

The Role of Sensory Branding in Customer Experience Management: Effects on Recall and Purchase Intent in Hotels

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Abstract

The research question is whether the presence of multisensory branding factors (sight, sound, smell, taste, and touch) has an impact on the purchase intention and recall of the brand in the hotel industry. Based on the data collected through hotel customers and hotel managers in the state of Gujarat, the research utilises regression analysis to evaluate the interrelations between the most important variables. The result shows that there was a statistically significant positive relationship between the presence of sensory stimuli and the outcome consumer behavior, especially brand recognition and purchase intention. The findings highlight the relevance of embedding sensory branding practices which can boost customer experiences on a global scale, as well as customer retention in the hospitality sector.

Keywords: Sensory branding, Brand Recall, Purchase Intent, Hotel Sector, Consumer Behavior, Sensory Cues.

1. Introduction

In the growing fierce rivalry in the hospitality industry, sensory branding has come out as one of the factors that must be employed by companies to influence consumers to buy their products and achieve long-term brand loyalty (Kapoor, A. P., Vij, M., 2017). The uniqueness of sensory branding strategies as the tool of creating emotional differentiation in the swamped marketplace lies in the fact that the different senses are exploited in making sure that good brand recall is created. Through the effective use of sensory stimuli, hotels have the ability to build up emotions towards their brands increasing the level of customer loyalty and purchase intention (Tran, T. H. L., et al., 2022).

In the current state of global marketing where there is more focus towards the experience of the customer or marketing as an experience, sensory branding has emerged as one of the most effective tool in customer engagement strategies (Hultman, M., et al., 2021). Conversely, with the multi-sensory aspects being incorporated into the hospitality brands, research indicates that the experiences can influence the customer image and positive attitudinal perceptions towards the brand (Feldman and Smith, 2020). Sensory branding as such therefore does not follow the traditional branding strategy but focuses on the pleasant experiences of the consumers. This would ideally be crucial in the hotel industry (Ashton, A. S., et al., 2008).

Sensory branding is an outstanding element in hospitality as it determines cognition as well as emotion, which subsequently, can affect attitudes and perceptions (Aberdeen, N. I., et al., 2016). Since the researchers discovered, people, who perceive more senses, would be

disposed more positively to the specific brand because of the greater memory rates and attitude to the brand and the idea (Alalwan, A. A., et al., 2017). This link between sensory and cognitive promotion, has to be noted as useful especially for the hotels that want to establish deeper emotional connections with their consumers (Baldauf, A., et al., 2003).

Employing empirical studies, the importance of sensory inputs in forming positive consumer attitudes, which can be applicable in brand loyalty and purchase intention, is highlighted (Baldinger, A. L. and Rubinson, J., 1996). Sensory branding has been discovered to create environments, which will attract the customers and will add value to the brand. The same situation can be observed in the context of hotels, where the surrounding facilitates their ability to achieve greater brand loyalty, and therefore, the customers are prepared to pay more on an improved sensory experience (Barreda, A. A., et al., 2015).

That effect of sensory branding on the intention of consumers to purchase in the hotel industry is rather acute in the modern competitive environment (Bloemer, J., et al, 1999). The emergence of more and more hospitality brands offering sensory cues to their product is an indicator that the latter cues do not only leave their consumers happier, but also enhance their intentions to purchase and their likelihood to make a purchase again (Boateng, H. and Okoe, A. F., 2015). This calls for the effectiveness of sensory branding as a positioning strategy (Chang, Y.-H., 2012).

The other factor is concerned with how these factors affect the effect of sensory branding that has been characterized in the study as a contextual moderating factor (Chandra, A. T., and Balqiah, T. E., 2023). Culture or age is associated with how the customers perceive the sensory aspects and hence, the experience in totality and loyalty with the brand. For the hoteliers, grasping these demographic differences helps in the provision of specific sensory experiences in relation to consumers who belong to the target markets (Wang, H., 2022).

Sensory branding in hospitality has become an opportunity since it can be leveraged to enhance the experiences that consumers have and make them more loyal, as Jain, S., and Kaur, 2018 have demonstrated. The hotel industry is quite competitive and stylistic application as a means of the corporate identity differentiation has already become quite a sure method of retaining customers and establishing positive attitudes towards them. This has been a subject of study and a noted development as a competitive practice towards achieving sustainable competitive advantage in the market (Chandrasekhar, A., & Rajendran, N., 2016).

The Sensory branding is equipped with the ability to impact on the feelings of people who will be the buyers and this offers a justification as to why the practice has been adopted in hotel industry (Brunn, P., and Grunert, K. G., 2011). As consumers look for more unique and unforgettable experiences, such as the ones offered through sensory branding, brands are able to create environments that are more relevant to consumers and promotes both recall and preference (Batra, R., et al., 2008). Thus, sensory branding has turned into a successful marketing approach in fostering consumer loyalty as far as hotel brands go and hence enhancing its overall value propositions (Hulten, B., et al., 2009).

2. Literature Review

Sight-Based Sensory Branding

Visual branding plays an important role in developing the perceptions of the consumers as it forms the first points of contact in sensory branding (Byon, K. K., and Zhang, J. J., 2010). High brand recognition and memory of the brand by consumers, as measured by the visual factors such as brand color, brand logo and brand designs have been observed (Yang, K., 2023).

Sound-Based Sensory Branding

Through sounds and music, a brand's identity can also be developed, which can then provoke emotions as well as foster brand loyalty. Studies suggest that carefully selected music and sound used in the hotels can enhance the setting and consumer attitude and intention to buy (Varshni, R. K., and Indhumathi, G., 2024).

