T.C.
ISTANBUL TICARET UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCE
MASTER IN BUSINESS ADMINISTRATION PROGRAM

The Impact of Sensory Marketing on Consumer Purchasing Patterns in Food Outlets in Morocco

Soukaina Zahri

Istanbul, 2023

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Dedication

I dedicate all the required information in this title '**The Impact of Sensory Marketing on Consumer Purchasing Patterns in Food Outlets in Morocco**' has been written in accordance with academic manners and ethical commitment. I would clarify that all the materials, sources, data and all extra inputs have benefited well throughout the writing procedure of this thesis. All matters contained in this thesis are my personal opinion and do not reflect the official view of Istanbul Ticaret University.

Soukaina Zahri

Acknowledgment

I would like to acknowledge and give my warmest thanks to my supervisor Prof, Dr, Figen Yildirim who made this work possible. Her guidance and advice carried me through all the stages of writing my project.

I would like to convey my humble gratitude to my Professors for imparting their knowledge to me during my stay at the University. I would like to thank Istanbul Ticaret University for providing me with the platform and resources to successfully complete my degree and all the faculty and staff associated with the University for their collaboration and support at every stage.

Finally, I would also like to give special thanks to my parents and my family as a whole for their continuous support and understanding when undertaking my research and writing my project. Your prayer for me was what sustained me this far.

Soukaina Zahri

ABSTRACT

In the context of Moroccan food outlets, this study seeks to determine the impact of sensory marketing on consumer buying decisions, customer patronage, customer satisfaction and customer loyalty. A well-structured questionnaire was used to collect the responses from the respondents, 588 regular customers of KFC and McDonald's, two well-known food outlets in Morocco. Multiple regression was used to determine the relevance of the proposed hypotheses.

The findings demonstrate that sensory marketing considerably affects consumer purchasing patterns and positively influences customer patronage, consumer positive decision-making, consumer satisfaction and customer loyalty.

Based on these findings, it is advised that food outlets focus their marketing efforts and campaigns on engaging all of their consumers' senses in order to enhance their brand's reputation, revenue, and customer loyalty.

Keywords : Sensory Marketing, Consumer Patronage, Customer Loyalty, Customer Satisfaction.

ÖZET

Fas gıda mağazaları bağlamında, bu çalışma duyusal pazarlamanın tüketici satın alma kararları, müşteri himayesi, müşteri memnuniyeti ve müşteri sadakati üzerindeki etkisini belirlemeyi amaçlamaktadır. Fas'ta iyi bilinen iki gıda satış noktası olan KFC ve McDonald's ın 588 düzenli müşterisi olan katılımcılardan yanıtları toplamak için iyi yapılandırılmış bir anket kullanıldı. Önerilen hipotezlerin alaka düzeyini belirlemek için çoklu regresyon kullanıldı.

Bulgular, duyusal pazarlamanın tüketici satın alma alışkanlıklarını önemli ölçüde etkilediğini ve müşteri himayesini, tüketicinin olumlu karar vermesini, tüketici memnuniyetini ve müşteri sadakatini olumlu yönde etkilediğini göstermektedir.

Bu bulgulara dayanarak, gıda satış noktalarının pazarlama çabalarını ve kampanyalarını, markalarının itibarını, gelirini ve müşteri sadakatini artırmak için tüketicilerinin tüm duyularınızı harekete geçirmeye odaklaması tavsiye edilmektedir.

Anahtar Kelimeler : Duyusal pazarlamanın, Tüketici Patronajı, Müşteri sadakati, Müşteri memnuniyeti.

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INTRODUCTION

The globalization of the corporate environment in the twenty-first century has given customers greater significance than before. Consumers must be the main focus of any business's operations if it is to exist. Businesses today rely more on customers to produce multiple income streams through directly buying things and also persuading more potential customers to purchase their products. All firms have thus started to place their customers at the center of their operations, and this trend will continue. Because of this, it is not feasible anymore for a company to not consistently meet their patronage's expectations since failing to do so carries more likelihood of consumers being dissatisfied and defecting to competitors than ever before (Chezy & Itamar, 2017; Puccinelli et al, 2009).

Marketing has persisted in evolving in search of a strategy for juggling customer satisfaction with the other objectives of the business. Models and theories for achieving this goal have developed. The transactional marketing model received wide acceptance as several ideas emerged with the beginning of the creation of marketing techniques in the 1950s to incorporate marketing processes involving customers, organizations, and products. İn those days, standard economic and cognitive theories of a company had a strong foundation in the exchange viewpoint, which was used to explain marketing (Rodrigues et al, 2011). In that era, customers were mainly seen as having average wants in a mass-market setting and plans were built on transactional exchange. With sellers having become much more proactive and buyers having become less active, the relationship between market participants was conceptualized as single transactions.

Sensory marketing techniques have arisen to address these difficulties as the marketplace today has more unsure, dissatisfied, fatigued, and jaded customers. Relationships marketing approach was found to have overestimated the rationality of customer buying behavior (Muhammad et al, 2016). The traditional and relationship marketing have thus given way to sensory marketing, which properly aligns the advertising efforts with the emphasis on the customer. Consumers today respond knowingly and unknowingly to marketing efforts in multiple ways where all the senses are properly engaged (Krishna, 2016).

An increase in marketers' awareness of the notion that customers' purchasing decisions are impacted by factors much more than just the product or service itself is seen. Through linking buying to enjoyment by being useful as well as being pleasing to the senses, sensory marketing aims to correct the shortcomings of traditional marketing (Majeed, 2017). Customers' sensations and experiences are used to shape their behavior. Due to the numerous elements that stimulate sensory stimulation, all the senses are frequently employed as benchmarks by marketers. Because it can provide the strongest form of consumer interaction yet observed, sensory marketing is here to stay (Lindstrom, 2005). According to the discussion above, it is impossible to overstate the importance of this straightforward and ingenuine marketing strategy.

Employing sensory marketing strategies is becoming increasingly popular across several industries. According to Rupini and Nandagopal (2015), many Fortune 500 organizations are engaging senses in their advertising strategies. It has become crucial for generating income and creating brands in the last decade, and has been necessitated by the new standards for measuring business success. According to a recent study, about 40 percent of marketers in Asia have started to use sensory marketing, while North Americans and European marketers are lagging behind (Tay, 2017). The corporate market environment in Africa is constantly evolving. Because of advances in technology, the competition is getting fiercer than ever and sensory marketing is making headway quicker than before. However, there is little research regarding this topic focusing on Africa (Anvar, 2016). Historically, sensory marketing use in Morocco was severely constrained, but things are improving now and attempts to employ sensory marketing by businesses are increasing.

The food service industry has had problems with marketing their products, and restaurants, supermarkets, and other service outlets have had to close their doors. Additionally, customers are being more choosy. They want more from their purchases than just a physical good or service, and value the overall experience much more (Laimona and Jérémy 2017). Eating establishments are in the best position to benefit from the fact that people are influenced by their senses and that body feelings influence the choices that they make. Still many restaurants and cafes fail to realize this and don’t focus on their brand perception and store attributes. They have uninviting outlets, bad

worker awareness, insufficient focus on customer experience and thus löse on many opportunities. Other issues impacting restaurants frequently include inadequate parking, untidy doormen, and outdated packaging design (Joseph et al, 2018). İn such scenarios, customers' sensory demands are not met and they end up feeling unsatisfied. Additionally, a lot of sellers join franchises with focus just on earnings. With this attitude, winning and keeping loyal patrons is not possible. Thus, the high incidence of customers moving from one restaurant to another is a common thing.

The factors discussed above have inspired study in the chosen topic. The lack of significant research on the effects of sensory marketing on consumer purchasing patterns in food outlets in Morocco and the scarcity of empirical data serve as the reason for this study. Other researchers who are likely to be interested in the subject might use this research as a model. In particular, this study would give a framework for comparing sensory responses to marketing in Moroccan food outlets. The importance of improving advertising performance and customer happiness is obvious. Companies can have the chance to comprehend the strategies that must be used while using sensory marketing in a food business setting thanks to this study.When it relates to leveraging customer senses, managers and decision-makers in various restaurants and eateries will understand where and how to direct sensory marketing techniques.

Since proper incorporation and implementation of sensory marketing is anticipated to result in positive patronage and survival, this study will also serve as to help investors seeking to invest in food outlets. This study aims to test the effectiveness and suitability of using sensory marketing in the context of consumer purchasing behavior in food outlets in Morocco. It makes use of standard data collection and analysis in quantitative techniques to understand the effects of sensory marketing on customer patronage, consumer positive decision-making, consumer satisfaction and customer loyalty.

