

Project Dissertation

IMPACT OF SENSORY MARKETING ON PERCEIVED QUALITY

Submitted By :

Malvika Chetal

2K13/MBA/35

Under the Guidance of :

Prof. P.K. Suri

**Head of Department
Delhi School of Management**



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road, Delhi 110042

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Certificate from the Institute

This is to certify that the Project Report titled “**Impact of Sensory Marketing on Perceived Quality: A Paradigm Shift to Dynamic Marketing**”, is a bonafide work carried out by Ms. Malvika Chetal of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Head of Dept. ,DSM
Prof. P.K. Suri

Place:

Seal of Head

Date:

Declaration

I, **Malvika Chetal**, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the dissertation on “**Impact of Sensory Marketing on Perceived Quality: A Paradigm Shift to Dynamic Marketing**“ submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Place:

Malvika Chetal

Date:

Acknowledgement

The following Dissertation “**Impact of Sensory Marketing on Perceived Quality: A Paradigm Shift to Dynamic Marketing**” was successfully completed under the guidance of Prof. P.K. Suri, Head, Delhi School of Management, DTU.

I would also like to thank my mentor Ms. Karishma Gulati at Delhi School of Management for providing me with teachings and learning that enabled me to contribute positively.

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Malvika Chetal

2K13/MBA/35

Abstract

Within the brand management and marketing discipline, The concept of 'sensory marketing' has evolved as a vital area of study. Similarly, a lot of importance has been given and attention has been paid to this concept during the last few years. The concept of sensory marketing has remained unclear along with a lack of adequate theoretical support. As a supplement, a connection between sensory marketing and perceived quality, consumer satisfaction and it results into consumer retention has been pointed out by many research scholars. The ultimate goal of marketing is to attain, retain and regain customers. Hence, this study aims to address the disparity of the literature and demonstrate better understanding of the concept of 'sensory marketing' together with its consequences, which is mainly focused on perceived quality. The objective is to examine the influence of sensory marketing on perceived quality with special reference to 2 chosen sectors i.e. restaurants and fashion stores.

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CHAPTER 1

INTRODUCTION

1.1 Introduction of the Project

Today we live in a largely commoditized marketplace. Hence all firms continue to strive for a competitive advantage. Because of this, the understanding of the role that senses play in determining consumer conduct has become increasingly important. Earlier, the researching firms mainly used to pay attention to vision. In recent times, research now concentrates on the senses of olfaction, haptics, taste, and audio. Within this dissertation, the focus is majorly on the relationship of thought and sensory perception, about the impact of physical environment where consumers purchase products and/or avail services.

In today's world, a variety of marketing tools are being used for mass and individual marketing. In this context, the desires of an individual are followed, discredited and fulfilled to obtain loyalty and trust for a firm. But this endless research for more variation between products and more gratification has led the market to saturation, along with standardization of brands and blurred vision of the consumer.

The offer has become extreme, the quality levels similar and internet has also forced itself to be the new Eldorado of shopping. In such a context. Thus, how to reach this ever more hardly convinced customer: who believes less in brand promises and hence is repelling to advertisement, who buys at low prices all the time and hence is resistive to special offers, who compares, sometimes between various channels of distribution and hence opposes merchandising. The customer today asks for reviews to its community members.

While the crisis seems to take hold ten years after this century has begun and disappointed customers turn away from expensive or unsatisfying poor quality goods, firms have understood that the establishment of value and search for diversity have to go through the development of strong value goods and services. For today's choosy customer, selling them premium products and services, even at throw away prices is not enough. He wants an experience which is closely heart-rending.

As a result, the concept of sensorial marketing was born in the 1990's, and a definition has been made by Aradhna Krishna (2011): "sensorial marketing is marketing that engages the consumers' senses and affects their perception, judgement and behavior."

Knowing how the five senses work and developing subconscious triggers for pleasing the senses and connecting to the customers is the ultimate aim of marketers. By touching customers all the senses of their customers, brands will create emotions among their targets, thus building strong relationships and naturally lead them to its objectives.

Authors have come to an agreement on the fact that this new area represents a disparity in the marketing literature and effects of sensory inputs on consumers needs additional research to be completely recognized and its efficiency proven. Out of total 81, more than 1/3 sensory studies done in consumer behavior focusing on smell, hearing, taste and touch have been published during the last five years.

The out of home food market in India is healthy. Fast food outlets and kiosks are gaining their market shares very fast with a recent increase in adults. An increasing interest in healthy food is affecting the traditional restaurants positively: they are considered to be more genuine and healthy in the eyes of Indian customers.

In today's market, restaurants and fashion stores cope more than any other business with the compulsion of attracting more and more customers, evolving

trust and keeping their brand image for the consumer at the same time. The tools that marketers are using so that they can fulfill those obligations are wide-ranging into the general Marketing Mix. But, if we take the example of typical restaurants and fast-food outlets, they do not have the same amount of finances to pursue their marketing strategy, they have to find new marketing tools beyond the ones that are usually used like low-prices strategy or quick for instance. In fact, we can say that basic tools have already been used like the low-prices strategy is mostly used in the fast-food industry and targeting urban employees and students all over the globe. For example, a normal meal at McDonalds costs approximately 150Rs. Greater prices are also necessary at up market restaurants in order to provide the restaurant a lavish image. Renowned outlets can display high prices because they are serving premium quality products, provide excellent service and ambience. These strategies are important for them in order to remain ahead in the competitive environment of the market. It also helps to differentiate them from the rest.

For example, in a fast food outlet, customers expect that they shall be served quickly as it is a characteristic of that type of restaurant. Contrastingly, customers are prepared to wait before being served in a traditional restaurant as he is aware of the cooking time and atmosphere inside a restaurant. Ads and sales promotions are among the other marketing tools in the industry.

Due to the evolving nature of the food industry, innovations in marketing techniques are rising today. In order to get a competitive advantage in the present market conditions, shops have to keep doing constant value additions in their marketing styles. The most popular tool amongst them is internet. Stores now have a website of their own where they upload everything ranging from photographs, locations, offerings made by the store etc. They also offer home delivery options through the same.

One such tool that the restaurants are using a lot but that the target is not unavoidably aware of is the sensory marketing.

Did the delightful fragrance of a bakery ever attract you? How do you think you have or will react to type of music in a restaurant? What if that approach to your senses would be a part of a general marketing strategy that restaurants use in order to entice as much customers as possible?

These observations led the researcher to study the sensorial marketing domain and specify it to eating outlets and fashion retail: both accelerating competitive fields, finding new opportunities to distinguish and with an amazing sensory potential.

The report particularly emphasizes on studying the sensory experience within a restaurant and an apparel shop because these are the two most influenced experiences when it comes to sensory perception.

1.2 Objectives of the study

The main purpose of the study has been divided into the following 2 objectives:

1. To analyze the role of music as a dimension of sensory marketing in shaping consumer behavior
2. To analyze the role of smell as a dimension of sensory marketing in shaping consumer behavior

CHAPTER 2

LITERATURE REVIEW

2.1 Definitions

Sense: “Any of the faculties, as sight, hearing, smell, taste, or touch, by which humans and animals perceive stimuli originating from outside or inside the body.”

(Oxford English Dictionary)

Sensory marketing: “Marketing techniques that aim to seduce the consumer by using his senses to influence his feelings and behaviour.”

(American Marketing Association)

“Ensemble of all the variables of action controlled by the producer or retailer to create, around the product or service, a specific multi-sensory environment, either through the product itself or the communication or the environment in the point of sale”

(S. Rieunier)

Atmosphere: “The physical characteristics of the store such as architecture, layout, signs and displays, color, lighting, temperature, noise, and smell creating an image in the customer's mind.”

(American Marketing Association)

2.2 Welcome to the sensory world

Many shifts have been witnessed in business techniques during the earlier centuries. The main changes can be identified by examining the history of product marketing. During the period after misery, there was a “a no-nonsenses era related to products”. People use to buy goods for what they offered in themselves and were trying to find low prices. Around the 1970s, the economy started to prosper again, and it was then that the branding concept emerged. Popular brands understood that it is absolutely necessary to have a strong brand name and image in order to achieve success. Also, marketing and mass communication are required to focus on it.

Since the past, many marketing practices have been put to use, and are constantly evolving. Customers seem to be tired of conventional marketing and aggressive approaches nowadays. They desire unique and new things that are more innovative. They desire to live experiences by consuming. The need of originality in the selling process has been finely tuned in our individualized society. This was noticed by marketers and that is how sensory marketing got a birth. This technique was invented in order to influence the emotions, perceptions, preference, memories and choices of a consumer by selling a premium good in a pleasant environment.

2.3 A scientific and marketing approach to five senses

2.3.1 Vision

The most influential sense of all is vision because of the connection between brain and eyes being very quick. Just 45 milliseconds are taken by humans in order to detect a visual object. Sight is a sense that seems to be the most necessary of all since eighty percent of the data that humans receive are

transmitted through this sense. The layout, lights, shapes and colors present in an outlet create a visual character and an ambience and are a basis to attract customers,

The white light is constituted of different coloured waves, and is reflected and absorbed by the prism, which gives the impression to be coloured (Newton, 1672). Newton also invented a colour wheel, similar as a rainbow, based on the colours and their wavelengths contained in the spectrum.

Figure 2.1-Isaac Newton's original colour wheel drawing



This wheel demonstrates that primary colours (red, yellow, blue) are opposite to the secondary ones (red-green, yellow-violet, blue-orange). In this chart appears a clear contrast between all the colours, but the ones near to each other are considered as analogous and harmonious. Contrasting and complementary colours create visual effects that are used by artists and designers .

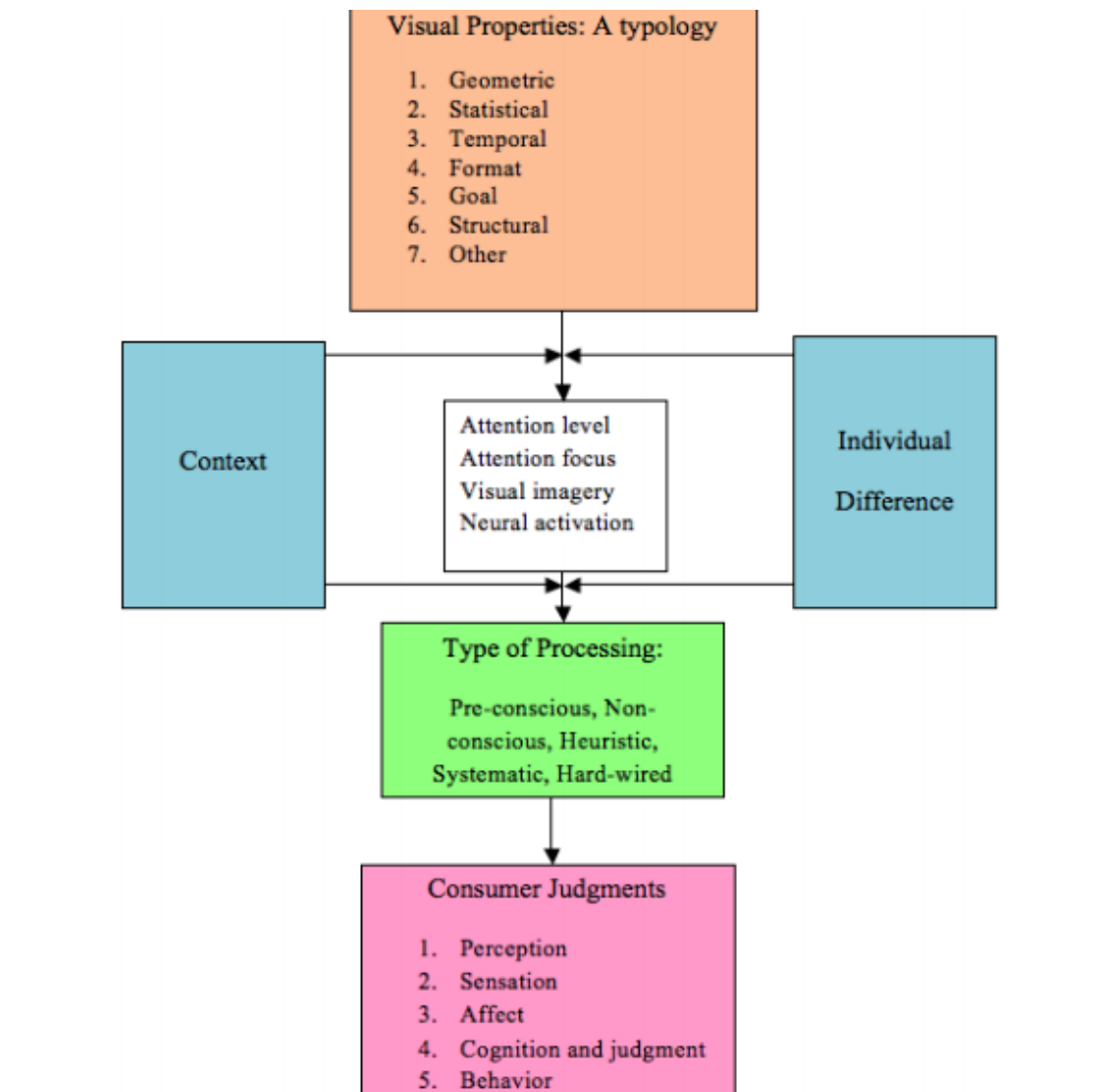
More recently, other authors have studied and developed a meaning of colours:

Table 2.1 Meaning and association of colours

Yellow	Light, birth, youth, newness, will, strength, dynamism, wealth. Can also be associated to treason.
Green	Calm, balance, health, nature, coolness. Between hot and cold.
Blue	Reflection, meditation, calm, neutrality, cold, cleanliness, liquid.
Orange	Energy, heat, enthusiasm, vivacity, stimulation, independency, fertility.
Red	Heat, power, strength, passion, tonicity, excitation, speed. Can also be associated to danger and prohibition.
Violet	Mystery, spirituality, power, melancholy, lightness.
White	Birth, purity, wisdom, cleanliness, security, sobriety, clarity, coolness, futurism.
Black	Mourning, nil, unconscious, mystery, luxury, elegance.

In a more scientist outlook, visual perception is tough to analyze because of its complexity of process. To understand the visual processing, a schema can be drawn and explained briefly and simply.

Figure 2.2 A model of visual processing



2.3.2 Olfaction

"You can close your eyes, cover your ears, refrain from touch, and reject taste, but smell is a part of the air we breathe."

In the sector of marketing, the use of scent leads to many hypotheses: enhances

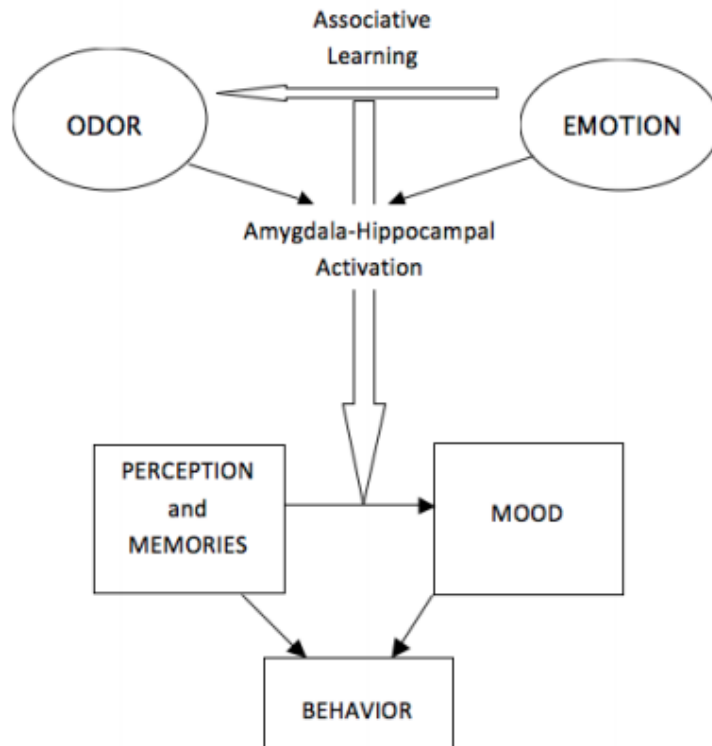
mood, improves consumers' evaluation, increases expenditures and plays on scent memory and the time spent in stores.

Talking about the effect of smell on mood, the direct influence on mood of the target has been very mild: people would not be dull on their mood because of inappropriate fragrance. However, their memory as well as creativity do get impacted by smell.

Research has shown that it can have a positive impact on the sales depending upon the people and the conditions. Expenses have increased in shoppers as a consequence. The music played has a larger effect. Oppositely, consumers spent the least in the presence of music and fragrance. This shows that consumers would not be over excited by firms with a lot of stimuli. They can get confused with this and ultimately take home an unfavourable experience.

The below graph combines the relationships among all the above seen elements: odour correlated to emotions, moods, memories, perception and finally behavior and actions.

Figure 2.3 The process of associative learning (Herz, 2010, p.103)



the amygdala is a part of the brain that triggers emotions and memories. Odours and emotions felt activate this part of the brain and influence the perception of odours, associated memories and the behavior and actions.

2.3.3 Taste

Whenever we talk about our true experience, the most commonly discussed area is food. In fact, while coming home from vacations also, we are always pleased to share our food experiences at that place. The role played by food in human life is vital on a physical, social, existence, well-being and even emotional level. Marketers should not ignore taste senses. This is stressed upon by the fact that we associate food and drinking to happiness and good reminiscences. Also, the value of a store gets accelerated if taste is added or food or drink is offered.

Apart from this, it increases the perceived advantages by consumers, which differentiate the brand positively in their mind .Hence we can say, gustative marketing is a beneficial field that is rapidly growing.

2.3.4 Haptics

Touch is a vital sense that has been discovered well ago but often not paid attention on while doing business. Kids are always instructed by their elders saying “Please do not touch!”

We see that touch is so important. Hence we should use it as a tool to make goods and services more attractive to people undergoing a shopping experience

Contrasted by all other senses, touch has a characteristic that it can perceive only one input at a given moment in time. Having said that, there are certain receptors which are greatly sensitive and rich in delivering elementary information. These are cutaneous receptors. The special perceptual abilities of the hands through particular hands movements are called Exploratory Procedure. To state it otherwise, the action of judging a product or a material by rubbing it to gather some idea about it is called as an exploratory procedure.

2.3.5 Audition

Music is a sense that has direct linkages to a person’s feelings, memories and experiences; Consumers are able to link to a product or service of the respective company using the sense of sound via music. It has been proved that music can be used to accelerate the retaining of information about a brand or its good and services.

If for a particular firm, it happens that customers are not able to remember the message given in an advertisement, music can help by leading to improved recall of an advertisement's visual aspects. Clow and Baack, (2010) say that individuals asked to compare ads without music to ads with music almost always rated those with music higher in terms of persuasiveness.

Music's main objective is to reinforce the brand identity and have influence on the perception of time of the customers (Giboreau, Body, 2012). In product marketing, sound is also used as a support for the positioning or as the promise's expression (e.g. H&M TV commercials).

The level of stimulation inside a shop can be accelerated or decelerated by using audios. The state of delight can rise by the use of music having high tempo and by playing it at a greater volume. Eventually, this leads to clients walking or consuming faster. Also, when the music is lowered in volume, the opposite can be observed. In fact, a slow tempo indulges affirmative emotional reactions. The most effective technique to raise fulfillment and reduce stress and the sense of waiting is music. Contrastingly, we can say that consumers spend lesser time and money and hence buy less in a shop without any music. Sometimes, restaurants and stores alter the tempo of music according to the time of the day by keeping the tempo slower in the morning as compared to afternoon.

There are more dimensions to consider apart from volume and tempo when we talk of music. Music needs to be adapted to the preferences of the consumers. The decision of using a familiar tune or making an original sound track for a brand has to be taken by marketers. Musicians are paid by marketers to create music that appeals for the right ambience. There is a benefit of using a popular song as an affinity has already been developed for it by target customers. Clow and Baack (2010) state that brand awareness, brand equity, and loyalty are easier to develop when consumers are familiar with the song as they transfer an emotional affinity for the song to the brand or product.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. Defining the problem

The basic problem of the dissertation is *“how the food and fashion industry can use sensory marketing as a promotional advantage?”*

This analysis has to answer questions such as *“do restaurants and fashion stores use sensory marketing among their promotional tool and how?”*

3.2 Research Methods

There are broadly two types of research, quantitative and qualitative. In this research, the researcher has used descriptive techniques to develop relationships among various variables used

The research done here is descriptive, the sample required is not enormous. Judgement sampling has been used by researcher.

The objective is to determine the behaviors of those consumers who are engaged in the process of buying when they are made to confront sensorial marketing. Therefore, we aim at finding which elements affect them and how do they react to them.

3.3 Instruments of data collection

The questionnaire

In order to measure the impact of the sensory marketing on customers, depending on the generation they belong to, a quantitative research is made. A good way to collect information about customers is to ask directly to them by carrying out a survey. Specifically, this survey consists in administrating a questionnaire to consumers of restaurants and apparel shops.

Table 3.1. Advantages and disadvantages of a self-completion questionnaire through the Internet

(made according to Bryman & Bell, 2007)

Advantages	Explanations	Disadvantages	Explanations
"Cheaper to administer"	No human and material costs to handle.	"Cannot prompt and probe"	Nobody is able to help or explain something the respondent does not understand properly.
"Quicker to administer"	Possibility to send a large number of questionnaires at the same time.	"Cannot ask many questions"	There is a risk to discourage the respondent.
"Absence of interviewer effects"	The interviewer does not influence the respondent by the way he can ask the questions.	"Greater risk of missing data"	Nobody is here to check if all the questions have been answered and there is no pressure for the respondent to fill in the entire questionnaire.
"No interviewer variability"	The questions stay the same from a questionnaire to another. There is no change of questions' order or formulation.	"Do not know who answers"	The interviewer is not able to select who is going to answer the questionnaire, e.g. if you need more students than housewives, it is not possible to control who will be the next respondent.

"Convenience for respondents"	The respondents are free to answer when they are willing to and with the speed they need.	"Cannot collect additional data"	Respondents do not like to write, so it is not feasible to ask too many open questions and it is not possible neither to collect further information about an environment or a situation.
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c) Writing the questionnaire

The questionnaire, written in English language was sent to people in the age group of 15 to 50 years.

The questionnaire written and distributed is in the pre-coded format so that respondents can directly fill it in with their convenience.

The questions asked were closed so that we can gather appropriate and useful responses that stand valid for what we are trying to research

A social media toll: facebook has been used to administer the questionairre via a web link. It has targeted the researcher's own personal network that consists of friends and colleagues. The same set of questions are answered by respondents ina fixed order in the absence of any interviewer. Hence it is called a self administered questionnaire.

