

**IMPACT OF SENSORY MARKETING ON YOUTH IN HOSPITALITY INDUSTRY WITH
REFERENCE TO IRON HILL CAFE**

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Abstract:

A marketing strategy known as sensory marketing involves appealing to a variety of senses, including sight, hearing, touch, taste, and smell, to evoke an emotional response in customers. It is a potent instrument for companies to distinguish themselves and leave a lasting impact on clients, resulting in high loyalty and engagement. This study attempts to find out how sensory marketing influences the purchasing behaviour of young consumers in the food and beverage sector. The study will determine which sensory cues have a major effect on young people, investigate how sensory cues affect young people's emotional responses and purchase choices, examine the relationship between sensory marketing and brand loyalty and future purchase intentions, and look into the impact of demographic and personality variables on the effectiveness of sensory marketing. To develop ethical and successful marketing tactics for young customers, the findings will be useful to marketers and legislators. The study's result emphasises the value of sensory marketing in luring and keeping young clients. Businesses should establish an engaging sensory experience, notably with taste and sight, by presenting aesthetically pleasing environments, providing live music and events, and delivering delectable cuisine to enhance the whole dining experience. By doing this, businesses may set themselves apart from their rivals and draw in and keep more clients.

Key words: Sensory Marketing, Youth Consumer Behavior, Hospitality Industry, Emotional Responses, Iron Hill Cafe

INTRODUCTION

Sensory marketing is something that goes beyond simply showing or describing a product to creating a more immersive and engaging experience for the consumer. By engaging multiple senses, such as sight, sound, touch, taste, and smell, sensory marketing can create a more emotional and memorable experience for the consumer. In today's world, where consumers are inundated with information and have access to a wide range of products and services, sensory marketing can help businesses stand out and make a lasting impression. By providing a unique and enjoyable sensory experience, businesses can create positive associations with their brand and increase customer loyalty and engagement. However, it is important to note that sensory marketing is not just about creating a pleasant experience for the consumer. Sensory marketing can be a powerful tool for businesses, but it must be used with care to build trust and credibility with consumers.

Using sensory cues to affect customers' behaviour and decision-making is known as sensory marketing in the context of marketing. The goal of sensory marketing is to provide the consumer with a more engaging and memorable experience by appealing to their subconscious experiences, such as feelings, impressions, and emotions.

A food manufacturer may employ packaging that provides an appealing feel or sound when handled, while a store might utilise smell to create a certain environment or mood or the tongue's taste receptors pick up on molecules in the food when you taste it. However, additional elements like your prior encounters, focus, and expectations can affect how one sees the thing. The expectations, experiences, and emotions you have can also have an impact on how you perceive flavour.

The sensory inputs are intended to evoke an emotional response in the customer and affect their behaviour in both situations. But it's vital to remember that everyone has different experiences and interests, so what one person finds appealing might not work as well for another.

Sensory marketing uses customers' thoughts and impulses as a promotional strategy. Each person responds uniquely to the cues in the environment at the time of purchase, which affects how each

individual interprets it. To understand customer sensations, identify and seize different market possibilities, and ultimately guarantee long market profitability, sensory marketing is proposed. The marketing plan of a business will be more effective when the customer's sensory experience is customized with the awareness of the person's senses.

BUYING BEHAVIOUR OF YOUTH

Among the key buyer categories are young, active, and trendy individuals. When making uncertain purchasing decisions, youth use social media as a source. Youth often acquire details from sites they do firmly believe to be credible & trustworthy before making any purchasing decisions. In light of this, businesses must include influencer marketing Identification promotional techniques as a component of their mix strategy to foster a sense of confidence amongst their gen-Z. Younger generations' shopping habits can have a big effect on how their family choose to make purchases. Marketing professionals may develop more pertinent goods and services, foster brand loyalty, and boost sales by having a better understanding of these clients' requirements and preferences. Companies may adapt to changing consumer trends and continue to satisfy consumers' changing wants by keeping up with market developments.