Having studied a number of empirical studies, music is positively correlated with the time spent shopping which provides evidence of the potential to evoke strong emotions in the customers and affect their purchasing behaviour. A few examples of different expressions of the senses which can potentially assist in experiencing sound include jingles, voices, music, environment themes and adverts, sound brands, and even characteristic sounds, which can be used consistently throughout the sensory marketing of a firm to create uniqueness (Saribaş, Ö., & Demir, C., 2024).

Scent-Based Sensory Branding

Scent use is also used covertly and purposefully within the hospitality space to formulate an emotion to lure the customer (Martinez & Rivera, 2020). Pleasant aroma have been found to enhance mood and satisfaction of the consumers, and thus lead to better positioning of the brand and a higher intent to purchase (Brown, T. J., et al., 2006).

According to Chen, C. F., & Tsai, W. C. (2007), olfaction is a hedonic sense that is based on an accurate appraisal of odours and influences consumers' emotions and psychological arousal. Moreover, research has also indicated that the pleasant scents can affect the behaviour of customers in shopping such as buying more and spending more money in the store. Odors can be used tactfully in sensory marketing to portray the identity of a brand and to create greater significance or as a marketing tool to advertise a product. (Baker, J., & Milliman, R. E., 2002)

Taste-Based Sensory Branding

The culinary arts area in terms of the luxury hotel service plays a valuable role in branding and value addition to the hotel (Chang and Kim, 2021). It is already established that certain flavors are distinctive in the marketplace that they contribute to enhance attachment to the brand as well as modifying the brand loyalty (Brunn, P., and Grunert, K. G., 2011).

Its capacity to stimulate social interactions, the interconnection it has with other senses and the volume of interpersonal relationships between businesses and consumers has made the sense of taste one of the most emotive senses. Research has shown that when people have a good taste experience, they spend more time in a store hence purchasing more. Companies can insert flavours into a particular brand that provides it with additional hedonic experiences that can be expressed through the use of different sense communicators (Cardello, A. R., et al., 2008).

Touch-Based Sensory Branding

Another detail to mention is that there is as well a brand experience, which is developed with the help of such textual cues as steers and even physical constructions that enrich a brand (Hwang and Park, 2020). The features such as the luxury furnishing of the fabrics used in the hotels also enable the guest to experience luxury experience that subsequently makes the brand establish a favorable image in the minds of the customers (Chaudhuri, A., & Holbrook, M. B., 2001)

As Latus says, D. Many of these differences have been documented in the study of the sense of touch (2002). Motives of touching, qualities of products facilitating touching and situational contexts that facilitate touching are some of the sources of individualised perceptions. Positive emotional responses may lead to more favourable sentiments towards a product by employing touch as a person's preference for receiving information about a product (Krishna, A., & Schwarz, N., 2010).

Brand Recall Influence

Brand memory comes into play again when we refer to decision making among the customers particularly when there is competition in the market. Hence, an effective sensory branding may improve the brand recall as it makes the experience of the consumers more memorable which they can easily associate with the particular brand. The studies have revealed that recalling memory is better in non-purchasing business with the help of some kind of sensory stimulus like music or even scent (Anderson, E. W., and Srinivasan, V., 2003).

Purchase Intent Propensity

The holistic emotional and sensory experience is a relatively unintended consequence of purchase intention in sensory branding. Studies have suggested that one of the virtues of multi-sensory branding is that it creates positive brand associations that enhance the likelihood of a repeat purchase and retaining consumer loyalty on the brand.

The identification of the consumer company is part of the process in which the customer defines himself/herself in regard to whether he/she believes in a company and its values. In this case the definition of customers will consist of similar properties to those of customers, but non-customers will be defined using the opposing properties. In simple terms, consumer company identification is a connection between a client and a company in those numerous instances when they could identify the business. In addition to increasing staff and customer retention, it also has a favourable impact on consumer purchase intentions (Ananthasuresh, G., & Banerjee, S., 2012).

Conclusion

In conclusion, one can say that since the ideas of sensory branding involve various sensory constructs each of them affects the attitudes and behaviors of consumers towards the products differently. By introducing these factors, an approach to handling factors like purchase intention, brand loyalty and development of long lasting customer relationships in the hospitality industry is rather comprehensive (Elder, R. J., and Krishna, A., 2011).

Constructs Used in the Study:

Sr. No	Name of Construct	Author Detail
1	Sight	Byon, K. K., & Zhang, J. J. (2010); Yang, K. (2023)
2	Sound	Varshni, R. K., & Indhumathi, G. (2024); Sarıbaş, Ö., & Demir, C. (2024)
3	Smell	Martinez & Rivera (2020); Brown, T. J., et al. (2006); Chen, C. F., & Tsai, W. C. (2007); Baker, J., & Milliman, R. E. (2002)
4	Taste	Chang & Kim (2021); Brunn, P., & Grunert, K. G. (2011); Cardello, A. R., et al. (2008)
5	Touch	Hwang & Park (2020); Chaudhuri, A., & Holbrook, M. B. (2001); Latus, D. (2002); Krishna, A., & Schwarz, N. (2010)
6	Brand Recall	Anderson, E. W., & Srinivasan, V. (2003)
7	Purchase Intention	Ananthasuresh, G., & Banerjee, S. (2012)

3. Research Gap and Need for Study

The number of researchers operating in the area of sensory branding has grown in the recent past but not much seems to be undertaken as a comprehensive study on the impact that each sense has on the attitudes that consumers have towards hotels or their intentions of buying a hotel. Previous studies, in particular, effectively dealt with holistic integrated multi-sensory experiences, which is helpful to the understanding of the whole, but does not facilitate the appreciation of the unique contributing sensory elements (Nguyen & Chen, 2020). There is also a certain academic gap in connection with the research of demographic parameters that may affect the efficiency of sensory branding as far as various markets are concerned (Sharma and Li, 2021).