The questionairre enable the researcher to gather two types of data :

- outlook (what do respondents feel about a given thing),
- actions (what have respondents done or will do)

The questions asked are closed type and hence obligate respondents to choose from a given set of options for each question. Rating questions are used to collect opinion data with the Likert-style rating scale, where the respondent is asked how he or she agrees with a statement. The weights allotted to the options on Likert cale are as follows :

Weights allotted – Strongly Agree	5
Slightly Agree	4
Neutral	3
Slightly Disagree	2
Strongly Disagree	1

CHAPTER 4

DATA ANALYSIS

4.1 Demographic Profile of Respondents

1. Gender

Three fifth of the people surveyed are males and two fifth are females

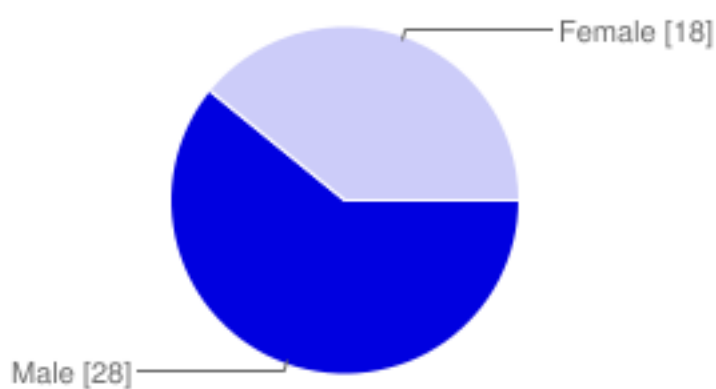


Table 4.1 Gender profile of Respondents

Gender	No. of Respondents	Percentage
Male	28	69.9%
Female	18	39.1%

2. Age Group

Majority of the respondents surveyed belong to the age group 21 to 30. They are mostly youngsters.

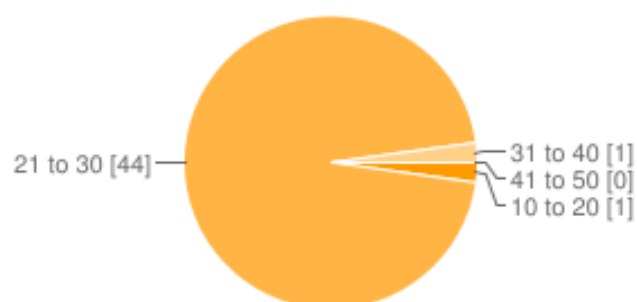


Table 4.2 Age profile of Respondents

Age Group	No. of Respondents	Percentage
15 to 20	1	2.2%
21 to 30	44	95.7%
31 to 40	1	2.2%
41 to 50	0	0%

3. Total annual household income

The sample contains an appropriate mix of respondents in context of earnings.

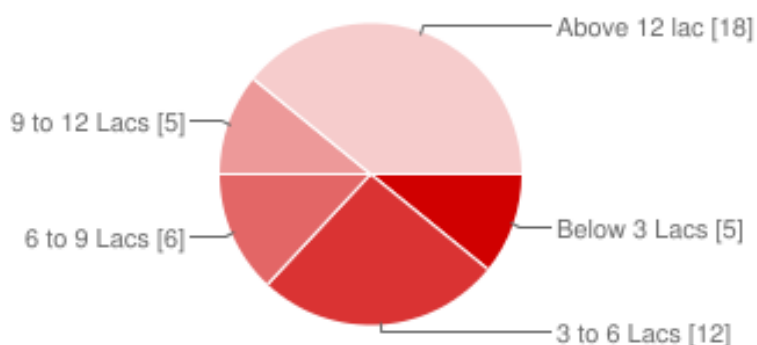


Table 4.3 Income profile of Respondents

Income	No. of respondents	Percentage
Below 3 Lacs	5	10.9%
3 to 6 Lacs	12	26.1%
6 to 9 Lacs	6	13%
9 to 12 Lacs	5	10.9%
Above 12 Lacs	18	39.1%

4.2 Analysis of the first chosen dimension of sensory marketing (Music) on consumer behavior

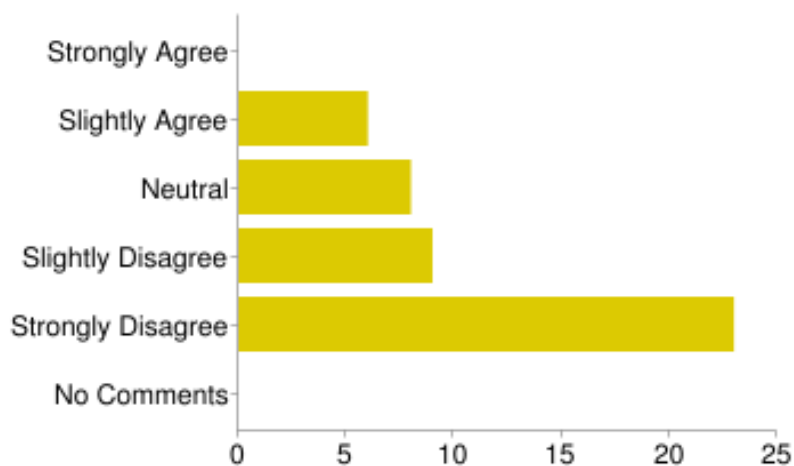
1. The extent to which respondents agreed with the following statements in relation with music in restaurant and fast food shops

a) Music in food places annoys me and I will not go to a place where there is music

Weighted Average = 1.93

The weighted average to this response is quite less showing that people mostly do not find music annoying in restaurants.

Figure 4.1 Response characteristics for the statement: Music in food places annoys me and I will not go to a place where there is music



Strongly Agree	0	0%
Slightly Agree	6	13%

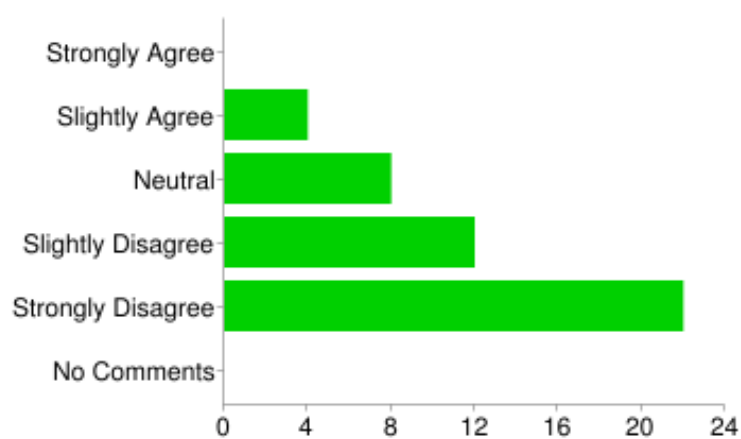
Neutral	8	17.4%
Slightly Disagree	9	19.6%
Strongly Disagree	23	50%
No Comments	0	0%

b) I do not understand why there should be music in eating places

Weighted Average = 1.86

Again the average response says that people do understand music as a concept of sensory marketing.

Figure 4.2 Response characteristics for the statement : I do not understand why there should be music in eating places



Strongly Agree	0	0%
Slightly Agree	4	8.7%

Neutral	8	17.4%
Slightly Disagree	12	26.1%
Strongly Disagree	22	47.8%
No Comments	0	0%

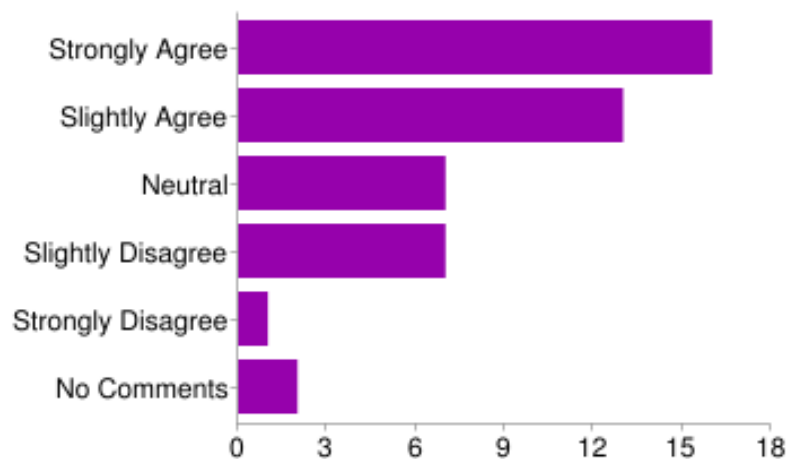
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c) It depends what kind of music, if I like it then I might consume in that place

Weighted Average = 3.81

Going by the analysis, mostly people tend to get attracted to the right kind of music. This shows that several factors come into play apart from 4 Ps of marketing, music taking a decent position among them.

Figure 4.3 Response characteristics for the statement : It depends what kind of music, if I like it then I might consume in that place

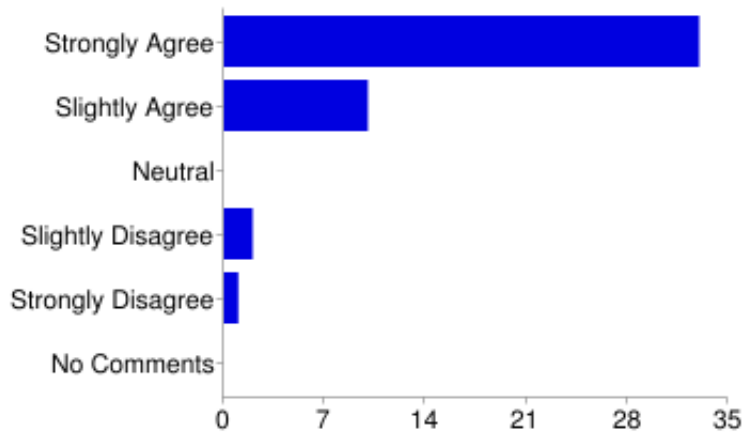


d) Appropriate music makes food places more appealing

Weighted Average = 4.5

The enthusiasm among respondents related to choosing places to eat does have an influence of the appropriate music.

Figure 4.4 Response characteristics for the statement : Appropriate music makes food places more appealing



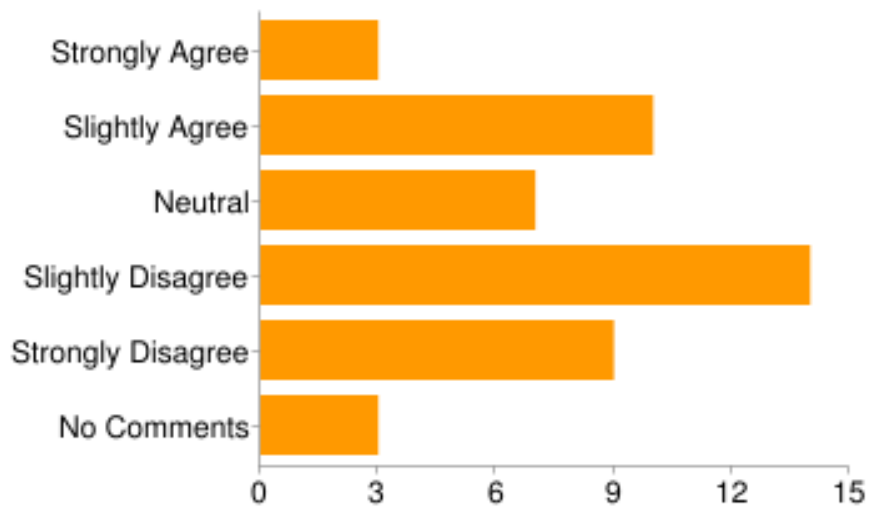
Strongly Agree	33	71.7%
Slightly Agree	10	21.7%
Neutral	0	0%
Slightly Disagree	2	4.3%
Strongly Disagree	1	2.2%
No Comments	0	0%

e) Music in food outlets is often too loud and distracts me

Weighted Average = 2.62

The responses show that the sample thinks that not always, but in some cases, music is loud and slightly distracts them. This shows that the choice of music should be made appropriately.

