

## **Impact of Multi Sensory Marketing on Consumer Behaviour in Restaurant**

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**ABSTRACT:** Neuromarketing, as a scientific discipline in the field of marketing research, represents an implementation of neuroscientific methods, with a purpose of a better understanding of human behaviour. This paper aimed at identifying the impact of multi sensory marketing on consumer behaviour in restaurant in Kerala (Trivandrum). The purpose of this study is to understand the current characteristic of the sensory marketing that is used in restaurants in Trivandrum (Kerala) and to present the multi-sensory experience concept as a promotional tool in the field of hospitality industry (restaurants). It also seeks to propose a sensory marketing (SM) model of the multi-sensory experience hypothesis. A sample of 549 consumers was taken who usually visited multi cuisine restaurants in Trivandrum. Data was collected through a well-structured questionnaire and analyzed through SEM. Research findings indicate that restaurant customers give more importance to store image which give them consistency in service evaluation and influence their satisfaction level, repurchase intention and spreading the positive word of mouth about the restaurant more than the customer value what they perceive. This study has important implication for practitioners and academicians.

**Keywords:** Customer Value, Multisensory Experience, Positive Word Of Mouth, Repurchase Intention, Satisfaction, Store Image.

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### **I. INTRODUCTION**

People don't say what they mean. In such a situation marketing research becomes invalid and unreliable. The consumer most often behaves in a different manner than the theories of behaviourism. Sensory marketing thus becomes the ultimate solution for the above mentioned problem. It combines neuro science with brand management and marketing. It collaborate the field of neural science including those of human brain, human neuro physiology, psychology cognitive sense and even chemistry. As marketing personnel, we are more focused about how customers perceive our brand. Our main aim is to help the consumer recollect our brand and its benefit. Thus helping them to memorise it. Our goal is to help them recall and recognize our brand and thus provoking them to purchase our brand. We are more concerned about how the customers perceive and memorize our brand; we would be able to better design strategies and communication strategy for our brand. The concept of sensory marketing is not new. The companies did not unknowingly manipulate the sensory attributes in the past. The only difference is not in the execution but in the awareness. In the present days companies are adding , inducing attractive and unique sensory attributes to the new products and also to the existing products. The emerging sensory experience convey that companies and marketers are just started to catch on to the significance of the different sensory attributes of their products and service. In early days marketing efforts were visually oriented because of the presence of visual medium of print .with the development of TV and internet opportunities for auditory as well as visual marketing started into play. Logos are the simplest and most identifiable visual sensory signature. Some other types of visual sensory signature are pattern, color, shapes and symbols.

The marketers exploit the human mind which can fool itself by believing many untrue things. There is a notable difference between sensation and perception with regards to the sense of vision. Some of the biases are direct distance bias, the sizing bias and consumption bias. Packaging gives different visual cues to the product. It can be used to convey many descriptions of the product. To give an impression of heaviness, display the product image on the bottom or right side of the package. Packaging can also be used to highlight certain attributes of a product. Across various culture and region, symbols have different meaning. Many visual cues are based on the respondent cultures especially if they are associated with specific cultural norms or traditions. The sense of vision has many connections with other senses. Vision precedes touch allowing us to identify which product we want to touch and what to expect when we feel them.

Sound plays an important role in attracting customers. Sonic branding is basically just a specific type of sensory signature, one that appeals to the sense of hearing. Slogan/ tagline/catch phrase is the simplest form of sonic branding. Jingles are another e.g. of sonic branding. It is a short song that appears in a commercial for a product or service. It is a combination of rhymes, rhythm in the lyrics. It has emphasis on catchiness in the music. Sound logos are also an e.g. of sonic branding. They are associated with a particular brand. It can be a

series of sound or some combination of sound. Sometimes music helps to keep away certain group of people and to attract some other. Companies use sound logos, jingles, slogan and noise to promote their brand. Marketers sometimes just play the background music while the potential customers shop at the outlet. It is also possible to convey wrong message if the sonic brand is executed improperly. Sonic branding needs to be protected by trademark. Many people surf the internet by muting the sound. In such cases markets fail to attract customers through sonic branding.

