

Can Sensory Marketing Factors Improve the Customers' Pleasure and Arousal in Egyptian Resort Hotels?

Ali Elsyed Shehata

*Hotels management department, faculty of tourism and hotels, Suez Canal University.
Marketing department, college of business administration, Shaqra University, KSA.*

Wail Alaswadi

*Marketing department, college of business administration, Shaqra University, KSA
wail_alaswadi@su.edu.sa*

ARTICLE INFO ABSTRACT

Keywords:

Sensory marketing;
Customers' senses;
Customer's pleasure;
Customer's arousal.

Sensory marketing is a type of marketing orientation that targets customers' senses, through customer's emotionally influencing to form mental connections. This study aims to determine the relationship between sensory marketing factors (sight, smell, sound, taste, and touch) and customers' pleasure and arousal in Egyptian hotels and resort. A quantitative research survey was used. The sample size was 493 customers of 25 five-star resort hotels in Egypt. The findings revealed that, sensory marketing factors have a positive and significant effect on the customers' pleasure and arousal in Egyptian resort hotels, however, touch, as a component of sensory marketing factors, was not significant on the customer's arousal. The study contributes theoretically by validating the theory of emotional accidents as an effective underpinning theory in explaining customers' pleasure and arousal; The study recommends that marketing managers in resort hotels should pay more attention on the emotional aspect through influencing on customer's senses for satisfying their desires and making them repeating customers.

**(JAAUTH)
Vol. 22, No. 2,
(June 2022),
PP.111-131.**

1. Introduction

Service in the hotel segments is absolutely the most essential factor. Hotel institutions ought to give service innovation an improvement to earn competitive advantage. Sensory marketing is becoming more common in customer marketplaces, and as a result, offering superior service performance has become a critical aspect of service categories such as hotels, restaurants, and cafés (Luan, 2017). The customer's response to sensory marketing methods that include perceptions, attitudes, and quality appraisals is known as cognitive response theory. Cognitive reactions are elicited by the senses. The aromas, sounds, and visuals created by the customer experience at hotels and restaurants, in particular, produce a cognitive thinking process. For example, it has been proven that environment is an important factor to consider while selecting a restaurant (Amornratkul and Pahome, 2011; Stupple et al., 2017).

Mood, feelings, and emotions of a customer are directly caused by stimulus. Customers, for example, respect sensory marketing activities held at hotels and restaurants. One of the key sentiments expected from sensory marketing operations is relaxation, which is provided by hotels. This is followed by scents, which have a direct impact on customers. At a restaurant, the tastes and fragrances are equally important factors in influencing the emotional response. (Amorntakul and Pahome 2011).

Sensory marketing is a tool used by marketing experts to improve business performance and achieve substantial results. Waiting longer at a hotel or restaurant, spending more money, and returning to the same residence are all examples of these results (Amorntakul and Pahome, 2011). When good and satisfying feelings are engaged, an emotional response develops, and the response is cognitively and emotionally recorded in the consumer's mind (Oliver, 1999). Many studies have confirmed that the customer's senses are affected more on tangible goods than intangible services, including services provided in hotel establishments, hospitals and banks (Furst et al., 2021; Gillani et al., 2021). While other studies, as Shabgou and Daryani (2014), and Erenkol and Merve (2015) which indicated that the human senses are affected by the surrounding environment, whether physical or service. Therefore, the current study come to search for an answer to the following question can the five sensory marketing factors improve the customers' pleasure and arousal in resort hotels?. As a result, one of the fundamental targets of this study is to show how sensory marketing, which is based on the human five senses, can influence customers' pleasure and arousal.

2. Literature review

2.1. Sensory marketing

Sensory marketing is defined as "marketing approaches that try to entice the consumer by influencing the consumer's feelings and behaviors via the use of senses" (Erenkol and Merve, 2015) . Furthermore, according to Costa et al. (2012), the goal of sensory marketing is to send information to the right half of the brain, motivate the client's senses, and lastly create a link between the customer and the goods, enticing him to buy. The crucial distinction between sentiments and causes is that humans motivate sentiment and come to conclusions stand on reason (kotler et al. 2011).

From the past until present sight has been the commonly used sense in marketing, the remaining four senses have also become an important marketing methods. In the 1950s; value of sight was detected for the first time in terms of colors, product designs and advertisements. For instance, Coca cola design and color look alike woman's body. Subsequently, shops and advertisements began to use music. Currently, almost all stores play music. In the 1970s, blind-test was employed for the first time and therefore taste sense was combined into the marketing literature. The last style employed involved smell sense into the process (Valenti and Rivere. 2008).

In the present time, heightened attention to the five human senses in the marketing process suggests that businesses should be aware of their customers' internal purchasing processes. Customers' thoughts and experiences were not only a challenge for merchants to comprehend and predict, but they also had to shape media stores and services, nurture positive emotions, and remove negative emotions (Munshi and Hanji,

2013). In this setting, stimulants directed at all, some or one of the five senses, namely taste, touch, smell, hearing and sight, attempt to influence emotional and behavioral tendencies customer (Erenkol and Merve 2015). Customers' moods and actions are affected by the brightness of light, the volume of speech, the softness of fabric, the fragrance of detergent, and the flavor of coffee samples at a market (Erenkol and Merve 2015). Moreover, Dissabandara, and Dissanayake (2019) that emotions effect on several parameters for instance importance and choice of store files, shopping satisfaction, satisfaction with a product or service, pleasure seeking and consumption-oriented shopping, consumer decision-making patterns, and customer want, and interest rates are all terms used to describe retail marketing.

Globally, the increasingly competitive climate forces businesses to seek out new marketing tactics in addition to the old ones. One of the tools is sensory marketing, which is an advertising approach such aims to lure the customer through employing his emotions to impact his sensation also behavior (Erenkol and Merve 2015). Customers' emotional and behavioral orientations are investigated to be affected in sensory marketing, with numerous motivations referred to five senses (Erenkol and Merve 2015). In today's wave of interest in marketing, the importance of sensory knowledge in judging and determining is referred to as sensory marketing. Some research has been done on the impact of dispersed senses on customer behavior (Krishna and Schwarz, 2014). Furthermore, sensory marketing encompasses a customer's senses and influences their perception, judgment, and behavior (Krishna, 2012).

Hearing, tasting, smelling, seeing, and touching a product are all important aspects of our knowledge. In today's market, perception of these jobs has a significant advantage. These senses are a reflection of our daily life, and it is via their use that we are able to meet our needs and desires. Yoon and Park, (2012) mentioned that behavioral economists have recently begun to discuss these demands via sensory marketing, which is frequently connected with a positive passionate answer to cause an alteration in spending behavior.

The color and shape of a product, the ambient emitted odor, effective music, and the freedom to touch and taste delicious food goods, all have various influences on consumer behavior. Various environmental cues in the store will influence customer behavior by activating the senses of sight (color, form, and magnitude), voice (tones), scent (aroma), and trace (smoothness, temperature) (de Farias et al. 2014). Additionally, sensory cues in the retail environment such as color, bright, tones, and fragrance have a beneficial effect on customer responses (Spangenberg et al. 1996). The five sensory incentives in the business atmosphere have a favorable effect on spending intention, time understanding, going back, temper, time, fulfillment, spent cash, goods sharing, and pleasure and arousal (Tourly and Milliman 2000). Sensory marketing tries to produce the faultless sensory incentives and accomplish the extreme effect on shopper buying behavior.