Figure 4.5 Response characteristics for the statement : Music in food outlets is often too loud and distracts me



Strongly Agree	3	6.5%
Slightly Agree	10	21.7%
Neutral	7	15.2%
Slightly Disagree	14	30.4%
Strongly Disagree	9	19.6%
No Comments	3	6.5%

2. The extent to which respondents agreed with the following statements in relation to the influence of music on you whilst being in a restaurant or fast food place:

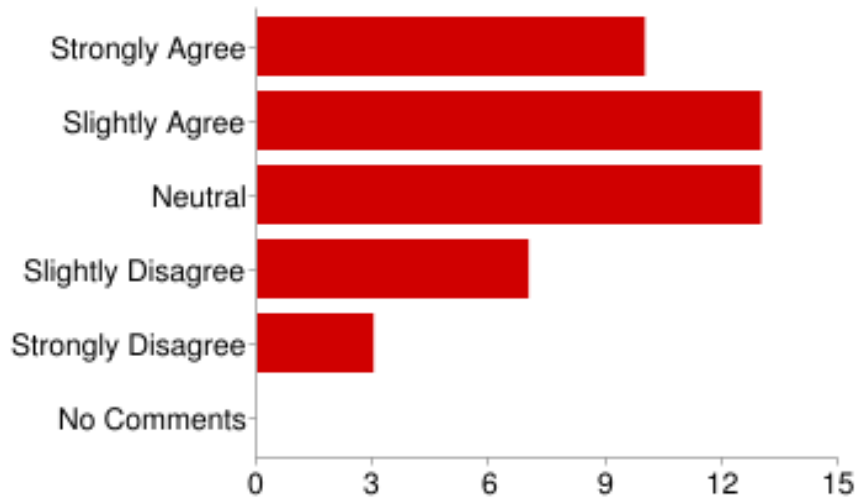
a) Music in a food place does not have any effect on what I buy and spend.

Weighted Average= 3.4

Survey results show that people are major inclined to believe that music does not directly impact their spending nature while in a restaurant. Major proportion of people are also neutral in their views. Hence there is clear absence of adequate

disagreement to the view. Hence good music is beneficial to attract customers, but not increase the spending of an individual in a restaurant.

Figure 4.6 Response characteristics for the statement : Music in a food place does not have any effect on what I buy and spend.



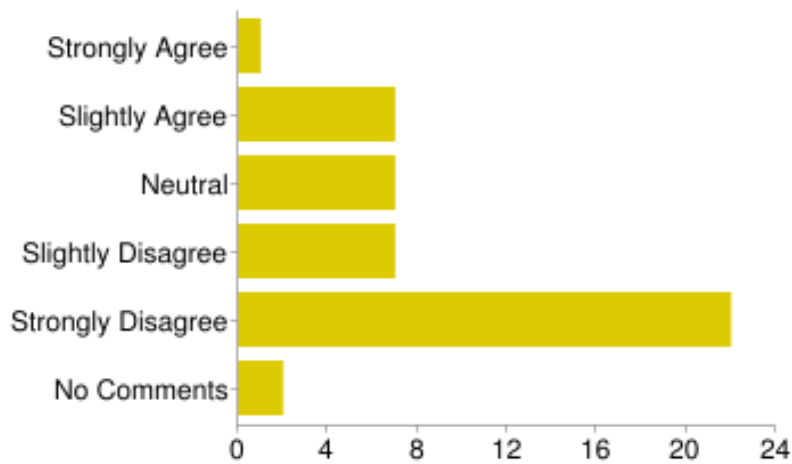
Strongly Agree	10	21.7%
Slightly Agree	13	28.3%
Neutral	13	28.3%
Slightly Disagree	7	15.2%
Strongly Disagree	3	6.5%
No Comments	0	0%

b) Music cuts my appetite

Weighted Average = 2.05

Majority of people surveyed believe that music does not cut their appetite. This again eliminates the risk of losing business from customers in the form of lesser order quantity due to use of audio in eating places. Hence it supports the statement that restaurants and eating places shall have music.

Figure 4.7 Response characteristics for the statement : Music cuts my appetite



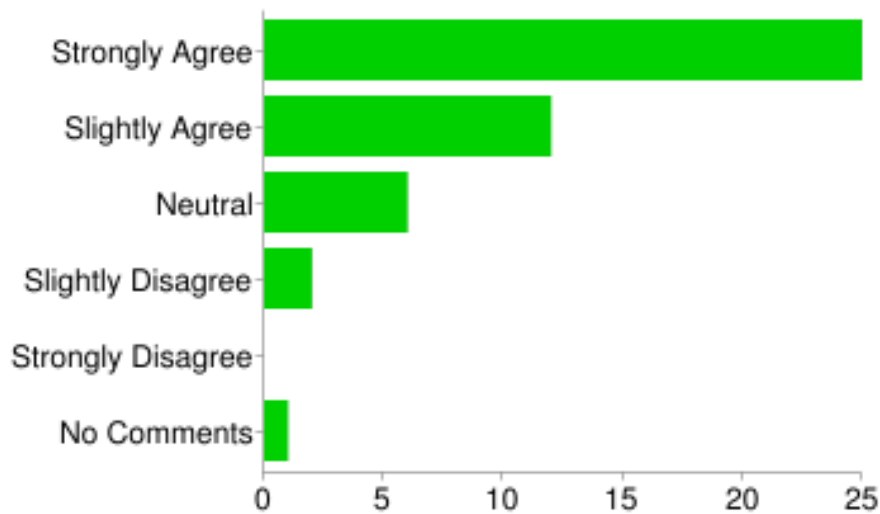
Strongly Agree	1	2.2%
Slightly Agree	7	15.2%
Neutral	7	15.2%
Slightly Disagree	7	15.2%
Strongly Disagree	22	47.8%
No Comments	2	4.3%

c) Music makes me relax and enjoy my meal more but I can control how much I will spend and eat there.

Weighted Average = 4.3

There is a very high level of agreement among respondents to this statement with more than 50% people strongly agreeing. This reiterates the fact the music does not directly increase the order quantity of a customer. Having said that, it may definitely be used to increase the customer base.

Figure 4.8 ponse characteristics for the statement : Music makes me relax and enjoy my meal more but I can control how much I will spend and eat there.



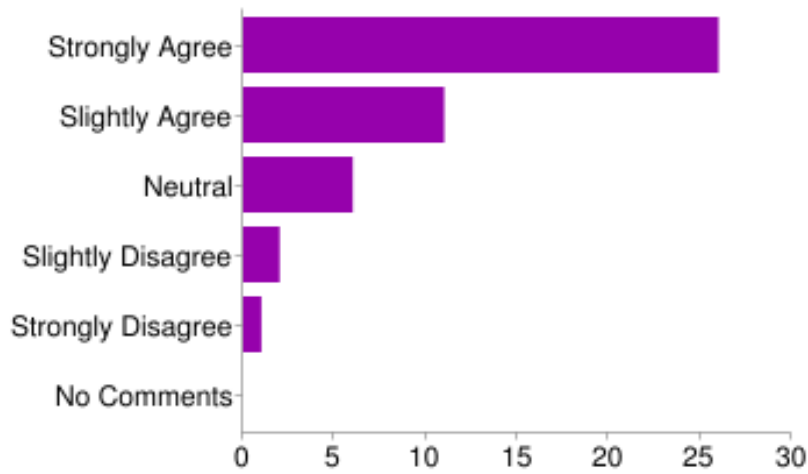
Strongly Agree	25	54.3%
Slightly Agree	12	26.1%
Neutral	6	13%
Slightly Disagree	2	4.3%
Strongly Disagree	0	0%
No Comments	1	2.2%

d) Music creates a good ambience and makes me want to spend as much time there as possible

Weighted Average = 4.28

The weighted average to this response is quite high stating that people would spend more time if there is a good ambience created by music.

Figure 4.9 Response characteristics for the statement : Music creates a good ambience and makes me want to spend as much time there as possible



Strongly Agree	26	56.5%
Slightly Agree	11	23.9%
Neutral	6	13%
Slightly Disagree	2	4.3%
Strongly Disagree	1	2.2%
No Comments	0	0%

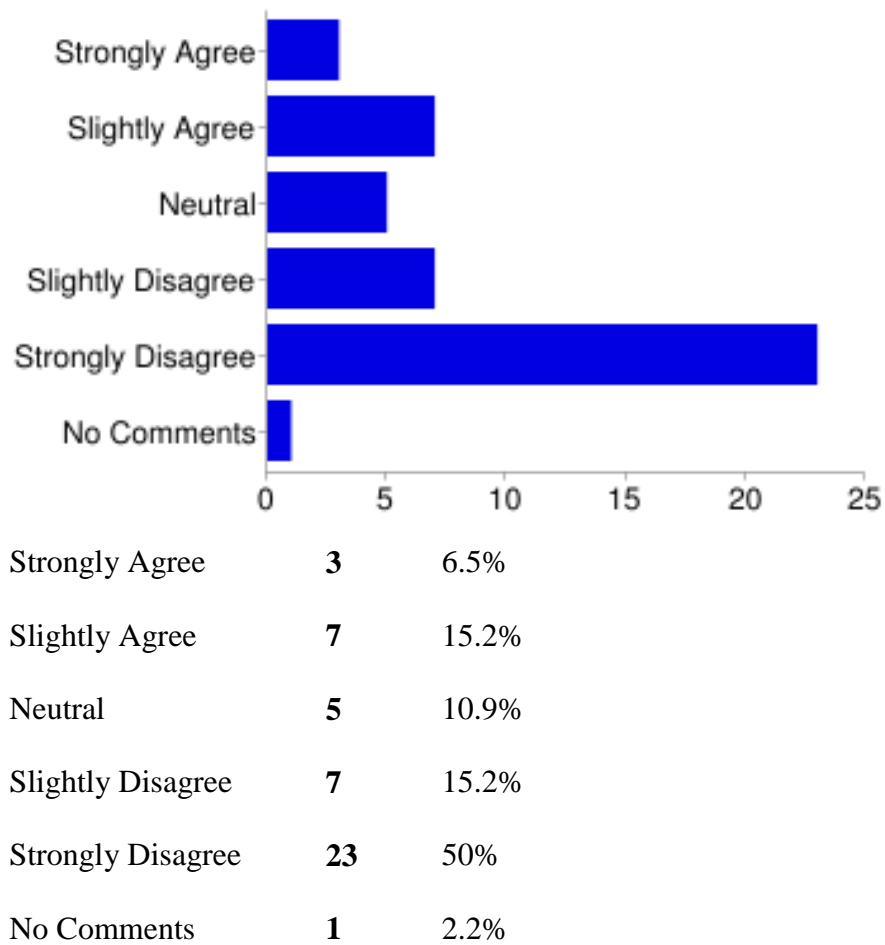
3. The extent to which respondents agreed with the following statements in relation with music in FASHION CLOTHING shops

a) I find music in clothes shops annoying and I will not enter any shop with music playing

Weighted average = 2.11

The weighted average to this response is quite less showing that people mostly do not find music annoying in fashion stores. Hence it is not at all a risky proposition and clothing shops which have not yet used music for sensory marketing can safely do so.