CHAPTER ONE : SENSORY MARKETING

This chapter will highlight the definition of sensory marketing by addressing the evolution of sensory marketing and defining its variables that will help understand the concept of sensory marketing in the consumer purchasing patterns.

1. Definition Sensory Marketing

In the field of marketing, human senses have drawn increasingly greater attention in the last few years, with a focus on how they affect customer experience and behavior (Hulten, 2011). Consumers are reportedly looking for and purchasing emotional experiences in addition to their purchases rather than just goods and services (Latasha et al, 2016). According to Brakus, Schmitt, and Zarantonello (2009), the goal of leveraging the senses in marketing is to excite, satisfy, and amuse consumers. The sensory marketing is based on leveraging each of the five senses of a consumer: smell, sound, sight, taste, and touch.

The AMA (2015) defines sensory marketing as " the marketing techniques that aim to seduce the consumer by using senses to influence the consumer's feelings and behaviors towards a particular product or service." According to Tek and Engin (2008), sensory marketing involves interacting with customers through their senses of sight, hearing, smell, touch, and taste. Krishna (2012) describes sensory marketing as a sort of advertising that appeals to consumers' senses and influences their thoughts, feelings, and actions. İn short, sensory marketing uses the five senses of consumers to sway their opinions regarding a good or service. According to Soars (2009), sensory marketing affects consumer purchasing decisions by focusing on customer perceptions and feelings about products and goods, all the way from stimuli to consumer response.

Nowadays, use of stimuli like scents, music and textures (to leverage the feeling of touch) is common and helps to create deeper connections between businesses and clients (Dixon et al, 2013). Sensory marketing enhances customer experiences and emotions and focuses on more than just the functional aspects of the items, which is the only thing thought of in traditional marketing. Thus, the five senses can be utilized as marketing tools in many service businesses, and sensory stimulation can be caused and

leveraged in many ways. (Nisan & Cafer, 2016). Also, sensory marketing helps establish and strengthen a brand image in the minds of consumers (Rupini & Nandagopal, 2015).

Sensory marketing works by stimulating the consumer's senses in a way that the consumer ultimately feels a relationship between them and the product and this connection will persuade them to buy that product (Costa et al, 2012). The experience is designed in such a way that the senses are stimulated and the consumer develops a strong emotional bond with the product that gets him into his best purchasing behavior (Isacsson & Alakoski 2009). The customer's imagination is intrigued, he imagines using the good or product while having an engaging experience and makes the buying decision in that frame of mind. Consumer engagement can be achieved even more effectively by using unconscious sensory cues in sensory marketing, and thus their behavior can be affected in an even better way. (Mojtaba & Shahram, 2015).

The main goal of sensory marketing is to influence consumer buying behavior by providing a better customer experience. Businesses achieve this by making use of the sensory elements of the retail environment, and a combination of sensory stimuli or even specific sensory experiences (like aroma or music) can be leveraged for his purpose. (Homburg et al, 2012). Sensory marketing is an opportunity to stand out from the competition by changing the way the product is perceived, although the product itself remains unchanged. Different retailers use different numbers and types of sensory stimuli for his purpose. (Homburg et al, 2012).

2. The evolution of Sensory Marketing

Hulten et al (2008) investigated how marketing evolved from transaction marketing, which focused on just selling the functional aspects of the product, and mass manufacture of uniform consumer items, to relationship marketing, with focus on interactions between the consumer and business (Rodrigues et al, 2011). They concluded that marketing should focus on the customer experience, or "sensory marketing." According to Hulten (2011), a multi-sensory brand experience may be created by focusing on the human mind and senses. Mental stimulations and reactions to these establish the foundation for this.

3. Variables of Sensory Marketing

All the human senses are sought to be leveraged in sensory marketing. Kotler (1973) talked about sensory marketing as atmospherics. However, he was not comprehensive in covering all the five senses. His idea was expanded upon and simplified by Rieunier (2000) into the visual, sonorous, olfactory, tactile, and gustative components, and thus began the concept of sensory marketing. In their investigation of corporate identity and sensory perspectives, Bartholmé and Melwar (2009) employed the concept of identities, calling them visual identities, auditory identities, olfactory identities, gustatory identities, and tactile identities.

Later scholars such as Latasha, et al (2016), Cannenterre et al, (2012), and Ibn-e-Hassan and Jawad (2016) have established the visual marketing, auditory marketing, olfactory marketing, tactile marketing, and gustative marketing as the variables of sensory marketing. All the five sensory variables can be and have been used in businesses that involve food. However, sectors where the eatability of the product or service at offer is not achievable have trouble adding the gustative variables.

3.1. Visual Marketing

Rupini and Nandagopal (2015) say that sight is the primary and dominating of all senses that helps in recognizing a brand (logo). İt impacts consumer decision making even without input from other senses. (Hultén, 2013). Mehrnaz et al, (2014) estimate that 8/10 of marketing efforts involve a sense of vision. Hence, visual cues and hooks are important parts of any brand strategy (Hulten, 2013).

Nell (2017), Bell and Ternus (2012), hold similar perspectives on visual marketing which aims to increase sales by leveraging the customer's mental visual imagination. The main goal is to increase the visual appeal of the products for the customers (Pegler, 2010). Five visual merchandising elements were proposed by Levy, Weitz, and Beitelspacher (2012): design of the retail environment, fixtures, way in which products are presented, mannequins, and overall ambiance of the store.

Although research in sensory marketing has focused mainly on the sense of vision, the potential of further research is still there. The potential topics of research on visual marketing can include the study of its effect on sensory imagery, the effects of

color on consumer decision making, and the effects of visual salience (Elder et.al, 2010). Pegler (2010) highlights the importance of lighting, and says that it can help direct customers into and through the shopping area. Color is a very crucial visual element, it can influence the mood, it can influence how the customer feels overall, and lead the buying decision (Gobé, 2009). Also, another dimension in marketing is added by the meaning of color being different in different cultures. For instance, the color white in China symbolizes death and mourning while in Western cultures it is a symbol of purity.

3.2. Olfactory Marketing

Smell is the sense most intimately associated with memory, and hence is a powerful tool to affect consumer behavior. This sense can be used to market all kinds of goods and improve associations and experiences in multiple settings. While some applications are more conventional than others, with a little creativity, the options are practically limitless (Esmailpour & Zakipour 2016). About half of brand communication occurs through this sense (Lindstrom & Kotler, 2005). Our conduct is greatly influenced by our sense of smell (Mahmoudi Ahmadinejad & Nezami 2012). There is evidence to suggest that many marketers consider scent to be a positive influence on customer buying patterns. According to some studies, the olfactory sense—which has an immediate impact on the limbic cortical system, the area of the brain responsible for processing emotions and memory—is the most crucial sense in this regard (Harrop 2007).

As emotional reactions are sometimes triggered by scents, they can help create a memorable experience and short or long-term memories of a brand or product (Mehrnaz et.al 2014). Smell cues attached to the packaging have been shown to draw the customers in (Krishna, et al, 2017). According to research by Krishna, Morrin, and Sayin (2014), food images with associated aromas stimulated consumers' physiological (salivation), evaluative (want to eat), and consumptive (amount consumed) reactions.

Humans are programmed to rely on olfactory signals for things like selecting edible food and steering clear of decaying food (Latasha, et al, 2016). Also, when a product is opened, people subconsciously want to smell it (Mojtaba & Shahram 2014).

3.3. Auditory Marketing

This is concerned with the impacts of sound, including ambient music, jingles and auditory logos, phonetic scripts, and voiceovers, on the brand image (Meyers-Levy, et al, 2010). Even the sound of a box when picked off the shelf, and handled, and when opened or closed are parts of the auditory experience in marketing (Krishna, et al 2017). Auditory cues can be used by marketers to draw customers' attention or to establish favorable associations with the goods on sale. Sounds are categorized as desirable and undesirable sounds, and even the background noise affects communication and produces both mental and physiological effects, according to Latasha, et.al (2016).

3.4. Tactile Marketing

Sense of touch is also significant as a marketing tool. Customers frequently touch products to judge their quality before making a purchase decision, and marketers pay attention to this fact during the product design, packaging and sales phases (Hulten, 2013). As a marketing technique, customers are encouraged to touch a product, and this draws their attention to otherwise would be neglected products. İt has been established that consumers are more likely to purchase a product that they have touched, and also are more likely to believe in its quality (Mehrnaz, et.al 2014). Studies have also revealed that people have various demands for touch and that the effects vary across individuals. There is a prevalent belief in the literature in this field that customers learn about things through feeling them (Esmailpour & Zakipour 2016).