2.2.Sensory marketing and customers' pleasure and arousal

Customer pleasure is one of the individual responses to the surrounding environment (Otterbring, 2021). individuals differ between themselves in their behaviors and

attitudes depends on the emotional responses to external stimuli (Liu and Keh, 2015). Additionally, Gillani et al. (2021) declared that pleasure is the feeling of customer satisfaction resulting from performance that meets and exceeds expectations. It is a positive emotional state resulting from the presence of surprise. Moreover, Barnes et al. (2021) indicated that pleasure may occur in the absence of a surprise, the surprise here is not mandatory, as he or she is satisfied with the pleasure of the experience. This term was introduced into the academic literature nearly 20 years ago to describe the customer's condition. Among the most famous institutions that have adopted this approach is the Mercedes-Benz Corporation under the slogan "Towards Customer pleasure" (Liu and Keh, 2015).

Customer's arousal is a meaningful ramification of how the emotional event is incorporated into memory (Gillani et al., 2021). Here the customer recalls his or her feelings about a particular experience and remembers the surrounding environments while shopping or visiting a place (Barnes et al., 2021). Perception theory and gestalt explain the cognitive mental process of the customer and how this excitement is achieved. It is known as the customer's mental maps (Huang et al., 2017). Whereas Liu and Keh (2015) indicated that customer's arousal is achieved due to the extreme surprise of a unique and unfamiliar experience

Both the pleasure variable and arousal variable follow A PAD model which is the emotional state model, depends on three dimensions, Pleasure, Arousal and Dominance to represent all the feelings of the customer (Huang et al., 2017). The first practice was in the theory of environmental psychology, the concept that bodily surroundings affect individuals over their sensitive impression (Furst et al., 2021). Then Peter Lang used it to develop a physiological theory of emotion and then James develop the theory of emotional accidents in 1974, using only two dimensions Pleasure, Arousal to represent the circular model to test emotions (Huang et al., 2017). The two dimensions are called the basic effect, which is used to study non-verbal communication such as body language (Gillani et al., 2021). The use of the model has spread in organizational studies, where emotions are measured towards certain objects or products in market, and it was also used to study consumer behavior to determine the effects of pleasure and arousal among customers. Many studies have agreed that the customer's pleasure and arousal is closely related to his five senses (Sight; Smell; Sound; Taste; Touch) (Furst et al., 2021; Gillani et al., 2021; Otterbring, 2021)

2.2.1 Impact of sight

The major sensory system and the most powerful sense used in marketing is sight. The visual sense is responsible for more than 80% of all commercial and commerce communications (Jayakirishnan, 2013). The major sensory system and the most powerful sense used in marketing is sight. The visual sense is responsible for more than 80% of all commercial and commerce communications (Jayakirishnan, 2013). Individuals are eligible of perceiving shapes, colors, dimensions, movements and distances between objects (Grębosz and Wrońska, 2012). In recent years, it has become clear that the way a product looks is not the only factor that matters to purchasers. Grbosz and Wroska (2012) cite a large number of academic research dedicated to the

subject of environmental psychology, which attempts to define how people perceive and behave in specific surroundings.

The appearance of a product serves a variety of purposes. According to Creusen and Schoormans (2005), the method of product appearances serves to communicate a visual product value first and foremost.

It has been proven that the aesthetic qualities of a business and its goods can impact customer behavior in a retail setting. They have the ability to influence how people perceive items and businesses. As a result, it is clear that proper visual modification is critical for business and marketing activities (Grębosz and Wrońska, 2012).

According to de Farias et al. (2014), color causes a variety of emotions in humans (natural, cognitive, and trying to draw attention to a thing) and has a good rational affect on customers. Important variables such as signs, wrapping, color, design, and good-looking form may be used as a tactical strategy to reinforce and create the expected picture of a goods in the thoughts of purchasers (Hulten et al. 2012). Sight stimuli able to elicit an expressive response along with attracting consideration (Hulten, 2013). Depend on the above argument, the first and second hypothesis are:

H1. Sight as sensory marketing factor has a positive effect on customer's pleasure.

H2. Sight as sensory marketing factor has a positive effect on customer's arousal.

2.2.2 Impact of smell

Several scholars have referred to the sense of smell as a part of the "chemical" senses (Grbosz and Wroska, 2012). Smell is said to be the sense of the five senses that is most closely linked to emotional responses. Smell has a direct link to the spirits of joy and hunger. Furthermore, odor is the sense that is most closely linked to the mind. More importantly, merchants should carefully study evidence that smell has the ability to influence buyers, therefore marketing opportunities associated with odor (Grbosz and Wroska, 2012).

Numerous investigators concerned their research on the influence that sense of smell may utilize on customers and, consequently, the style behaviors they were showing (Grębosz and Wrońska, 2012). In the research directed by Spangenberg, Crowley and Henderson (1996) demonstrated that smells can influence customers' perceptions of harvests besides services, along with contribute to extra cash spent and latest style manners, through their many qualities. As a result, it may be determined that effective odor modification is critical for commercial and marketing activities.

you may able to cover your ears or close your eyes but the smell is the only part of an air that you can respire (Lindstrom, 2005). According to Kotler and Lindstrom (2005), the sense of smell is responsible for 45 percent of trademarks connection. Scent is intimately linked to our feelings, then it takes a significant impact on our actions (Mahmoudi et al. 2012). It is understandable which numerous vendors assume that scent has a beneficial impression on client conduct (Bone and Ellen, 1999). Customers will give stores that use conditioning scents a higher rating. A pleasant odor elicits memories and aids in the justification of a product's added worth. Based on Krishna et al (2010), the long-term impact of fragrance generates stronger aromatic memory, and

an aromatic object is far more appealing than one that is not. Chebat and Michon (2003) found that the aroma directly influences the effect of purchasers and has a significant effect on customers' behaviour at a shopping mall in another study. Furthermore, fragrance and odor have a considerable impact on perceptions of product quality and the surroundings. Vendors can think about how to use odor strategically in a competitive context if they pay attention to it (Bone and Ellen 1999). Depend on the above argument, the third and fourth hypothesis are:

H3. Smell as sensory marketing factor has a positive effect on customer's pleasure.

H4. Smell as sensory marketing factor has a positive effect on customer's arousal.

2.2.3 Impact of sound

Grbosz and Wroska (2012) define sound as any disorder which moves over a flexible average for instance air, ground, or water and is heard by the human ear. Tune is the sound approach which can be set most broadly in the service and commercial setting. It is commonly referred to as the art of prepared sound, with the goal of eliciting a lovely response from listeners. Sound has been known as a vital instrument for influencing mood, preferences, and customer behavior (Alpert et al. 2005). The hearing component of the trademark building process accounts for 41% of the total (Lindstrom, 2005). Sound can be a powerful tool for tapping into a customer's subconscious desires. It has an impact on the way we shop (Lindstrom, 2005).