Figure 4.10 Response characteristics for the statement : I find music in clothes shops annoying and I will not enter any shop with music playing

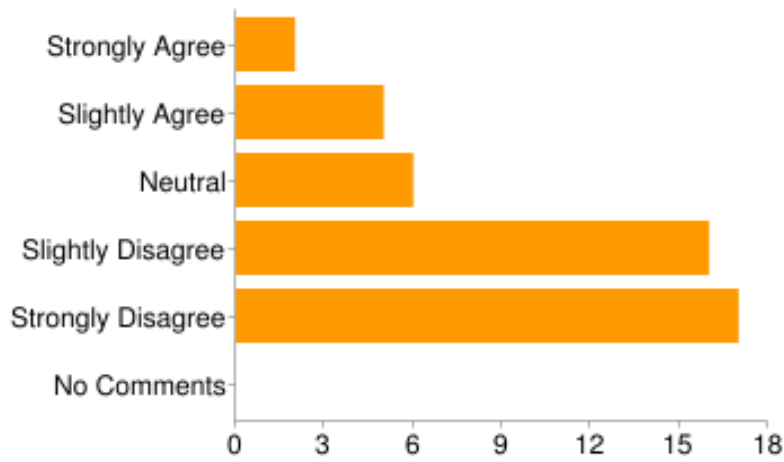


b) I do not see the point of having music playing in a clothes shop

Weighted average = 2.10

Approximately 70% of the respondents disagree to this statement. This shows that they perceive the concept of music in a clothing shop positively. Also, they may have an idea in their minds about what sensory marketing roughly means.

Figure 4.11 Response characteristics for the statement : I do not see the point of having music playing in a clothes shop



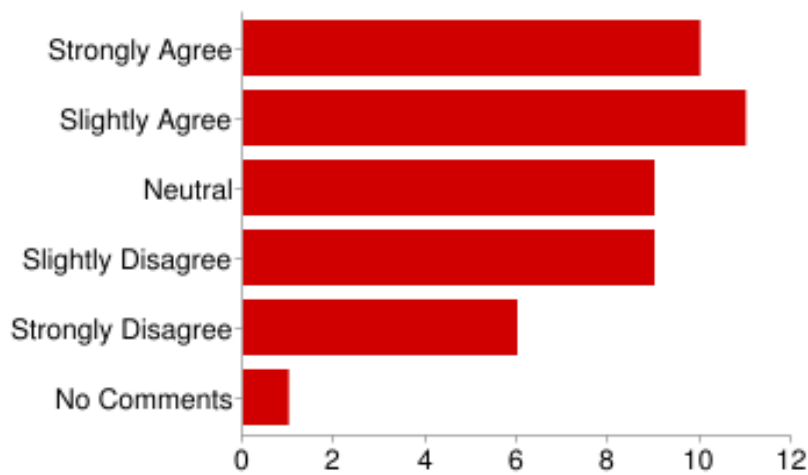
Strongly Agree	2	4.3%
Slightly Agree	5	10.9%
Neutral	6	13%
Slightly Disagree	16	34.8%
Strongly Disagree	17	37%
No Comments	0	0%

c) It depends what kind of music is on, if I like it, I might go in

Weighted average = 3.22

The weighted average shows that respondents are fairly inclined towards agreement to this statement. Hence, we see that apart from products at display, the physical evidence of the store is also impacted by music played. It may attract people inside the shop.

Figure 4.12 Response characteristics for the statement : It depends what kind of music is on, if I like it, I might go in



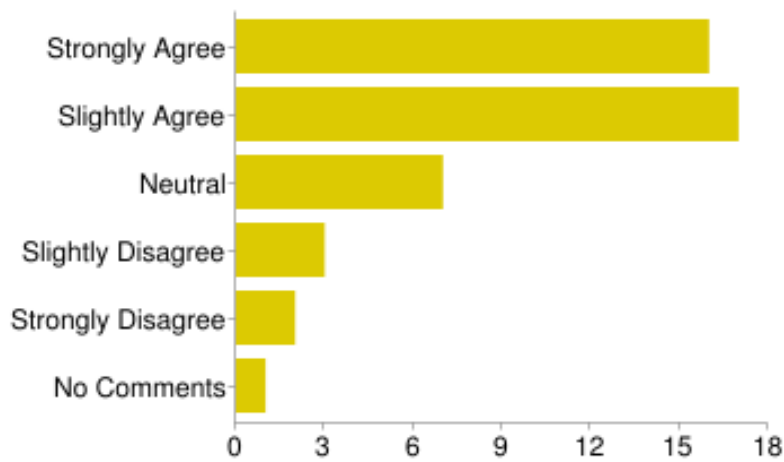
Strongly Agree	10	21.7%
Slightly Agree	11	23.9%
Neutral	9	19.6%
Slightly Disagree	9	19.6%
Strongly Disagree	6	13%
No Comments	1	2.2%

d) Music makes clothes shops more appealing

Weighted average = 3.93

More than 70% respondents agree to the fact that music makes clothes shop more appealing. There are 8 respondents (20%) which are either neutral or do not have any comment on this. This should be used by marketers as a fact to appreciate the concept of use of audio in fashion stores.

Figure 4.13 Response characteristics for the statement : Music makes clothes shops more appealing



Strongly Agree	16	34.8%
Slightly Agree	17	37%
Neutral	7	15.2%
Slightly Disagree	3	6.5%
Strongly Disagree	2	4.3%
No Comments	1	2.2%

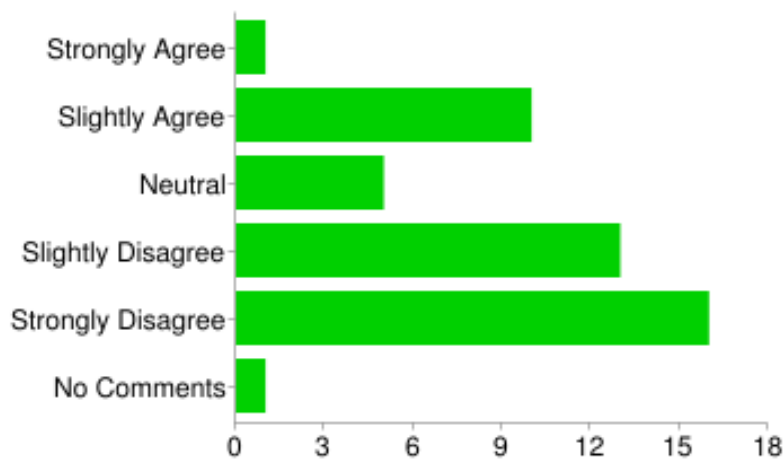
4. The extent to which respondents agreed with the following statements in relation to the influence of music on you whilst being in a fashion clothing shop:

a) Music makes me not want to buy anything

Weighted average = 2.26

The weighted average of this question's response is quite low, indicating that according to the sample population, music does not have a negative impact on their buying behaviour in clothing shops. There are 10 respondents who slightly agree to this statement which shows that certain people feel music creates a hindrance in their shopping experience.

Figure 4.14 Response characteristics for the statement : Music makes me not want to buy anything



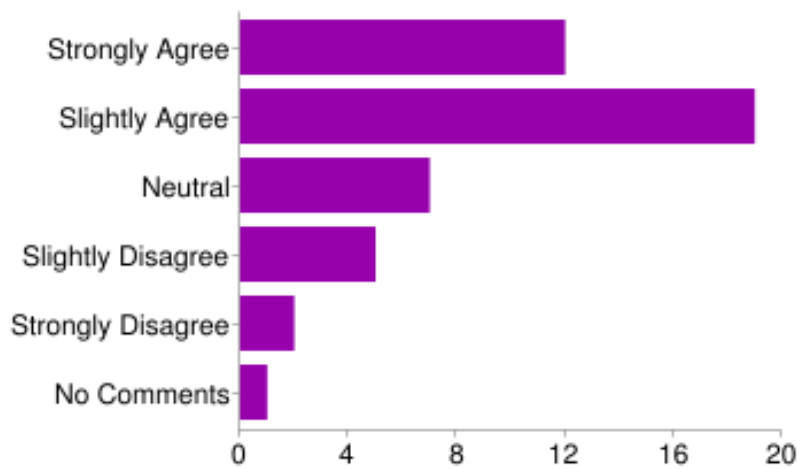
Strongly Agree	1	2.2%
Slightly Agree	10	21.7%
Neutral	5	10.9%
Slightly Disagree	13	28.3%
Strongly Disagree	16	34.8%
No Comments	1	2.2%

b) Music puts me a good mood to buy clothes but I can resist buying more than I intended to.

Weighted average = 3.75

Respondents' views are fairly inclined towards the statement that they get influenced by music but they can resist buying more than they intend to. Here, we see that a good proportion of respondents (around 40%) agree slightly to this statement. This means that they are not very confident in saying that they will be able to resist themselves of buying more.

Figure 4.15 Response characteristics for the statement : Music puts me a good mood to buy clothes but I can resist buying more than I intended to.



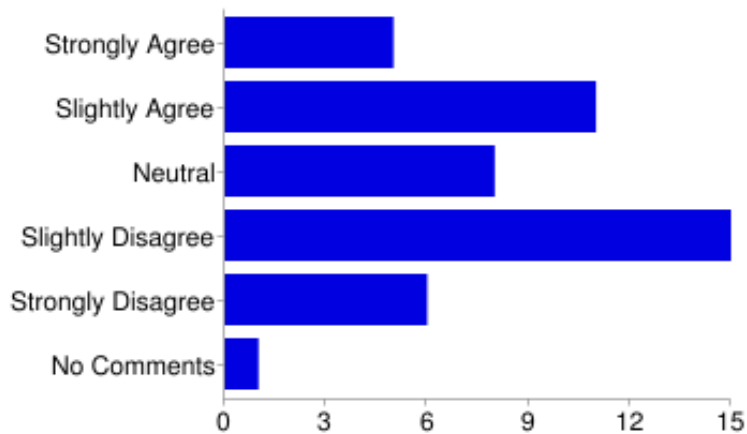
Strongly Agree	12	26.1%
Slightly Agree	19	41.3%
Neutral	7	15.2%
Slightly Disagree	5	10.9%
Strongly Disagree	2	4.3%
No Comments	1	2.2%

c) Music can make me forget time in a shop and stay there for quite a long time and maybe buy more than I intended to

Weighted average = 2.86

The population is divided in their views on this statement. 45% of the people surveyed disagree to various extents whereas 35% of the people agree to this statement. No validated conclusion can be drawn.

Figure 4.16 Response characteristics for the statement : Music can make me forget time in a shop and stay there for quite a long time and maybe buy more than I intended to



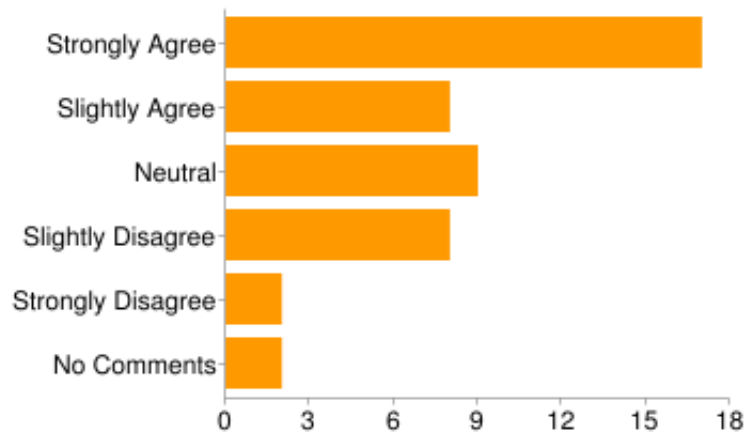
Strongly Agree	5	10.9%
Slightly Agree	11	23.9%
Neutral	8	17.4%
Slightly Disagree	15	32.6%
Strongly Disagree	6	13%
No Comments	1	2.2%

d) Inappropriate music played loudly can disrupt thinking and cause me not to buy.