3.5. Gustative Marketing

Taste is a sense that produces the most immersive and inclusive experience. İt has the potential to alter mood and brand image (Latasha, et.al , 2016). The food sector is extremely skilled in using this sense to its advantage and accommodate regional tastes. Taste is the most significant aspect considered by consumers while choosing foods and beverages, and in-store taste-testing is employed in abundance to attract customers (Schmidt & Benson. 2009). All the senses are employed while eating, and each contributes individually to influence the sensory experience of the consumer. The whole process is highly participatory, and the use of all the senses together in concert results in the most satisfying experience (Canadian International Markets Bureau, 2011).

CHAPTER TWO : CONSUMER PURCHASING PATTERNS

This chapter discusses the elements influencing consumer purchasing patterns is perception, which refers to a circumstance in which a customer goes through the process and exhibits the resulting behavior.

1. Concept of Consumer Purchasing Patterns

As we all buy something practically every day, everyone is a consumer. We all consume and purchase items based on our requirements, tastes, and purchasing power. These commodities might be either consumables, durables, specialist goods, or industrial goods (Matin, 2006). A consumer is a person who benefits from a product (Blythe, 2013). According to the Morocco Consumer Protection Act of 2008, customers are defined as those to whom goods or services are marketed, who have transacted with suppliers, users of specific items, or beneficiaries/recipients of services. Everyone who engages in the consumption process is a consumer, despite the fact that everyone is one (Jisana, 2014).

Consumer preferences and wants that are met by the products have an impact on how they are purchased. Research on consumer consumption patterns is necessary to determine not only their current demands but also to create a realistic forecast of their latent and future wants. Many factors affect consumer behavior, thus it is crucial to understand the nature of these factors and make conclusions from them. Retailers make use of this data to develop cutting-edge goods and services that satisfy their customers (Kotler & Armstrong 2014).

Customer views change as they become aware of a product through their senses. Realities are frequently overshadowed by perceptions (Thomson, et al 2006). In other words, a consumer's opinion of the total service typically weighs more heavily than the objective fact of a product (Sheth Mittal, & Newman, 1999).

Consumers today place so much emphasis on sensory marketing that they react to sensory stimuli before developing perceptions that influence their purchasing behavior. This stimulus relates to the overall sensory data about the product and serves as an example of a visual, aural, or tactile stimulus in this study (Schiffman and Kanuk, 2004). Thus, perception entails paying attention to stimuli, analyzing those stimuli, and then interpreting the information in order to come to a conclusion. As a result, the process of perception may be defined as choosing stimuli, organizing those stimuli through processing, and then evaluating those stimuli to choose how to react to them.

Although the real perception cannot be observed, the consumer's demonstration, which is their purchasing behavior, can be measured.

Due to their extensive exposure to stimuli, consumers process them in a selective manner. They opt to take in information through their senses, organize and process it in the consumer brain, and then build a perception in order to decide (Kent, 2003). An unseen mechanism called perception has a role in customer purchasing behavior. Consumers experience stimuli related to services through their senses, including hearing, seeing, tasting, and touching. They then interpret these stimuli to generate perceptions that guide their purchasing decisions. The perceptual process combines the fragmented fragments of information that consumers get from stimuli through their many senses to create a perception (Zaltman, 2005). Instead of independently explaining the coherent worldview that most consumers have, stimulus qualities, context, and consumer traits are all aspects that will affect the perceptual process (Sheth Mittal, & Newman, 1999). Thus, the perception of stimuli and information from the environment that customers get through their senses shapes their purchasing behavior. Marketers may want to take into account and successfully address the variables that might affect perceptions in order to affect customer purchasing behavior.

2. Variables of Consumer Purchasing Patterns

One of the finest ways to learn more about the individual features of settings and how consumers interact psychologically with them is through measuring consumer behavior (Andrew, et al 2010). Customer patronage, customer loyalty, and customer happiness are among the metrics used to gauge consumer purchasing behavior. Wu 2003; Kotler and Armstrong (2014).

2.1. Consumer buying decision

Consumers make decisions about what to buy using a procedure. When consumer behavior theory was scarce and ideas from other disciplines were used, some of the most well-known consumer decision-making models were created in the 1960s and 1970s (Erasmus, et al 2001). Instead of academics, marketers conducted research throughout this time. The five steps of the consumer decision-making process were established by Kotler and Armstrong (2014) and GilaniNia (2010). The five-stage

consumer decision-making process is the fundamental idea behind these models and is still regarded as the foundation of consumer decision-making today (Jain, 2014). Consumer purchase decisions often begin with need awareness, followed by information search, alternative assessments, choosing to buy, and post-buying behavior. When consumers encounter banner advertising or online promotions in the context of online marketing, these adverts may catch their attention and pique their interest in certain items. The following are the phases of the purchasing decision process:

i. The first step of the decision-making process for consumers is this one. The buying process begins with the acknowledgment of a need by the buyer (Kotler & Armstrong 2014). It was argued that the desire might be sparked by either internal or external stimuli, such as when one of the person's usual demands, such as hunger or thirst, escalates to a level high enough to turn into a drive. what can be perceived by the eyes, what can be smelled, and what can be heard. People may sense the contrasts between their current condition and what they want, so they attempt to address these gaps at this stage (GilaniNia, 2010)

ii. Stage two: Information gathering is required to address the issue, and this can be done internally (via experiences) or outside (through relatives, exhibitions, etc.). This is the data collecting stage (GilaniNia, 2010). A customer that is intrigued might or might not look for further details. If a pleasing product is nearby and the buyer has a strong want to acquire it, they are likely to do so. If not, they may store the demand in their minds or do relevant information searches (Kotler & Armstrong, 2014). However, customers with a high drive who are exposed to a pleasing product early on might bypass this phase and the stage of "examination of alternatives" (Kotler et. al, 2008). In general, commercial sources under the authority of the marketer provide the consumer with the most product information (Kotler & Armstrong 2014).

iii. According to Kotler et al. (2008), shoppers employ a variety of assessment techniques when deciding which products to purchase. Instead, a number of assessment methods are in use (Kotler & Armstrong, 2011). According to GilaniNia (2010), this step entails evaluating possibilities based on the

information obtained, at which point the customer is prepared to make a choice. Consumers have the option to bypass this step and buy a product right away. Consumers frequently plan their purchases. Purchase intention is the likelihood that a certain group of people will actually make a purchase, expressed as a percentage (Whitlark, et al, 1993). Purchase intention, according to Dodds and Monroe (1985), is a customer's propensity for conduct while considering making a purchase. It is easily understood as the possibility that a customer would buy a product or a forecast of a customer's opinions (Melissa, Dodd, & Dustin, 2011). Customers' future purchasing decisions may be impacted by it. Purchase intention is a type of decision-making that examines customer motivations for purchasing a specific brand (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi, 2012). Purchase intention may also refer to future purchases we wish to make (Long and Ching, 2010) or the deliberate decision to pursue a particular brand in the future (Spears & Singh, 2004). An individual's purpose to engage in a particular conduct determines whether or not they really do so (Chang & Chen 2008). During the purchasing process, consumers are influenced by both internal and external incentives (Gogoi, 2013). The final selection is dependent on the consumer's purpose with significant external influences, and many elements influence the consumer's intention when picking the product (Keller, 2001). Their intention to buy would be influenced by the product's characteristics or sensory aspects during the purchasing process (Sheu, 2010).

iv. The terms ``buy choice stage'' were used by GilaniNia (2010) and Kotler and Armstrong (2014) to describe this step. In their investigations, Blackwell, Miniard, and Engel (2001) discovered that after weighing the pros and cons of various items, consumers make buying decisions. The customer develops preferences among the numerous product options in the choice set throughout the assessment step and may also decide to purchase their top pick. The intention to acquire and the choice to purchase, however, might be affected by two different things. The first aspect is how other people act. The degree to which one's favored choice is diminished by another person's attitude depends on two factors: (1) How strongly the other person feels about the customer's selected alternative, and (2) the consumer's willingness to comply with requests

from others. When numerous individuals who are related to the buyer have divergent perspectives and the buyer wants to appease everyone, the impact of others becomes more complicated. Unexpected situational variables are the second reason that might affect the buyer's intention to make a purchase. Preferences and even buy intentions are not 100% accurate predictors of Purchasing Patterns since a customer may lose their job, another purchase could become more necessary, or a shop salesperson could turn them off. Perceived risk has a significant impact on a consumer's choice to change, delay, or forego making a purchase.

v. This phase was known as the post-purchase behavior stage by GilaniNia (2010) and Kotler and Armstrong (2014). According to Kotler and Armstrong (2014), a marketer's work does not cease when a customer purchases a product. The consumer's post-purchase behavior, which is either satisfied or unsatisfied depending on their feelings, must be of concern to the marketer. What factors into a customer's satisfaction or dissatisfaction with a purchase? The link between customer expectations and the product's perceived performance holds the key to the solution. Consumers experience disappointment when a product doesn't live up to their expectations, satisfaction when it does, and ecstasy when it exceeds those expectations. The wider the discrepancy between expectations and performance, the more dissatisfied the customer. This argues that in order to keep customers happy, vendors should only make promises that their businesses can fulfill. Consumers who are happy with a brand frequently tell others about it.