Furthermore, Hui and Dube (1997) found that music in a retail environment causes customers to feel happy and that knowing music brings a favorable tactic to the shop in their research of song in a trade context. Other research, such as those conducted by Matilla and Wirtz (2001) and Baker et al. (2002), show that shop music has an impact on sales growth and buy intentions. In a study conducted by Vida (2008) on purchaser irritation hearing, the researcher discovered that song awareness has beneficial outcomes in the customer understanding, also that after a shop assessment, the products appear enticing, also that customers spend significantly more time and money in the shop. It has been proven that music, with its many elements, can affect customers' moods, levels of arousal, and pleasure. It has the potential to influence their awareness of goods and services, in addition to the expected period frame. It may as well increase the amount of cash and time consumed in the creation. As a result, it is reasonable to argue that proper musical manipulation is critical for commercial and marketing events. Depend on the above argument, the fifth and sixth hypothesis are:

H5. Sound as sensory marketing factor has a positive effect on customer's pleasure.

H6. Sound as sensory marketing factor has a positive effect on customer's arousal.

2.2.4 Impact of taste

Based on Kotler and Lindstrom (2005), tastes associated with trademarks structure account for 31% of the market. Once there is strong competition amongst food goods vendors, using an intuitive image of products taste to influence customer behavior is an effective strategy. It is critical for businesses to adopt taste-based marketing since it can be persuasive to customers. According to the investigators, this smart method raised restaurant sales by 27%. (Wansink et al. 2004). In their research of the food business,

Costa et al (2012) discovered that sensory marketing, as a selling understanding, is a strategy that tries to increase consumer loyalty. Based on the above discussion, the seventh and eighth hypothesis are:

H7. Taste as sensory marketing factor has a positive effect on customer's pleasure.

H8. Taste as sensory marketing factor has a positive effect on customer's arousal.

2.2.5 Impact of touch

Touch is the sole of the five senses whose sensation may be felt anywhere on the body, in contrast to the other senses, which are mostly restricted to certain sections of the human body map (Grbosz and Wroska, 2012). Touch is also the body's greatest sensory organ and a representation of physical interaction through the skin. The sense of touch is connected with brand building in 25% of cases (Kotler and Lindstrom, 2005).

According to literature, the ability of a palpable examination of an object (vs. its absence) contributes to positive consumer responses for any good of appropriate quality. Investigating the vast body of research on how touch influences customer behavior, it could be that the need for touch expresses the notion of touching an item for pleasure, arousal, sensory stimulation, and the notion that "touch hunger" does not only apply to social relations, specifically its lack, but it can also be used to explain customer behavior in a marketable environment.

Peck and Childers (2006) defined need for touch is "preference and motivation for gleaning information through touch". They used a mix of two basic scopes to demonstrate the requirement for touch: instrumental and auto-telic. Instrumental characteristics can be explained as the concept that we can only tell if a thing is excellent enough to buy through tactile inspection, and hence it is motive driven. The auto-telic dimension delight, on the other hand, is hedonic in nature. Peck and Childers (2006) discovered that desire for touch has an effect on impulse buying behavior, or customers' tendency to buy in an impulsive and unillustrated manner, with persons with greater need for touch results buying more impulsively than those with lower need for touch results. When clients in hypermarkets were encouraged to touch the products by a sign that read "feel the freshness," both high and low auto-telic buyers purchased more impulsively than when no indication was present. Touching the products, according to Peck and Wiggins (2006), has a beneficial impact on customer behavior and spending attitude. Touching touch-screen electronic gadgets, they suggested, stimulates purchasers to interact with the goods. One reason could be the fact that the eye alone is insufficient for judging things such as computers and cellphones (Hultén, 2013).

According to Rodrigues et al. (2011), Material, temperature, weight, and shape all have a beneficial impact on the touch experience and increase customer loyalty. Hultén (2013) discovered that using visual and audio sensory cues influences customer attention and produces a favorable association between customer purchase behavior and handling the goods. This indicates that if sensory cues draw customers closer to things, they are more likely to touch them. This is accomplished by a variety of services that go beyond color to grab attention, scent and odor to bring tranquility, sound to encourage remaining in a place, and taste to surprise the taste buds. This problem causes

the consumer to recognize the unique value and provides him/her with a memorable experience that encourages the reproduction and extension of the experience, regardless of cost. Based on the above discussion, the ninth and tenth hypothesis are:

H9. *Touch as sensory marketing factor has a positive effect on customer's pleasure.*

H10. *Touch as sensory marketing factor has a positive effect on customer's arousal.*

Through the literature review, we can find these gaps: firstly, the scarcity of using the variables pleasure and arousal, especially in the field of hospitality and marketing, which expresses a glaring omission in the literature. Thus, Shabgou and Daryani (2014), Furst et al. (2021) recommended that sensory marketing needs further study. Secondly, many previous studies concentrated on the relationships between customers' sensory and customer behavior such as (Shabgou and Daryani,2014; Grębosz and Wrońska, 2012; Hultén, 2013) few studies centered between five customers' sensory and customer's pleasure and arousal such as (Jang and lee, 2019). Thirdly, previous studies differed about understanding how pleasure and arousal are formed in persons, which needs further study to fill these research gaps (Huang et al., 2017; Otterbring, 2021). Fourthly, It was also noted that the study of emotion has been hampered for many decades due to behavioral bias. The basic dimensions of psychology that will help marketers later (Gillanie et al., 2021; Otterbring, 2021).

2.3 Conceptual Model

The structure of this study has been proposed based on a review of previous literature and scientific research related to the field of study and research variables. To explain the relationship between the independent variable “Sensory Marketing Factors” and the dependent variable “Customers' Pleasure and Arousal”

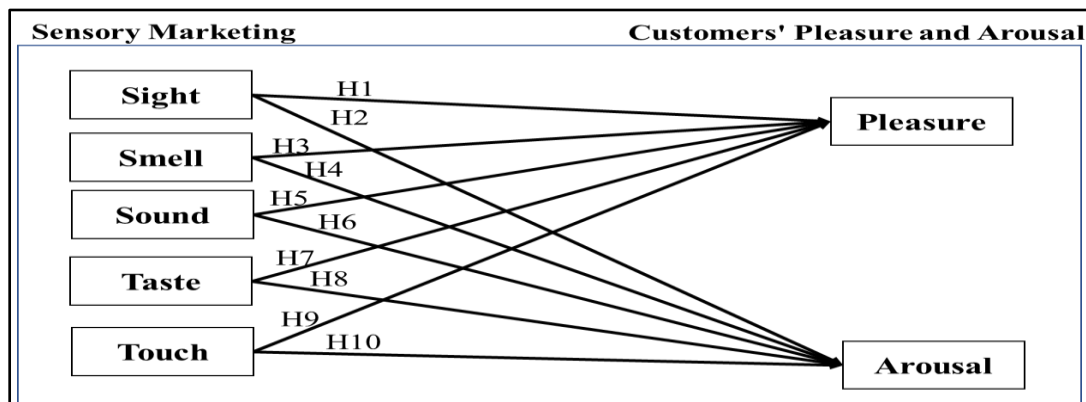


Fig.1. Relationship between the research variables

3. Methodology

3.1. Sample setting

Customers of Egyptian five-star resort hotels were surveyed for this study. (650) responses received from (25) resort hotels, 157 were eliminated after incomplete data screening, leaving 493 valid questionnaires. According to Sarstedt and Hwang (2020), the sample size is ideal for statistical analysis when cases increase more than 30 cases; accordingly, the current sample size is considered suitable for the various statistical analysis. Table 1 below explored characteristics of the respondents.