Thus, the gaps covered by this research include the research that examines the specific impacts of sensory branding on consumer attitudes and intention to purchase on the hospitality industry. For hoteliers, the results will help them to effectively use sensory branding in their marketing mix in order to enhance consumer loyalty and purchase intention (Xu & Wei, 2020).

4. Scope of the Study

The research question in the study is associated with hotel industry and more so the individual senses and their impact on consumer attitude and buying behavior of the target country (Gujarat, India). The results are applicable to the hotels that strive to achieve competitive advantage due to the use of sensory branding (Martinez et al., 2020).

5. Research Objectives

1. To understand the effect of the single sensory variables on the consumer attitude towards the hotel industry.
2. To examine whether sensory branding has an effect on consumer purchase intentions at hotels.
3. To examine the demographics variables that influence perceptions of consumers of sensory branding.

6. Research Methodology

This study will use quantitative research to establish the degree to which the advertising factors have any influence over the consumer behavior and the intention to buy, within the hotel industry context. In such a vast sample, the distribution of questionnaires comes in handy. The instrumented surveys (as three-questionnaire surveys) will also request the input of guests and Hoteliers in Gujarat, India to shed light on how each of the senses involved in branding (visual, auditory, olfactory, tactile, and gustatory) help attract the perception and behaviour of the consumers differently. It was assumed that 464 responses were obtained to draw statistically sound conclusions that would allow generalisable information in the context of the hotel industry in Gujarat.

In this research, IBM SPSS Statistics and IBM SPSS AMOS will be used to analyse data. IBM SPSS statistics will be used to offer data reliability analysis and the regression of such data with the variables. This will then be followed by Structure Equation Modelling which will be performed using IBM SPSS AMOS to assess the multifaceted relationship structure which has been created where different sensory elements of branding are pooled with consumer perceptions of the various sensory perceptions, consumer brand recall and consumer purchase intention to form one model. This study makes great use of SEM since the design of the study allows for the assessment of both the direct and indirect impact on the various constructs within the presented model on the consumer response to each of the sensory components. This kind of method has been resonated by recent investigation on sensory branding in their deliberation of the need for strong statistical approaches that build on multidimensional constructs (Kumar & Lee, 2021).

7. Data Analysis

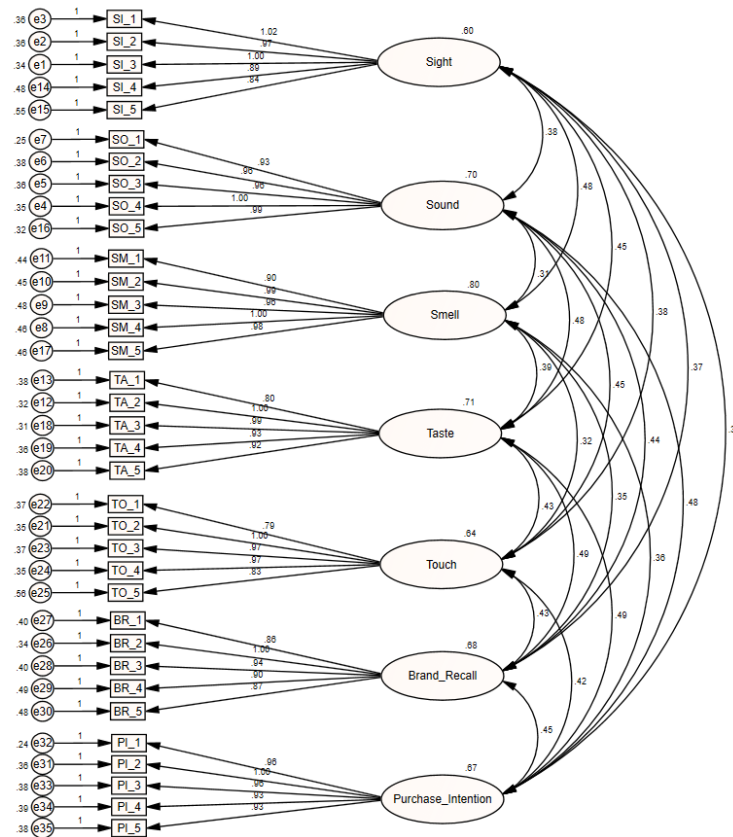
Reliability Analysis

Constructs	No. of Items	Cronbach Alpha Value
Sight	5	.864
Sound	5	.907
Smell	5	.890
Taste	5	.895
Touch	5	.867
Brand Recall	5	.870
Purchase Intention	5	.896

When applying this research to reliability as indicated by the Cronbachs Alpha, it suffices to say that there is a high internal consistency of all the constructs applied on this research. The Alpha of the constructs is higher than the generally acceptable index of 0.70 which is thought to guarantee the reliability of the items of sensory cues and outcome variables. Specifically, overall rating Sound (0.907) is the most highly rated, and then comes Taste (0.895), Smell (0.890) and Purchase Intention (0.896). Meanwhile, Touch ($\alpha = 0.867$), Sight ($\alpha = 0.864$) and Brand Recall ($\alpha = 0.870$) were significantly reliable as well.