Weighted average = 3.68

The responses to this question state that sample population is fairly agreeing to the fact that loud music may cause them not to buy.

Figure 4.17 Response characteristics for the statement : Inappropriate music played loudly can disrupt thinking and cause me not to buy



Strongly Agree	17	37%
Slightly Agree	8	17.4%
Neutral	9	19.6%
Slightly Disagree	8	17.4%
Strongly Disagree	2	4.3%
No Comments	2	4.3%

4.3 Analysis of the first chosen dimension of sensory marketing (Smell) on consumer behavior

1. The extent to which respondents agreed with the following statements in relation with SMELL coming from restaurants and fast food shops

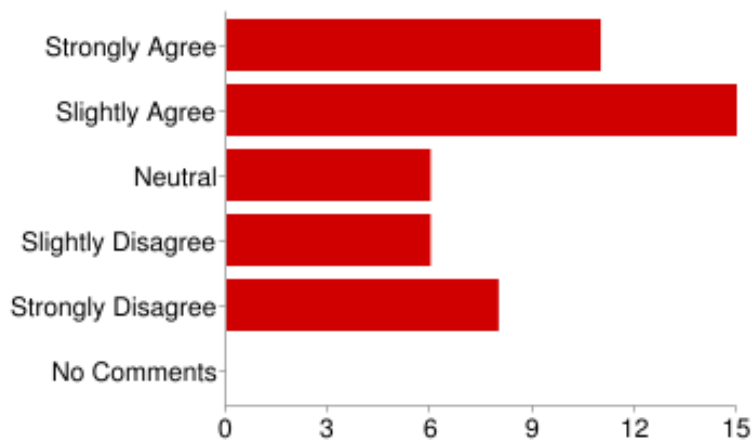
a) Any food smell from food places can be off putting

Weighted average = 3.32

Weighted average shows that sample population is majorly agreeing to the statement. Sometimes, marketers believe that especially in fine dine in restaurants, cooking everything on the spot makes people satisfied. This is an

indication to the marketers that letting the customers smell food while being cooked might prove unfavourable to them.

Figure 4.18 Response characteristics for the statement : Any food smell from food places can be off putting



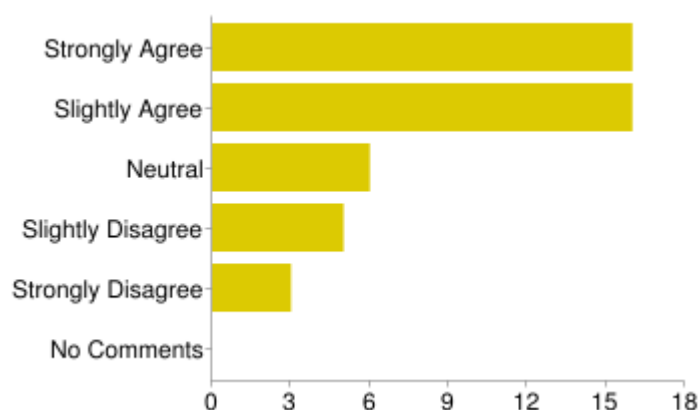
Strongly Agree	11	23.9%
Slightly Agree	15	32.6%
Neutral	6	13%
Slightly Disagree	6	13%
Strongly Disagree	8	17.4%
No Comments	0	0%

b) A good food smell can stimulate my appetite but I can easily resist going in to buy something if I am not hungry

Weighted average = 3.8

This signifies that food smell can enhance the dining experience but cannot persuade people to eat more than their appetite. Hence, good smell would not increase quantity ordered by a customer.

Figure 4.19 Response characteristics for the statement : A good food smell can stimulate my appetite but I can easily resist going in to buy something if I am not hungry



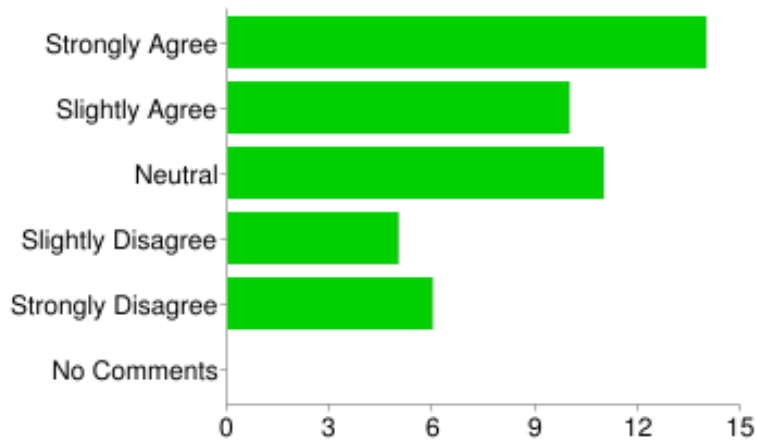
Strongly Agree	16	34.8%
Slightly Agree	16	34.8%
Neutral	6	13%
Slightly Disagree	5	10.9%
Strongly Disagree	3	6.5%
No Comments	0	0%

c) A good food smell will cause me to enter the food outlet and buy a meal even though I am not particularly hungry

Weighted Average = 3.45

This signifies that sample population has the view that good food smell attracts them inside the outlet.. Bigger restaurants generally are less prone to benefit by this because food smell generally does not reach outside. In order to gain from this, they can introduce small kiosks of special foods outside their outlet to attract customers.

Figure 4.20 Response characteristics for the statement : a good food smell will cause me to enter the food outlet and buy a meal even though I am not particularly hungry



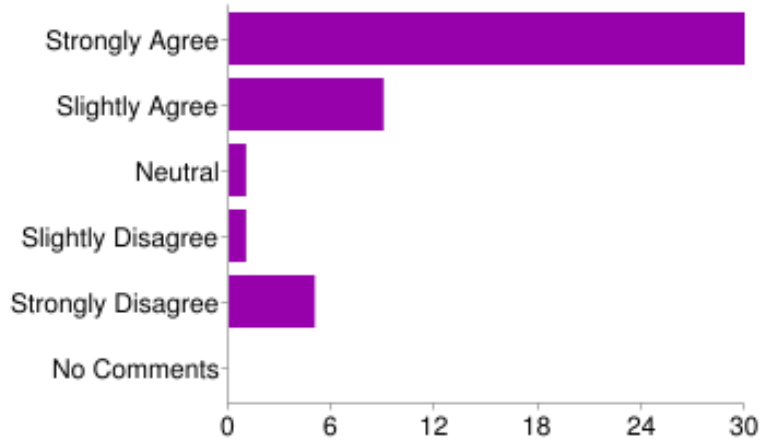
Strongly Agree	14	30.4%
Slightly Agree	10	21.7%
Neutral	11	23.9%
Slightly Disagree	5	10.9%
Strongly Disagree	6	13%
No Comments	0	0%

d) A bad food smell could put me off a place even though I am hungry and had intended to purchase food.

Weighted Average = 4.26

Clear majority (around 65%) says that they would not enter a food outlet in case a bad food odour is present. Hence it is absolutely necessary for food outlets to eliminate any odd food smell.

Figure 4.21 Response characteristics for the statement : A bad food smell could put me off a place even though I am hungry and had intended to purchase food.



Strongly Agree	30	65.2%
Slightly Agree	9	19.6%
Neutral	1	2.2%
Slightly Disagree	1	2.2%
Strongly Disagree	5	10.9%
No Comments	0	0%

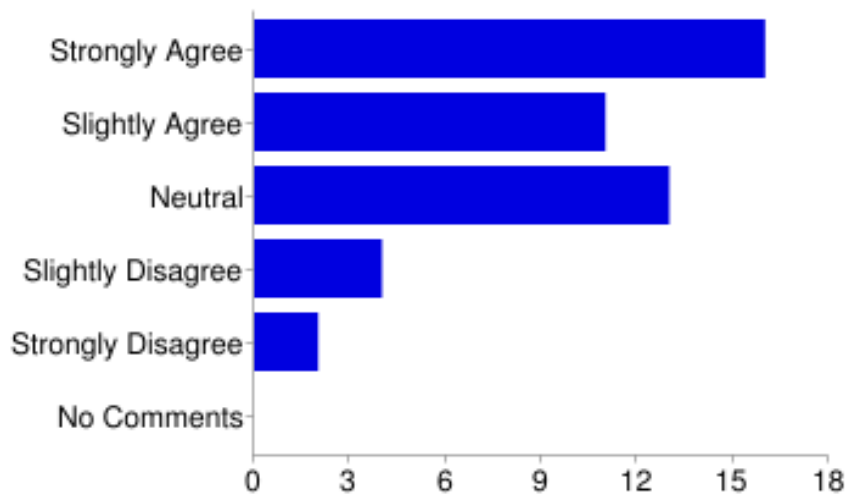
2. The extent to which respondents agreed with the following statements in relation to the influence of SMELL on you whilst being INSIDE a restaurant or fast food place:

a) I will not stay long in a place where the food smell is too strong inside the premises

Weighted Average = 3.76

The population is majorly divided among strongly agreeing, slightly agreeing and being neutral on this statement. Hence smell of food in any condition, if being used for sensory marketing should be very light

Figure 4.22 Response characteristics for the statement : I will not stay long in a place where the food smell is too strong inside the premises



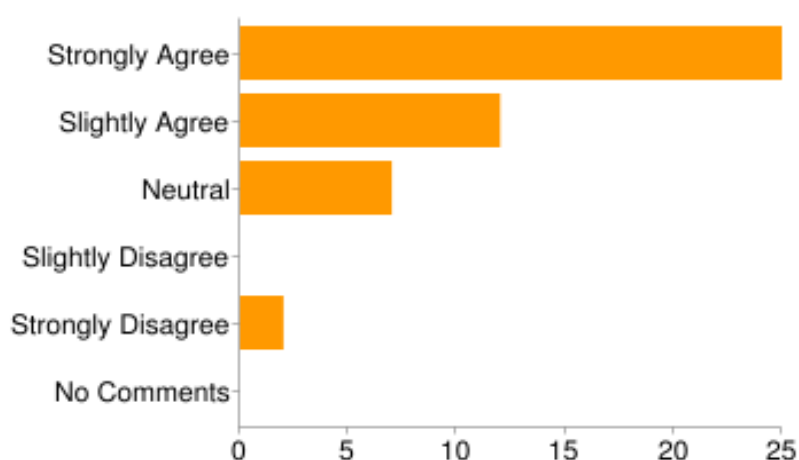
Strongly Agree	16	34.8%
Slightly Agree	11	23.9%
Neutral	13	28.3%
Slightly Disagree	4	8.7%
Strongly Disagree	2	4.3%
No Comments	0	0%

b) A good food smell improves the taste of food and makes the food more enjoyable.

Weighted Average = 4.2

This signifies clear thought agreement of sample with the survey question. People favourably appreciate good smell of the food that is being served to them.

Figure 4.23 Response characteristics for the statement : A good food smell improves the taste of food and makes the food more enjoyable.