Table 1
Characteristics of the respondents

Characteristics	N	%	Characteristics	N	%
Gender			Social Status		
Male	266	53.9	Single	228	46.3
Female	227	46.1	Married	265	73.7
Age			Nationality		
Less 30	115	23.3	Arabian	149	30.1
30-34	83	16.8	American	58	11.8
35-40	84	17.1	European	147	29.9
Above 40	211	42.8	Asian	54	10.9
Qualification			African	47	9.6
Less the middle	198	40.2	Other	38	7.7
Middle	118	23.9			
Above the middle	177	35.9			

3.2. Data collection

The data was collected through a self-survey from October 2021 to December 2021. The survey was written in English and then translated into Arabic by linguists. As a result, a committee of academic professionals assessed the survey items and provided feedback on the topic's wording. As a result, certain clauses have been changed to accommodate the Arabic and English dialects. Overall, the survey consisted of three sections covering: sensory marketing factors (SMF), customer's pleasure, and customer's arousal (CPA). This survey was distributed through an internet platform called Survey Monkey, and it came with a statement explaining the goal of the paper and promising data confidentiality.

A paper-based survey has also been distributed to the majority of customers in Sharm El- Sheikh resort hotels. It's worth mentioning that the questionnaire in both situations were similar, despite the fact that one was online, and the other was paper-based. Multiple linear regressions were also performed to see if the independent variables had a significant impact on the dependent variables.

3.3. Measurements

The scales and measuring items utilized in this study were validated based on the literature review. Every item was assessed on a 5-point Likert scale, ranging from 5 indicating strong agreement to 1 indicating significant disagreement.

The clauses of the independent variables' items (Sensory marketing factors Measures) depended on (Kotler, 1973 and Zhao et al., 2019). scale. This revised scale consisted of fifteen-items, divided into five dimensions. All the dimensions (Sight; Smell; sound; taste; touch) consisted of three-items. While the dependent variables' items (The Customers' Pleasure and Arousal) divided into two dimensions, are pleasure and arousal. The customer's pleasure dimension consisted of three-items, depended on (Babin and Darden, 1995) scale. The customer's arousal dimension consisted of three-items, depended on (Jang and lee, 2019) scale.

Cronbach's alpha coefficient was used to assess the measuring instrument's reliability, therefore, the results illustrated that the coefficient stability is 0.78 which means the internal consistency of measure tool. According to Sarstedt and Mooi (2019, p. 280), Cronbach Alpha should be equal to or greater than 0.70. Thus, it is considered statistically appropriate. Internal consistency was also assessed by measuring the correlation coefficient between the study constructs. Correlation coefficients showed ranging from (0.52) to (0.64). As a result, according to (Sarstedt and Mooi, (2019, p. 280) it is statistically acceptable because it exceeds (0.30),

4. Results

4.1. Data descriptive analysis

This study has employed SPSS (V. 26) to analyze the research data. The analysis began with data screening. There was no missing data in any of the rows or columns. The descriptive data analysis also depended on summarize the data obtained to describe its characteristics. The descriptive statistics used like mean, median, standard deviation, and skewness).

Mean is one of the most descriptive methods used for its simplicity and because it is an indicator that expresses all data in general. As for the median, it is the value in the middle, divides the data into two halves, and more accurate than the mean due to not affected with the extreme values. For standard deviation, it measures how far data is of its average. The skewness coefficient employed to indicate the normal distribution of the data obtained. The skewness coefficient was closer to zero; it means that data has considered towards the normal distribution (Sarstedt and Mooi, 2019).

Table 2 below illustrates the range of mean values for the independent variables (1.91) to (4.12), the dependent variable' values ranged between (2.23) to (3.95) which is a good indication for the variables' real measure, are the sensory marketing measures and its outputs of customers' pleasure and arousal. Moreover, it shows the values of the standard deviation ranged between (0.197) to (1.05). Thus, the data deviates partially from its average, which indicates the standard distribution of the data. As for the values of skewness, close to zero; This indicates the normal distribution of the data.

Table 2

Descriptive analysis results

Variables	Mean	Median	Std.	Skewness
IV: sensory marketing factor (SMF)				
Sight				
The colors of the hotels are pleasing to your eyes	3.05	3.00	.798	.175
The interior hotel/resort design is balanced	2.33	2.00	.657	-.789
The interior hotel/resort decor is appealing	3.18	3.00	.589	.479
Smell				
The smell of the hotel/resort fits atmosphere	2.98	3.00	.967	.781
I love the smell of the hotel/ resort	1.91	2.00	.861	.474
The smell of the hotel/ resort makes me soothes	3.34	3.00	1.05	-.081

Sound				
I love the music in the hotel/resort.	3.88	4.00	.795	.870
The music at the hotel/ resort makes me feel pleasure	3.25	3.00	.972	.978
The music volume in the hotel/ resort is adequate	3.87	4.00	.197	-.547
Taste				
Delicious food and drink in the hotel/ resort	3.95	4.00	.608	.578
There are many types of foods and beverages	2.98	3.00	.881	.947
Fresh food and drink ingredients introduced to me	3.16	3.00	.978	-1.30
Touch				
The hotel/ resort is clean	3.46	3.00	.482	-.682
The air conditioning in the hotel/resort is appropriate	4.12	4.00	.875	.752
The furniture in the hotel/ resort is comfortable	3.00	3.00	.734	.875
DV: Customers' pleasure and arousal				
Customer's pleasure				
I feel satisfied with my visit to the hotel	2.23	2.00	.874	.487
When I visit the hotel, I feel happy	3.13	3.00	.795	.316
When I visit the hotel, I feel pleasure	2.93	3.00	.784	-.587
Customer's arousal				
When I visit the hotel/resort, I feel energetic	3.25	3.00	.457	.875
when I visit the hotel/resort, I feel excited	3.95	4.00	.963	.145
when I visit the hotel/resort, I feel arousal	3.12	3.00	.789	.976

Note: All factor loadings are significant at ($p < 0.001$).

4.2. Correlation analysis

The linear correlation matrix between all of the independent and dependent study variables was created, using the Pearson correlation coefficient. This coefficient is used to determine the extent of the relationship between the variables and the direction of the relationship. Table 3 below shows the Correlation analysis between the variables.