These results indicate that the items contained in each construct successfully measure the specified sensory or psychological traits that the construct is aimed at which supports the constructs towards the detailed analysis on brand recall and purchase intention of customers in the hotel sector. (Carmines, E. G., and Zeller, R. A., 1979)

Confirmatory Factor Analysis (CFA)



With the aim of assessing the consistency of a given model along with the successfulness of the model in capturing all the variables, Confirmatory Factor Analysis (CFA) will be applied in the present study. The researcher is trying to verify and test the correctness of the model he proposes to be evaluated by CFA within the scope of a hypothetical relation of unobservable (in this case sensory) components and the corresponding observed components. In CFA, in particular, it is in the case of modeling the parameters of the model because the Chi-square statistic, Comparative Fit Index (CFI), and the Root Mean Square Error of Approximation (RMSEA) among others are appropriate fit indices. The goodness of fit measured by the validity of the proposed factor structure, used to show that the CFA model fits well implies that a good fit, reflects the operationalized factors being sufficient to represent the contemplated constructs. With the understanding that a hypothesized sensory branding has a number of components in the hotel sector, CFA confirmed that, all items that measure brand reinforcement (sight, sound, smells, taste, and touch) and purchase intention can in fact achieve the intended measurement which ensures dependable and reliable outcome in later assessment. (Byrne, B. M., 2001)

Convergent Validity

Factors	Estimate	AVE	CR
Brand_Recall	0.745	0.573	0.870
	0.816		

	0.775		
	0.729		
	0.717		
Sight	0.795	0.563	0.865
	0.782		
	0.799		
	0.706		
	0.660		
Sound	0.841	0.663	0.908
	0.790		
	0.800		
	0.816		
	0.823		
Smell	0.770	0.619	0.890
	0.796		
	0.778		
	0.797		
	0.792		
Taste	0.737	0.633	0.896
	0.831		
	0.831		
	0.793		
	0.782		
Touch	0.720	0.571	0.869
	0.802		
	0.784		
	0.798		
	0.663		
Purchase_Intention	0.845	0.636	0.897
	0.806		
	0.789		
	0.771		
	0.775		

The results of the analysis based on convergent validity indicate that all the constructs meet the criteria set by both AVE and CR, the result of which implies a high degree of convergent

validity. All the constructs have a higher AVE than the 0.50 criterion, i.e. over half the variance of the items in each construct is explained by the underlying factor. An example is SOUND (AV = 0.663, CR = 0.908) and Purchase Intention (AV = 0.636, CR = 0.897) where such values are especially high which further testifies to high convergence between these two constructs. The values concerning the CR of all constructs are also bigger than the recommended benchmark of 0.70 indicating a good internal consistency. These results collectively indicate that the items associated with each factor will measure what they are supposed to measure, justifying their use in assessing the psychological effects of sensory branding on brand recall and purchase intention. In this case, the constructs have been justified for use in the hotel sector. (Carmines, E. G., and Zeller, R. A., 1979)

Discriminant Validity

Factors	Brand_Recall	Sight	Sound	Smell	Taste	Touch	Purchase_Intention
Brand Recall	0.757						
Sight	0.577	0.750					
Sound	0.635	0.594	0.814				
Smell	0.477	0.692	0.420	0.787			
Taste	0.700	0.683	0.688	0.516	0.796		
Touch	0.656	0.615	0.676	0.453	0.644	0.755	
Purchase_Intention	0.672	0.617	0.711	0.488	0.720	0.647	0.798

The discriminant validity incorporated into the present study using the Fornell-Larcker criterion indicates that each construct in the model is distinct from the other, affirming the validity of the factor structure. Discriminant validity is said to exist when the square root of the Average Variance Extracted (AVE) for each of the constructs (which are represented along the diagonal in the table) is particularly greater than its correlations with other constructs. For example, Brand Recall has an AVE square root of 0.757, which is higher than its correlations with Sight (0.577), Sound (0.635) and so on, establishing its stand as a construct. In the same way, Sound has an AVE square root of 0.814, which is higher than its highest correlation with Purchase Intention (0.711), so the Sound construct is adequately separate. Similarly, Purchase Intention with an AVE square root of 0.798, surpasses all its inter-construct correlations with the highest being 0.720 with Taste. The model is able to achieve the discriminant validity requirements, meaning that the constructs are sufficiently distinct enough and are relevant for detailed analysis on how they influence brand recall and purchase intention respectively. (Carmines, E. G., and Zeller, R. A., 1979)

Nomological Validity

Covariances:

	Estimate	S.E.	C.R.	P	Label
Sight <--> Sound	.384	.042	9.145	***	par_29

			Estimate	S.E.	C.R.	P	Label
Sight	<-->	Smell	.479	.048	9.896	***	par_30
Sight	<-->	Taste	.446	.045	10.004	***	par_31
Sight	<-->	Touch	.381	.041	9.210	***	par_32
Sight	<-->	Brand_Recall	.368	.041	8.875	***	par_33
Sight	<-->	Purchase_Intention	.390	.042	9.309	***	par_34
Sound	<-->	Smell	.313	.044	7.175	***	par_35
Sound	<-->	Taste	.484	.047	10.228	***	par_36
Sound	<-->	Touch	.450	.045	9.919	***	par_37
Sound	<-->	Brand_Recall	.436	.045	9.606	***	par_38
Sound	<-->	Purchase_Intention	.484	.047	10.300	***	par_39
Smell	<-->	Taste	.388	.046	8.367	***	par_40
Smell	<-->	Touch	.323	.043	7.472	***	par_41
Smell	<-->	Brand_Recall	.351	.045	7.794	***	par_42
Smell	<-->	Purchase_Intention	.356	.045	7.982	***	par_43
Taste	<-->	Touch	.433	.045	9.673	***	par_44
Taste	<-->	Brand_Recall	.485	.047	10.232	***	par_45
Taste	<-->	Purchase_Intention	.495	.047	10.424	***	par_46
Touch	<-->	Brand_Recall	.431	.045	9.654	***	par_47
Touch	<-->	Purchase_Intention	.421	.044	9.607	***	par_48
Brand_Recall	<-->	Purchase_Intention	.451	.046	9.882	***	par_49