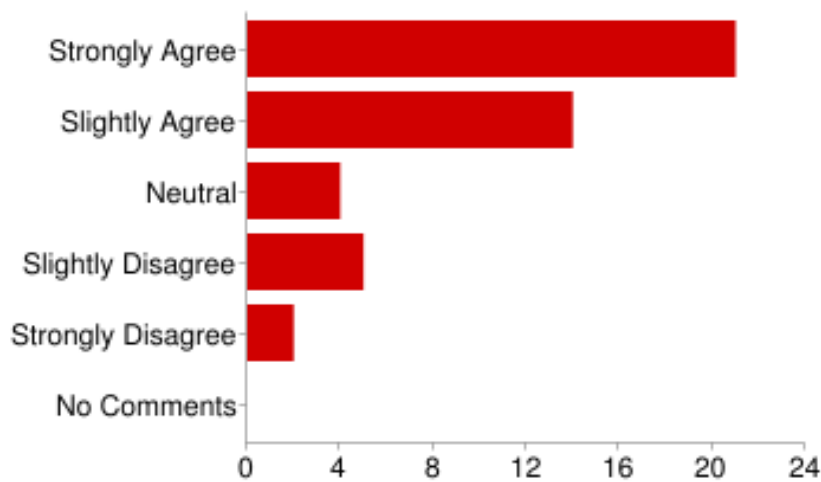
Strongly Agree	25	54.3%
Slightly Agree	12	26.1%
Neutral	7	15.2%
Slightly Disagree	0	0%
Strongly Disagree	2	4.3%
No Comments	0	0%

c) A good food smell increases my appetite but I will not order more food than I need.

Weighted Average = 4.02

Except for 7 respondents, all other respondents said that good food smell will increase their appetite but they would resist ordering more than required. So, at least they would consciously not do so. But good food smell will definitely lure their taste buds.

Figure 4.24 Response characteristics for the statement : A good food smell increases my appetite but I will not order more food than I need.



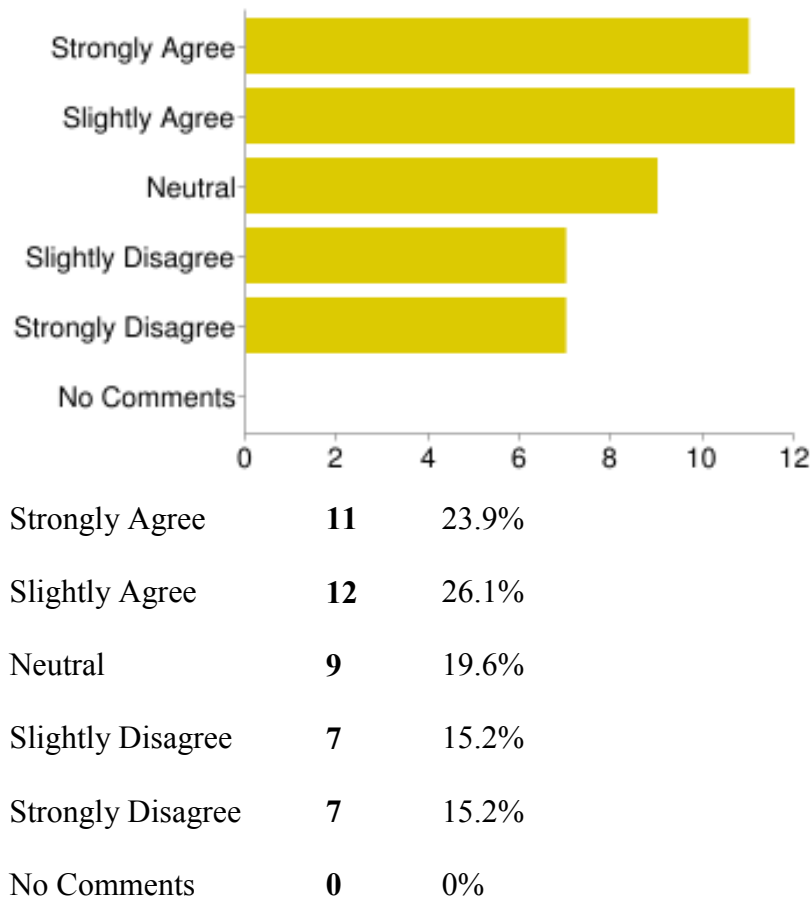
Strongly Agree	21	45.7%
Slightly Agree	14	30.4%
Neutral	4	8.7%
Slightly Disagree	5	10.9%
Strongly Disagree	2	4.3%
No Comments	0	0%

d) A good food smell increases my appetite and may cause me to overeat and overspend.

Weighted Average = 3.28

The sample population had been majorly divided in their views on this question with approximately 20% respondents going with every option from Likert's scale.

Figure 4.25 Response characteristics for the statement : A good food smell increases my appetite and may cause me to overeat and overspend.



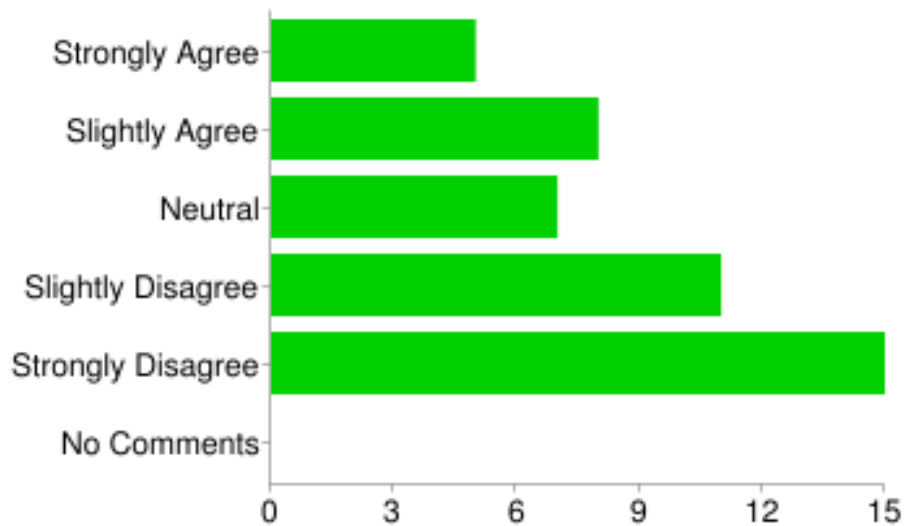
3. The extent to which respondents agreed with the following statements in relation with smell/fragrances that may influence you to enter fashion clothing shops (men's shops or women's shops)

a) I do not understand the point of having fragrances in clothes shop

Weighted Average = 2.5

More than 50% of the respondents disagree in some form to the statement and hence indicate that they do understand the concept of sensory marketing in the form of fragrances. Weighted average is in the middle of the scale showing the other 50% have different opinions.

Figure 4.26 Response characteristics for the statement : I do not understand the point of having fragrances in clothes shop



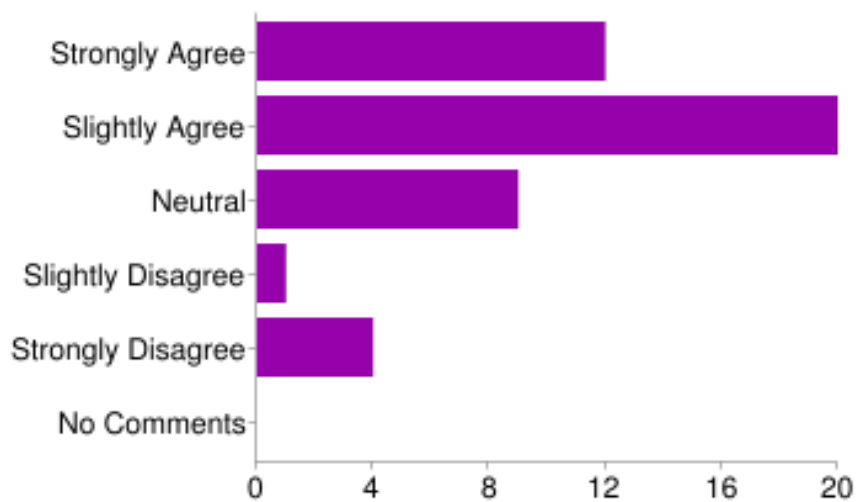
Strongly Agree	5	10.9%
Slightly Agree	8	17.4%
Neutral	7	15.2%
Slightly Disagree	11	23.9%
Strongly Disagree	15	32.6%
No Comments	0	0%

b) It depends what kind of fragrance it is, one that is appropriate might attract me to enter the shop

Weighted Average = 3.76

Approximately 70% of the sample feels that a good fragrance is an attraction to enter a fashion clothing shop

Figure 4.27 Response characteristics for the statement : It depends what kind of fragrance it is, one that is appropriate might attract me to enter the shop



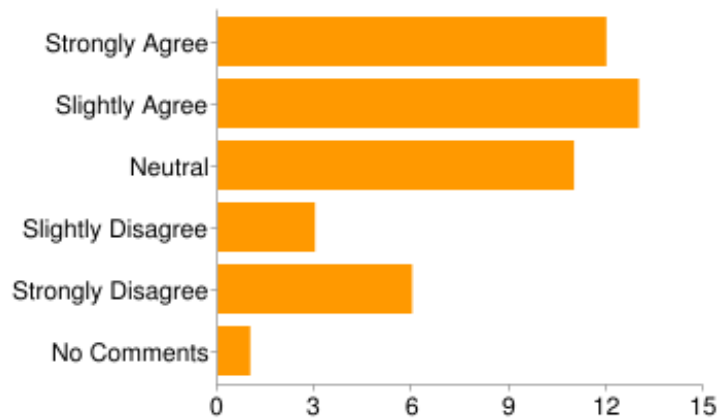
Strongly Agree	12	26.1%
Slightly Agree	20	43.5%
Neutral	9	19.6%
Slightly Disagree	1	2.2%
Strongly Disagree	4	8.7%
No Comments	0	0%
Strongly Disagree	3	6.5%
No Comments	2	4.3%

c) Any ATTRACTIVE fragrance will attract me to enter the shop

Weighted Average = 3.48

This signifies the extent to which an appropriate fragrance plays a positive role in influencing the human senses to get attracted towards a clothing shop.

Figure 4.28 Response characteristics for the statement : Any ATTRACTIVE fragrance will attract me to enter the shop



Strongly Agree	12	26.1%
Slightly Agree	13	28.3%
Neutral	11	23.9%
Slightly Disagree	3	6.5%
Strongly Disagree	6	13%
No Comments	1	2.2%

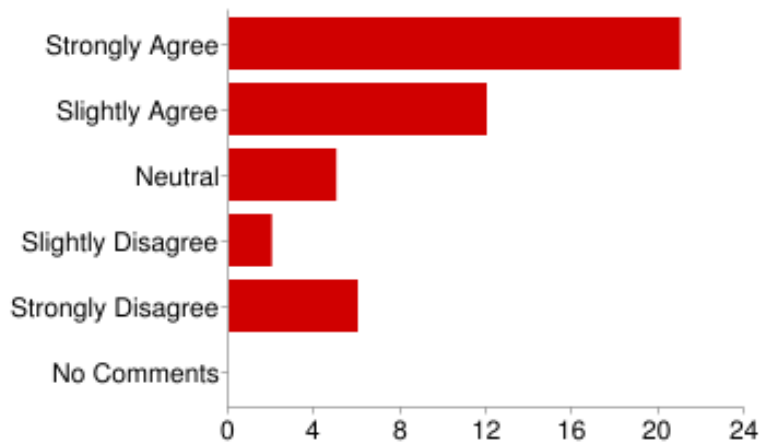
4. **The extent to which respondents agreed with the following statements in relation to the influence of smell/fragrances on you whilst you are INSIDE in a fashion clothing shop:**

a) **I will not stay for long in a clothes shop where there is an inappropriate fragrance**

Weighted Average = 3.86

This signifies that irrespective of how good your range of products offered may be, an inappropriate fragrance or odour may act negatively on the marketing of your business by persuading customers to leave in a short time from the shop.

