

## **THE INFLUENCE OF SOUND AND VISION IN SENSORY MARKETING TOWARDS CUSTOMER PURCHASING BEHAVIOUR IN INSTITUTIONAL FOODSERVICE**

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### **ABSTRACT**

*The purpose of the research study is to create a general awareness for specific promotional tools using multi senses which are sound and vision and how it influence customer purchasing behaviour in institutional foodservice specifically in cafeterias. Even though markets and retailers start to apply sensory marketing, there is still limited academic research investigating its effect on consumer behaviour. This research study is aimed to describe the relationship between these factors and how each of the factors could affect the customers' purchasing behaviour in institutional cafeterias. In addition, they would explore on the behavioural of customer towards sensory marketing tools such sounds and vision. This research had revealed on the impact of sensory marketing towards customer behaviour through the correlation between the independent variables towards dependent variables. Furthermore, it would be used as references for the marketers and entrepreneur who would interest entering foodservice business especially in institutional cafeteria.*

**Keywords:** *Senses, sound, vision, sensory marketing*

## INTRODUCTION

Have you ever dined in a restaurant and when you look at the food and feel it tasty just because the restaurant is playing your favourite song? If your answer is yes, you are experienced sensory marketing that engaged by the restaurant to attract customers. As mentioned by Krishna (2010), sensory marketing is a process of attracting customer by using senses such as touch, vision, taste, sound and smell to connect with their perceptions, emotions, choices and also consumption.

Previously, Cho and Workman (2010) stated that consumers usually get products and services from a single retail channel only as the technology at that time was not as wide as today. Marketers have started to compete in their in-home buying and physical store retailing starting from 1990. Since then, marketers are trying to promote their product by using brick-and-mortar, catalogue, online and also television (Poloian, 2009). Various ways have been used in order to grab attention from buyers and also to gain their confidence to use their products regardless generations whether kids or veterans. To compete and to make sure they can survive in their business, most of marketers have started to implement sensory marketing in their business. As mentioned by Krishna (2010), marketers are using human five senses appropriately in order to differentiate their products from others. Before applying sensory marketing in their products, marketers need to make sensory evaluation which is to identify the attributes that are most important to customers.

In this research, we planned to know how sound and vision of human can affect consumer's behaviours who dine in an institutional cafeteria. Usually when we said about institutional cafeteria, people mostly will imagine the boring menu and unattractive ordinary food served by them. William (2009) stated that sometimes the food is usual, but their mentality had set that the food at institutional cafeteria are bored. An institutional cafeteria received lower food rating than in white cloth restaurant even though the food is identical. This is supported by Edwards and Meiselman (2005) which according to them, the menus which are unique or unusual also will get negative feedback by students. They will dine in that cafeteria just because they don't have any choices. In order to improve and change people

perspective about it, researcher wants to examine how sensory marketing may affect their purchasing activity in institutional cafeteria.

## **LITERATURE REVIEW**

### **Sensory Marketing and Purchasing Behaviour**

Generally, sensory marketing is one of the marketing tools which can help in promoting the product brands. American Marketing Association (AMA) defined the sensory marketing as a marketing technique that aim to seduce the consumer by using his senses to influences his feeling and behaviour (Valenti & Riviere, 2008). Sensory marketing was define as “marketing that engages the consumers’ senses and affects their behaviours” and it is implies “marketing that engages the consumers’ senses and affects their perception, judgment and behaviour” (Krishna, 2010).

The present development of sensory marketing illustrates the emergence of a new epoch in marketing, one of the five senses; haptic, smells, audition, taste and vision will be at centre of a firm’s marketing strategy and tactics (Krishna, 2010). In addition, sensory marketing put the experiences lived by the consumers and their feeling in the process. These experiences have sensorial, emotional, cognitive, behavioural and relational dimension, not only functional (Rupini & Nandagopal, 2015).

In the study of Lindstorm (2005), researcher had proved that the sensory experiences of brands play a key role in creating brand loyalty. However, in general research, the objective of developing the sensory marketing is divided into experiential and marketing objectives. For the experiential objectives; sensory marketing can create or evoke memories of the buyers or customers. It also can alter human moods, create sensation, establish association and emotional bonds, enhance the products or service experience and also create buzz and interest in sharing experiences with others. While, for the marketing objectives, it encourages trial especially for brand new products, promote switching, increase product usage and create meaningful and lasting differentiation. In addition, other research by Jaarsveld (2010) stated that sensory marketing is the involvement of

multiple senses in brand communication. It is a form of brand building which, aims to create awareness, and finally, to influence consumer behaviour.

