

Analyzing the Role of Sensory Elements (Auditory, Visual and Olfactory) in Enhancing Consumer Experience in Service Establishment

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ABSTRACT

Purpose of the Research: The primary objective of the present study is to understand how auditory, visual, and olfactory sensory elements collectively shape consumer experiences in service environments. The study examines the influence of multisensory elements (auditory, visual and olfactory) on consumer experience in the service sector. By addressing the integrated role of three sensory elements and their influence across diverse service sectors, the present research is an attempt to fill the gap in the literature.

Results: Data was collected from 500 respondents representing various service sectors such as hospitality, financial services, tourism, entertainment, healthcare, and education. Various statistical tools like factor analysis, ANOVA, Chi-Square test and regression were performed to analyse the data. Results highlights the significance of each sensory element in affecting the consumer experience and loyalty. Results also reveal that integrated use of sensory elements enhances customer experiences and loyalty in different service sectors. **Conclusion:** The findings of the study confirms that there is a strong connection between sensory stimuli and consumer experience. The results support the hypothesis that sensory elements enhance customer experiences and loyalty. Interestingly, this impact also varies across service sectors which emphasizes the need for industry-specific sensory strategies. By using combined sensory elements(auditory, visual, and olfactory stimuli) in service scape, businesses can create environments that not only engage consumers but also contribute to long-term success..

Keywords: Sensory Marketing, Auditory, Visual, Olfactory, Consumer Experience and Service Establishments.

Introduction

Renowned marketing expert and Guru, Philip Kotler introduced the concept of atmospherics in 1973, which encompasses various sensory elements like sight, sound, scent, touch and taste(Kotler, 1973).Collectively, these elements shape the overall ambiance and perceived quality of a service provider. Given the intangible nature of services, this concept becomes highly relevant in the service industry where the physical surroundings significantly shape the customer experience.

In their pursuit of innovative strategies, businesses are increasingly adopting sensory marketing as a popular approach to attract and retain customers. To create memorable and enjoyable experiences sensory marketing strategy focuses on engaging consumers' senses (Krishna, 2012).Sensory marketing is used to affect consumer behaviour and enhance their overall service experience by integrating sensory aspects, including vision, hearing, taste, touch and smell.

Aesthetics hold significant power in shaping initial impressions. Consumers often encounter with the visual dimension first and often being the first sensory element, it significantly affects their experience. Elements such as interior design, colour schemes and product displays play a significant role in shaping consumers' perceptions. High-contrast lighting conditions enhance attention, arousal, pleasure, and approach intentions of customers in retail setting(Lin & Yoon, 2015). Bright and well-lit

spaces with bold and vibrant colours can foster an energetic and inviting ambience for customers, on the contrary, dim lighting evokes a sense of calm and relaxation which makes it particularly suitable for spas and fine dining establishments. In the hospitality sector, warm and welcoming colour palettes combined with elegant decor are frequently employed to create a hospitable atmosphere (**Janjić et al., 2023**). Furthermore, the strategic application of visual aesthetics not only guides customer attention but also highlights key products, contributing to a smooth and enjoyable shopping experience.

Sound is another crucial sensory element that significantly influences consumer mood, behaviour, and the entire ambience of a venue. Elements such as background music, volume, ambient noise and room acoustics significantly influence customer emotions and actions (**Garlin & Owen, 2006**). For example, soothing music which fosters a relaxing environment, encourages patrons to spend more time in service establishments (**Milliman, 1986**). The choice of music including genre, loudness, and tempo should correspond with the company's image and the desired consumer experience. Background music is meticulously selected in restaurants and spas, to embody the business spirit and establish the intended ambience. Businesses can subtly shape customer perceptions and behaviours by strategically incorporating sound, which makes it an essential component of sensory marketing (**North, Hargreaves, & McKendrick, 1999**).