2.2. Consumer Patronage

Client patronage, according to Ozor (2002), is the irrational urge and concern with the consumer or customer that prompts the purchase of items from specific stores or businesses. Patronage may be defined as the tangible support and encouragement provided by a patron; in this case, the patron is viewed as a client in a business exchange. Additionally, it referred to the act of often visiting a store (Nwulu & Asiegbu, 2015). This indicates that a business functioning in a cutthroat climate has to concentrate more on retaining customers. According to Simons (2016), client patronage

refers to the endorsement or support that consumers provide a specific brand. Patronage provides the building blocks for a stable and expanding market share.

Kotler (2007) argues that customers' levels of patronage of specific services, businesses, and other organizations are unpredictable. Simons (2016) divided customers and clients into four groups: hard core clients, who regularly use a single product; split clients, who typically become devoted to a few products over the course of a certain amount of time; shifting clients, who switch products; and switchers, who have no loyalty to any brand whatsoever. Patronage results from a desire to commit to a company based on the perceived or actual quality of its services. As a result, the degree to which a customer will support a brand or organization relies on how the consumer views the physical environment of the latter as well as how well the customer believes the state of the service environment matches his or her style (Adiele, et al, 2015). Nwulu and Asiegbu (2015) used consumer intent, behavior, and repeat purchases to gauge customer loyalty.

2.3. Customer Satisfaction

One of the most important instruments for a thriving company has been customer happiness. It cannot be overstated how important a phrase it is in marketing. It is a way to gauge whether the goods and services that a business or organization offers customers meet or exceed their expectations. According to Magesh (2010), satisfaction refers to the joy experienced after achieving or possessing a goal. In a research from 2002, Sureshchander, Rajendran, and Anantharaman stressed that client satisfaction is a multifaceted entity similar to quality. Additionally, Taylor and Baker (1994) came to the conclusion that customer pleasure and service quality are two distinct conceptions. Therefore, it is an activity that satisfies a need, want, demand, or anticipation (Al-Karim & Chowdhury, 2014). Customers contrast their expectations for a certain item or service with its real advantages. According to Kotler & Armstrong (2014), a person's sentiments of happiness or dissatisfaction are based on how well a product performed in relation to expectations. Customers' emotions and worldviews have an impact on how satisfied they are. Therefore, according to Chaiyasoonthorn and Suksa-ngiam (2011), customer satisfaction refers to the sentiments of happiness or unhappiness that arise from a comparison between a product or service's performance and the expectations that

the consumer had before the encounter. Customer satisfaction is a general assessment based on the entire buying and using the product or service experience across time (Fornell, et al, 1996).

According to Parker and Matthew (2001), the process of customer satisfaction places more emphasis on the factors that lead to satisfaction than on satisfaction itself. They went on to say that there are basically two ways to define the idea of customer happiness. While the second method views pleasure as the result of a consumer experience, the first approach views it as a process. The two methods work well together since they frequently rely on one another.

According to Motley's (2003) assertion, the goal of a company is to develop happy customers who would eventually come to value the company by using its services. Customer happiness is increasingly being used by businesses as the guiding factor when building marketing strategies and campaigns. Customer happiness should not be viewed as a standalone objective but rather as a tool for raising organizational effectiveness (Awan & Rehman, 2014). In the past, it was widely believed that customer satisfaction scores could be used to achieve strategic goals, such as customer retention, which is thought to directly impact businesses' revenues. Companies are now concentrating on improving customer satisfaction strategies since happy consumers are more likely to reorder the same goods (Reichheld, 1996).

Ibojo (2015) defined customer satisfaction as the totality of a person's perceptions, assessments, and emotional responses to using a good or service. Consumer satisfaction is defined as the ability of customers to obtain advantages that outweigh their costs. According to Parker and Matthew (2001), the method of customer satisfaction places more emphasis on the satisfaction's experiences than its actual manifestation. They went on to say that there are basically two ways to define the idea of customer happiness. While the second method views pleasure as the result of a consumer experience, the first approach views it as a process. The two methods work well together since they frequently rely on one another. According to Soderlund (2000), a company's ability to satisfy customers' needs, wants, and expectations is measured by how well it does so.

2.4. Customer Loyalty

Customer loyalty is a basic idea in customer purchasing behavior and is often seen as an intangible asset for a company. It indicates a deeper kind of post-purchase behavior. Successful businesses draw in and keep customers because certain devoted consumers may be ready to pay higher prices for a brand. Brand loyalty deters consumers from moving to other brands (Dick and Basu, 1994). At the same time, the proliferation of new items that are in competition, new brand pricing that are competitive, and new brand promotions that are appealing may quickly erode consumer loyalty. Investigating the factors that influence long-term client loyalty is thus much more crucial.

Customer loyalty is frequently linked to a brand in marketing. A brand is conceptually defined as a name, word, sign, symbol, design, or mix of these things used to distinguish and set one seller's products or services apart from those of rivals. Operationally, a brand communicates to customers its identifying name or renown that represents a certain range of distinctive qualities, advantages, and services. Building a brand is currently a significant marketing expense and endeavor to gain client loyalty. Customer loyalty acts as a buffer from competition and more control over marketing program planning for vendors (Kotler and Armstrong, 2014).

Oliver (1999) defined customer loyalty as a firmly held commitment to repeatedly purchase or patronize a chosen good or service, leading to recurring purchases of the same set of goods despite external pressures and marketing initiatives having the ability to lead to switching behavior. This term enables us to distinguish between situational, attitude-based, and behavioral loyalty (Uncles, et al, 2003). The primary way that behavioral loyalty is represented is through revealing purchase and usage behavior, which is frequently conditioned on consumer pleasure. It is quantified by previous brand and competitor purchases (this is divided loyalty or polygamous behavior

A recognized shortcoming of the rival behavioral perspective, where it is unable to determine the circumstances that determine response, is that cognitivism can explain complicated behaviors (Foxall, 1993). Although the cognitive method is challenged for relying too heavily on explanatory variables that are abstract and unobservable. However, when examining retail purchase behavior, a cognitive perspective is more suited (Jeff-Bray, 2010). This is due to the fact that behavioral models cannot account for the intricacy of consumer behavior and because the advantages of purchasing are mostly vicarious in character, necessitating significant intrapersonal appraisal. The significance of intrapersonal evaluation has been acknowledged by several studies into ethical purchasing (Nicholls et al, 2006). The cognitive models seem to encompass general consumer behavior well, and they are frequently presented as being the best explanation currently available for how consumers make decisions (Jeff-Bray, 2010).

CHAPTER THREE : THE IMPACT OF SENSORY MARKETING ON CONSUMER PURCHASING PATTERNS IN FOOD OUTLETS IN MOROCCO

This chapter will highlight the study's purpose, importance, objective as well as the research procedure that was used in gathering and analyzing data which include methods of data collection, instrument of data collection and methods of data analysis. The author of this study will present in a paper the research model and the results from the survey conducted to analyze the impact of sensory marketing on consumer purchasing patterns in food outlets in the Moroccan.

1. Purpose Of Study

This research paper aims to analyze the effect of Sensory marketing (Visual marketing, Auditory marketing, Olfactory marketing, Tactile marketing, and Gustative marketing) on buying patterns of Moroccan consumers

2. Importance Of Study

The importance of this thesis is multifaceted in providing businesses the required research to utilize multisensory experiences which inspire the right mood in consumers and have a significant impact on product sales.