## **Emotional Response**

Nasermoadeli, Ling, and Maghnati (2013) stated that by integrating the five senses that is taste, hear, haptic, smell and sight into the products offered, the consumer-product relationship is stimulated. This further fosters an emotional connection that lasts for long and therefore resulting to consumer loyalty. By sensory marketing, the value of a product is enhanced since this is a psychological procedure (Krishna, Elder, & Caldara, 2010). The product thus gains a competitive advantage since the consumers uniquely associate with it. In sensory marketing, a product gain the trust of its consumers and this implies that such a product can assist in making the decision on the product to purchase (Hasanovic, 2013).

## **Cognitive Response**

Amornratkul and Pahome (2011) had stated that the cognitive response is the response in a form of expectations, perceptions, attitude, and quality evaluation that customer perceive from the sensory marketing activities. In this study, they found that customers who have experienced with activities like scents, sound and vision in hotel and restaurant have different response toward the cognitive thinking process based on what their experiences. They have the expectation regarding to the sensory activities that it is necessary for service industry nowadays and it can bring the favourable attitude to the customer.

## **Behavioural Intentions**

According to Hulten, Broweus, and Dijk (2009), each of the five human senses do contribute to the establishment of an experience and all the senses interact together will form the foundation of “sensory experience”. Rodrigues, Hulten, and Brito (2011), and Vargo and Lusch (2004) argued that the consumer’s sensory experience posits the person’s personal sensory experience in the brain thus may enable the individual to develop behavioural, emotional, cog-

nitive, relational, or symbolic values toward the products or services offered.

## **Sound**

Sound is a combination of symbolism, music, language and also voice. Henry David Thoreau (1862), an American philosopher said that music is continual, but only the hearing is intermitting tent. Lowrey and Shrum (2007) reveal that the role of sound symbolism where when a brand name sounded agreeable with assumption, they found that there is a positive of brand decision. For example, it is discovered that Frosh brand ice cream sounds smoother than a Frish brand ice cream (Yorkston & Menon, 2004). Herstein and Jaffe (2008) said that procedure in naming refers to products styles that recognize the company. The importance of naming the products is it generated with the uniqueness of the personality of certain company. Because of that, the brand name of product is the most important in marketing. Yorkston and Menon (2004) also stated that the mainly evaluating of quality of products is brand names.

## **Vision**

According to Hulten (2011), as quoted from Baltic Business School from Kalmar University Sweden (2008), stated that sight is normally help to be the most fascinating and powerful of human senses. They also state that the visual system and the sense of sight can make us know the differences and the changes that happen when we see a new shop inferior, different packaging or a new design of a product. Other than that, Swedberg (2010) quoted from CEO Jorgen Appelquist, founder and owner of the Swedish fashion retailer Gina Tricot who stated about significant of strategy for the sense of sight which he stated that it is extremely important on what the eyes see because from 80% of what people buy, the eyes buy 70% from it. It is important to remember this fact as all customers nowadays are more interest in buying something that appeal to them.

## **METHODOLOGY**

The methodology used in this study was a quantitative research approach which the data were derived from questionnaires distributed

to the students or consumers of the selected institutional or college cafeteria in Shah Alam area. The data had been collected from three different universities in Shah Alam area with the participation of 150 respondents. They are required to complete the questionnaire constructed by the researchers. The non-probability convenience sampling is used for this research which allows the researcher to obtain basic data and trends regarding the study without the complication of using the randomized sample (Sekaran & Bougie, 2010). This study used 5-points Likert scale, open-ended scale and also semantic different scale to measure the strength between multi-senses and consumers' purchasing behaviours. The results of the research study were analysed using SPSS version 20.0, to show the relationship between the two independent variables towards the dependent variable.