According to the scientific theories scent and experience are directly related. Scent is also related to the emotions we feel during those experience. Because of this, the capability to connect scent with emotions is greater than any other sense. Customers are able to recall the attributes of a product when they are exposed to scent. Even when the scent is not reintroduced they are able to recall the attributes. The challenge of the marketers is to properly utilize the properties of the scent effectively and efficiently. Some of them infused scent directly into the product whereas some used mail to distribute a scent to the target segment. As signature scents become more prevalent, it has to be protected. Currently only scents that are non functional can be trademarked. The sense of smell is most deeply connected with that of taste. Smell is just as important as taste when we determine the flavour of a food. The science of understanding the sense of taste is incomplete without first having an understanding of the sense of smell.

Taste is better understood as an amalgamation of all our senses. The stimuli based on our sense of hearing, touch, sight and scent can affect our perception of taste. Visual and scent cues play such an integral role in taste that they sometimes take priority over cues from the taste buds determining taste. Many restaurants and food outlets use multisensory tagline or advertising pitch to increase the rating of the taste. Most of the delicacies are designed not only for good taste but also for good smell and visual appeal.

It is found that many entrepreneurs haven't realised the impact of sensory activities and cannot use it in an effective way. So, this problem brings us to the question that how sensory marketing will be used in an effective way as the promotional tool so that it increases the store image, customer value which will affect consumer behaviour. The purpose of this study is to understand the current characteristic of the sensory marketing that is used in restaurants in Trivandrum (Kerala).

## **II. LITERATURE REVIEW**

A study by Liao & Liaw (20xx) focused on in-store improvement or store environment factors that could be done for increase in customer patronage satisfaction. In a competitive market these factors will help a store to differentiate itself from the competition especially because most of them sell similar products and price variations are little. They conducted their study based on past research on topics like store music and lighting. Store atmosphere played an important role in increasing customer satisfaction. When the buying emotions of a consumer are positive, chances are that he/she will have a more positive assessment of the store and patronage will also improve. The study was done to understand the influence of store environment factors on customer satisfaction.

Some stores make users stay longer and have increased buying impulse. The reasons behind that can be categorized into three a. Design cues b. Music cues and c. Employee cues. The store design cues include external and internal architecture, interior design, colours, product placement, space management inside the store, lighting, ambience, signs etc. It relates to all aesthetic related items. Bright and clean stores are found to have more positive perceptions. The arrangement and orderliness of items helps the customer to have a good shopping experience. The music cues are intangible and background conditions like genre, volume, background noise etc. Studies by Engel, Blackwell & Miniard (1996) have shown that consumers spent less time in noisy environment and conversely if the background music of stores are rhythmic and slow it leads to increase in time and money spent by consumers. The employee cues relate to employee friendliness, professional competency, appearance, attire, helpfulness, number of employees etc. If there are very few employees to serve customers, they would have to spend more time, effort and energy thereby possibly causing dissatisfaction. Store employees can also influence the original decisions and views of the consumer. Most in-store buying decisions are made as a result of the store environment. When exposed to the store environment, the consumer's personal emotional response is a significant factor in the purchase decision. This is important for impulse buying also.

The study conducted in various categories of stores like speciality stores, department stores, wholesale stores etc. found that the customer satisfaction, consumption behaviour and buying emotion is positively related to the store environment. The results of the study showed that the store design factors and employees play a positive role in impacting the buying emotions of the consumer. Its findings also showed that music cues did not affect significantly and this could have been the reason because consumers were not aware of the non-visual cues and its intangible effect music had on them. With these findings it is clear that in-store environment is a very important aspect that has to be monitored and improved. Changing the design cues – like architecture, design, lighting etc. can be expensive and require the assistance of professional designers. Keeping this in mind

it should be done only if it is absolutely necessary and other options have run out. Stores can first focus on improving the music cues and employee cues. Music cues including the volume, melody, rhythm, background noise etc. should be tailored to create an ambience of harmony where consumers will feel to stay longer and purchase more. Employee cues like friendliness, cleanliness, attire, professional competency, number etc can be improved by having qualified employees in the right number and providing them trainings about etiquettes and products as and when required.

