

Analysis of Atmospheric Variables and Consumer Behavior in the Presence of Branding Appeal to Consumers Senses

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Abstract: *This essay centers on sensory marketing, a strategic approach aimed at influencing consumer behavior and emotions. The customer desires an emotional and unique experience associated with their 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 stimulation with the four senses creates a synergistic effect that elicits an internal cognitive and/or emotional response in customer-facing employees. These senses include sound, sight, touch, and scent. The survey results highlight the importance of comprehending the impact of sensory marketing on customers' emotional (increased pleasure) and cognitive (enhanced perception of quality) responses*

Keywords: clientele, dining establishments, advertising, branding, consumer senses