3. Hypothesis Development

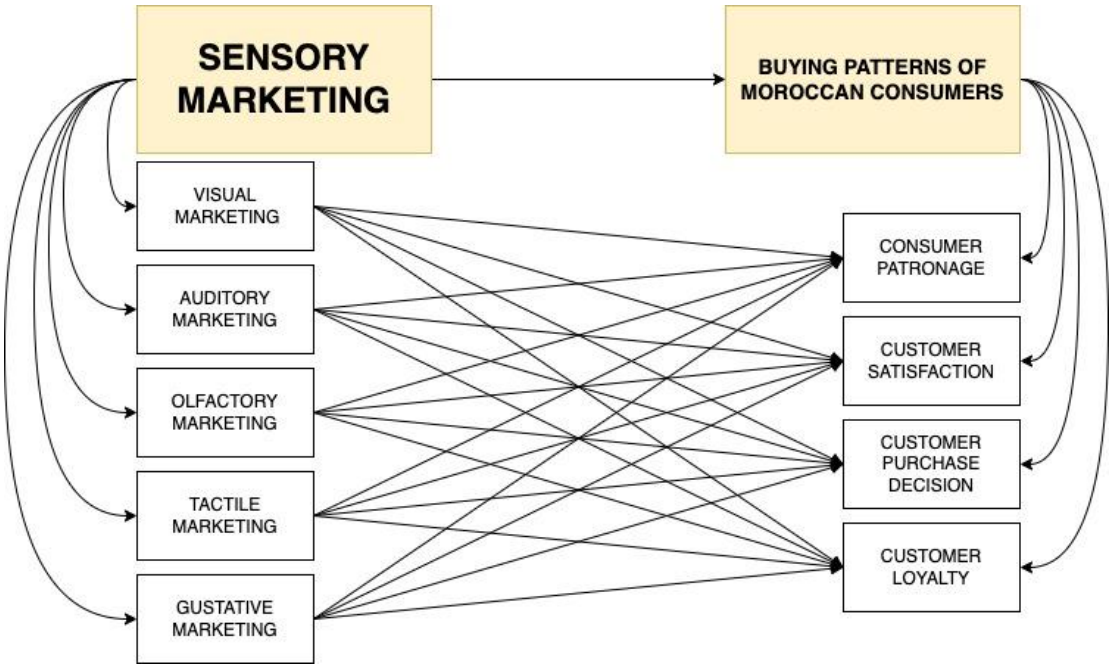
The following hypothesis were derived from literature and theoretical review -

H_0: Sensory Marketing has no impact on purchasing pattern of consumers
H_1: Visual Marketing has an impact on purchasing pattern of consumers
H_2: Auditory Marketing has an impact on purchasing pattern of consumers
H_3: Olfactory Marketing has an impact on purchasing pattern of consumers
H_4: Tactile Marketing has an impact on purchasing pattern of consumers
H_5: Gustative Marketing has an impact on the purchasing pattern of consumers.

4. Research Model

The author's research model describes the relationship between the different variables of this research. The independent variables are presented by the constituent elements of sensory marketing i.e Visual Marketing, Auditory Marketing, Olfactory Marketing, Tactile Marketing, and Gustative Marketing. The dependent variables are represented by the constituent elements defining buying patterns i.e. Consumer Patronage, Customer purchase decision, Customer Satisfaction, and Customer Loyalty.

Figure 1: Authors Research Model



5. Methods of Data Collection

A primary source of data gathering was used in this research. The most frequent sources utilized in survey methods are primary data because they enable in-depth analysis of consumer purchasing patterns toward sensory marketing. According to Otokiti (2012), using primary data in a cross-sectional survey assures excellent data validity and reliability. The primary research will be most suited because there has been no prior research on this study in food outlets in Morocco. It is suggested that the survey approach has been the most popular way for academics to gather data for primary research.

6. Instrument of Data Collection

A closed-ended questionnaire served as the study's data gathering tool. This was done to promote involvement and allow people to express their honest feelings about the topic being studied.

7. Sample And Data Collection

An explanatory research strategy was employed to achieve this paper's objectives, which is focused on analyzing the effect of Sensory marketing (Visual marketing, Auditory marketing, Olfactory marketing, Tactile marketing, and Gustative marketing) on buying patterns of Moroccan consumers.

1. A structured questionnaire was administered online using Google Forms; given that the questionnaire is dedicated to Moroccan consumers, it was conducted in French and English.
2. The participants were asked to express their level of agreement using the Likert scale, which determines respondents' degree of accordance with the statement asked i.e. 1 (strongly disagree), 2 (disagree), 3 (agree or disagree), 4 (agree), 5 (strongly agree).
3. This research adopts qualitative comparison of respondents and quantitative analysis methods.
4. The data was collected, cleaned, and analyzed electronically using Microsoft Excel.
5. The questionnaire was distributed to 700 randomly selected samples, and 588 responses were reached from various descriptive classifications of data sets.
6. It is necessary to mention that the time deadline has limited the author of this paper to collecting more responses from a larger population. However, the minimum required samples to ensure normal distribution and central tendency have been completely met.

8. Data Analysis And Findings

8.1. Descriptive And Univariate Variables

The below analysis was performed on 588 respondents of this study. 52% of the respondents are represented by Females and 48% Males. A majority population of the respondents (45% + 34% +12% = 91% i.e Undergraduate + Masters + PhD) have a college education at least. The respondents' age groups seem well distributed for this study i.e on an average of 20 - 25% for each age group below age 51 and 11% for age group 51 & above. Finally, 29% and 26% of the respondents are represented by students and private employees respectively in terms of their occupation classification and the remaining are represented by government employees, entrepreneurs and other occupations.

Table 1: Respondent Demographic Distribution

Age	Count of Age	Gender	Count of Gender	Education	Count of Education	Occupation	Count of Occupation
Below 21	139	**Female**	304	**Undergraduate**	267	**Student**	167
21 -30	118			**Master's Graduate**	198	**Private Employee**	152
31-40	140			**PHD Graduate**	71	**Government/ Public employee**	125
41-50	126	**Male**	283	**Other**	51	**Entrepreneur**	73
51 and above	64					**Others**	70
Grand Total	**587**	**Grand Total**	**587**	**Grand Total**	**587**	**Grand Total**	**587**

8.2. Internal Consistency (Reliability)

Internal consistency is typically a measure based on the correlations between different items on the same test (or the same subscale on a larger test). It measures whether several items that propose to measure the same general construct produce similar scores. Cronbach's alpha, α (or coefficient alpha) measures reliability, or internal consistency. 'Reliability' is another name for consistency. The below table shows the results of statistical analysis of Internal Consistency (Cronbach's alpha) between the subscale used to measure the below variables.

Table 2. Internal Consistency

INTERNAL CONSISTENCY (RELIABILITY) TABLE		
Serial No.	**Variables**	**Cronbach Alpha Coefficients**
1	Visual Marketing	0.891
2	Auditory Marketing	0.872
3	Olfactory Marketing	0.841
4	Tactile Marketing	0.847
5	Gustative Marketing	0.732
6	Consumer Patronage	0.825
7	Customer Decision	0.774
8	Customer Satisfaction	0.867
9	Customer Loyalty	0.851
Source: Author's Fieldwork Computation, 2022		

Interpretation:

Cronbach's Alpha for each of the variables is >0.7 which satisfies the reliability benchmark and hence each variable demonstrates strong Internal Consistency required to proceed with this research analysis.

8.3. Correlation Analysis

Correlation explains the strength of the relationship between an independent and dependent variable. A correlation coefficient greater than zero indicates a positive relationship while a value less than zero signifies a negative relationship. A value of zero indicates no relationship between the two variables being compared (Investopedia, 2022).

The below table shows the results of statistical analysis of correlation between Purchasing Pattern of Moroccan consumers and the elements of sensory marketing.

Table 3. Correlation Analysis

CORRELATION	PURCHASING PATTERN	VISUAL MARKETING	AUDITORY MARKETING	OLFACTORY MARKETING	TACTILE MARKETING	GUSTATIVE MARKETING
PURCHASING PATTERN	**1.000**					
VISUAL MARKETING	**0.944**	**1.000**				
AUDITORY MARKETING	**0.949**	**0.935**	**1.000**			
OLFACTORY MARKETING	**0.943**	**0.920**	**0.931**	**1.000**		
TACTILE MARKETING	**0.947**	**0.916**	**0.932**	**0.922**	**1.000**	
GUSTATIVE MARKETING	**0.888**	**0.863**	**0.876**	**0.867**	**0.860**	**1.000**

Interpretation:

Referring to the above table, we see a correlation of >0.90 for Visual Marketing, Auditory Marketing, Olfactory Marketing, and Tactile Marketing; and >0.85 for

Gustative Marketing which signifies a very high strength of the relationship between the independent and dependent variables.

8.4. Regression Analysis

Correlation is not causation, and hence Regression Analysis is essential to establish the relationship between the dependent variable and independent variables.
In this research analysis, the regression analysis was performed on the following variables -

Dependent Variable: Purchasing patterns of Moroccan consumers

Independent Variables: Visual Marketing, Auditory Marketing, Olfactory Marketing, Tactile Marketing, and Gustative Marketing

Level of Significance i.e Alpha, α = 5% = 0.05. The significance level, also denoted as alpha or α, is the probability of rejecting the null hypothesis when it is true. In simple terms, if the P-Value in the regression analysis is less than the level of significance i.e Alpha, α = 5% = 0.05 in this case, we reject the Null Hypothesis and accept the Alternate Hypothesis.