A study was conducted by Hultén (2013) to understand the impact of auditory and visual cues as in-store innovations on the shopper's touch and approach behaviour at a retail setting. The sensory cues and store atmosphere are important factors when it comes to attracting the consumer's attention, approaching and touching a product. Human senses play an important role in new marketing paradigms. Sensory marketing is said to influence consumers, have a say in consumer engagement and influences their perceptions and behaviour. The human senses are recognized to be important channels through which a consumer experiences the retail environment (Kotler, 1974).

In sensory cues, the sense of sight has been studied by various researchers and it has been found that humans rely heavily on tangible and visible sensory cues. Names, packages, brand logos, graphics and product design are examples of visual stimuli that can be used for branding. Visual stimuli becomes even more important in the absence of verbal stimuli. The reason why it is important is because it provides the perception of quality thereby creating strong associations with the brand. It also helps in capturing the attention of the consumer. It has also been shown that consumer's product preference is impacted by product design. Colour also affects the emotions and feelings of the consumer. The choice of colour is thus very important in the product design. Sense of sound is another stimulus that affects consumer's behaviour, mood and preference. The same sound can have different impact on different people. The store atmosphere plays a role in either the approach or avoidance behaviour and shopper reactions in terms of mood or arousal. Store atmosphere is comprised of various things like lighting, music, colour, architecture, product placement etc.

The sense of touch is enabled by touching people, objects or products. It is the largest sensory organ in the human body. Human hand is the primary channel through which consumers can sense the touch. Lot of consumers gather information through touching a product and many shops encourage people to inspect products by touching them and inspecting them. Touching a product can lead to positive emotions and feelings about a product. It helps people to evaluate a product. On the contrary, if consumers are not allowed to touch a product they might get annoyed and have negative feelings about the product. Innovation in retail can be attributed to many phenomena like change in business model, new technologies, new formats etc. It has also been said that innovations should be either tactical or strategic. Innovation can also be in the promotion, price and assortment of products. Innovation is essential in the retail space due to technological advancements, globalization, economy and regulation. Retailers are encouraged to experiment with such elements like colour, lighting and odours.

Philip Kotler in his research paper titled 'Atmospherics as a Marketing Tool' (1973-74) brought attention to the fact when people buy products, they were not just looking at the tangible product but instead responded to the 'total product' which includes the service, packaging, advertisements, warranties and other features that accompanied the product. The place where they bought the product was also an important consideration and along with it the atmosphere of the place. The atmosphere was perceived through the human senses – sight, sound, touch and smell. There is also a difference between intended atmosphere and perceived atmosphere, intended being the atmosphere the company wants the consumer to have and the perceived atmosphere is the actual experience of the consumer which varies according to culture and other backgrounds like different ideas about colour, sound and smells.

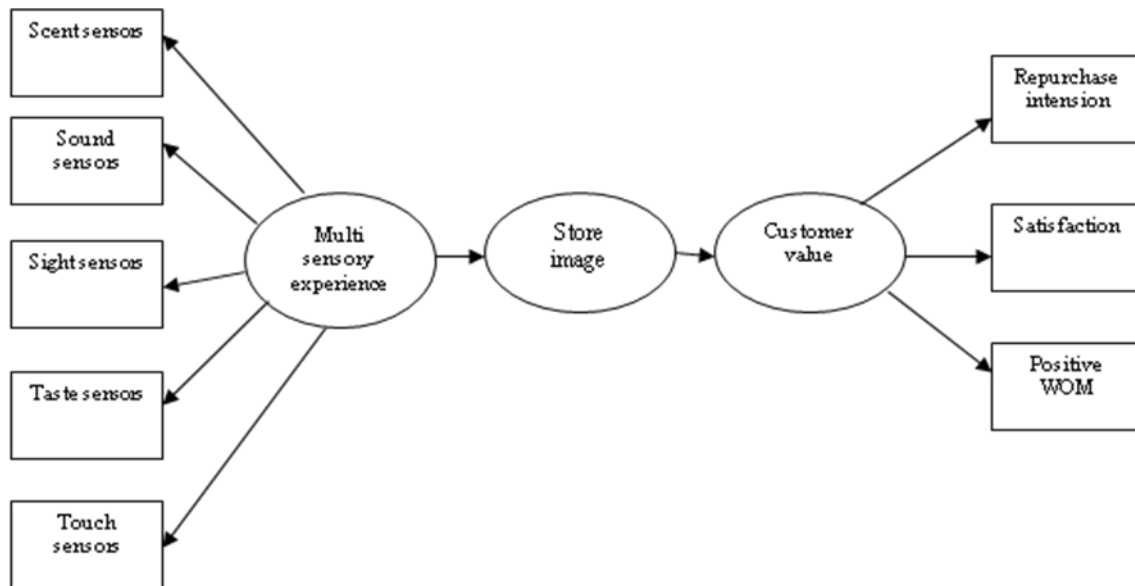
The impact of store atmosphere attributes on store loyalty was studied by Yalcin & Kocamaz (2003). Since there was stiff competition among retailers and differentiations in terms of price, merchandise and advertisements were minimal, retailers need to use the store environment to give better customer buying experience, to differentiate their offerings and offer added value. Also since other marketing was not available at the point of purchase, the in-store atmosphere was important and was an important strategy. Retaining existing customers leads to more profitability and improved word of mouth. It has also been found that it is much more expensive to bring in new customers than to retain existing customers. Better in-store atmosphere also positively affects the quality of life of the citizens as they get better shopping experience.