The sense of smell is a vital tool in creating memorable experiences for consumers. It holds a unique and powerful connection to memory and emotion. Signature fragrances are utilized by many hotels and spas to establish a distinct and lasting ambience (**Spangenberg, Crowley, & Henderson, 1996**). A luxury hotel can employ a tailored scent in order to craft a unique and unforgettable atmosphere while a bakery may leverage the irresistible aroma of freshly baked goods to attract customers. Olfactory elements have the potential to leave a profound and enduring impression on customers and thereby forging subconscious associations with a brand.

To cultivate stronger emotional connections with their clientele, businesses should thoughtfully integrate olfactory cues and differentiate themselves in the marketplace. Additionally, the careful seamless integration of visual, auditory, and olfactory elements within service environments can significantly enhance customer satisfaction and foster brand loyalty. It is essential to harmonize all sensory elements to evoke the desired emotional responses. It creates a holistic sensory experience which ultimately enriches the overall consumer journey.

This study aims to investigate and analyse the influence of auditory, visual, and olfactory elements on consumer experience within service establishments. The study is an attempt to analyze the combined effect of these sensory elements on consumer mood, perception and loyalty to improve the overall consumer experience in service industry.

The importance of this research surpasses the academic interest and offers practical insights to service industries which can be applied to hospitality, retail, healthcare, education, and entertainment. By understanding the strategic implementation of sensory elements, businesses can create environments to attract customers, foster emotional connections, improve satisfaction, and drive loyalty.

Theory

This literature review is conducted through a systematic approach to establish a solid foundation for the study and to generate relevant research questions. **Kotler (1973)** outlines how different atmospheric elements impact purchasing decisions. Sensory elements help elicit emotional responses and influence consumers' time spent in a store. These elements affect overall consumers' perceptions of product quality. Kotler categorizes atmospheric effects into four broad sensory modalities-visual, aural, olfactory, and tactile. This categorization provides a comprehensive framework for understanding how each sense can be leveraged to create a favourable shopping experience. The review of literature is structured and discussed into four key sections- auditory elements, visual elements, olfactory elements, and multisensory elements. This study, through looking at the previous research in these areas, aims to give an extensive understanding of role of sensory stimuli in service industry and also explains how these elements affect the consumer experience, paving the way for future research.

- **Auditory Elements**

The impact of sound and music has been well studied and particularly the role of ambient music on buyer's decisions has been given due consideration. In order to examine how varying tempos of ambient music (slow and fast) impact consumer shopping behaviour in a supermarket setting, **Milliman (1982)** performed an experimental field study. The research revealed that the speed of background music significantly affected the rate at which customers moved through the store. Slower-paced music caused

people to shop more slowly, which increased the amount of duration they engaged in the retail establishment and might have increased sales. Conversely, **Smith and Curnow (1966)** proposed that sound played at a higher volume leads to shorter shopping durations and decreased spending. These discoveries emphasize the necessity of carefully selecting the volume of ambient music in retail environments to foster a positive shopping atmosphere and increase sales.

Yalch et al. (1990) found that slower tempo music prolongs shopping durations by fostering a calmer environment, prompting customers to remain in stores longer. The shopping experience is probably improved and customer satisfaction rises when ambient music complements the store's identity and target customer demographics. A similar study was performed by **North et al. (1999)** which employed an experimental field study design in a supermarket. Their study concluded that the genre and volume of music should align with the brand identity to create a cohesive sensory experience. Further, their research found a significant correlation between the type of music played and customers' wine selection. When French music was played, sales of French wine rose in comparison to German wine, and the opposite happened when German music was played.

Bandwal et al. (2024) did a study in India to investigate the impact of in-store music on customers, store proprietors, and personnel. Their research was performed to elucidate the effects of ambient music on consumer behaviour, employee productivity and happiness, and including overall corporate performance. The findings of the study indicate that by carefully selecting and managing in-store music, retailers can positively influence customer behaviour, enhance employee satisfaction, and improve overall business performance.