Table 3
Pearson correlation coefficient

constructs	Sight	Smell	Sound	Taste	Touch	Pleasure	Arousal
Sight	1.00						
Smell	0.758**	1.00					
Sound	0.778**	0.851**	1.00				
Taste	0.823**	0.711**	0.821**	1.00			
Touch	0.723**	0.806**	0.794**	0.741**	1.00		
Pleasure	0.763**	0.775**	0.754**	0.806**	0.739**	1.00	
Arousal	0.860**	0.741**	0.813**	0.756**	0.751**	0.779**	1.00

** Correlation is significant at 0.01 (2-tailed), N = 493.

It shows a strong positive correlation among the independent variables of sensory marketing factors (SMF) and the dependent variables of customers' pleasure and arousal (CPA) where the correlation coefficient values ranged from (0.711 to 0.860) at a significance level of less than 0.01, (Sarstedt and Mooi, 2019, p.310).

4.3. Multiple Regression Analysis

The usage of multiple linear regression analysis necessitates some settings, namely: variance inflation factor (VIF) for all independent variables are less than 4, and tolerance values for all independent variables are more than 0.2. Thus, these values indicate that there is no linear collinearity relationship between the independent variables. Table 4 below displays the multiple regression analysis between sensory marketing factors and customer's pleasure.

Table 4

Multiple regression analysis: Effect of (sensory marketing factors) on customer's pleasure.

R	R ²	Adjusted R ²		Std.	F	Sig.	
0.711	0.506	0.501		0.283	184.167	0.000 ^b	
MODEL	Unstandardized coefficients		Standardized coefficients	T	Sig.	Collinearity statistics	
	B	Std. error	Beta			Tolerance	VIF
Constructs	0.585	0.121		4.835	0.000		
Sight	0.591	0.084	0.581	7.029	0.031	0.493	2.03
Smell	0.491	0.097	0.486	5.071	0.028	0.493	2.03
Sound	0.565	0.078	0.553	7.244	0.004	0.493	2.03
Taste	0.542	0.102	0.533	5.314	0.041	0.493	2.03
Touch	0.498	0.118	0.491	4.221	0.047	0.493	2.03

The result in the table above indicates the values of the multiple correlation coefficient (R) between the sensory marketing factors (Sight; Smell; Sound; Taste; Touch) and the dependent variable (customer's pleasure). As, the correlation value has reached (0.711). Thus, this value shows a strong positive correlation between these variables. The value of adjusted R² also has reached (0.501). It means that the independent variables able to explain (50.1%) of the changes in customer's pleasure as dependent variable. Hence, this value indicates the good predictive power of independent variables on the dependent variable. Additionally, it shows that F value (184.167) at a significance level 0.000. This value indicates A very good explanatory power of the model.

Table 4, displays a significant effect of sight as a sensory marketing factor on customer's pleasure. Thus, the values of the regression model show that: ($\beta = 0.581, t = 7.029, p < 0.05$). It means that the change in the application of sight as a sensory marketing factor with one unit will lead to increase customer's pleasure with (5.8) unit. As a result, this value indicates a strong positive relationship with statistically significant between (Sight) and (customer pleasure). Therefore hypothesis (H1) is supported.

In this regard, there is another significant effect of the second independent variable, smell as a sensory marketing factor on customer's pleasure. The values of the regression model show that: ($\beta = 0.486, t = 5.071, p < 0.05$). It means that the change in the

application of smell factor one unit will lead to increase customer's pleasure with (4.8) unit. This value indicates a positive relationship with statistically significant between (Smell) and (Customer's Pleasure). The previous values proved the validity of the third hypothesis (H3).

Additionally, **Table 4 above** proves that there is a significant effect of the third independent variable, is sound as a sensory marketing factor on customer's pleasure. Thus, the values of the regression model show that: ($\beta = 0.553, t = 7.244, p < 0.05$). It means that the change in the application of sound with one unit will lead to increase customer's pleasure with (5.5) unit. This value indicates a positive relationship with statistically significant between (Sound) and (customer's pleasure). These values proved the validity of the fifth hypothesis (H5).

There is another significant effect of the fourth independent variable, is taste as a sensory marketing factor on customer's pleasure. The values of the regression model show that: ($\beta = 0.533, t = 5.314, p < 0.05$). It means that the change in the application of (Taste) with one unit will lead to increase customer's pleasure with (5.3) unit. Hence, these values indicate a strong positive relationship with statistically significant between (Taste) as an independent variable and (Customer's Pleasure) as a dependent variable. Proving the validity of the seventh hypothesis (H7).

It shows another significant effect of the fifth independent variable, is touch as a sensory marketing factor on customer's pleasure. The values of the regression model show that: ($\beta = 0.491, t = 4.221, p < 0.05$). It means that the change in the application (Touch) with one unit will lead to improve customer's pleasure with (4.9) unit. Hence, this indicates a positive relationship with statistically significant between the (Touch) as an independent variable and (Customer's Pleasure.) as a dependent variable. The previous values proved the validity of the ninth hypothesis (H9).

On the other hands, table 5 below shows the multiple regression analysis between analysis between sensory marketing factors and customer's arousal.

Table 5
Multiple regression analysis: Effect of (sensory marketing factors) on (Customer's Arousal).

R	R ²		Adjusted R ²		Std.	F	Sig.	
0.699	0.489		0.478		0.183	201.507	0.000	
MODEL	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. error	Beta				Tolerance	VIF
Constructs	0.510	0.171			2.983	0.000		
Sight	0.508	0.097	0.502		5.238	0.031	0.510	1.96
Smell	0511	0.100	0.508		5.110	0.028	0.510	1.96
Sound	0499	0094	0.492		5.309	0.004	0.510	1.96
Taste	0547	0.101	0.539		5.412	0.041	0.510	1.96
Touch	0210	0.220	0.203		0.955	0.248	0.510	1.96

Table 5 above, indicates the values of the multiple correlation coefficient between the independent variables of Sensory Marketing Factors:(Sight; Smell; Sound; Taste; Touch) and the dependent variable (Customer's Arousal). As, the correlation value has reached (0.699). This value shows a moderate positive correlation between these variables. The value of adjusted R^2 also has reached (0.478). It means that the independent variables were able to explain (47.8%) of the changes in (Customer's Arousal) as a dependent variable. Hence, this indicates the good predictive power of independent variables on the dependent variable. Shows through **Table 5**, F value has reached (201.507) at the significance level of 0.000. This indicates good explanatory power of the multiple regression model.

In this regard, there is a significant effect of the first independent variable, is sight as a sensory marketing factor on customer's arousal. The values of the regression model show that: ($\beta = 0.502, t = 5.238, p < 0.05$). It means that the change in the application of is sight as a sensory marketing factor with one unit will lead to enhance customer's arousal with (5.02) unit. These values indicate a strong positive relationship with statistically significant between (Sight) and (Customer's Arousal). It shows that the previous values proved the validity of the second hypothesis (H2). There is another significant effect of the second independent variable, is smell as a sensory marketing factor on customer's arousal. Thus, the values of the regression model show that: ($\beta = 0.508, t = 5.110, p < 0.05$). It means that the change in the application of (Smell) with one unit will lead improve customer's arousal rates with (5.08) unit. Hence, these values indicate a strong positive relationship with statistically significant between (Smell) and (Customer's Arousal). The previous values proved the validity of the fourth hypothesis (H4).