The Atmosphere plays an important role where there is sale of a product and places where the seller has options to design. Therefore it might be more important for a retailer compared to the manufacturer or the wholesaler. Atmospherics plays more important role in industries where the product differentiations and price differences are small. Special note also has to be taken on the fact that atmospherics plays an even more significant role where products are aimed at distinct social classes or life style buyers.

Customer behavior, particularly among those with higher stimulus seeking tendency or hedonism, is dependent on the atmospheric characteristics of a shopping area (Grossbart, Hampton, Rammohan, and

Lapidus, 1990). Customer loyalty is the ultimate reward that a supplier receives in his effort in interacting with its customer . According to Jensen and Hansen (2006), "true loyalty can only exist if the consumer embraces a positive attitude towards a specific company and suggest that favorable attitudes influence repeated purchasing."The term customer loyalty is used to describe the behavior of customers repurchasing products in one company. Costabile (2000) claims that customer loyalty is a repurchase behavior which is not random and with a process of assessment for a specific brand or group of brands. When there is satisfaction there is customer loyalty and ultimately result in positive word of mouth.

Thus on reviewing the previous studies and literatures, a model is being developed which shows a relationship between the 5 senses and the consumer behaviour. Ie how a multisensory experience does enhances the store images which in turn will increases the customer value. When there is increased customer value, it will result in repurchase intention, satisfaction and positive word of mouth.



**Fig 1** Conceptual Framework

**Hypotheses**

- H<sub>1</sub>: There is a significant relationship between Multisensory experience and Store image
- H<sub>2</sub>: There is a significant relationship between Multisensory experience and Customer value
- H<sub>3</sub>: There is a significant relationship between Customer value and Repurchase intention
- H<sub>4</sub>: There is a significant relationship between Customer value and Satisfaction
- H<sub>5</sub>: There is a significant relationship between Customer value and Positive word of mouth
- H<sub>6</sub>: There is a significant relationship between store image and Satisfaction
- H<sub>7</sub>: There is a significant relationship between store image and Positive word of mouth
- H<sub>8</sub>: There is a significant relationship between store image and Repurchase intention

**III. RESEARCH METHODOLOGY**

It was basically a quantitative research. The type of research was causal. The primary data was collected through a structured questionnaire from the target population who dine out in multi cuisine restaurants (50 seaters and more) in Trivandrum .For this study 37 such restaurants in Trivandrum with an average foot fall of 200 customers per day during weekdays and 350 customers per day during weekends were covered . The respondents were those set of people who fall in the age group of 13-60 which includes teenagers, students and people who are in the early stage of their professional life, middle aged people and old people who dine out in the restaurants in Trivandrum. Systematic random sampling was used since the subjects were selected because of their convenient accessibility and proximity. A sample size of 549 was used for the study.

**IV. DATA ANALYSIS**

**4.1 Structural Equation Modeling Analysis**

To test the efficacy of the proposed model MSE-Model , we employed SEM. Structural Equation modeling (SEM) is a multivariate statistical technique that combines the methods of factor analysis and multiple regressions to simultaneously estimate a series of interrelated causal relationships, such as those in the proposed structural equation model (Hair, Anderson Tatham & Black, 1995).