## **RESULTS**

The information of demographic that had been analyses was the gender, age, income, education and occupation. Table 1 showed that majority of the respondents in the institutional cafeteria are female (n=78, 52%) while another 48% respondents are male. Most respondents' age are between 18 until 24 years old, 93.3% (140 respondents), 5.3% (8 respondents) are between 25 to 34 years old and another 1.3% (2 respondents) are between 45 to 54 years old. 98.7% (148 respondents) have income less than RM1000, 0.7% (1 respondent) has income within RM1000-RM2000 and another 0.7% (1 respondent) has income within RM2001-RM4000. 11.3% (17 respondents) from high school level, 0.7% (1 respondent) from certificate level, 42.7% (64 respondents) from diploma level, and another 45.3% (68 respondents) are from bachelor level. All respondents (N=150, 100%) are students. It is because the research was conducted at the institutional cafeterias.

**Table 1: Demographic Profile (n=150)**

Variable	Criteria	Frequency	Percent
Gender	Male	72	48.0
	Female	78	52.0
Age	18-24	140	93.3
	25-34	8	5.3
	45-54	2	1.3
Income	Less Than 1000	148	98.7
	1000-2000	1	.7
	2001-4000	1	.7
Education	High School	17	11.3
	Certificate	1	.7
	Diploma	64	42.7
	Bachelor	68	45.3
Occupation	Student	150	100.0

## Purchasing Behaviour

Section A is the dependent variable which is respondents' purchasing behaviour and their emotional states that influenced by sound and vision. The result is shown in the Table 1. From the Table 1, the highest mean of respondents' purchasing behaviour influenced by sound and vision is 3.35.

**Table 1: Descriptive Statistics for Customers Purchasing Behaviour (n=150)**

Indicator Statement	Mean	Std. Deviation
A1 I often dine in this institutional cafeteria.	3.35	1.164
A2 I was pleased to dine in this institutional cafeteria	2.81	1.045
A3 The overall feeling I got from the institutional cafeteria was satisfied	3.07	.967
A4 The overall feeling I get from the institutional cafeteria put me in a good mood.	3.01	.952
A5 I really enjoyed myself dine at the institutional Cafeteria	3.05	1.032
A6 I would like to revisit this institutional cafeteria in the future.	2.95	1.032
A7 I recommend this institutional cafeteria to my friends or others	2.99	1.090
A8 I would more frequently visit the institutional cafeteria	2.99	1.055

A9	I would like to stay longer than I planned at this institutional cafeteria	2.77	1.031
A10	I am willing to spend more than I planned at this institutional cafeteria	2.69	1.074

**Table 1.2: Descriptive Statistics for Respondents' Emotional State while they having their meals in Institutional Cafeteria (n=150)**

Indicator Statement	Mean	Std. Deviation
A1.0	4.82	1.443
A2.0	4.38	1.600
A3.0	4.50	1.422
A4.0	4.48	1.545
A5.0	4.23	1.610
A6.0	4.27	1.654
A7.0	4.03	1.530
A8.0	4.35	1.647

From the data above, the highest mean of respondent emotional state influenced by sound and vision is 4.82.

## Sound

Section B is “sound” which is factor that influenced the dependent variable. The results are shown below. Base on the data summarized, the highest mean for variable is 3.89 and the lowest is 3.35.

**Table 1.3: Descriptive statistics for ‘Sound’ that may influences Respondents’ Purchasing Behaviour (n=150)**

Indicator Statement	Mean	Std. Deviation
B1 I can remember a name of institutional cafeteria better if the pronunciations is friendly	3.55	.994
B2 Music may influences positive behaviour during institutional cafeteria visits	3.84	.898
B3 I think music can make me extended my stay at the institutional cafeteria	3.60	.990
B4 Music can create unforgettable experience for me the institutional cafeteria	3.35	.969
B5 Service evaluations will have favourable effects by pleasant music in institutional cafeteria	3.55	.931
B7 Music gives some impact in terms of duration of	3.75	.874

	wait and stay at institutional cafeteria		
B8	Music may present on wait length evaluation	3.82	.860
B9	Music may effect on mood influences to the customer	3.89	.837
B10	The sound of cooking can affect my mood.	3.39	1.086

## Vision

Section C is “vision” which is factor that influenced the dependent variable. The results are shown below. Base on the data summarized, the highest mean for variable is 4.56 and the lowest is 3.62.