- **Visual Elements**

The aesthetic elements of a space which includes illumination, palette, and arrangement, significantly influence impressions and interactions of consumers. **Bellizzi and Hite (1992)** employed an experimental methodology where participants were exposed to environments with varying colour schemes. Surveys and behavioural observations were performed to examine the consumer emotions, including arousal, relaxation, and enthusiasm, as well as the likelihood of purchase. Distinct colours serve different purposes and the selection of colour was identified as a critical factor. Cool colours are often utilized in spaces designed for relaxation and on the contrary, warm colours are commonly associated with stimulating appetites which makes them prevalent in dining establishments. Further, a detailed examination of the specific effects of colours revealed that blue settings are associated with relaxation but red settings evoke higher levels of excitement. Blue colour settings have a comparatively weaker influence on purchase decisions whereas in contrast red settings are more strongly correlated with increased purchase likelihood.

By utilizing Gestalt psychology principles, **Lin (2004)** examined how the physical surrounding in service context affects customers' perceptions, emotions, and subsequent actions. The study looks into the effects of physical surroundings in service environments, often known as the "servicescape" on customers' perceptions and behaviours. The research emphasizes on cognitive evaluations and emotional reactions which are integral to shaping customer experiences. The findings highlight the important role of effective design and management of physical environments (*servicescapes*) in enhancing customer satisfaction and fostering favourable behavioural outcomes and thereby making it a valuable consideration for hospitality managers. The hues used in a store directly and substantially impact shopping intentions as demonstrated in research conducted by **Babin et al. (2003)**. Specifically, certain colour choices can increase the likelihood of consumers making purchases. Their study also highlights the considerable effect of lighting on shoppers' moods and their impressions of store environments. Bright illumination can create an energetic atmosphere conducive to shopping whereas dimmer lighting is often employed in settings where relaxation is the goal, such as spas and high-end dining establishments. This research offers valuable insights to retailers. The authors suggest that the strategic use of colour can enhance consumer perceptions and encourage positive shopping behaviours. The significance of mental imagery is emphasized by **Lyu and Hung (2024)** in their multimodal marketing. **The study** also examines how visual components in advertising can improve scent perception and buy intentions. The study highlights how visual concreteness and decorative elements stimulate cognitive imagery which positively influences odour pleasantness and subsequently drives purchase intentions.

- **Olfactory Elements**

Research consistently demonstrates that pleasant scents can elicit positive emotions which results in enhanced customer shopping experience and a favourable impression of the store

environment. **Spangenberg et al. (1996)** found that pleasant aromas contribute to mood elevation, stress reduction, and increased time spent in stores. **Herz (2004)** highlighted the unique power of scent-evoked memories. These memories are more emotionally intense and evocative than those triggered by other sensory stimuli. Such memories can be strategically used to establish a strong emotional connection with a brand. Additionally, **Mattila and Wirtz (2001)** demonstrated that olfactory cues can drive impulse buying behaviours especially when the scent aligns with the product offerings. They further confirmed that ambient scents significantly increase unplanned purchases. Similarly, **Spangenberg et al. (2006)** emphasized the role of olfactory elements in shaping perceptions of product quality particularly among luxury retail settings. Their study results revealed that ambient scents can enhance both the estimated worth as well as the quality of products. **Doucé and Janssens (2013)** further noted that the effectiveness of olfactory marketing varies across cultures due to differing scent preferences and cultural associations. Their findings highlight the importance of culturally tailored olfactory marketing strategies to optimize outcomes. In their study, **Al-Said, Sabry, and Mahmoud (2019)** concludes that olfactory marketing is a valuable tool for enhancing consumer experience when implemented thoughtfully. Olfactory marketing, if it aligns with the target audience's preferences and expectations, can significantly affect brand perception, consumer behaviour, and loyalty.

The study performed by **Khushee and Tonmoy (2024)** in this context explores the impact of olfactory stimuli on consumer behaviour within restaurant environments. The results made clear that adding pleasing scents to a space greatly improves its overall atmosphere, which in turn increases customer appeal and engagement.

- **Multisensory Elements**

Roopchund (2016) in his study, emphasizes the profound effect of sensory stimuli on consumer behaviour within the fast-food industry. The research highlights how KFC strategically employs multisensory elements such as visual, auditory, olfactory, gustatory, and tactile elements to enrich customer experiences, enhance satisfaction, and cultivate brand loyalty. Sensory marketing is presented as a powerful tool to create engaging and memorable dining experiences while driving sales. The findings of the study reveal that upholding high standards across all sensory dimensions-sight, sounds, taste, odour, along with touch is essential for strengthening brand loyalty and encouraging repeat patronage. Similar study on multisensory marketing is performed by **Venugopal (2025)**. The study examines the influence of multisensory marketing on brand loyalty, focusing on the significance of sensory elements in shaping consumer preferences. The findings of the study reveal that certain sensory elements play a significant role in strengthening brand loyalty. This study enhances the existing literature on multisensory marketing by providing new insights into the impact of sensory experiences on consumer behaviour.

The following Table 1 summarizes the contributions of authors in sensory and multisensory marketing.

Table 1: Contributions of Authors

Focus Area	Authors, Year
Auditory Elements	Smith and Curnow (1966); Milliman (1982); Yalch et al (1990); North et al (1999); Bandwal et al (2024)
Visual Elements	Bellizzi and Hite (1992); Babin et al (2003); Lin (2004); Lyu and Huang (2024)
Olfactory Elements	Spangenberg et al. (1996); Mattila and Wirtz (2001); Herz (2004); Spangenberg et al (2006); Doucé and Janssens (2013); Al-Said, Sabry, and Mahmoud (2019); Khushee and Tonmoy (2024)
Multisensory Elements	Roopchund (2016); Venugopal (2025)

The existing body of research on sensory marketing highlights several critical gaps that provide opportunities for further investigation. Studies focusing on auditory elements have largely examined variations in tempo and genre of music. Further most of these studies have been conducted in retail environments. This leaves a notable gap in understanding how auditory stimuli influence consumer behaviour in the service sector and the other contexts. Similarly, though visual elements are integral to sensory experiences yet research exploring their impact remains limited compared to other sensory modalities. In contrast, olfactory elements have been extensively studied which reflects their prominence in the field.

Numerous studies have been performed to assess the influence of scents on consumer perceptions and behaviours, making it one of the most thoroughly researched sensory dimensions. However, despite this focus on individual sensory elements, there is a scarcity of literature investigating

multisensory marketing to assess the combined and interactive effects of multiple sensory stimuli on consumer experiences. This theoretical gap highlights the need to explore the role of multisensory elements in creating enhanced consumer experiences in service marketing contexts.

In light of the above literature review the following research questions have been created to direct the study:

RQ1: What is the impact of multisensory elements (auditory, visual, and olfactory stimuli) in enhancing consumer experience in service establishments?

Auditory stimuli which include background music and sound scapes, are critical components of the service environment. This question seeks to examine their role in shaping consumer emotions and perceptions. The present question aims to answer how visual elements contribute significantly to creating a compelling service atmosphere. This question needs to investigate their specific effects on consumer behaviour and perception. Further olfactory elements have the ability to evoke emotional responses and memorable experiences. This question examines their effectiveness in improving consumer satisfaction and encouraging loyalty.

RQ2: How do the combined effects of auditory, visual, and olfactory stimuli influence consumer loyalty in different service industries?

The integration of multiple sensory elements often creates a holistic sensory experience. This question focuses on the cumulative impact of multiple sensory elements on consumer loyalty across various service sectors.

RQ3: To what extent does the influence of sensory elements (auditory, visual, and olfactory) differ across distinct service environments?

The efficacy of sensory stimuli may fluctuate based on the context of the service environment. This inquiry aims to examine contextual differences to enhance comprehension of the significance of diverse sensory aspects across many service sectors.

Research Methodology

The current study used a descriptive research design to examine the effects of sensory stimuli (auditory, visual, and olfactory) on consumer experience in service establishments. The research will describe the relationship between sensory stimuli and consumer behaviour across various service industries (e.g., hotels, healthcare, entertainment, tourism).

A stratified random sample technique was employed to seek out participants from various strata. Stratified random sampling involved dividing the population of interest (e.g., customers across various service industries) into distinct subgroups or "strata" based on relevant industry type such as hotels, healthcare, entertainment, tourism and academics.