4.2 Measurement Assessment

The measurement model describes the relationship between the measured variables or indicators (i.e., specific items) and latent variables (i.e., dimension or sub-dimensions). The results of the measurement model test determine how well the indicators capture their specified constructs. In this study, we tested six separate sets of measurement models. More specifically, a measurement was developed and tested for the primary dimension namely MSE (i.e., Sight Sensory, Scent Sensory, Touch Sensory and Taste Sensory) and the five outcome variables (i.e., Store Image, Customer Value, Repurchase Intention, Positive Word of Mouth and Satisfaction) to examine the full model. A confirmatory factor analysis (CFA) was applied in the format of Structural Equation Modeling by letting all the constructs correlate freely and applying the same goodness of fit indices used in SEM to determine the model fit. The model fit was determined by examining goodness of fit indices. The main focus of this stage testing the proposed hypotheses to investigate the causal relationship among Multisensory experiences - Store Image and Multisensory experiences -Customer value and between the Store Image -Repurchase Intention, Positive Word of Mouth and Satisfaction and Similarly between the Customer values - Repurchase Intention, Positive Word of Mouth and Satisfaction. The main issue of the structural model analysis in this stage focused on whether the restaurant customer perceptions about their multiple sensory experiences will have an impact on Service Image and Customer value which will in turn affect and directly related to the Repurchase Intention, Positive Word of Mouth and Satisfaction.

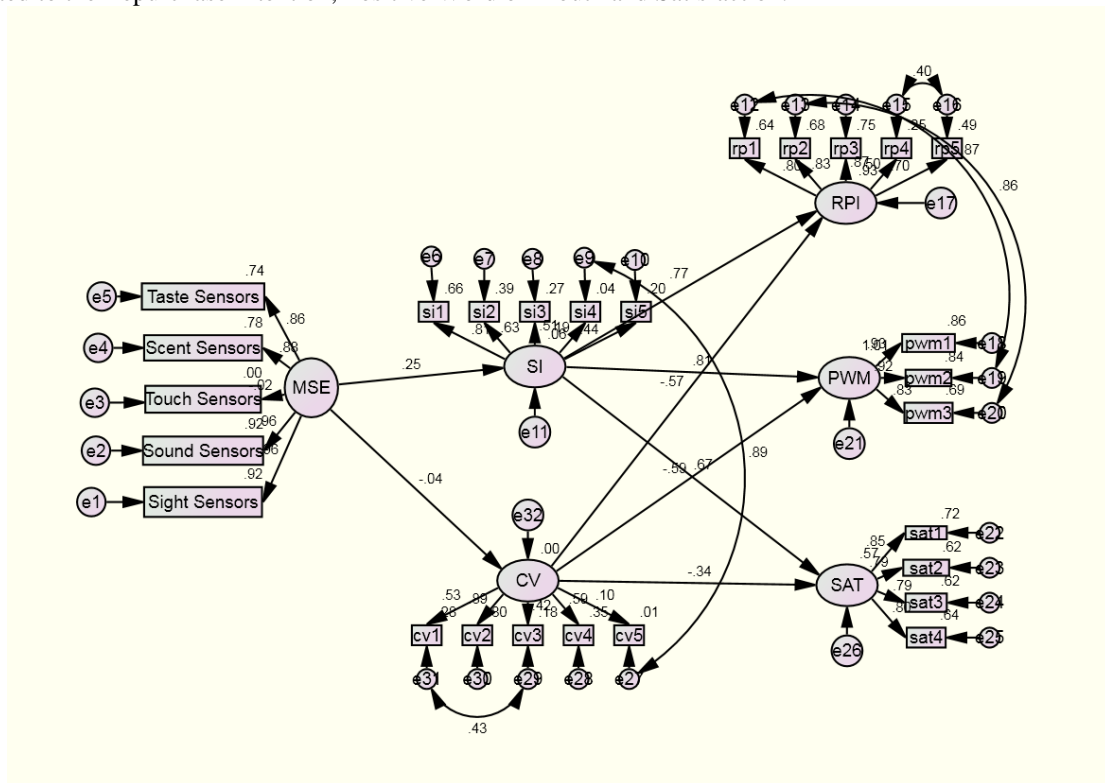


Fig 2 Multisensory experiential model impacting store image and customer value (MSE-model)

	GOF Measures	Adequate GOF value found in this Model	Acceptable GOF Model Fit	Authors/Authority
<b>Absolute Fit Measures</b>				
Chi-square Test	$\chi^2$	1110.090		
Degrees of Freedom	df	311		
Chi-square/Degrees of Freedom ratio	$\chi^2/df$	3	Should be Less than 4	Gibbs et al, 2003, Byrne, 2001.
<b>Absolute Fit Measures</b>				
Goodness-of-fit Index	GFI	0.825	.70 to .95 Range (score close to .95 is an excellent Fit). Here it is an adequate Fit	Bentler, 1999. GFI Improves when sample size increases.
Root mean square error of approximation	RMSEA	.06	Should be Less Than .08	Hu & Bentler, 1999.
AGFI	AGFI	.897	Range between 0 to 1	Browne & Cudeck, 1993.
<b>Comparative Fit Measures</b>				
Relative Fit Index	RFI	.887	Range between 0 to 1	-do-
Compared Fit Index	CFI	.852	Range between 0 to 1	-do-
Incremental Fit Index	IFI	.853	Range between 0 to 1	-do-
<b>Parsimonious Fit Measures</b>				
Parsimonious normed fit Index	PNFI	.679	Greater than 0.5	-do-
Parsimonious goodness of fit Index	PCFI	.699	Greater than 0.5	-do-

Table 1 Goodness-of-Fit Statistics for Integrated Structural Measurement Model “MSE→SI/CV→RP/PWM/SAT”



			Path Estimate	S.E.	C.R.	Standardized regression weight	Hypothesis-Significant relationship between	P (significance Value)	Hypothesis accepted/ rejected
SI	<---	MSE	.082	.015	5.595	.254	MSE Vs SI	***	Accepted
CV	<---	MSE	.002	.002	.932	.044	MSE Vs CV	.351	Rejected
RPI	<---	CV	5.987	1.282	4.670	.569	CV Vs RPI	***	Accepted
SAT	<---	CV	3.426	.799	4.286	.341	CV Vs SAT	***	Accepted
PWM	<---	CV	9.168	1.930	4.751	.593	CV Vs PWM	***	Accepted
SAT	<---	SI	.720	.047	15.167	.672	SI Vs SAT	***	Accepted
PWM	<---	SI	1.332	.057	23.561	.806	SI Vs PWM	***	Accepted
RPI	<---	SI	.864	.047	18.449	.769	SI Vs RPI	***	Accepted

**Table 2** According to the above table results reveals that

MSE is significantly related to SI ( $\beta = .082$ ;  $\rho = .000$ ), thus  $H_1$  is Accepted  
MSE is significantly related to CV ( $\beta = .002$ ;  $\rho = .351$ ), thus  $H_2$  is rejected.  
CV is significantly related to RPI ( $\beta = 5.987$ ;  $\rho = .000$ ), thus  $H_3$  is Accepted  
CV is significantly related to SAT ( $\beta = 3.426$ ;  $\rho = .000$ ), thus  $H_4$  is Accepted  
CV is significantly related to PWM ( $\beta = 9.168$ ;  $\rho = .000$ ), thus  $H_5$  is Accepted  
SI is significantly related to RPI ( $\beta = .864$ ;  $\rho = .000$ ), thus  $H_6$  is Accepted  
SI is significantly related to SAT ( $\beta = .720$ ;  $\rho = .000$ ), thus  $H_7$  is Accepted  
SI is significantly related to PWM ( $\beta = 1.332$ ;  $\rho = .000$ ), thus  $H_8$  is Accepted

### V. INTERPRETATION

When we consider the value of these regression weight store image influence the satisfaction (.672), positive word of mouth(.806) and repurchase intention(.769) of the restaurant customer to a greater extent when compared to customer value When we analyze the customer value influence the satisfaction (.341), positive word of mouth(.593) and repurchase intention of the restaurant(.569) customer to a moderate extent.

These analyses clearly depicts restaurant customer using their multisensory experiences during their evaluation process of their respective restaurant, they give more weightage to store image which give them consistency in service evaluation and influence their satisfaction level, repurchase intention and spreading the positive word of mouth about the restaurant more than the customer value what they perceive.

"Restaurant tell customers with all visible outside factors and real set-up structure of facilities make most of purchase possible." The purchases are resulted from the stimulus of restaurant image to customers. From above analysis, we can say that restaurant image attributes can be an important explanatory variable in the choice of restaurant.

Taste Sensors	<---	MSE	.859
Scent Sensors	<---	MSE	.882
Touch Sensors	<---	MSE	-.020
Sound Sensors	<---	MSE	.959
Sight Sensors	<---	MSE	.959

**Table 3** Standardized Regression Weights: Multisensory factors VS overall Multisensory experiences of customer

All five independent multisensory variables were significant in explaining overall multisensory experiences. But touch sensory experiences of the customer having negligible prediction on the overall multisensory experiences of the customers.

RPI	<---	SI	.769
RPI	<---	CV	.569
SAT	<---	CV	.341
PWM	<---	CV	.593
SAT	<---	SI	.672
PWM	<---	SI	.806

**Table 4** Standardized Regression Weights: SI/CV VS RPI/SAT/PWM

When compared to customer value, store image play more dominant role in predicting repurchase intention, positive word of mouth and satisfaction of restaurant customers.

### VI. CONCLUSION

The major objective of conducting this research to determine the way restaurants create and deliver multi-sensory brand-experiences, to identify the critical factors that creates the multi sensory experience in a restaurant, to describe the influence of store image on customer value, to determine the effect of customer value

on positive WOM, repurchase intention and satisfaction. In the past, many researchers have been conducted on these variables, but mostly conducted outside Kerala. We have conducted this research specifically in Trivandrum, Kerala. From above analysis, we can say that restaurant image attributes can be an important explanatory variable in the choice of restaurant. These analyses clearly depicts restaurant customer using their multisensory experiences during their evaluation process of their respective restaurant, they give more weightage to store image which give them consistency in service evaluation and influence their satisfaction level, repurchase intention and spreading the positive word of mouth about the restaurant more than the customer value what they perceive. When compared to customer value, store image play more dominant role in predicting repurchase intention, positive word of mouth and satisfaction of restaurant customers. All five independent multisensory variables were significant in explaining overall multisensory experiences. But touch sensory experiences of the customer having negligible prediction on the overall multisensory experiences of the customers.

On the basis of this research, we recommend to the restaurant managers and restaurant owners that they must take into account store image as a prime factor for attracting the customers .store image gives them consistency in service evaluation and influence the customers satisfaction level, repurchase intention and spreading the positive word of mouth about the restaurant more than the customer value what they perceive. Creating ambiance and atmosphere at your restaurant doesn't have to cost an arm and a leg. Making small on-brand changes can improve the vibe by leaps and bounds

Concept based Restaurant–restaurant concept is a creative theme that tells an emotional story about the restaurant. Great restaurant concepts connect the food and beverage offering, history, style and fashion, culture and environment. The concept should direct to an awesome atmosphere. For example a simple naadan restaurant may not only look like small café in a village, but the wait staff could have heavy local accents, décor can reflects dramatic street scenes from the local town and menu items should be inspired by famous local cuisines, may leverage local materials (coconut leaf, palm leaf) for decor, blast traditional tunes and showcase very abstract art. These restaurants have very different atmospheres.

Choosing the right customer base- Is your restaurant going to be wild and loud, family-friendly, elegant, business-like, quiet, romantic, a place to hang all day or a casual dinner? The customers in your restaurant will play a big part in setting the atmosphere of your restaurant.

The colors that are used in the logo and other branding touchpoints should be consistent with the colors that are used in the restaurant such as wallcolor, floor colors, window treatments and furniture. Colors have been shown to have an impact on appetite. Warm colors increase appetite and cool colors, specifically blue, have been shown to decrease appetite. The colors chosen should fit the restaurant concept. For example, bright green for a healthy, vegetarian restaurant. Lighting in the restaurant has to be fine making things more visible and attractive using suitable colours. It should be pleasing to the eyes and should induce a welcoming feel. It should enhance the atmosphere with proper lighting theme creating a positive perception in the mind of the consumers.

The interior wall, paintings, photos and floor colour schemes has to be attractive and visually appealing. A unifying concept that conveys a sense of space, place, or time in the mind of a guest. Equipments like vending machines, coolers, TV of the restaurant is visually appealing. The food (food photos) displays has to be so attractive and impressive which tends the customers to buy more. Furniture (e.g., dining table, chair), tableware (e.g., glass, china, silverware), the linens (e.g., table cloths, napkin), Materials associated with service (e.g., crockery) used should be of good quality and visually appealing.

Think about what types of plates and glasses would support your concept and add something different to the dining experience. For example, pottery from a local artisan would work well with a farm-to-table concept. Brightly colored plates and cups for a children's restaurant. Good menu design and thoughtful content matter to the bottom line and to delivering a winning brand experience. Menus should reflect the atmosphere of the restaurant. More upscale restaurant concepts usually use simple, minimal menus while a cozy Italian trattoria might have menus written on chalkboards. Check the menus regularly to make sure that they are clean and stain-free Table placement has the ability to transmit a sense of privacy, portray the functionality desired, and operate as boundary for the customer Seating arrangement and Layout should make it easy for the customers to move around giving them privacy and less crowded feel. There should be sufficient sign boards, display of in-store information. The restrooms are appropriately designed and hygienically maintained throughout the day. Employees have to be neat and well dressed .they has to make customers feel good and should be of pleasing personalities Staff's uniforms should match the restaurant concept. The nature of store personnel, their knowledge about the product and the easy return policy of the restaurant are highly influencing variable for the store image. Atmospheric music influences consumers in various ways such as time spent for dine out, perceived waiting time, perceived dine in duration, product choice, purchase intention, perceptions of service staff, evaluation of service, and perceived product and service quality Music in the background may also reduce the negative effect of waiting for services because it distracts the consumers and as a result they perceive the length of wait to be shorter which in return influences their service evaluation The music played in the restaurant

should gel with the atmosphere and the restaurant theme. The volume should be just sufficient. It should enhance the mood making the customers comfortable. The background noise level has to be acceptable.

The olfactory stimulus is relevant to consumer behavior in two ways: the specific object smell and the smell of the environment itself. Smells emanated by objects or products are often a clue to the consumer quality and attribute evaluation of these objects. The smell in these environments may be from the product or not. Scent marketing can make a consumer feel comfortable and put consumers in a good mood that could positively influence purchasing decisions. Scent is directly linked to feelings such as happiness, hunger and nostalgia. “scentvertising” are meant to lull guests into a serene state – prompting them to relax, buy more and, ideally, remember the brand. The restaurant should try to have a signature smell for itself which is unique. It has to be enticing, creating a feel good atmosphere with an accurate intensity of aroma.

Areas of opportunity for smell go beyond the food aromas associated with the meals like: freshly baked breads, flaming sweet deserts and steamed seafood and can include other aromas like: appetizing scents from the parking lot, maybe it’s smoky wood burning, meats grilling or coffee roasting. The restrooms are another opportunity for aroma. Deodorizers come in endless fragrances like: vanilla, fresh herbs like basil or rosemary, or berry scents may also be appropriate for your concept.

The room temperature has to be comfortable. The cutleries have to be easy to handle and use. Furniture’s should be soothing and comfortable. The food served should be of good taste and has to be unique. Food served should be fresh and healthy. It has to be authentic in taste. The quality of food in the restaurant has to be reliable.

The restaurant should provide refund to customers who find the food unsatisfactory. It has to provide excellent service to customers. Some key attributes like home delivery, order on phone, wide selection of menu, availability of preferred food, adequate number of waiters, parking facility and fast service may also be used. Cleanliness and tidiness of the restaurant is very important for attracting the customers and gives a positive image.

## **VII. RECOMMENDATION FOR FUTURE RESEARCH**

Future researchers are advised to collect the responses from consumers through qualitative as well as quantitative researches to know more about the influence of these variables on the consumer purchase intention. This study was limited to Trivandrum city only. Future research should cover either whole country or significant number of large and small cities to have a broader outlook of consumer behavior in India. Future research should be conducted using a relatively large sample.

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