It shows a significant effect of the third independent variable sound as a sensory marketing factor on customer's arousal. Thus, the values of the regression model show that: ($\beta = 0.492, t = 5.309, p < 0.05$). It means that the change in the application of sound with one unit will lead to increase customer's arousal rates with (4.9) unit. Thus, these values indicate a positive relationship with statistically significant between (Sound) as an independent variable and (Customer's Arousal) as a dependent variable. The previous values proved the validity of the sixth hypothesis (H6).

Another significant effect of the fourth independent variable, is taste as a sensory marketing factor on customer's arousal. Thus, the values of the regression model show that: ($\beta = 0.539, t = 5.412, p < 0.05$). It means that the change in the application of taste with one unit will lead to increase customer's arousal rates with (5.39) unit. These values indicate a strong positive relationship with statistically significant between (Taste) and (Customer's Arousal). It shows that the previous values proved the validity of the eighth hypothesis (H8).

Through Table 5, it appears that there is no significant effect of the fifth independent variable "Touch" on customer's arousal" as a dependent variable. Where the regression coefficient indicates the following values: (Beta = 0.203, $t = 0.955, p > 0.05$), it means that there is no impact of the independent variable "Touch" directly on customer's arousal as a dependent variable. Thus, the validity of the tenth hypothesis (H10) of the

study is not validated, so this hypothesis will be rejected, and a null hypothesis will be accepted that “There is no significant positive effect of touch as a sensory marketing factor on customer's arousal”.

5. Conclusion and Recommendations

Sensory marketing is one of the modern trends that started decades ago under the name of visual marketing depends on billboards and publications (Erenkol and Merve, 2015). Researchers began to develop this concept by laying a more comprehensive basis by attracting the human senses, which results in an emotional relationship between the customer and the brand (Gillani et al., 2021). This research aims to study whether sensory marketing factors can influence the customers' pleasure and arousal as an emotional impact of humans.

Based on the results, the following interpretations are presented. The research findings have shown the positive effect of sensory marketing factors (Sight; Smell; Sound; Taste; Touch) as an independent variable on customer's pleasure as dependent variable. Which proved the validity of the hypotheses (H1,H3,H5,H7, and H9). Otterbring (2021) has agreed with these findings that the customer feels pleasure due to the attraction of the five senses towards a particular product or brand. For example, colors or shapes affect the sense of sight. As the green color, which expresses the environment and inclusivity, while the red color, which indicates emotion. Thus, the colors must be chosen very carefully Because of its relationship with the customer's emotion (Munshi and Hanji, 2013).

The sense of smell is also one of the most important sensory marketing tools because it is the sense closest to the human brain. As it is the strongest sense associated with emotion and feelings. Smells cause addiction to the buyer, especially in restaurants and hotels, where the smell of food and baked goods and the smell of fresh coffee (Furst et al., 2021). One of the most famous companies that use the sense of smell as a tool for sensory marketing to make customer feel pleasure is Singapore Airlines, where it obtained an actual patent for its distinctive scent of roses, lily, citrus which called "Stefan Floridian".

Moreover, sense of hearing plays an important role in achieving customer's pleasure. Sound effects and their type, as music play an important role on customer satisfaction and happiness (Barnes et al., 2021).

As for the sense of taste, customers can distinguish between five types of tastes. Taste is difficult marketing advantage due to the different sense of taste from one person to another due to the difference in human genes. It also depends on the rest of the other senses, especially the smell, sight, and sound (Erenkol and Merve, 2015).

As for the relationship of the sense of touch with the pleasure, Barnes et al. (2021) agreed with the result of this study that there is appositive effect between the sense of touch and the customer's feeling of pleasure.The first rule of marketers is “Let the customer hold the product and touch it.” By touching, it stimulates the subconscious mind to release the hormone "oxytocin", which raises the level of well-being and happiness.

As for the relationship of sensory marketing factors and customer's arousal, the results of the study confirmed the positive relationship between all elements of sensory marketing and customer's arousal, except touch sense.

The results of the research did not support the tenth hypothesis: Touch as sensory marketing factor has a positive effect on customer's arousal.

The results came to show that the sense of touch did not effect on customer's arousal. This result differed many previous studies, including (Huang et al., 2017; Furst et al., 2021; Otterbring, 2021), which indicated the influential role of the sense of touch in achieving pleasure and arousal. This result can be justified through the following justifications: 1- The sense of touch increases the customer's arousal in case of tangible products such as beauty products, clothes, shoes, and furniture pieces to ensure the quality of the product. Therefore, it is difficult to influence intangible services such as hotels, hospitals, and banks. This was confirmed by Gillani et al. (2021) that the use of sensory marketing by relying on the sense of touch is difficult to convince the customer, especially if the sale is online because customers can't touch the product. 2- several studies indicated that the sense of touch is lost with age (Mcintyre et al., 2021), by referring sample's characteristics in this research, we will find that most of the respondents are older than 40 years, representing 42.8% of sample size, which would Affects their response to the effect of this variable on customer arousal. The previous results summarized in **Fig.2**

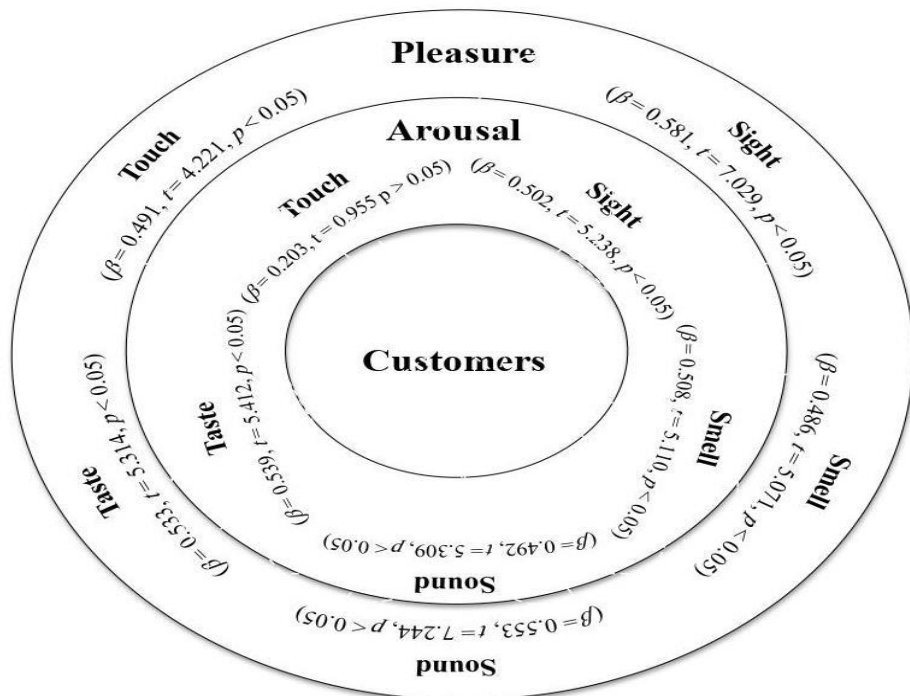


Fig.2. Relationship between the research variables

Theoretical and applied contribution

First, many business organizations today are interested in attracting customers. Trying to influence their perceptions and attitudes through a mixture of marketing science and

psychology. This study was prepared to discuss a set of scientific theories related to sensory marketing. That the human senses have a significant role in influencing the pleasure and arousal of customers. The research also contributed, theoretically, to revealing the expected impact of hotels' application of sensory marketing practices on new variables, customer's pleasure and arousal. Thus, this study is the first in the field of hotels that use this model as far as the researchers know. Therefore, this study is an addition to the theories related to marketing and customer behaviors and attitudes.