**Table 1.4: Descriptive statistics for vision (n=150)**

	Indicator Statement	Mean	Std. Deviation
C1	I like when the dining area is clean	4.56	.773
C2	I am able to identify the foods that are served by looking at it.	4.02	.807
C3	I choose a restaurant by the atmosphere	3.83	.896
C4	Favourable atmosphere in restaurant can influence me to pay more.	3.72	.963
C5	Favourable atmosphere in restaurant can influence me to revisit.	3.97	.859
C6	A good design of restaurant can brighten my mood	3.92	.931
C7	I think it is advisable to vary the lighting in the restaurant	3.67	.930
C8	I think restaurant with a light colour can increase my mood.	3.85	.903
C9	I think restaurant with a dull colour can decrease my mood.	3.71	1.090
C10	I always think many times before dine in a restaurant with dull colour.	3.62	.953

## DISCUSSION AND CONCLUSIONS

The model explains only 15.4% of the variation in consumer purchasing behavior. That means, other variables 84.6% not included in the model are also related to consumer purchasing behavior at institutional cafeteria.

**Table 1.5: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 <sup>a</sup>	0.154	0.143	14.7259

a. Predictors: (Constant), TSC, T

**Table 1.6: Coefficients<sup>a</sup>**

Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
B	Std. Error			
-6.204	9.952		-.623	.534
.976	.225	.365	4.338	.000
.186	.281	.056	.662	.509

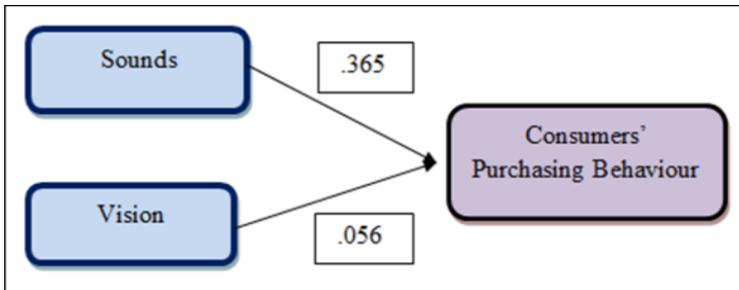
a. Dependent Variable: TSA

### **Answering Objective 1:**

Sound was the key determinant (B=0.37) in dependent variable ratings and the most statistically significant ( $p < .05$ )

### **Answering Objective 2:**

From the coefficient table, the Tree Slenderness Coefficient (TSC) and Time Series Analysis (TSA) did not significantly related ( $p = 0.51 > .05$ ). Based on Beta values, Sound sensory is more important compared to Vision sensory in predicting Consumer's purchasing behaviour.



**Figure 1: Standardized Beta Scores by Significant Variables of Factors Influencing Consumer's Purchasing Behaviour**

### **The Impact of Sound on Sensory Marketing towards Purchase Behaviour at Institutional Cafeteria**

The first objective in this research was to analyse the impact of sound on sensory marketing. From the objective that has been stated, the researcher had found that the impact of sound is significance towards consumer purchasing behaviour as the p- value is .000 (which really means  $p < .005$ ). It means that sound had gave an effect on customer purchasing behaviour in institutional cafeteria.

As the result from regression linear, it shows that the beta score for the sounds towards purchase behaviour is 0.365. From the result, the researcher can conclude that about 36% among the consumer in the institutional cafeteria's purchase behaviour are affected by sound.

The score showed that the percentage of customer's behaviour is quite low. This can be happen because not all consumers think that sense of sound is important in their decision making when they want to eat at the institutional cafeteria. Perhaps their decisions are also affected by other human sense factors such as taste, touch and also sense of smell. In addition, mostly students eat at the institutional cafeteria because they do not have any other choices. As the choices are limited, they also do not demand too much when eat at the institutional cafeteria.

Base from means score for section B, the highest means is question B9 which most respondents agreed that as a customers, music can influences their decision making and purchase behaviour in institu-

tional cafeteria with means score 3.89 for that question. While the lowest means is question B4 which it stated that music can create unforgettable experience at the institutional cafeteria.