The results found of nomological validity assesses whether the relationships between the constructs are as anticipated in the context of the study concerning the influence of sensory branding on brand recall and the intent to purchase. The findings of the covariance analysis show the statistically significant reciprocal structures' relations ($p < 0.001$) which validates the proposed model. For example, the large positive and significant covariance between Sight and Taste (Estimate = 0.446, C.R. = 10.004) indicates an important relation and further implies that the two may integrate to improve the sensory experience. Sound and Purchase Intention also exhibit a positive and significant relation (Estimate = 0.484, C.R. = 10.300), and thus sounds may be important in making a consumer intend to buy. Also the relation of brand recall and purchase intention showed strong (Estimate = 0.451, C.R. = 9.882) which confirms the expectation that better brand recall will lead to higher purchase intention. Generally, these high covariate values provide practical evidence to support the nomological network which was hypothesized and that sensory branding constructs have interrelationships that are in line with hotel sector. (Carmines, E. G., and Zeller, R. A., 1979)

Results

Goodness of Fit Analysis:

Measure	Model fit	Threshold
Chi-square	876.117	
CMIN/DF	1.625	< 3 great; < 5 acceptable
CFI	0.967	> .90 good; > .95 great

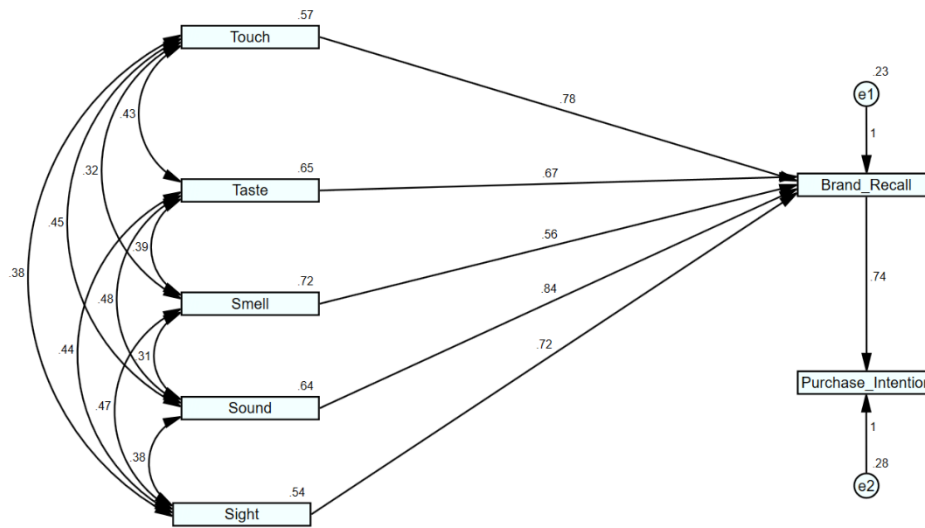
NFI	0.919	> .90 good; > .95 great
IFI	0.967	> .90 good; > .95 great
TLI	0.964	> .90 good; > .95 great
SRMR	0.0381	< .08
RMSEA	0.037	< .08

The evaluation of the goodness of fit for the model is favorable since its fit indices are all above set benchmarks, thus affirming the adequacy of the hypothesized model in explaining the relationships among the constructs under study. The Chi-square value of 876.117 is substantial but like the other sample quantitative measures, it is moderated by sample size which often leads Chi-square to show lesser fit in large samples. To address this issue, the CMIN/DF (Chi-square to degrees of freedom ratio) is also provided and in this case the value obtained was 1.625 which is considerably lower than the upper cutoff value of 3. The statistical indicators are therefore consistent and pointing out accurately obtained covariances which is a very important parameter of ascertaining the proposed structure in sensory branding research. (Anderson, J. C., and Gerbing, D. W., 1988)

Also supporting the model fit are the Comparative Fit Index (CFI), Normed Fit Index (NFI), Incremental Fit Index (IFI) and Tucker-Lewis Index (TLI) with all having values close to or above the recommended threshold of 0.90 and recording levels of about 0.95 (CFI = 0.967, NFI = 0.919, IFI = 0.967, TLI = 0.964). The authors explain that these indices indicate some improvement of the model in question against a model with no relationships as baseline thus making this sensory branding model perform statistically better than a null model. With high CFI, NFI, IFI and TLI values, it can be concluded that the proposed model is not only a superior one than the baseline model but explains the correlation structure of the data well. This further emphasizes that constructs such as sensory cues and their influence on the patterns of brand recall and purchase intention are adequately embedded within the model. (Anderson, J. C., and Gerbing, D. W., 1988)

The Standardized Root Mean Square Residual (SRMR), as well as the Root Mean Square Error of Approximation (RMSEA), is very adequate to regard the model presented as an efficient one. The SRMR value of 0.0381 is quite lower than the cut-off value which was specified, that is 0.08. This means that there is very little average residual between the predicted and observed values which demonstrates the accuracy of the estimates made by the model. Also, the RMSEA value of the model is 0.037 which is also within the limit of tolerance given as 0.08. Hence RMSEA signifies a good model fit and supports the model's progression in an encompassing context, as the lowest error estimates were observed during the model estimation stage. Taken all together, these fit indices have demonstrated that the model is applicable when investigating the psychological effect of sensory branding on hotel brand recall and purchase intention as a solid basis for further research and conclusions. (Anderson, J. C., and Gerbing, D. W., 1988)

Structural Equation Model



The relationships between the variables, which were estimated by the imputed path analysis model that integrated sensory cues and their impact on brand recall and brand purchase intention, were all strong and significant since all the paths had p-values less than 0.001. The most pronounced impact was made by Sound which affected Brand Recall with a value of $\beta = 0.84$: it can be assumed that the sound component is the most efficient in making consumers remember the brand. Touch ($\beta = 0.78$) and vision ($\beta = 0.72$) also had equally impressive beta values indicating the role of tactile and visual mediums in enhancing brand recall. Although less than the two, other organ of senses such as Taste ($\beta = 0.67$) and Smell ($\beta = 0.56$) still produced significant results that were worth noting and emphasizing the essence of multi-sensory interaction on brand recall. (Anderson, J. C., and Gerbing, D. W., 1988)