STATEMENT OF THE PROBLEM

An emotional connection to a product or brand is induced by the use of sensory cues, such as visual, tactile, and taste stimulation, which eventually affect customer behaviour. Understanding the effects of sensory marketing on consumers' purchasing behaviour is critical for marketers and legislators alike since the adolescent population is a key target market for many consumer products and services.

OBJECTIVES

- To identify the sensory cues that influence young people the most.
- To check the impact of sensory signals effect on young customers' emotional reactions, and how this emotion affects their purchase decisions.
- To examine the link between sensory marketing and brand loyalty and future purchase plans of young consumers for an eatery

The Impact of Sensory Marketing on Young Adults was examined in this study using a Quantitative research methodology. In Quantitative research, closed-ended questions are imposed which are further used for analysis purposes. In this instance, the people who were young and knowledgeable about sensory marketing were chosen for the survey. The study's primary findings were gathered chosen through selective sampling. Selective sampling is a non-probability sampling technique that includes choosing people who meet certain criteria. The Questionnaire was circulated to 60 participants as part of the survey. Closed-ended questions, which provide the respondents with a limited number of possible answers, were included in the survey. The data is analysed using this way to find trends and patterns that revealed information about the participants' perceptions of sensory marketing and their experiences with it. The researcher must take into account several variables, including the study's aims, the type of the population being examined, the population's level of variability, the number of participants in the study and the desired level of precision in the results.

LITERATURE REVIEW

Aradhna Krishna (2010) has researched "Sensory Marketing: Research on the sensuality of products" The impact of sensory characteristics of items on feelings, judgments, beliefs, desires, and decisions are explored in detail in the article. The publication is split into five sections taste, smell, touch, and sound. Based on a comprehensive specimen interpretation statistical changes and variations are revealed from the interpretation of the outcomes. Given the study results writer in this a bit fragmented collection of data reported. Aradhna Krishna (2012) in "An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behaviour" defined sensory marketing as "marketing that engages the consumers' senses and affects their perception, judgment and behaviour." Additionally, these sensory cues can attract consumers to self-generate brand qualities. An overview of the studies on sensory experience is described in this published study. The assessment makes it abundantly clear that there is still a great necessity to investigate the field of

sensory marketing, research that has a significant influence. Ronald E. Milliman (2010) in the paper "Using Background Music to Affect the Behaviour of Supermarket Shoppers" An exploratory study that investigates the impact of background music on in-store buying behaviour is presented after a careful evaluation of the pertinent literature. It reveals that adjustments in music pace can have a big impact on how quickly people move through stores and how much money people spend. Marine Liégeois and Charline Rivera (2011) In a study of "Sensory marketing in natural cosmetics shops: the impact on Generation X and Generation Y" explained how each human sense is explored in great detail, including its functions which help to attract potential consumers and its significance in the buying decision. This also illustrates how sensory marketing is used by firms that sell organic beauty products at their French retail They obtained data by distributing a questionnaire the age group of 15 and 50. The questionnaire, which was designed utilizing observations made in retail outlets that sell organic beauty products, enables one to evaluate secondary data and make judgments. Bertil Hultén's (2012) purpose of "Sensory Cues and Shopper's Touching Behaviour: The Case of IKEA was to show how consumers respond when they are provided with visible and sensory signals at the point of purchase in a shop. A study population consisted of consumers who were chosen for the quasi-experimental design, and they were split into two groups: a control group and an experimental group. According to the survey, visual as well as olfactory sensory signals have a significant influence on people's touching actions, buying intentions, and overall sales. Anil Değermen Erenkol & Merve AK (2015) paper "Sensory Marketing" discusses the involvement of the senses in the consumer's perception process, the linkage between the senses and marketing, how they impact customers and how individuals respond to purchasing decisions. For the goal of this study, an informal research methodology was used, and as an outcome, analysis via measurement of primary data is geared at determining the effect of elements triggering customers' five senses when picking a high-end restaurant. For gathering primary data, questionnaires are employed. It is concluded that the sense of hearing predominates when considering a high-end restaurant, which is contrary to the assumption that taste ought to be the dominating sense. Anand Y. Bhatt & Dr Ira Bapna (2018) described in "Perception of Youth Towards Sensory Marketing" that one can have a significant impact on customer conduct through sensory marketing, which is based on the five human senses. Regression testing was conducted to examine how sensory marketing is perceived by young people. A great deal of research has been done, and advertising agencies have discovered that sensory marketing puts the human brain function and its five senses at the hub of the advertising and that businesses and retailers can optimistically influence the consumer's five senses by using multiple senses like colour, smell, music, taste, and texture. Ha-Won Jang & Soo-Bum Lee's (2019) study "Applying Effective Sensory Marketing to Sustainable Coffee Shop Business Management" In the study, associations between pleasure, arousal, and dominance feelings and sensory marketing elements in coffee shops were found. Customers at coffee houses who were 20 years of age and older were surveyed online. For the final analysis, 608 questionnaires in total were utilized. The findings revealed statistically significant correlations between seeing and dominance, sound and arousal, taste and dominance, taste and arousal, touch and dominance, and touch and arousal. Hedonic and utilitarian usage incentives had a considerable moderating impact on the predicted connections, according to the analysis.

