

Investigation of Atmospheric Variables and Consumer Behavior in the Presence of Sensory Marketing

Rashmi Singh¹, Jha Sumit², Harijan Ranjesh Kumar³

Asst. Professor¹ and FYBCOM^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *This essay centers on sensory marketing, a strategic approach aimed at exerting influence on consumer behavior and emotions. The buyer desires a profound and unique experience associated with his purchases, rather than simply acquiring a product or service. Consistent with previous research, our survey study demonstrates how diners evaluated the atmosphere of restaurants by considering their cognitive and emotional reactions. The combination of environmental stimulus with the four senses has a synergistic effect, leading to an internal cognitive and/or emotional response in customer-facing employees. These senses include sound, sight, touch, and scent. Based on the results of our study, this research highlights the importance of comprehending the impact of sensory marketing on the customer's emotional (experiencing increased pleasure) and cognitive (perceiving higher quality) reactions.*

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