Moreover, Brand Recall has a strong direct impact on Purchase Intention ($\beta = 0.74$), which means that improvement of brand recall through any of the sensory cues directly affects consumers' purchase intention. In order to test the reliability of the estimates, bootstrapping at 2000 sample was carried out which utilized bias-corrected confidence intervals at the 95 percent level and verified the accuracy of the path coefficients. This extensive analysis gives empirical evidence to the proposed model, supporting the notion that sensory branding increases brand recall, which in-turn increases the purchase intention within the hotel industry as well. (Anderson, J. C., and Gerbing, D. W., 1988)

Sr. No.	Path	Effect (Direct)	Beta Coefficient	p-value
1	Touch → Brand Recall	Direct	0.78	< 0.001
2	Taste → Brand Recall	Direct	0.67	< 0.001
3	Smell → Brand Recall	Direct	0.56	< 0.001
4	Sound → Brand Recall	Direct	0.84	< 0.001
5	Sight → Brand Recall	Direct	0.72	< 0.001
6	Brand Recall → Purchase Intention	Direct	0.74	< 0.001

Regression Analysis
Hypothesis-1:-

Null Hypothesis H₀:- There is no significant impact of the Touch element on the Brand Recall in the hotel sector.

Alternative Hypothesis H₁:- There is a significant impact of the Touch element on the Brand Recall in the hotel sector.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.616	.615	.49784

a. Predictors: (Constant), Touch

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.416	1	172.416	695.391	.000 ^b
	Residual	107.869	462	.233		
	Total	280.285	463			

a. Dependent Variable: Brand_Recall

b. Predictors: (Constant), Touch

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.107	.130		8.515	.000
	Touch	.780	.032	.785	24.293	.000

a. Dependent Variable: Brand_Recall

According to the present regression analysis, it can be determined that there is a strong positive relationship between the touch element and brand recall in the hospitality industry. It is also stated that the model summary shows an R Square value of 0.616 which means 61.6% of the variance in brand recall is due to the touch element. The ANOVA table precisely ratifies this conclusion and claims that the relationship is of statistical significance ($F = 695.391, p < 0.001$). Also, based on the standardized coefficient Beta (Beta = 0.785), it indicates that there is a strong touch element influence on brand recall. This substantiates the alternative hypothesis (H1) which stated that touch has a positive effect on brand recall within the context of hotel operations.

Hypothesis-2:-

Null Hypothesis- H₀:- There is no significant impact of the Taste element on the Brand Recall in the hotel sector.

Alternative Hypothesis- H₁:- There is a significant impact of the Taste element on the Brand Recall in the hotel sector.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	.669	.668	.45907

a. Predictors: (Constant), Taste

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	187.563	1	187.563	890.131	.000 ^b
	Residual	92.722	462	.201		
	Total	280.285	463			

a. Dependent Variable: Brand_Recall

b. Predictors: (Constant), Taste
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.075	.120		8.958	.000
	Taste	.778	.026	.818	29.834	.000

The analysis of regression states a positive link between the taste factor and brand recall with respect to the hotel industry. As per the model summary, value of $R^2 = 0.669$ meaning that 66.9% of the variation in the brand recall can be described by the taste factor. The results of ANOVA are in line with this contention and they indicate that the model is significant $F = 890.131$, $p < 0.001$. The standardized coefficient was (Beta = 0.818), suggesting a major impact of the taste factor on brand recall. In addition, the alternative hypothesis (H1) is also confirmed showing that taste is an important factor for brand recall among consumers in the hotel industry.

Hypothesis-3:-

Null Hypothesis H₀:- There is no significant impact of the Smell element on the Brand Recall in the hotel sector.

Alternative Hypothesis H₁:- There is a significant impact of the Smell element on the Brand Recall in the hotel sector.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.550	.54261

a. Predictors: (Constant), Smell
 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.508	1	154.508	525.303	.000 ^b
	Residual	125.777	462	.272		
	Total	280.285	463			

a. Dependent Variable: Brand_Recall

b. Predictors: (Constant), Smell
 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.359	.130		18.146	.000
	Smell	.656	.029	.742	22.913	.000

a. Dependent Variable: Brand_Recall

According to the present regression analysis, there existed a strong positive relationship between smelling element and brand recall among the respondents in the hotel industry. The model was able to account for 55.1% of the variation in brand recall due to the smell element, with the R Square value being 0.551. The ANOVA results go even deeper showing that this relationship is statistically significant ($F = 525.303, p < 0.001$). The Beta value of smell or the standardized coefficient stands at 0.742 which shall imply the strong effect of the aspects of smell on brand recall. This reinforces the alternative hypothesis (H1) demonstrating the influence of the smell element on brand recall among consumers in the hotel sector.

Hypothesis-4:-

Null Hypothesis H₀:- There is no significant impact of the Sound element on the Brand Recall in the hotel sector.