DATA ANALYSIS

According to the responses, the majority of respondents 63.3% find Iron Hill's interior and infrastructure to be aesthetically appealing. As long as it's neat and well-lit, 35% of the respondents thought it was very attractive and they like aesthetic experience.

None of the respondents said that as long as the cuisine is excellent, the facilities and interior don't matter. This indicates that for a sizable portion of patrons, the looks of the building and interior contribute to a better overall eating experience at Iron Hill. Overall, this indicates that Iron Hill has been effective in establishing a visually pleasing dining space that supports their nutritious meals and stand out from the competition.

According to the responses, it seems that the majority of respondents (55%) of respondents think it is crucial because it sets the tone for the eating experience and encourages people to stay longer, whereas 35% think it is fairly important, given that it is not too noisy or distracting. While 10% when deciding whether to attend Iron Hill, are not significantly influenced by the venue's live music and events. This indicates that majority of the customers enjoy the live music and events, it can aid in luring in new clients and act as a deciding element in whether or not they choose to eat at Iron Hill.

According to the results, it seems that majority (63%) of consumers at Iron Hill find the food's aroma to be important as it unquestionably enhances their eating experience. Meanwhile 30% of the respondents feel that aroma isn't an influencing factor in their dining experience. Furthermore, 7% of respondents said they don't care about food's scent as long as it feels good. These findings imply that, the fragrance of the food improves the eating experience for the majority.

A group of individuals were asked how important they thought the texture of the food and beverages at Iron Hill was, and their answers are shown in a bar chart. In accordance with the majority of responses 76.7% the Iron Hill menu's texture conflicts with customers' ability to enjoy their meals. Just a small proportion of respondents 8.3% said that the texture improved their pleasure of the dining experience, while 15% said that it had no impact on their perceptions. According to this, the majority of customers at Iron Hill place a high value on texture because it has a profound impact on their entire eating experience.

The replies of a group of individuals regarding their degree of interest to Iron Hill's taste marketing, which engages consumers by combining food and drink, are shown in the form of a pie chart. The majority of respondents 58.3% said they were consistently drawn to this, while 31.7% said occasionally. Only 10% of respondents said they are not at all drawn. This indicates that majority of customers are affected by flavour marketing that combines food and beverages, it is a significant consideration for the majority of people when eating at Iron Hill. Iron Hill takes into account a number of variables, including food, taste and texture, service quality, atmosphere, and more.

The responses of a group of individuals regarding their choice for using Iron Hill's outdoor sitting to enjoy the scenery are shown in the pie chart. According to the bulk of respondents 63.3%, respondents said they would prefer to eat outside and take in the scenery, compared to 20% % who said they would prefer to eat inside. Just 16.7% nothing matters to them and everything is good. This implies that all the diners prefer eating outside and taking in the scenery.