Figure 4.29 Response characteristics for the statement : I will not stay for long in a clothes shop where there is an inappropriate fragrance



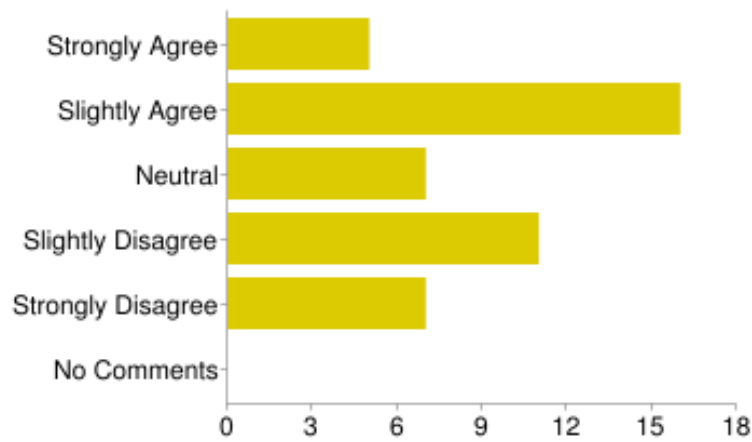
Strongly Agree	21	45.7%
Slightly Agree	12	26.1%
Neutral	5	10.9%
Slightly Disagree	2	4.3%
Strongly Disagree	6	13%
No Comments	0	0%

b) Fragrance does not have any effect on me when I am clothes shopping

Weighted Average = 3.02

It signifies that 60% of the respondents do not tend to get affected by a positive fragrance while shopping for clothes or remain neutral.

Figure 4.30 Response characteristics for the statement : Fragrance does not have any effect on me when I am clothes shopping



Strongly Agree	5	10.9%
Slightly Agree	16	34.8%
Neutral	7	15.2%
Slightly Disagree	11	23.9%
Strongly Disagree	7	15.2%
No Comments	0	0%

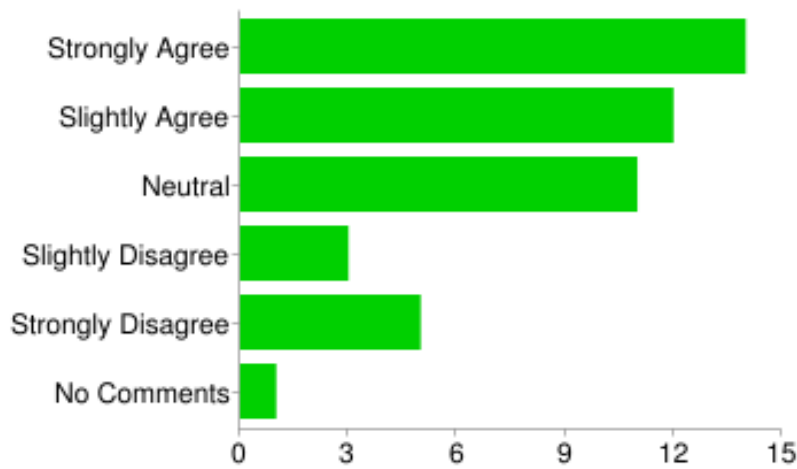
c) Fragrance stimulates me to buy clothes but I can control not buying too many clothes

Weighted Average = 3.6

Only 16% of the people who were surveyed disagree with the statement and say that they cannot control themselves from buying too many clothes

This shows that visibly there is no added business from a customer who is inside the store for shopping.

Figure 4.31 Response characteristics for the statement : Fragrance stimulates me to buy clothes but I can control not buying too many clothes



Strongly Agree	14	30.4%
Slightly Agree	12	26.1%
Neutral	11	23.9%
Slightly Disagree	3	6.5%
Strongly Disagree	5	10.9%
No Comments	1	2.2%

4.4 Findings and Conclusions

Findings

We have analysed the findings to see that sensorial marketing is vital and has the potential to become a full fledged strategy for today's companies. It shows that music and smell, both are accepted by consumers while at a restaurant or fashion store.

The questionnaire has allowed us to determine the tendencies of a consumer towards methods of sensory marketing. Hence it gives better and reliable

information regarding the results of using such a strategy. Most of the respondents have agreed that sensorial marketing techniques would add value to their shopping and make it a more pleasing experience.

In this competitive era, restaurant and clothing are perhaps the most competitive of all. To gain a competitive advantage here, you need to attract customers as soon as they enter your place or even before that. It is here when music comes to play a much bigger role as compared to food being served or products being made available inside a cloth shop. While choosing any outlet, several factors come into play apart from 4 Ps of marketing, music taking a decent position among them. Hence, good music attracts customers inside the outlet. Also, the results suggest that the choice of music should be made appropriately. It should be remembered by marketers that music is the background and other tacit parts of the restaurant are the foreground. At the same time, it was found that good music is beneficial to attract customers, but it directly does not increase the want of spending of in an individual in a restaurant or clothing shop. Having said that, music uplifts their mood and somewhere to a certain extent, might push them to unintentionally buy more than planned.

Good food smell attracts customers inside the outlet. This can be particularly useful for small outlets where food smell can reach the vicinity of the outlet. Bigger restaurants generally are less prone to benefit by this because food smell generally does not reach outside. Also, talking of bad smells, it is absolutely necessary for food outlets to eliminate any odd food smell. They shall firstly ensure no presence absolutely of pre cooked food that has any chances of becoming stale. It is found that good food smell will increase consumers' appetite but they would resist ordering more than required. So, at least they would consciously not do so. But good food smell will definitely lure their taste buds and they might order more unconsciously. When inside a clothing shop, an inappropriate fragrance or odour may act negatively by persuading customers to leave in a short time from the shop. Contrastingly, good smell might keep them in the store for longer times.

Conclusion

It is immensely tough to differentiate amidst competition wars that fashion retailers and food outlets are heading to. The current research has been useful to determine that techniques under sensorial marketing act as a positive input for a company that desires for differentiation, improved relations with customers and advanced experiences for them.

It is concluded that using audio is not at all a risky proposition and restaurants and which have not yet used music for sensory marketing can safely do so. According to human psychology, it has been stated that more the time a person spends in a restaurant, more the food he will be ordering. But as per respondents awareness, they do not spend more because of good music. There is a possibility here that people unknowingly tend to spend more money in a restaurant when they are spending more time there. Also, marketers, while using various sensory marketing techniques should lay stress upon the choice of music. Wrong music may directly cause them a substantial loss of business and possible reduction of the customer base.

An appropriate fragrance plays a positive role in influencing the human senses to get attracted towards a clothing shop. Here, competitors offering exactly the same product have a strikingly valuable option of improving marketing.

Further research could be undertaken to deepen the study and discover more findings concerning the behaviours of the consumers. An experiment would complement the questionnaire, highlighting the unconscious behaviours toward senses stimulation, in addition to the conscious responses we already gathered. Digging out the analysis on the influence of each stimulus would bring a better comprehension and assessment of some findings such as receptivity to odours, tactile preferences, influence on mood or shopping duration.

4.5 Limitations of the study

Although this study sheds much needed light on what young Indian consumers think about sensory perception in buying products and services, there are several limitations that could be addressed in further research.

The universe being large, the study has some limitations that serve as impediments for 100% accuracy in analysis.

- 1) The sample size is only of 46 people, so the sample may not be truly representative of the population.
- 2) The research is carried out with a focus on the young population, the results may be different in case if older age groups are included.
- 3) The area in which research is carried out is also limited, and the results may vary in case of different areas.
- 4) The research is carried out in lifestyle market only so the conclusions may or may not be generalized for all other products.
- 5) The research is only able to gauge the intentions of customers and not how they behave unconsciously.

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Kotler, P., & Keller, K. L. (2009). *Marketing management*. Upper Saddle River, N.J: Pearson Prentice Hall.

ADHERENCE SHEET

Particulars	Last Date	Signature of Mentors	
Title of the Project/Area of Topic Finalization	19-Jan-15		
Literature Review/Objectives of the study	02-Feb-15		
Methodology	16-Feb-15		
Questionnaire/Data Collection tools	02-Mar-15		
Data Collection	23-Mar-15		
Analysis	13-Apr-15		
Conclusion and Recommendations	20-Apr-15		
First Draft	27-Apr-15		
Final Report/Binding and Submission	02-May-15		

ANNEXURE

Questionnaire

Sensory Marketing : Attitudes to the influences of external stimulus when buying

The purpose of this survey is to measure the influence of music and smell on our buying behaviour in relation to certain products and services. Your help in completing the questionnaire will be much appreciated. Some questions may appear to be asking for the same information as others, however there are differences in emphasis so it would be helpful if you could answer each one. If you have no view click on the no comment column.

*Required

1. Specify your Gender *

- ☐ Male
☐ Female

2. Specify your Age Group *

- ☐ 10 to 20
☐ 21 to 30
☐ 31 to 40
☐ 41 to 50

3. Specify total annual household income *

- ☐ Below 3 Lacs
☐ 3 to 6 Lacs
☐ 6 to 9 Lacs
☐ 9 to 12 Lacs
☐ Above 12 lacs

4. Please indicate to what extent you agree with the following statements in relation with music in restaurant and fast food shops *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) Music in food places annoys me and I will not go to a place where there is music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) I do not understand why there should be music in eating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
places						
c) It depends what kind of music, if I like it then I might consume in that place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Appropriate music makes food places more appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Music in food outlets is often too loud and distracts me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Please indicate to what extent you agree with the following statements in relation to the influence of music on you whilst being in a restaurant or fast food place: *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) Music in a food place does not have any effect on what I buy and spend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Music cuts my appetite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Music makes me relax and enjoy my meal more but I can control how much I will spend and eat there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Music creates a good ambience and makes me want to spend as much time there as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please indicate to what extent you agree with the following statements in relation with music in FASHION CLOTHING shops *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) I find music in clothes shops annoying and I will not enter any shop with music playing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) I do not see the point of having music playing in a clothes shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
c) It depends what kind of music is on, if I like it, I might go in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Music makes clothes shops more appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please indicate to what extent you agree with the following statements in relation to the influence of music on you whilst being in a fashion clothing shop: *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) Music makes me not want to buy anything	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Music puts me a good mood to buy clothes but I can resist buying more than I intended to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Music can make me forget time in a shop and stay there for quite a long time and maybe buy more than I intended to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Inappropriate music played loudly can disrupt thinking and cause me not to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please indicate to what extent you agree with the following statements in relation with SMELL coming from restaurants and fast food shops *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) Any food smell from food places can be offputting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) A good food smell can stimulate my appetite but I can easily resist going in to buy something if I am not hungry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) a good food smell will cause me to enter the food outlet and buy a meal even though I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
not particularly hungry						
d) A bad food smell could put me off a place even though I am hungry and had intended to purchase food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Please indicate to what extent you agree with the following statements in relation to the influence of SMELL on you whilst being INSIDE a restaurant or fast food place: *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) I will not stay long in a place where the food smell is too strong inside the premises.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) A good food smell improves the taste of food and makes the food more enjoyable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) A good food smell increases my appetite but I will not order more than I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) A good food smell increases my appetite and may cause me to overeat and overspend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Please indicate to what extent you agree with the following statements in relation with smell/fragrances that may influence you to enter fashion clothing shops (men's shops or women's shops) *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) I do not understand the point of having fragrances in clothes shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) It depends what kind of fragrance it is, one that is appropriate might attract me to enter the shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Any ATTRACTIVE fragrance will attract me to enter the shop.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please indicate to what extent you agree with the following statements in relation to the influence of smell/fragrances on you whilst you are INSIDE in a fashion clothing shop: *

	Strongly Agree	Slightly Agree	Neutral	Slightly Disagree	Strongly Disagree	No Comments
a) I will not stay for long in a clothes shop where there is an inappropriate fragrance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Fragrance does not have any effect on me when I am clothes shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Fragrance stimulates me to buy clothes but I can control not buying too many clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit