

Sensory Marketing and its Impact on Organizational Success

An Applied Study at Restaurant Agency Series (Pizza Hut) in Baghdad

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Abstract

Increased interest in the concept of sensory marketing is one of the most important methods that may lead to the success of organizations. Therefore, the study aims to shed light and reveal the relationship and impact of the sensory marketing dimensions of the sense (looking, hearing, smelling, taste, touch) in (organizational success) represented by (The strategic vision, operational activity, efficiency, and effectiveness) and its importance for a chain of (Pizza Hot) restaurants in Baghdad. To achieve the objectives of the study, a questionnaire was developed and distributed to a sample of (80) individuals from the pioneers of the Pizza Hut restaurant in Baghdad. (70) of them were retrieved valid for analysis. The data were processed using many statistical methods using the statistical program (SPSS). The most prominent results that were the researcher concluded that there is a correlation and influence relationship between the study axes (sensory marketing) and (organizational success). The most important recommendations were to increase interest in sensory marketing, because of this positive reflection on organizational success.

Keywords: Sensory, Marketing, Organizational Success, Restaurant, Agency Series, Pizza Hut, Baghdad

Introduction

Sensory marketing suggested by Smith for the first time in (1999) is to communicate with consumers through their five senses (sight, hearing, smell, touch, and taste). Addressing the consumer's senses is one of the ways to communicate with them and present an experience (Schmitt, 1999). The stimuli produced by marketing by the sensory organs. The perception is achieved through the interpretation of these feelings (Erenkol, 2015). Sensory marketing focuses on the consumer's senses to influence perception, judgment and consumer behavior. The consumer and the producer and his motivation will buy (Sayadi, 2015). Moreover, companies have begun to adopt a sensory marketing strategy to distinguish between companies and products, stimulate customer experience and add value to products (Jang, 2019). It can be defined as a marketing activity that focuses on understanding consumer capabilities. The process begins from stimuli affects the senses of consumers and how the customer interprets and understands them and responds to stimuli (Amorntatkul, 2011). It can be defined as “the formation of a positive experience through the senses of the consumer, which causes them to love the product or service

before, during and after the purchase decision "(Hassan, 2016). It is a comprehensive system for communicating information about the brand by adopting new channels and methods of interaction with the consumer through his five senses (Areiza, 2018). It is a "marketing strategy that stimulates the consumer's emotions instead of rational judgment by appealing to his five senses" (Jang, 2019). Researchers define sensory marketing procedurally as a marketing practice that aims to create the consumer's sensory experience through his five senses to attract the consumer to the product and increase his loyalty to the brand. Sensory marketing is important for improving brand awareness. To increase brand loyalty, a sense of excitement provides a sense of emotion and comfort for the consumer and thus the possibility of repeat purchase intentions. It leads to more attractive consumer behavior by building consumer confidence. It helps to distinguish a product or brand in different decision-making situations (Jang, 2019).

The first main hypothesis of the study is (there is a significant correlation between sensory marketing and organizational success), and it has branched out from this main hypothesis to the following sub-hypotheses:1- There is a correlation between the (sense of sight) dimension and organizational success.2- There is a correlation between the (sense of hearing) dimension and organizational success.3- There is a correlation between the dimension (sense of smell) and organizational success.4- There is a correlation between the dimension (sense of taste) and organizational success.5- There is a correlation between the dimension (sense of touch) and organizational success.

The second main hypothesis: (There is a significant relationship of influence for promotion in organizational success). From this main hypothesis, the following sub-hypotheses are branched:1- There is a significant effect of the dimension (sense of sight) on organizational success.2- There is a significant effect of the (sense of hearing) dimension on organizational success.3- There is a significant effect of the (sense of smell) dimension on organizational success.4- There is a significant effect of the (sense of taste) dimension on organizational success.5- There is a significant effect of the (sense of touch) dimension on organizational success.

Literature review

1- Dimensions of sensory Marketing

Marketing through the sense of sight: eyesight has been an effective tool in marketing and advertising for decades, whether it is an attractive slogan or a colorful poster. Generating customer experience, (Pawaskar, 2014) choosing colors and shapes for products, points of sale and promotional campaigns are key factors for success and failure and a method for identification and differentiation of many brands that are associated with a specific color that is easily preserved

by customers. Red Coca Cola and Yellow Kodak, according to studies of memory retention, increases the probability of remembering a message is 78% printed in color compared to black and white (**Randhir, 2016**).

Marketing through the sense of hearing: sound has the ability to influence our mood. So, music is important to users of sensory marketing, as research has confirmed the effect of music on behavior. The power of music can influence the mental and emotional state of the consumer. Future Procurement (**Valenti, 2008**) Moreover, the results of some studies have shown that fast-paced music prompts the consumer to leave early from the store or restaurant. Either low-level music will increase the amount of time and money in the store or restaurant. Thus, music has wide potential for marketers to influence consumer behavior and create a better sales environment (**Randhir, 2016**).

Marketing through the sense of taste: the sense of taste is important in our personal and social life in terms of perception. Taste is closely related to smells, as aromas create a sense of flavor. The consumer remembers his past experiences, as the color affects the perceptions of taste. Ads create the taste buds by being a refreshing drink (**Erenkol, 2015**).

Marketing via the sense of smell: the smell is often seen in the literature related to marketing as the most important senses. It influences consumer behavior, aromatic stimuli enhance emotions, remembering and brand recognition as the smell affects our mood and buying intentions (**Klopotoska, 2017**) for example, spreading a pleasant coffee aroma in front of a bakery. This is not only encourages passers-by to enter the place but also makes them more alert and ready to stay longer in the place and is likely to spend more money there (**Agnieszka, 2014**).

Touch marketing: The sense of touch is the first of our human senses to develop and the largest sense organ. The hands are the main source of input into the perceptual system. It works by touch, for many products, tactile perceptions are the predominant input to determine product quality, where touching products increases Confidence in purchasing behavior in addition to the high beliefs of the product (**Farhadi, 2017**). Touching the touch screen supports consumers to interact with the products, because the eye alone is not enough to judge brands such as computers and mobile devices. Marketers try to consider the feelings coming from the sense of touch during doing promotional campaigns for products (clothes, perfume bottle, packaging of potato chips). For example, tempt the brand of mineral water when touching it because it is natural that comes from the heart of the mountains (**Hassan, 2016**).

2- Organizational Success

There is a set of definitions that writers and researchers have dealt with in organizational success. **Al-Saadi (2010)** sees it as "a standard that reflects the organization's ability to enhance its relationship with the environment to ensure that it obtains the resources it needs, and the degree of rationality in using those resources to ensure survival." **Al-Taie (2015)** also stated that it is "the ability of the organization to stay as long as possible and to compete with others." **Al-Qaisi (2016)** defines it as "the ability of the organization to achieve its goals and its continuation in maintaining a competitive advantage in the vision, strategic planning, operations activity, continuous organization development, interactive leadership and management, and effective mechanisms for evaluation and review." It is the organization's ability to create value for shareholders," Waldron, 2008 explains. The strategic vision is the first step in any strategic planning process. The organization's vision defines the reasons for its "ideal". The organization aims, through the strategic vision, to achieve its mission, main goals and performance goals (**Mobayed, 2006**). He envisioned (**Al-Mawred, 1981**), and sees (**Al-Salem, 2005**) that it is "the future path of the organization that determines the destination it wants to reach, the competitive position that it intends to achieve. The type of capabilities and capabilities it plans to develop, including product development, marketing strategies and customer relationship management where the organizational processes in productive business organizations are to find the idea to develop products. It obtains new ideas about the goods and services desired by consumers in the market (**Al-Abadi, 2016**). **Al-Qaisi (2016)** defines it as "the activity that directly affects in the cash inflows and outflows of the organization. The determination of its net income, which are flows resulting from the sale of goods and services, the sale of shares, and from the income earned on investments. Efficiency is the relationship between inputs and outputs, by accomplishing much with the least possible, i.e. the lowest possible costs and resources. Quality and quantity of output are from goods and services. This means that the term efficiency aims to reduce the waste in the organization's resources (**Al-Saadi, 2010**). As for effectiveness, effectiveness is one of the important indicators to measure the extent to which organizations achieve their goals in harmony with the environment. They operate in terms of utilizing the resources available to them (**Daoud, 2017**). Through its strategies, effectiveness is defined as "the extent to which an organization is able to achieve its goals (**Ibrahim, 2016**)."

Methodology

1- Description and encoding search variables

Table (1) Description and encoding search variables to ensure

variable	Dimension	Item No.	symbol
Sensory marketing	Sight sense	4	Q
	Hearing sense	4	W
	Smell sense	4	R
	Taste smell	4	S
	Touching smell	4	U
Organizational Success	Strategic vision	5	A
	Processing activity	5	O
	Efficiency	5	P
	Potency	5	K

2-The structural stability of the search measurement tool

Table 2: Stability coefficients for the search measurement tool		
Study variable	Kronbach Alpha for variable and dimensions	valid*
Sight sense	0.950	0.903
Hearing sense	0.946	0.895
Smell sense	0.950	0.903
Taste smell	0.948	0.898
Touching smell	0.946	0.895
Sensory marketing	0.943	0.889
Strategic vision	0.944	0.892
Processing activity	0.947	0.896
Efficiency	0.959	0.92
Potency	0.961	0.924
Organizational success	0.946	0.894

3-Stability of the questionnaire by using the half-hash method

The split-half method is used in measuring stability. It is summarized by finding the coefficient of correlation between the degrees of individual questions and the degrees of marital questions in the questionnaire and correcting the coefficient of correlation with the equation (Spearman-Brown). When applying this method, it was found that the correlation coefficient of the questionnaire reached (0.843). It means that by different measures it has good stability and can be adopted at different times and for the individuals themselves and give the same results.

4-Testing for linear multiplicity problem

To test the existence of the problem of linear multiplicity between independent variables, the problem of linear multiplicity means difficulty in separating the effects of independent variables

from each other. It will be based on variance inflation factor, VIF, (Samprit, 2006). The researchers disagreed about the maximum acceptable value between (5-10) The allowable contrast factor or as the tolerance card (Tolerance Factor), which is an inverted variable of variance factor in determining what the number of lines is experiencing

Table 3: test shows the problem of linear multiplicity between the dimensions of sensory marketing		
Dimensions	Tolerance	VIF
Sight sense	.5330	1.877
Hearing sense	.4000	2.498
Smell sense	.6120	1.634
Taste smell	.4890	2.044
Touching smell	.5110	1.955

Table: program SSPS V.23

5- Constructive confirmation validity

The purpose of the structured and confirmed structural honesty is to verify the dimensions and paragraphs. They are composed according to its fixed theoretical structure in the literature. The dimensions of the scale and the paragraphs represented in the sample data match its origin in the theory and related literature. This type of analysis is one of the applications of the modeling of the structural equation implemented through the statistical program (AMOS v.23). It is possible to test the stability of the scale and other types of honesty, namely convergence and differentiation.

Table 4: Shows indicators of good matching of the variables under study		
Indicator		General rule
1- Indicators of (Goodness of fit)		
-	X ² Chi-squared	---
-	freedom degree (FD)	---
-	Ratio between X ² and freedom degree	(X2/FD) less than 5
-	Goodness fit indicator (GFI)	Bigger than 0.90
-	Average root indicator of approximate error box RMSEA)(0.05 - 0.08between
-	Tucker-Lewis Index (TLI)	Bigger than 0.90
2-Standard regression weight (standard saturations)		0.5 ≤accepted weights

Results

1- Emphasizing analytical analysis of sensory marketing variable

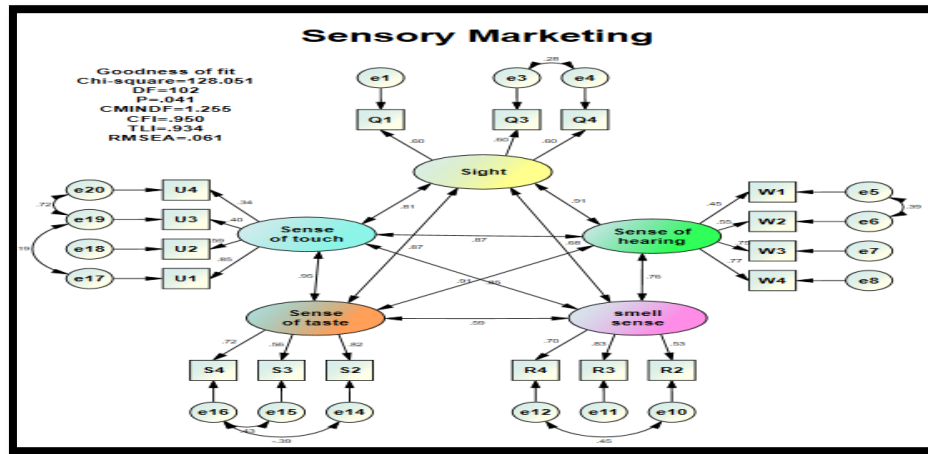


Figure 2: Full Model of Sensory Marketing Variable; Source: AMOS V.23

Table (5) shows the downward weights, standard error, critical rate and the level of significance of the dimensions of the sensory marketing variable								
items	Track	Dimensions	Standard downward weights	downward weights	standard error S.E.	critical rate C.R.	Significance level 0.05 P	Significance
Q1	<---	Sight sense	.599	1.000				Significant
Q3	<---		.604	1.127	.291	3.869	***	Significant
Q4	<---		.603	1.269	.341	3.718	***	Significant
W1	<---	Hearing sense	.449	1.000				Significant
W2	<---		.551	1.348	.349	3.863	***	Significant
W3	<---		.752	1.628	.480	3.391	***	Significant
W4	<---		.766	1.590	.469	3.389	***	Significant
R2	<---	Smell sense	.529	1.000				Significant
R3	<---		.835	2.192	.535	4.101	***	Significant
R4	<---		.700	1.281	.252	5.083	***	Significant
S2	<---	Taste sense	.823	1.000				Significant
S3	<---		.559	.513	.113	4.551	***	Significant
S4	<---		.724	.733	.136	5.376	***	Significant
U1	<---	Touching sense	.855	1.000				Significant
U2	<---		.585	.701	.132	5.322	***	Significant
U3	<---		.398	.462	.146	3.157	.002	Significant
U4	<---		.344	.433	.156	2.776	.006	Significant

Source: AMOS V.23

2- Emphasizing analytical analysis of the regulatory success variable

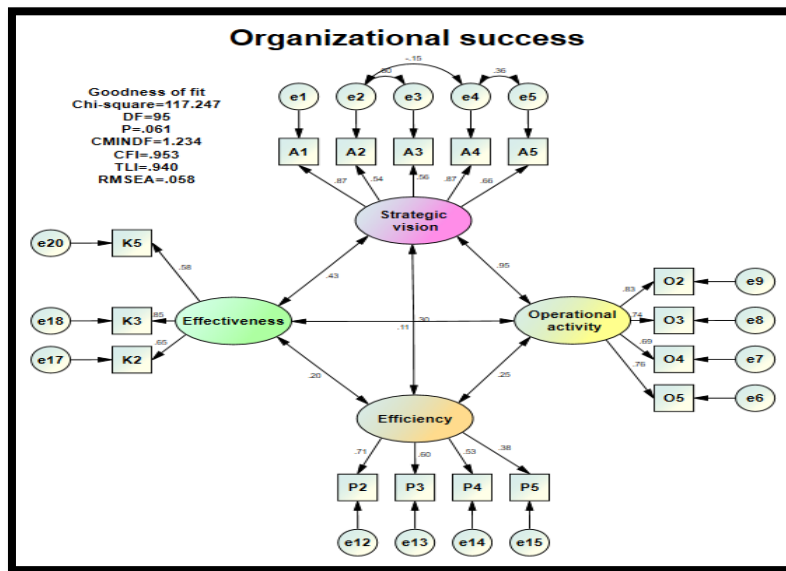


Figure 3: Full Model of the Regulatory Success Variable; Source: AMOS V.23

Table (6) shows the regressive weights, standard error, critical values and the level of significance of the dimensions of the organized success variable								
item s	Trac k	Dimensio ns	Standar d downwa rd weights	downwa rd weights	standar d error S.E.	critic al rate C.R.	Significan ce level 0.05 P	Significan ce
A1	<---	Strategic vision	.871	1.000				Significan t
A2	<---		.542	.557	.116	4.798	***	Significan t
A3	<---		.558	.626	.125	5.006	***	Significan t
A4	<---		.869	1.198	.123	9.706	***	Significan t
A5	<---		.665	.692	.111	6.256	***	Significan t
O2	<---	Processin g activity	.828	1.000				Significan t
O3	<---		.738	.776	.113	6.897	***	Significan t
O4	<---		.695	.535	.084	6.356	***	Significan t
O5	<---		.758	.616	.086	7.158	***	Significan t
P2	<---	Efficiency	.714	1.383	.457	3.026	.002	Significan t
P3	<---		.598	1.072	.358	2.997	.003	Significan t
P4	<---		.529	1.000				Significan t
P5	<---		.383	.598	.261	2.288	.022	Significan t
K2	<---	Potency	.650	1.000				Significan t
K3	<---		.854	1.380	.302	4.563	***	Significan t
K5	<---		.581	1.117	.281	3.976	***	Significan t

Source: AMOS V.23

3-Descriptive analysis of search variables

This study seeks to identify the reality of the independent variable, the sensory marketing, and the dependent variable, the systemic success of a sample of citizens in a restaurant in Baghdad (Pizza Hot Agency) according to the response of the sample. The value of the arithmetic mean represents the value around which all the different values of the variable are centered, and the standard deviation. It is considered one of the most important statistical measures of dispersion and the coefficient of variation. It is used for comparison. On the basis of it and finally, it determines the level of response to the opinions of the respondents according to their answers. The research relied on the five-point Likert scale in the sample answers to the questionnaire, so the level of each variable will be between (1-5) with four levels.

Table 7: Shows the weighted average and the level of response		
weighted average	Response measure	Response level
From 1 to 1.80	I don't agree totally	Very weak
From 1.81 to 2.60	I don't agree	weak
From 2.61 to 3.40	Neutral	median
From 3.41 to 4.20	I agree	good
From 4.21 to 5	I agree totally	Very good

4-Sensory Marketing

It is clear from table (8) that the highest general arithmetic medium reached the distance of sight, reaching (4.286). it is higher than the hypothetical medium. It ranged from (2.61 to 3.40) and at a very good level, with a standard deviation of 0.492 and a coefficient of variation (11.4). 90). If this dimension came at the first level in terms of relative importance, but the lowest in the middle of my calculation general. It was at the touch sense of (3.950) and a good level and a standard deviation (0.629) and a coefficient of difference (15.932) as this dimension came in the fourth level in terms of Relative importance.

5- Organizational Success

It is clear from table (8) that the highest general arithmetic medium reached the dimension of efficiency. It is higher than the hypothetical average which ranged (2.61 to 3.40) and a good level as the standard deviation (0.473) and the coefficient of difference (11.243). This dimension came at the first level in terms of relative importance, but the lowest in the general arithmetic medium was at the time of the operational activity. It reached 4.004, a good level and a standard deviation (0.625) and a coefficient of variation (15.606) as this dimension came at the second level in terms of relative importance.

Table 8 shows the arithmetic medium, the standard deviation, the coefficient of variation and the relative importance of the search variables				
Dimensions of research variable	Arithmetic Mean	Standard deviation	coefficient of variation	Relative significance
Sight sense	4.286	0.492	11.490	1
Hearing sense	3.989	0.650	16.301	5
Smell sense	3.986	0.604	15.165	3
Taste sense	4.091	0.579	14.143	2
Touch sense	3.950	0.629	15.932	4
Sensory marketing	4.060	0.477	11.748	Second
Strategic vision	4.006	0.650	16.217	3
Processing activity	4.004	0.625	15.606	2
Efficiency	4.204	0.473	11.243	1
Potency	4.062	0.684	16.841	4
Organizational success	4.069	0.416	10.212	First

Source: SPSS V.23

6- Correlation Hypotheses

It is clear from the data of table (9) the results of the values of the coefficient (Pearson Correlation) between the sensory marketing variable by keeping it away (sense of sight, hearing, sense of smell, sense of taste, sense of touch) and the variable of success organized.

Table 9 shows the links between sensory marketing dimensions and regulatory success		
Sensory marketing dimensions	correlation value and level of significance	Organizational success
Sight sense	correlation	0.483**
	Sig	0.000
Hearing sense	correlation	0.619**
	Sig	0.000
Smell sense	correlation	0.516**
	Sig	0.000
taste sense	correlation	0.584**
	Sig	0.000
touch sense	correlation	0.704**
	Sig	0.000
Sensory marketing	correlation	0.727**
	Sig	0.000
.**Correlation is significant at the 0.01 level (2-tailed)		
.*Correlation is significant at the 0.05 level (2-tailed)		

Source: SPSS V.23

7- Effect Hypotheses

Table (10) shows the statistical indicators between the dimensions of sensory marketing in organizational success.

Table (10) shows statistical indicators between the dimensions of sensory marketing in the success of the organizers							
Organization al Success	Sensory marketing dimensions	Constan t limit a	marginal inclinatio n B	test F	R ²	sig	Significanc e
Organization al Success Y	Sensory marketing	1.498	0.727	76.179	0.528	0.000	Significant
	Sight sense	2.323	0.483	20.664	0.233	0.000	Significant
	Hearing sense	2.490	0.619	42.285	0.383	0.000	Significant
	Smell sense	2.654	0.516	24.702	0.266	0.000	Significant
	Taste sense	2.352	0.584	35.268	0.342	0.000	Significant
	Touching sense	2.232	0.704	66.854	0.496	0.000	Significant

Source: SPSS V.23

Conclusions

- 1- The importance of the role that sensory marketing plays in achieving the success of organizations and thus achieving the goals was reached.
- 2- Sensory marketing is extremely important in organizations that provide food products in general and international restaurants in particular.
- 3- The results showed that the use of sensory marketing has a clear role in the Pizza Hot chain of restaurants in Baghdad, because of the means that the customer wants to obtain upon entering it.
- 4- The results showed that sensory marketing in its various dimensions is one of the methods that lead and contribute to achieving organizational success.
- 5- The results revealed that the customer feels comfortable and satisfied when there is a comfortable atmosphere that Pizza Hot restaurants provide. It encourages the customer to maintain the mutual relationship between him and the restaurant.
- 6- The results showed that (Pizza Hot) restaurants in Baghdad pay good attention to sensory marketing through the products and services they offer, because that helps them achieve their goals.
- 7- 7 - The results showed the existence of a good level correlation with a moral significance. This indicates that the sensory marketing has an active and fundamental role in achieving organizational success.
- 8- The results showed that there is a significant effect of sensory marketing on organizational success, and this indicates that (Pizza Hot) restaurants, if they want to achieve organizational success, they can take care of sensory marketing well to achieve success.

Recommendations

- 1- The study recommends that organizations and academic bodies' alike search for more research and field studies on sensory marketing.
- 2- Increasing interest in sensory marketing with its different dimensions represented by the sense (sight, hearing, smell, taste, and touch). It is so because of this has a positive impact on organizational success, and thus achieving goals.
- 3- Organizations that work in the catering sector can achieve organizational success by adopting and relying on sensory marketing.

- 4- Organizations should support service providers and strengthen the relationship between them and them on the one hand. Those working with each other on the other hand. This reflects positively on their behavior and thus the organization as a whole.
- 5- Organizations should pay attention to achieving customer satisfaction by providing them with all their needs. It provides services and products in a good way as the customer expected and better than that to ensure the long-term relationship between them.

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