Second, The study has contributed practically and by discussing a topic that concerns hotels and customers psychology. Especially in light of the scarcity of research and empirical evidence linking marketing and behavioral and psychological sciences to customers.

The research presented a set of important field results that could benefit hotel management, especially marketing departments. Through developing marketing plans in a way that achieves competitive advantage over competitors, by adopting and applying the dimensions of sensory marketing in order to reach an advanced stage of customer satisfaction, which is pleasure and arousal.

Limitations and future research

This research had some drawbacks, given its contributions. First, is that the study was applied to the city of Sharm El-Sheikh only, but in future studies it is possible to diversify the research community by applying to other cities in Egypt. Second, as well, the research line can also extend in other hospitality outlets (e.g., restaurants). Third, another limitation lies in the research tool used, the survey. Therefore, the research was limited to five-star hotels, and more qualitative approaches, such as case studies, should be added to supplement the findings obtained here. Our research findings cannot be generalized to lower-class hotels, although justified. Future studies may, therefore, apply to other categories of hotels, and other countries have the same conditions in which the research sample was applied. Fourth, the study focused on the direct relationship between sensory marketing and customers' pleasure and arousal. While it is possible in future studies to study mediating or moderating factors as: customer's satisfaction, customer's repeating, WOM (word of mouth) and other variables that have been proven to be related to sensory marketing. Thus, making it a field for future research, confirmed with many previous studies.

References

- Alpert, M. I., Alpert, J. I., and Maltz, E. N. (2005). Purchase occasion influence on the role of music in advertising. *Journal of Business Research*, 58(3), 369-376.
- Amorntatkul, N., and Pahome, T. (2011). *How sensory marketing applies to the hotel and restaurant industry in*. [Master Thesis, Mälardalen University]. http://tourismlibrary.tat.or.th/medias/MAL0101/MAL0101_abstract.pdf.
- Areni, C. S., and Kim, D. (1993). The influence of background music on shopping behavior: classical versus top-forty music in a wine store. *ACR North American Advances*, 20, 336-340.
- Babin, B.J. and Darden, W.R. (1995). Consumer self-regulation in a retail environment. *Journal of retailing*, 71, 47–70.
- Baker, J., Parasuraman, A., Grewal, D., and Voss, G. B. (2002). The influence of multiple

- store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120-141.
- Barnes, D. C., Kraemer, T., Gouthier, M. H. J., Ludwig, N. and Giese, A. (2021). After-service gifts: evaluating how presence, context and value impact customer satisfaction and customer delight. *Journal of marketing theory and practices*, 29 (3), 343-357.
 - Bone, P. F., and Ellen, P. S. (1999). Scents in the marketplace: Explaining a fraction of olfaction. *Journal of Retailing*, 75(2), 243-262.
 - Chebat, J.-C., and Michon, R. (2003). Impact of ambient odors on mall shoppers' emotions, cognition, and spending: A test of competitive causal theories. *Journal of Business Research*, 56(7), 529-539.
 - Costa, M., Zouein, P., Rodrigues, N., Arruda, J., and Vieira, M. (2012). Sensory marketing: consumption experience of the Brazilian in the restaurant industry. *International Journal of Business Strategy*, 12(4), 165-171.
 - Creusen, M. E., and Schoormans, J. P. (2005). The different roles of product appearance in consumer choice. *Journal of Product Innovation Management*, 22(1), 63-81.
 - de Farias, S. A., Aguiar, E. C., and Melo, F. V. S. (2014). Store atmospherics and experiential marketing: A conceptual framework and research propositions for an extraordinary customer experience. *International Business Research*, 7(2), 87-99.
 - Dissabandara, D. R., and Dissanayake, D. M. R. (2019). Theoretical overview on sensory marketing. *International Journal of Current Research*, 11(7), 5361-5364.
 - Erenkol, D., and Merve, A. (2015). Sensory marketing. *Journal of Administrative Sciences Policy Studies*, 3(1), 1-26.
 - Furst, A., Pecornik, N. and Binder, C. (2021). All or nothing in sensory marketing: must all or only some sensory attributes be congruent with a product's primary function?. *Journal of Retailing*, 65(11), 1534-1542.
 - Gillani, A., Kutaula, S., Leonidou, L. C., and Christodoulides, P. (2021). The impact of proximity on consumer fair trade engagement and purchasing behavior: The moderating role of empathic concern and hypocrisy. *Journal of Business Ethics*, 169(3), 557–577.
 - Grębosz, M., and Wrońska, B. (2012). Sensory Impact on Customer Behaviour. *Konsumpcja i Rozwój*, 2(3), 67-77.
 - Heitzler, C. D., Asbury, L. D., and Kusner, S. L. (2008). Bringing “play” to life: The use of experiential marketing in the VERB™ campaign. *American Journal of Preventive Medicine*, 34(6), S188-S193.
 - Huang, M., Ali, R. and Liao, J. (2017). The effect of user experience in online games on word of mouth: A pleasure-arousal-dominance (PAD) model perspective. *Computers in Human Behavior*, (75), 329-338.
 - Hui, M. K., and Bateson, J. E. (1991). Perceived control and the effects of crowding and consumer choice on the service experience. *Journal of Consumer Research*, 18(2), 174-184.
 - Hultén, B. (2013). Sensory cues as in-store innovations: Their impact on shopper approaches and touch behavior. *Journal of Innovation Management*, 1(1), 17-37.
 - Jang, H.W and Lee, S. B. (2019). Applying effective sensory marketing to sustainable coffee shop business management. *Journal of Sustainability*, 11, 3-17.
 - Jayakrishnan, S. (2013). Creating brand identity using human senses. *Asia Pacific Journal of Research*, 2(8), 223-228.
 - Klosse, P. R., Riga, J., Cramwinckel, A., and Saris, W. H. (2004). The formulation and