Most respondents also agreed that music can influences positive behaviour as proved by Oakes and North (2008) as they stated that variety ranges of musical such as tempo, genre, and also the volume of the music can give influences in the speed of consumption, affective spending and also the amount of spending in the institutional cafeteria. This is proved by a research from Jain and Bagdare (2011) which stated that music scape has developed as an important part of the marketing environment, sound engages, interest, energies, revives, involves and makes a pleasant unforgettable experience for shoppers. This also supported by Krishna (2012) which stated that sound has an impact on many different aspects of consumer from advertisement evaluation to product evaluation and to the perception of ambience in a hotel, retail store and also restaurant. This shows that any music that played in the institutional cafeteria can affect the people who dine at the place. It means that if there is music played in the institutional cafeteria, customers will feel more relaxed and it causes them to spend more in the cafeteria.

## **The Relationship between Vision and Sensory Marketing towards Purchase Behaviour at Institutional Cafeteria**

The second objective in this research is to identify the relationship between visions towards purchase behaviour in institutional cafeteria. From the objective, researcher had found that the relationship is not significance to the sense of vision as the p-value is 0.509 (which really means  $p > .005$ ). It means that this section's objective is not accepted by the respondents.

According to Krishna (2012), vision receives little attention in the past. This showed that most respondents did not really associate with the sense of vision while eating at the institutional cafeteria. This is because there are other factors that may affect their purchase behaviour and decision making when choosing institutional cafeteria to have their meals. Other factor that make the relationship be-

tween vision and dependent variable is not significant is because most respondents are students who are price sensitivity customer which they will look forward to the price of the foods instead of the environments of the institutional cafeteria. Moreover, they also have to choose having meals at the institutional cafeteria to make ease for them to make a group discussion.

As stated in the regression linear table that researcher has analyse, the beta score for vision (Section C) is .056 which the lowest score between the two sections. This shows that of total variations that affect purchase behaviour are not explained by sense of vision. Base from means score for Section C, the highest means is question C1, which most respondent agreed that they like when the dining area is clean with means score 4.56 for that question. The lowest means for this section is question C10 which respondents always think many times before dine in a restaurant with dull colour.

It is proved by Hulten (2011) which stated that strategies of sight is by using the sensory style such light, colour, graphics, interior, exterior and also theme which all of this are emphasized in creating a brand's value and character. These strategies are not accepted by the respondents perhaps it is because the institutional cafeteria is a non-profit foodservice organization which they did not seek for profit and are not compete with other restaurants. Thus, the use sense of sight is not really important in purchase behaviour of customers in institutional cafeteria.

However, vision is very important in product presentation. As supported by research from Kim, Kim, and Lennon (2009), product presentations can give positive influences in evaluations of a consumer towards goods and products which a productive product presentation can help consumer in their decision making when there is uncertainty in purchasing and also risk associated with it. Study from Balaji, Raghavan, and Jha (2011) also approved that touch and vision is superior in sensory experiences as consumer observed products.

## CONCLUSION

This study was carried out to determine relationship of two human senses which are sound and vision towards the purchase behaviour and decision making in institutional cafeteria in Shah Alam area. As known, it is not easy to know which factors that will more influenced the customers, whether it is sense of sound or sense of vision. It is because both factors are intangible and mostly the respondents did not have many choices other than dine in their institutional cafeteria.

In addition, respondents also did not have enough time to dine out from their institutional as they had a very pack schedule especially on weekdays. Most of them had a pack schedule from morning until evening which makes them difficult to eat outside from the institutional. Some of them also did not have transport to go outside from the institutional. Other than that, most of the respondents are students which are price sensitive where they only consider the price of the foods instead of looking at the human senses perspective.

Furthermore, it is advised to the institutional cafeteria to provide enough facilities at the cafeteria as many respondents complaint that the cafeteria have not enough seat especially when peak hour. The cafeterias become really crowded and it causes them to feel uncomfortable to dine there. In addition, some cafeteria do not provide fan for their customers.

Institutional cafeterias also need to improve in their menu which most of the respondent said that the menus are boring and there are limited menu choices. This can cause bored among the respondents and that is why they found that institutional cafeteria is not interesting place to dine. Other than the limited menus, the prices of the foods are also sometimes not reasonable. This can cause dissatisfaction among the customers where most of them are students who have a very low disposable income. It is hoped that with those recommendations and suggestions, institutional cafeteria can improve their service as well as their relationship with customers to make sure that they can satisfy their customers' needs and wants.

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