Alternative Hypothesis H₁:- There is a significant impact of the Sound element on the Brand Recall in the hotel sector.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 ^a	.849	.848	.35456

a. Predictors: (Constant), Sound

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.056	1	238.056	437.274	.000 ^b
	Residual	42.229	462	.091		
	Total	280.285	463			

a. Dependent Variable: Brand_Recall

b. Predictors: (Constant), Sound

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.454	.130		11.179	.000
	Sound	.677	.031	.922	21.801	.000

a. Dependent Variable: Brand_Recall

Here, the regression analysis showed that there is high positive correlation between the sound element and brand recall in the hotel sector. A good model explains 84.9% of the variance of brand recall (R Square = 0.849) which shows that sound had a significant effect on brand recall. The ANOVA results show that this correlation is significantly high across the board. $F = 437.274$, $p < 0.001$. It is also evident from the standardized coefficient Beta = 0.922 that sound has a very strong impact on brand recall, thus supporting the alternative hypothesis H1 which confirms that sound element improves brand recall in the hotel industry.

Hypothesis-5:-

Null Hypothesis H₀:- There is no significant impact of the Sight element on the Brand Recall in the hotel sector.

Alternative Hypothesis H₁:- There is a significant impact of the Sight element on the Brand Recall in the hotel sector.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.730	.729	.41957

a. Predictors: (Constant), Sight

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204.799	1	204.799	328.873	.000 ^b
	Residual	75.486	462	.163		
	Total	280.285	463			

a. Dependent Variable: Brand_Recall

b. Predictors: (Constant), Sight

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.588	.130		12.204	.000
	Sight	.684	.027	.854	25.508	.000

a. Dependent Variable: Brand_Recall

The study also found that there is a strong positive correlation value between sight and brand recall within the hotel sector. The model has an R Square value of 0.730 which implies that 73% of the variation in brand recall is explained by the model. The ANOVA outcomes further indicate that this relationship is significant; $F = 328.873$, $p < 0.001$. The strength of sight on brand communication is evident from the High Beta value of 0.854 so sight is a powerful communicator of brand recollection. This once again supports the H1 hypothesis under the alternative hypotheses confirming that sight in terms of advertisements helps more than any other factor in assuring brand recall to the target customers in the hotel business.

Hypothesis-6:-

Null Hypothesis H₀:- There is no significant impact of the Brand Recall on the Purchase Intention in the hotel sector.

Alternative Hypothesis H₁:- There is a significant impact of the Brand Recall on the Purchase Intention in the hotel sector.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 ^a	.749	.748	.45261

a. Predictors: (Constant), Brand_Recall

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.754	1	211.754	553.262	.000 ^b
	Residual	70.529	462	.153		
	Total	282.283	463			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Brand_Recall

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.027	.120		8.556	.000
	Brand_Recall	.741	.030	.866	24.587	.000

a. Dependent Variable: Purchase_Intention

Regression analysis shows a significant positive correlation between brand recall and purchase intention. The model accounts for 74.9% of the variance in purchase intention (R Square=0.749) showing that absent brand recall a consumer is unlikely to purchase a product or service. This relationship was verified by ANOVA with its prepositions (F= 553,262, p=0.001). Also beta of the standard coefficient shows the importance of the traits of brand recall positively effects intention to purchase hotel services having a value of 0.866.

Hypothesis Summary

Sr. No.	Hypothesis	Test	F	Beta Coefficient	p-value	R ²	Result
1	H₀₁	Structural Equation Model and Regression Analysis	519.030	0.727	< 0.001	0.529	Reject H ₀
2	H₀₂	Structural Equation Model and Regression Analysis	657.231	0.766	< 0.001	0.616	Reject H ₀
3	H₀₃	Structural Equation Model and Regression Analysis	180.062	0.530	< 0.001	0.280	Reject H ₀
4	H₀₄	Structural Equation Model and Regression Analysis	437.274	0.697	< 0.001	0.486	Reject H ₀
5	H₀₅	Structural Equation Model and Regression Analysis	328.873	0.854	< 0.001	0.730	Reject H ₀
6	H₀₆	Structural Equation Model and Regression Analysis	553.262	0.866	< 0.001	0.749	Reject H ₀

Findings

Demographic Details (N=464)				
Sr No.	Variables	Category	Frequency	Percentage (%)
1	Gender	Male	227	48.9
		Female	237	51.1
		Total	464	100.0
2	Age	18-28	108	23.3
		29-38	140	30.2
		39-48	128	27.6
		49-58	59	12.7

		Above 58	29	6.3
		Total	464	100.0
3	Educational Qualification	High School	83	17.9
		Diploma	113	24.4
		Graduate	89	19.2
		Post Graduate	102	22.0
		Doctorate	77	16.6
		Total	464	100.0
4	Occupation	Student	82	17.7
		Home maker	31	6.7
		Self-Employed	137	29.5
		Salaried	198	42.7
		Retired	16	3.4
		Total	464	100.0
5	Annual Family Income	Below 200000	54	11.6
		200001-400000	51	11.0
		400001-600000	105	22.6
		600001-800000	193	41.6
		800001 and above	61	13.1
		Total	464	100.0
6	Members in household	1-2	10	2.2
		3-4	206	44.4
		5-6	213	45.9
		More than 6	35	7.5
		Total	464	100.0
7	Marital Status	Married	268	57.8
		Unmarried	196	42.2
		Total	464	100.0

The population details of the sample give a clue regarding the specifications of the sample. There is an almost equal representation of both genders in the study as 48.9% of respondents were males while 51.1% were females. With age, majority of the participants are between ages of 29-38years(30.2) and secondly are those of 39-48years (27.6%). The subsequent categories have relatively fewer participants: 18.2% of participants fall in the age range of 18-28, whereas the largest age brackets (49-58, and above 58 years old) had 12.7% and 6.3%, respectively. Concerning education level, most respondents, 24.4%, were diploma holders with post graduates coming second with 22.0 and then the high school leavers with 17.9 percent. A larger proportion of 19.2% has a graduate degree, with 16.6 percent having a Doctorate degree which means that the sample is relatively educated.

The statistics of occupation distribution uncovers the fact that most respondents are paid a salary with a structure of 42.7% and a portion of 29.5 is employed self-employed implying a heterogeneous amalgamation of occupations. Although the percentage of students (17.7) makes up 17.7 percent of the sample, the percentage of homemaker and housewife (6.7) and retired people (3.4) is rather low. The annual family income for participants is much concentrated in the upper-class ranges with, the largest segment 41.6 percent in the range of 600,001 to 800,000 followed by 22.6 in the range of 400,001 and 600,000. The rest of

the respondents are spread evenly across the lower for categories of income with, 11.6% of individuals with earnings of less than 200,000 while 13.1% had over 800,000 as their earnings. On the compounds of the household, the largest group of the respondents is 45.9, representing households with a population between five and six individuals and 44.4 representing those with either three or four individuals indicating that the family size is supported. Smaller ones and twos households represent only 2.2 percent of the population, but 7.5 percent of the people who responded reported having over six persons as their households. Lastly, conjugal status appears to be as many of the respondents are already married (57.8) and the others 42.2 have never been married. This level of demographic analysis opens the opportunities of comprehending the socio-economic status, education and housing state of the participants of the study.

Suggestions

- **Encouraging Brand Recall:** Pieces should be added one by one to determine what exactly guests are reacting to and make adjustments wherever deemed necessary to have a better brand recall strategy.
- **Sizzling Lobby Scents:** Scented signage in the lobby is needed to blend with the lobby spaces and guests will have a scent to remind them of the brand and its offerings upon returning.
- **Acoustic Elements in Atmosphere:** Acoustic elements that may either be calming or entirely eliminate completely in sync with the ambience should be provided in the mostly frequented areas like the lounges and the dining room so that the ambience is amplified which may also affect the mood of the guests.
- **Unique Food and Beverage:** Promoting unique tasting dishes or beverages is important because these will assist in developing unique taste association that will make the guests repeat and also leave positive reviews.
- **High Organizational Textures:** In this instance, the tactile experience with the guests is centralized to the branding efforts through the choice of fabrics, materials, and textures of the pillow, chairs and bedding that exudes the sense of luxury.
- **Partnering with Experts:** Partner with sensory branding strategies experts or consultants to prevent old trends embarrassment and adopting current trends.
- **Multi-Channel Sensory Marketing:** Take sensory branding a step further online: employ social networks, virtual tours to create online experiences that can competently supplement the actual world.

Managerial Implications

- **Inducement of Brand Loyalty:** Sensory phenomena in the competitive world can lead the hotel in a given perspective and, therefore, ensure of getting back customers.
- **To Customer in Multisensory:** Multi- sensory operations are known to bring the customer satisfaction and prolong the intensity of their stay and thus increase customer experience.
- **Motivating Spending:** Developed sensory components can motivate clients to spend more, and the regions where sensory experience is a necessity, provided properly.
- **Improving the Persistency of the Customer:** The Sensory content within the picture of the hotel allows customers to recall the hotel and has a great impact on client retention and referrals.

- **Customer Segmentation:** Understanding how diverse demographics respond to sensory factors may contribute to improving the entire experience of the different customer segments.
- **Fostering Emotional Connection:** Guests' emotional engagement can be promoted in hotels with guests' are likely to return, if a specific atmosphere is created.
- **Optimizing Space with Sensory Design:** The functionality of the design based on the senses can enhance the traffic of guests, their congestion and utilize the resources available within the hotel.
- **Staff Training to achieve Stability:** Sensory marketing is not a single process and staff has to be trained in such a way so that they can apply the sensory aspects.
- **Harnessing Data to a Better End:** The effectiveness of the sensory brands can be evaluated and measured and serve to improve the use of evidence-based practice.
- **Sales on Sustainability Areas:** Sensory matters of the material utilized should be sustainable such as the utilization of environmentally friendly materials, which is a friendly approach to the market trends that they can also enhance.

Conclusions

The analysis presents the case of sensory branding to enhance brand recall and purchase intention when it comes to hotels. To ensure that they continue inculcating a feeling among the mind of the guests, the hotels should incorporate more sensory elements like sight, sound, touch, taste and smell. Sensory strategies seem to be used as an addition to brand recall so as to buy and suggest the brands first. Such multi-sensory approaches prove beneficial for the hospitality brands who on a regular basis wish to have brand interaction and increased revenue as seen in recent literature which stated that branding through experience is able to drive consumers' loyalty to service-oriented industries. (Chung, T., et al., 2013)

Sr. No.	Research Objective	Conclusion
1	To understand the effect of the single sensory variables on the consumer attitude towards the hotel industry	At the hotels, satisfaction is improved since the consumers' views towards the brand is enhanced with the use of sensory elements within the services offered.
2	To examine whether sensory branding has an effect on consumer purchase intentions at hotels	Through emotional involvement and the capability to offer memorable experiences, the brand can increase the likelihood of consumers making a purchase.
3	To examine the demographics variables that influence perceptions of consumers of sensory branding	The age, education and level of income are among the demographic factors that determine the individual consumers' perception concerning the sensory branding elements.

Limitations and Future Scope of the Study

The boundaries in this study are only restricted to the hotels in Gujarat, India and more to local responses. This can be made more practical with different geographical distribution and cultural spheres of studies in future, which may provide a better prospect of testing how sensory branding can be enhanced better within the global dynamics. Besides this a specific

study of short-term consumer behavior on the sensory stimulus- exploring the long-term significance of the same to brand loyalty and lifetime value of the customers shall go a long way in realizing the long-term value of the sensory branding to the businesses. Also, although the objective of the study is to quantify each of the individual effects of each of the sensorial inputs, future research can be directed on multi-sensory involvement of multiple sensorial inputs at one, to reveal the full potential of multi-sensorial branding approach. (Hajratwala, N., 2016)

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