Coefficient of determination or R-squared (R^2) is a statistical measure that represents the proportion of the variance for a dependent variable that's explained by an independent variable. For example, if the R2 of a model is 0.50, then approximately half of the observed variation in the model's outputs can be explained by the model's inputs (Investopedia, 2022). In simple terms, the higher the R-squared, the better the model fits the data.

The beta coefficient is the degree of change in the outcome variable for every 1-unit of change in the predictor variable. Beta compares the strength of the effect of each individual independent variable to the dependent variable. In simple terms, the higher the absolute value of the beta coefficient, the stronger the effect.

Using **Ordinary least squares (OLS)** regression method the relationship between each of the independent variables and the dependent variable for Moroccan consumers are demonstrated below and their inferences are explained.

8.4.1. Visual Marketing Vs Purchasing Patterns

Table 4. Regression Statistics: Visual Marketing

Regression Statistics	
Multiple R	**0.944**
R Square	**0.891**

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	**0.346**	**0.057**	**6.094**	**0.000**
VISUAL MARKETING	**0.925**	**0.013**	**69.003**	**0.000**

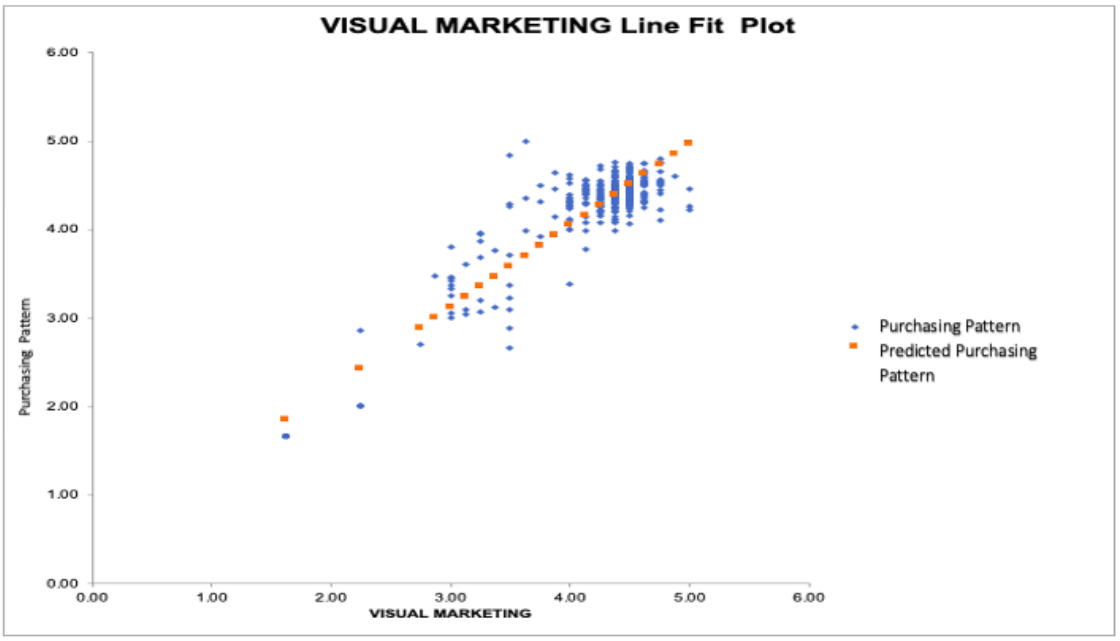
Inference:

Referring to the table and the graph below for Visual Marketing -

1. **R Square = 0.891** tells that 89.1% of variation in the buying patterns of Moroccan Consumers can be explained by the independent variable, i.e. Visual Marketing.
2. **P-Value:** With Level of Significance, α = 5% = 0.05, the P-value is less than 0.05 which means the null hypothesis is rejected and alternative hypothesis can be accepted, i.e.

   H_1: Visual Marketing has an impact on purchasing pattern of consumers

Figure 2. Regression Model Visual Marketing



8.4.2. Auditory Marketing Vs Purchasing Patterns

Table 5. Regression Statistics: Auditory Marketing

Regression Statistics				
Multiple R	**0.949**			
R Square	**0.900**			
	Coefficients	***Standard Error***	***t Stat***	***P-value***
Intercept	**0.572**	**0.051**	**11.241**	**0.000**
AUDITORY MARKETING	**0.872**	**0.012**	**72.524**	**0.000**

Inference:

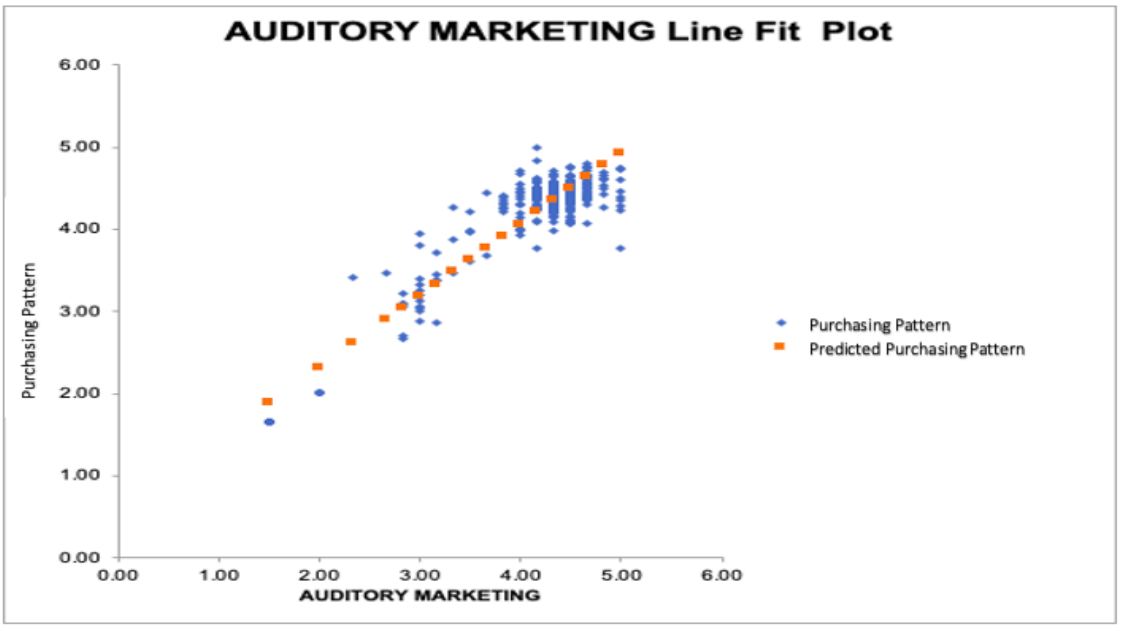
Referring to the table and the graph below for Auditory Marketing -

1. **R Square = 0.900** tells that 90% of variation in the buying patterns of Moroccan Consumers can be explained by the independent variable, i.e. Auditory Marketing.

2. **P-Value:** With Level of Significance, α = 5% = 0.05, the P-value is less than 0.05 which means the null hypothesis is rejected and alternative hypothesis can be accepted, i.e.

H_2: Auditory Marketing has an impact on purchasing pattern of consumers

Figure 3. Regression Model Auditory Marketing



8.4.3. Olfactory Marketing Vs Purchasing Patterns

Table 6. Regression Statistics: Olfactory Marketing

Regression Statistics	
Multiple R	**0.943**
R Square	**0.890**

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	**0.553**	**0.054**	**10.259**	**0.000**
OLFACTORY MARKETING	**0.872**	**0.013**	**68.766**	**0.000**

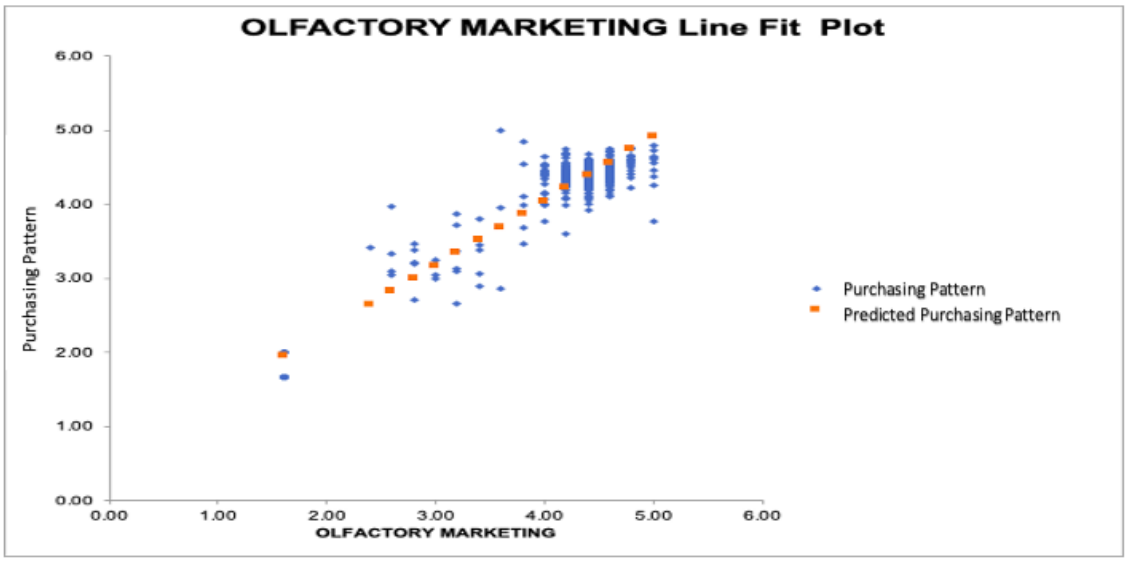
Inference:

Referring to the table and the graph below for Olfactory Marketing -

1. **R Square = 0.890** tells that 89% of variation in the buying patterns of Moroccan Consumers can be explained by the independent variable, i.e. Olfactory Marketing.
2. **P-Value:** With Level of Significance, α = 5% = 0.05, the P-value is less than 0.05 which means the null hypothesis is rejected and alternative hypothesis can be accepted, i.e.

   H_3: Olfactory Marketing has an impact on purchasing pattern of consumers

Figure 4. Regression Model Olfactory Marketing



8.4.4. Tactile Marketing Vs Purchasing Patterns

Table 7. Regression Statistics: Tactile Marketing

Regression Statistics	
Multiple R	**0.947**
R Square	**0.896**

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	**0.554**	**0.052**	**10.624**	**0.000**
TACTILE MARKETING	**0.872**	**0.012**	**71.146**	**0.000**

Inference:

Referring to the table and the graph below for Tactile Marketing -

1. **R Square = 0.896** tells that 89.6% of variation in the buying patterns of Moroccan Consumers can be explained by the independent variable, i.e. Tactile Marketing.
2. **P-Value:** With Level of Significance, α = 5% = 0.05, the P-value is less than 0.05 which means the null hypothesis is rejected and alternative hypothesis can be accepted, i.e.

   H_4: Tactile Marketing has an impact on purchasing pattern of consumers

Figure 5. Regression Model Tactile Marketing

8.4.5. Gustative Marketing Vs Purchasing Patterns

Table 8. Regression Statistics: Gustative Marketing

Regression Statistics	
Multiple R	**0.888**
R Square	**0.789**

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	**0.796**	**0.074**	**10.761**	**0.000**
GUSTATIVE MARKETING	**0.811**	**0.017**	**46.817**	**0.000**

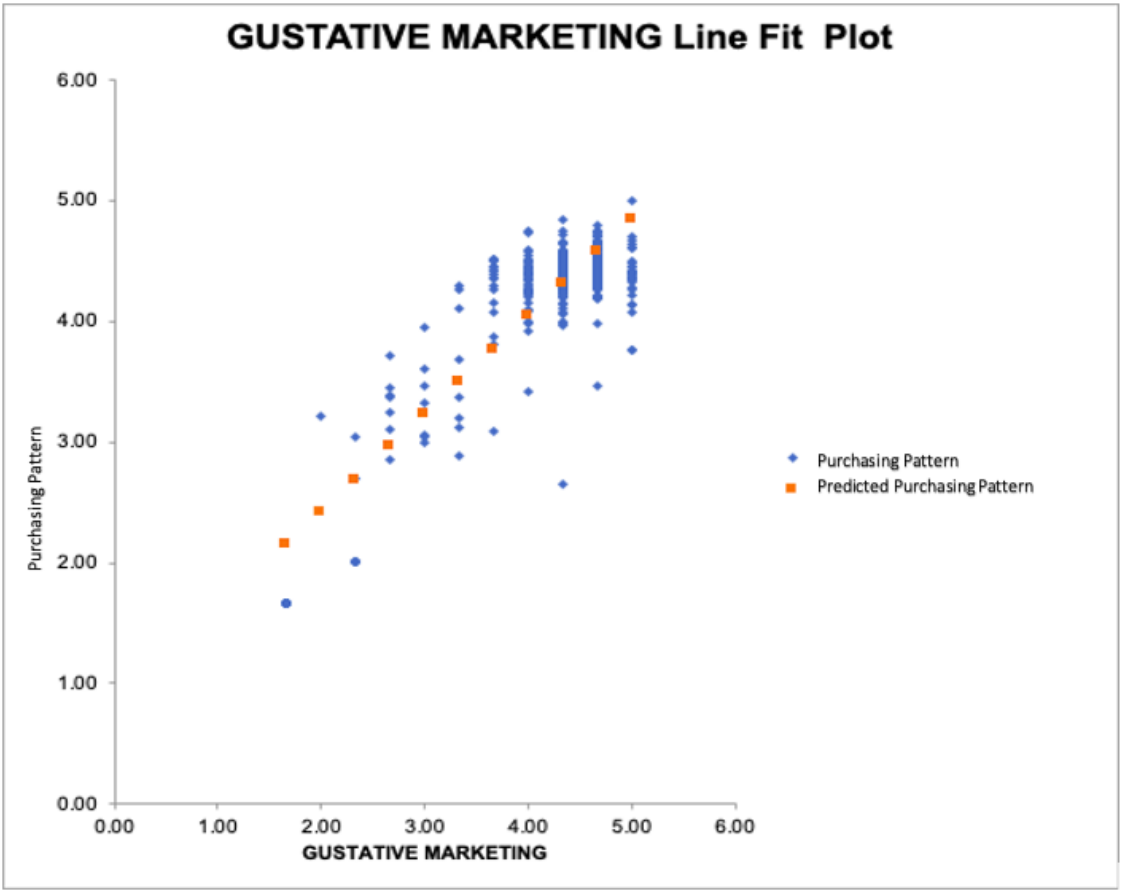
Inference:

Referring to the table and the graph below for Gustative Marketing -

1. **R Square = 0.789** tells that 78.9% of variation in the buying patterns of Moroccan Consumers can be explained by the independent variable, i.e. Gustative Marketing.
2. **P-Value:** With Level of Significance, α = 5% = 0.05, the P-value is less than 0.05 which means the null hypothesis is rejected and alternative hypothesis can be accepted, i.e.

H_5: Gustative Marketing has an impact on purchasing pattern of consumers

Figure 6. Regression Model Gustative Marketing



8.5. Discussion

This research examines the effect of sensory marketing variables on the consumer buying decision process in Morocco.

The survey highlighted the respondents demographics, including age, gender, education and occupation. The mean and standard deviations were taken into account when presenting the descriptive analysis of the variables and the test questions. from the first goal, which looked at how sensory marketing impacts consumer purchasing patterns. The quantitative model also showed that sensory marketing greatly influences consumer purchasing decisions, according to the study's research findings. The research showed that food outlets may affect customers' purchasing patterns by appealing to their tactile, olfactory, and aural senses. The second objective measured the impact of sensory marketing on consumer patronage. The substantial value of the regression coefficient for the five proxies indicates that the variables are being used as tactics to increase consumer patronage at different food outlets. It was discovered that food outlets are interested in learning what characteristics make a product appealing and how much customers are ready to spend on a certain product feature. According to the observations, the characteristics of the products are created to appeal to different sense organs. The third goal examined how sensory marketing impacted customer satisfaction. For instance, the presentation of the beverages and food is lavish and alluring in the various locations; the food must be warm and the drinks should be cold, and both the color and appearance of the food and drinks are tantalizing. While the last goal looked at how sensory marketing impacted customer loyalty.

Based on the results above, retrieved from the questionnaire to verify the hypotheses stated by the author concerning the impact of sensory marketing on consumer purchasing patterns in food outlets in Morocco, the findings indicate that sensory marketing has a positive impact on consumer purchasing patterns

The results show that the consumers' purchasing patterns are strongly influenced by sensory marketing, including visual, auditory, olfactory, tactile and gustative marketing. Also, sensory marketing significantly impacts on customer buying decisions, customer patronage, customer satisfaction and customer loyalty in the context of food outlets in Morocco.

Sensory marketing has successfully worked and has increased consumer satisfaction in food outlets in Morocco. The goal of sensory marketing is to enhance consumer spending and it achieves this goal.

8.6. Limitations To The Study

The limitations of a study allow the reader to better understand the context within which results should be interpreted. The limitations to this study are highlighted below.