- evaluation of culinary success factors (CSFs) that determine the palatability of food. *Food Service Technology*, 4(3), 107-115.
- Kotler, P.(1973). Atmospherics as a marketing tool. *Journal of Retail*, 49(4), 48–64.
 - Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332-351.
 - Krishna, A., and Schwarz, N. (2014). Sensory marketing, embodiment, and grounded cognition: A review and introduction. *Journal of Consumer Psychology*, 24(2), 159-168.
 - Krishna, A., Lwin, M. O., and Morrin, M. (2010). Product scent and memory. *Journal of Consumer Research*, 37(1), 57-67.
 - Lindstrom, M. (2005). *Brand sense build powerful brands through touch, taste, smell, sight, and sound*. Eastbourne UK: Gardners Books.
 - Lindstrom, M. (2005). Broad sensory branding. *Journal of Product Brand Management*, 14(2), 84-87.
 - Liu, M.W. and Keh, H.T. (2015). Customer delight and outrage: scale development and validation. *Journal of Service Theory and Practice*, 25(6), 680-699.
 - Luan, D. (2017). Experimental Marketing in Hotel Operations. *ngöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi (USBED)*, 7(special), 177-192.
 - Mattila, A. S., and Wirtz, J. (2001). Congruency of scent and music as a driver of in-store evaluations and behavior. *Journal of Retailing*, 77(2), 273-289.
 - Maymand, M., Ahmadinejad, M., and Nezami, P. (2012). Sensory brand: studying relationship between 5 senses and brand value at world's 100 top companies. *Australian Journal of Basic Applied Sciences*, 6(8), 337-343.
 - McIntyre, S., Nagi, S. S., Mc Glone, F. and Olausson, H. (2021). The effect of aging on tactical function in humans. *Neuroscience*, (464), pp. 53- 58.
 - Milliman, R. E. (1986). The influence of background music on the behavior of restaurant patrons. *Journal of Consumer Research*, 13(2), 286-289.
 - Munshi, M., And Hanji, S. (2013). Linking emotional intelligence, sales performance and sales success of retail sales people: A Review Approach. *International Journal of Research in Commerce Management*, 4(12), 19-23.
 - Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63(Special Issue), 33-44.
 - Otterbring, T. (2021). Evolutionary psychology in marketing: Deep, debated, but fancier with fieldwork. *Psychology and Marketing*, 38(2), 229–238.
 - Peck, J., and Childers, T. L. (2006). If I touch it I have to have it: Individual and environmental influences on impulse purchasing. *Journal of Business Research*, 59(6), 765-769.
 - Peck, J., and Wiggins, J. (2006). It just feels good: Customers' affective response to touch and its influence on persuasion. *Journal of Marketing*, 70(4), 56-69.
 - Rodrigues, C., and Brito, C. (2011). Sensorial brand strategies for value co-creation. *Innovative Marketing*, 7(7), 40-47.
 - Sarstedt, M. and Mooi, E. (2019). A concise guide to market research: The process, data, and methods using IBM SPSS statistics, (3rd ed.). Springer-Verlag GmbH, Berlin, Germany.
 - Sarstedt, M., & Hwang, H. (2020). Advances in composite-based structural equation modeling. *Behaviormetrika*, 47(1), 213-217..

- Shabgou, M., and Daryani, S. M. (2014). Towards the sensory marketing: stimulating the five senses (sight, hearing, smell, touch and taste) and its impact on consumer behavior. *Indian Journal of Fundamental Applied Life Sciences*, 4(1), 573-581.
- Schmidtt, B.H. and Simonson, A. (1997) *Marketing Aesthetics – The Strategic Management of Brands, Identity and Image*. New York: The Free Press.
- Spangenberg, E. R., Crowley, A. E., and Henderson, P. W. (1996). Improving the store environment: do olfactory cues affect evaluations and behaviors?. *Journal of Marketing*, 60(2), 67-80.
- Stuppel, E. J. N., Pitchford, M., Ball, L. J., Hunt, T. E., and Steel, R. (2017). Slower is not always better: Response-time evidence clarifies the limited role of miserly information processing in the cognitive reflection test. *Plos One*, 12 (11), 1–18
- Turley, L. W., and Milliman, R. E. (2000). Atmospheric effects on shopping behavior: a review of the experimental evidence. *Journal of Business Research*, 49(2), 193-211.
- Valenti, C., and Rivere, J. (2008). The concept of sensory marketing. In: Högskolan iHalmstad/Sektionen för Ekonomi och Teknik (SET).
- Vida, I. (2008). Atmospheric music fit as a driver of shopper store evaluations and their behavioral responses. *Journal of Applied Business Research*, 24(2), 97-102.
- Wansink, B., Van Ittersum, K., and Painter, J. E. (2005). How descriptive food names bias sensory perceptions in restaurants. *Food Quality Preference*, 16(5), 393-400.
- Yalch, R., and Spangenberg, E. (1990). Effects of store music on shopping behavior. *Journal of Consumer Marketing*, 7(2), 55-63.
- Yoon, S.-J., and Park, J. E. (2012). Do sensory ad appeals influence brand attitude? *Journal of Business Research*, 65(11), 1534-1542
- Zhao, J. B., Wang, Y. L., Ma, Q. W., Zhao, J. B., Zhang, X. Y., & Zou, L. Q. (2019). The Chemosensory Pleasure Scale: A new assessment for measuring hedonic smell and taste capacities. *Chemical Senses*, 44(7), 457-464

هل يمكن أن تؤثر عناصر التسويق الحسي في تحسين متعة وإثارة العملاء في فنادق المنتجعات المصرية؟

وائل الأسودي

على السيد شحاته

قسم ادارة الفنادق، كلية السياحة والفنادق، جامعة قناة السويس
قسم التسويق، كلية ادارة الأعمال، جامعة شقراء

المعلومات المقالة	المخلص
الكلمات المفتاحية التسويق الحسي؛ حواس العميل؛ امتاع العميل؛ اثارة العميل.	يمثل التسويق الحسي أحد التوجهات الحديثة في التسويق والذي يهدف إلى التأثير في الجوانب العاطفية للعملاء من خلال حواسهم الخمس (البصر؛ الشم؛ السمع؛ التذوق؛ واللمس). وتهدف الدراسة الحالية نحو الكشف عن إمكانية تأثير عوامل التسويق الحسي في تحسين متعة وإثارة العملاء من خلال ادراكهم للبيئة المحيطة بهم بفنادق المنتجعات المصرية. وتم استخدام استمارة استبيان لتجميع البيانات من عملاء فنادق المنتجعات المصرية بمدينة شرم الشيخ (493 عميلا من 25 فندق ومنتجع). وتم استخدام برنامج التحليل الاحصائي SPSS -V-26. وأظهرت نتائج الدراسة وجود تأثير ايجابي واضح لجميع عناصر التسويق الحسي على متعة واثارة العميل، باستثناء حاسة اللمس حيث أظهرت النتائج عدم وجود علاقة معنوية بين حاسة اللمس كأحد عناصر التسويق الحسي واثارة العملاء للخدمات المقدمة والبيئة الفندقية المحيطة بهم. وفي ضوء هذه النتائج توصي الدراسة بأهمية هذا التوجه التسويقي الحديث الذي يعد علما مختلطا من علم النفس والادارة. وكما قدمت الدراسة مجموعة من المساهمات النظرية والعملية للباحثين في هذا المجال ومدراء التسويق الفندقي.

(JAAUTH)
المجلد 22، العدد 32،
(يونيو 2022)،
ص 111-131.