What makes Iron Hill better for hanging out with pals is represented by a collection of people's answers in the form of a pie chart. 46.7 percent of respondents preferred "All of the above.", while 25 percent preferred to dance with their companions to live music by Iron Hill, In contrast, 10% of respondents said they would rather take excellent photos with their peers to share on social media than sample the wholesome cuisine served at Iron Hill. This indicates that while certain customers choose Iron Hill as a place to hang out with friends because of the live music, others do so because of the chance to enjoy delectable food and drink and take memorable pictures to share on social media. The response choices of a group of individuals as to how significant the total sensory experience of Iron Hill was in drawing them are shown in the pie chart. The majority of respondents 56.7% said that Iron Hill's total visual experience is crucial to drawing them in. Only a tiny percentage of respondents 1.6% said that the sensory experience is completely unimportant, compared to a sizable number 41.7% who said it is somewhat essential. This indicates that the total Iron Hill sensory experience influences most customers' decisions to eat there.

CONCLUSION

The results support the notion that sensory marketing significantly influences luring and engaging younger adults. Businesses should strive to produce an engaging overall experience that appeals to the senses, especially taste and sight. This may be accomplished by providing aesthetically appealing settings, live entertainment, events, and tasty cuisine. These elements might enhance the whole eating experience and set the business apart from rivals. Businesses that want to draw in and keep young clients should emphasize sensory marketing, especially by serving delectable cuisine, establishing a visually appealing environment, and hosting live music events and other activities.

They may attract younger clients by accomplishing by producing a distinctive and memorable experience that engages the senses.

From the data, it can be concluded that Iron Hill's location and atmosphere, followed by its infrastructure and interior design, are what most significantly draw consumers as it is visually appealing to them. For Iron Hill, it's crucial to showcase their food and drinks in an appealing and appealing way since visual appeal plays a vital role in establishing a delightful and unforgettable dining experience for consumers. Additionally successful at persuading consumers to try a meal are attractive food Iron Hill should thus keep on offering an aesthetically pleasing setting, promoting their healthy cuisine, and refining their food advertising strategies in order to draw in more people and increase sales.

According to the study's findings, live entertainment and special events have a significant role in the entire dining experience at Iron Hill likely to have a memorable experience and remain longer. Iron Hill's emphasis on establishing an aesthetically pleasing and entertaining environment as well as providing live entertainment and events is a successful tactic for attracting and giving a pleasurable experience in to the clients. It can be inferred from the responses that the majority of Iron Hill consumers value texture when it comes to enjoying their meals. According to the survey majority of respondents said that the texture of their food and beverages impacted their dining experience in order to visit the IronHill again.

The results also show that the majority of Iron Hill's diners believe the aroma of the meal to be a significant aspect of their dining experience to a great extent. Aiming to serve food that not only tastes well but also has a pleasing aroma would help the restaurant achieve client happiness. It can be concluded that the majority of Iron Hill's consumers place a high value on flavour marketing, which blends food and drink to engage customers. The majority of respondents find this kind of promotion to be appealing on a regular basis. Additionally, the restaurant's emphasis on elements like ambiance, service quality, and the flavour and texture of the food is essential for assuring customer happiness and building a sense of loyalty among customers.

This section leads to the conclusion that sensory marketing, which includes elements like design, atmosphere, live music, and cuisine, has a big influence on young people's decisions about where to hang out with friends. Iron Hill differentiates itself from rivals and enhances the customer experience by putting a strong emphasis on offering a well-rounded experience that appeal to a range of interests. While some young people place a high value on the chance to capture Instagram-worthy images, others place a higher value on the calibre of the food and drink or the entertainment value. By taking into account each of these elements, Iron Hill expands its appeal as a destination for young people while attracting and retaining a varied client base.

It may be inferred that Iron Hill's setting and mood are what draw in the most customers, especially young individuals seeking a vibrant and upbeat atmosphere. While live music plays a big role for individuals looking for entertainment alternatives when dining out, taste is also a crucial consideration for younger clients. Young adults, however, might not place as much importance on the food's aroma compared to other aspects. Since the restaurant's atmosphere, cuisine flavour, and live music are the main factors luring guests in.

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