

Study of Atmospheric Factors and Consumer Response under the Influence of Sensory Marketing

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Abstract: *This essay focuses on sensory marketing, which aims to be a tool for influencing consumer behaviour and emotion. The customer seeks an emotive and distinctive experience surrounding his purchases rather than just purchasing a good or a service. In keeping with earlier research, our survey study indicates how diners assessed the ambiance of restaurants based on their cognitive and emotional responses. When the stimulation of the environment and the four senses are combined, there is a synergy that causes the customer-facing employee to have an internal reaction (cognitive and/or emotional) (sound, sight, touch, smell). According to the findings of our survey, this research emphasises the significance of understanding how the sensory marketing experience affects the customer's emotional (feel greater pleasure) and cognitive (perceive a better quality) responses.*

Keywords: Customer, Restaurants, Marketing.

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