans and brewing methods. Please evaluate the statements below considering that we are back before the pandemic.

1	Please indicate the new generation cafes you visited most frequently before the pandemic. (You can choose more than one option)	Petra Roasting Co. Cup of Joy Coffee Department Kronotrop MOC Coffee Sapiens Walter' s Coffee Voi Coffee Company Montag Other Please Specify (.....)
2	What purposes would you visit the new generation cafes before the pandemic? Please choose the option that suits you.	To have the opportunity to taste different coffee beans Since they provide a quiet and comfortable working environment Since it has interesting interior design Because they create a warm and friendly atmosphere Other Please Specify
3	How often would you visit new generation cafes before the pandemic? Please choose the option that suits you.	Everyday Several times a week Once a week Every two weeks Once a month Less than once a month
4	How long would you stay when you visited the new generation cafes before the pandemic? Please choose the option that suits you.	Less than 1 hour 1-2 hours 3-4 hours More than 4 hours

SECTION 2: Expressions for Sensory Cues in 3rd Wave Cafe Shops

Evaluate the following statements according to the effect of your choice of the 3.wave cafe shop you visited most frequently before the pandemic. (1. Completely Disagree / 2. Disagree / 3. Neither Disagree Nor Agree / 4. Agree / 5. Completely Agree)

1	The café's unique style is effective on my revisit intention.	1	2	3	4	5
2	The design of the cafe is effective on my revisit intention.	1	2	3	4	5
3	The colors used to design the cafe have an effect on my revisit intention.	1	2	3	4	5
4	The conformity of colors used throughout the cafe is effective on my revisit intention.	1	2	3	4	5
5	The lighting level in the cafe is effective on my revisit intention.	1	2	3	4	5
6	The interior design of the cafe is effective on my revisit intention.	1	2	3	4	5
7	The exterior design of the cafe is effective on my revisit intention.	1	2	3	4	5

8	Having regular tables and chairs is effective on my revisit intention.	1	2	3	4	5
9	The colors in the employees' clothes are effective on my revisit intention.	1	2	3	4	5
10	The specific clothing style of the employees is effective on my revisit intention.	1	2	3	4	5
11	The visual elements around the cafe (sea, nature, etc.) are effective in my intention to visit again.	1	2	3	4	5
12	The overall sound level (loudness) in the cafe has an effect on my revisit intention	1	2	3	4	5
13	Thematic sounds that are offered exclusively to the cafe are effective on my revisit intention.	1	2	3	4	5
14	The tempo (fast or slow) of the music playing in the cafe is effective in my intention of revisiting.	1	2	3	4	5
15	The type of music played in the cafe is effective in my intention to visit again.	1	2	3	4	5
16	The quietness and tranquility of the cafe are effective in my intention to visit again.	1	2	3	4	5
17	The sound level caused by the crowded in the cafe is effective in my intention to visit again.	1	2	3	4	5
18	The way the food / drinks served in the cafe is effective on my revisit intention.	1	2	3	4	5
19	The content of the foods / drinks served in the cafe is effective for my intention to visit again.	1	2	3	4	5
20	Serving of the food / drinks on time at the cafe (not delivered too early or late) is effective on my revisit intention	1	2	3	4	5
21	The fact that the foods / drinks offered in the cafe are suitable for my taste has an effect on my revisit intention.	1	2	3	4	5
22	The taste of foods / drinks served in the cafe is effective in my intention to visit again.	1	2	3	4	5
23	The variety of food / drinks served in the cafe is effective in my intention to visit again.	1	2	3	4	5
24	The appropriate temperature of the foods / drinks served in the cafe is effective in my intention to visit again.	1	2	3	4	5
25	The smell anywhere in the cafe is effective for my intention to visit again.	1	2	3	4	5
26	Natural or artificial fragrances in the toilet of the cafe are effective in my intention to visit again.	1	2	3	4	5
27	The fragrances in the cafe satisfy me emotionally and are effective in my intention to visit again.	1	2	3	4	5
28	The material of the chair or seat in the cafe is effective on my revisit intention	1	2	3	4	5
29	The comfort of the chair or seat in the cafe is effective on my revisit intention	1	2	3	4	5
30	The temperature in the cafe is effective on my revisit intention	1	2	3	4	5
31	The structure of the objects (eg tablecloths, plates, glasses, etc.) in cafe is effective in my intention to visit again.	1	2	3	4	5

SECTION 3: Expressions for Revisit Intention

Evaluate the following statements according to the 3.wave cafe shop you visited most frequently before the pandemic. (1. Completely Disagree / 2. Disagree / 3. Neither Disagree Nor Agree / 4. Agree / 5. Completely Agree)

1	After the pandemic, I plan to go to this cafe again.	1	2	3	4	5
2	This cafe will be my first choice after the pandemic	1	2	3	4	5

SECTION 4: Demographic Characteristics

1	Your Gender	Female	Male			
2	Your Age	18-25	26-35	36-45	46-55	56 and above
3	Your Highest Level of Education	Elementary School	High School	Bachelor's Degree	Master's Degree	Phd

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