1. **Time Constraint** – Due to the limited time required to conduct this research. I.e collect the data, analyze the data, and present the results in a short span of time, the results are prone to smaller biases that arise due to this factor.
2. **Data sample** – This study was limited by the sample size and limited to the Moroccan population that has access to the internet and makes use of social media platforms.
3. **Geographic impediment** – This study was only conducted in Morocco. Thus, its generalizability is low. Researchers in the future can collect data from other cities and countries from widening the scope of research.

CONCLUSION & RECOMMENDATIONS

The following conclusions were reached after taking into account the findings of this study and other empirical data that was examined. This study extends and replicates earlier studies on sensory marketing. Similar to earlier studies, this one demonstrates how consumers' cognitive and emotional responses to restaurant ambience influence their purchasing pattern.

All four factors of purchasing pattern i.e. customer patronage, consumer decision-making, consumer satisfaction and customer loyalty were influenced by sensory marketing variables. The analysis of the data collected as part of the study shows that sensory marketing significantly affects consumer purchasing patterns in a positive way. This result is in accordance with earlier findings, which showed that customer behavior may be attributed to their awareness, knowledge accumulation, alternatives assessment, decision-making, and post-purchase impression of the product.

The results of the analysis show that environmental cues have a direct impact on people's emotions, patterns, and cognitive processes. The study came to the conclusion that improving sensory marketing is crucial and has a significant impact on customer satisfaction.

Also, sensory marketing does have an impact on consumer loyalty and buying behavior can be affected by focusing on gustative marketing, olfactory marketing, tactile marketing, visual marketing, and auditory marketing.

The results show that food outlets in Morocco that leveraged sensory marketing have significantly higher chances of influencing a purchase. The study also found that customers' memories and emotional pictures might influence whether they remain with a brand of merchandise or services for a longer duration of time. Customers who have had memorable encounters tend to stick with one particular restaurant. And different perfumes and scents can be used to leverage this fact as memories are very intimately linked with the sense of smell.

Recommendations To Businesses

A brand's true personality only exists in the minds of its customers. Each person's unique experience shapes how they perceive a brand, and no two impressions are precisely the same. Therefore, marketers can take this opportunity to leverage the positive effects of sensory marketing and design the customer journey to benefit their business.

1. Organizations should leverage sensory marketing as a way to increase customer satisfaction as the concept has a positive impact on perception, which would build a stronger bond between customers and the brand, resulting in a significant increase in customer satisfaction.
2. Marketers need to create sensory marketing policies that support all the elements that make sensory marketing work as planned in order to positively influence customer purchasing decisions about products.
3. Organizations are encouraged to use sensory marketing to increase and maintain customer loyalty. This is crucial because consumer purchase behavior is rooted in data collection, consideration of options, buying the product and post-purchase impression of the product, all of which are important determinants of purchase decision.
4. Companies should adhere to sensory marketing as it increases customer satisfaction with the product, and thus would allow for a deeper (logical and subconscious) relationship between customers and the brand, enhancing customer satisfaction dramatically.

Suggestions To Further Studies

Sensory marketing was examined using the examination of the application of gustatory, olfactory, tactile, visual, and auditory marketing and their effect on customer purchasing patterns in food outlets in Morocco. There is also room to examine client loyalty, awareness, and satisfaction. Future researchers may repeat this study to explore the impact of sensory marketing on customer purchasing decisions in other industries. The research can also look at further aspects of neuromarketing.

It is also recommended to use a larger sample spread over different geographies and across various social and cultural structures, to better understand the effect of sensory marketing on different types of customer segments.

Finally, with the invention of cutting-edge technologies such as augmented reality and haptic, researchers can consider scenarios that connect these new technologies and their long-term and short-term influence on the human mind using sensory marketing.

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APPENDIX

The purpose of this study is to explore the "**Impact of Sensory Marketing on Consumer Purchasing Patterns in Food Outlets in Morocco**". The study is part of the requirements to complete a Degree of Masters in Business Administration (MBA) in Istanbul Commerce University. All information obtained from this study will be strictly used for academic purposes. It will also be used to enhance attainment of business objectives through in-depth understanding of the varieties of factors that could influence consumers to make purchases.

You are therefore implored to please, answer all questions according to your true opinion. Your cooperation is germane to the success of this study.
Thank you for your time and cooperation.

Yours sincerely,

Signed
Soukaina Zahri

SECTION A

Demographic Characteristics of the Respondents

Age:

(a) less than 21 years ( )

(b) 21 -30 ( )

(c) 31-40 ()

(d) 41-50()

(e) 51 and above( )

Gender :

(a) Male

(b) Female

Educational Qualification:

(a) Undergraduate( )

(b) Master's Graduate ()

(c) PHD Graduate ()

(d) Others ( )

Occupation :

(a) Student ()

(b) Private Employee ()

(c) Government/Public employee

(d) Entrepreneur ()

(e) Others ( )

SECTION B : Independent Variables, INSTRUCTION - Please tick as appropriate

Note: S.A = Strongly Agree, A= Agree, D= Disagree, S.D= Strongly Disagree, N= Neutral

S/N	Visual Marketing	S.A	A	D	S.D	N
1	I consider the design of the food outlet environment I patronize					
2	The color and painting of the food outlet environment is a important in considering where I eat					
3	I prefer a food outlet with attractive lighting and theme graphics					
4	I prefer a food outlet because of its interior decoration					
5	I prefer a food outlet because of its exterior decoration					
6	The organized presentation of the meal influence my overall preference					
7	Highlight of the company's logo influence my patronage					
8	The supporting arts on the wall is crucial in deciding where I eat					

Note: S.A = Strongly Agree, A= Agree, D= Disagree, S.D= Strongly Disagree, N= Neutral

S/N	Auditory Marketing	S.A	A	D	S.D	N
1	Music may influences positive behavior while eating or shopping in the food outlet					
2	Service evaluations will have favorable effects by pleasant background music					
3	I enjoy natural environmental sounds from outside the food outlet					
4	The sound of cooking can affect my mood					
5	A foreign music played in the background will have favorable effects on my overall judgment					
6	A local music played in the background will have favorable effects on my overall preference					

	Olfactory Marketing	S.A	A	D	S.D	N
1	I enjoy the smell that comes from the food outlet environment					
2	The food aroma that comes from the food outlet environment makes me spend longer time there					
3	I am affected by odour from the a food outlet environment					
4	The fragrance of the convenience make me prefer this food outlet					
5	The food outlet location has a nice smell which makes me patronize this food outlet					
	Tactile Marketing					

1	The feeling of cushion influences my judgment of the food outlet					
2	The cutlery properties influences me to buy in a food outlet					
3	I consider myself to have a high need for touch					
4	The quality of rest room contributes to my overall assessment of a food outlet					
5	The temperature of the food outlet is a major determinant of my judgment					

Note: S.A = Strongly Agree, A= Agree, D= Disagree, S.D= Strongly Disagree, N= Neutral

	Gustative Marketing					
1	Describing the food with its vivid name influences my taste satisfaction					
2	The meals in this food outlet have a unique identifiable taste					
3	Taste is the most important factor when assessing a particular food outlet					
4	I remember this food outlet for the unique taste of their meals					
5	The taste of the meals make me prefer this food outlet					
6	Irrespective of the situation the taste of meals in this food outlet is better than other food outlets					

SECTION B : Dependent Variables, INSTRUCTION - Please tick as appropriate

Note: S.A = Strongly Agree, A= Agree, D= Disagree, S.D= Strongly Disagree, N= Neutral

	Customer Patronage					
1	It is possible I buy this food again					
2	I intend to buy from this food outlet again					
3	I am strongly considering buying from this food outlet again					
4	I am willingness to influence other individual to patronize this food outlet					
5	I have strong interest in buying from this food outlet					
	Consumer Decision					
1	This food outlet environment constitute to a major part of my need awareness					
2	Searching for information for food outlet to patronize is largely determined by the environment of this food outlet					
3	In evaluating alternatives, the food outlet environment constitute a large part of it					
4	In making purchase decision the food outlet ambient aids in such instance					
	Customer Satisfaction					
1	The service meets or surpasses customer's expectation					
2	I have a feeling of pleasure from the services I received in this food outlet					

3	I have a feeling of contentment from the services I received in this food outlet					
4	The overall evaluation based on the total purchase and consumption experience from this food outlet is					
5	The promised service are largely dependably and accurately					
6	This is knowledge of and courtesy of employees and their ability inspire trust and confidence					
	Customer Loyalty					
1	Switching to competing food outlets is not an option					
2	I am committed to re-buy or re-patronize this food outlet consistently in the future.					
3	Despite situational influences and marketing efforts having the potential to cause switching behavior					
4	I hold a positive preferences towards the food outlet					
5	I will buy from this food outlet if it is available, or if it is on sale					