The data was gathered using a structured questionnaire, which was organized into four distinct sections. The first section focused on collecting demographic details from the respondents. Likert scale was employed in the subsequent three sections to evaluate the influence of auditory, visual, and olfactory elements, respectively. Factor analysis was performed to distil the sensory stimuli into three primary dimensions: auditory, visual, and olfactory. The scale's reliability measuring sensory stimuli was evaluated by performing Cronbach's Alpha to ensure internal consistency. To test the null hypotheses statistical techniques such as ANOVA, regression analysis and the Chi-Square test were applied. All statistical analyses including factor analysis, ANOVA, regression and Chi-Square tests were executed using Statistical Package for the Social Sciences (SPSS).

A sample of 500 respondents was collected for the study. The sample includes both male and female participants of varying age groups, professions and income levels to ensure diverse representation.

Table 2: Brief profile of the Sample

Variable		N	%
Gender	Male	230	46
	Female	270	54
	Total	500	100
Age	Below 20	100	20
	21-40	270	54
	46-60	60	12
	Above 60	70	14
	Total	500	100

Profession	UG	160	32
	PG	280	56
	Doctorate	60	12
	Total	500	100
Income	Below 15000	150	30
	16000-30000	150	30
	31000-45000	90	18
	46000-60000	60	12
	Above 60000	50	10
	Total	500	100

The above table is a demographic representation of data from a sample of 500 respondents. This demographic overview offers a thorough understanding of the sample population in our study. The gender wise distribution of data shows that 46% of the respondents are male while 54% are female. Most of the respondents belong to 21-40 years of age group. 20% are below 20 years, 12% fall within the 46-60 age range and 14% are above 60 years old. Education wise distribution suggests that 32% of the respondents are undergraduates, 56% are postgraduates and 12% hold doctorate degrees. Approximately 60% of respondents earn up to 30000. 18% respondents belong to the income group of 31000-45000, 12% ranges between 46000 to 60000 and 10% of the respondents earns above 60,000.

Objectives of the Research

The study primarily aims to analyze the impact of sensory elements (auditory, visual and olfactory) on consumer experience in service establishments. To achieve this study will focus on the following objectives to comprehensively understand how sensory elements influence consumer experience, behaviour and loyalty across service sector.

- To examine the impact of auditory stimuli such as music or sound on consumer mood and experience in service establishments.
- To assess the effects of visual stimuli such as logo, colour or lighting in shaping consumer perceptions and decisions in service environments.
- To analyze the effect of olfactory stimuli such as pleasant scents and aromas in enhancing consumer experience and their likelihood of returning to service-based establishments.
- To explore the relationship between multisensory elements (auditory, visual and olfactory) and consumer loyalty in various service industries.
- To examine how the effects of sensory elements vary depending on the type of service environment.

Research Hypotheses

- H01:** There is no impact of sensory elements (auditory, visual, and olfactory) on consumer experience in service establishments.
- H02:** There is no association between multisensory elements (auditory, visual, and olfactory) and consumer loyalty in service establishments.
- H03:** There is no significant association between sensory elements and consumer perceptions across various service industries.
- H04:** The significance of different sensory stimuli (auditory, visual, and olfactory) does not vary across different service industries.

Data Analysis and Interpretation

- Factor Analysis

Table 3: Total Variance Explained

	Initials Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums Loading	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance
1	2.46	49.7	49.7%	2.76	49.7	49.7	2.21	44.7%
2	1.23	24.9	74.5%	1.23	24.9%	74.5%	1.27	25.7%
3	1.21	19.3%	93.8%	1.21	19.3%	93.8%	1.16	23.4%
4	.17	3.5	97.3%					

5	.09	1.8%	99.1%					
6	.03	.7%	99.8%					
7	.01	.2%	100.0%					
8	.11	.0%	100.0%					
9	.09	.0%	100.0%					
10	.05	.0%	100.0%					

Extraction Method: Principal Component Analysis

Table 4: Rotated Component Matrix

	Component		
	1	2	3
Music improves your mood while consuming services		.55	
Sounds or music in a service-based establishment influence your service experience.		.56	
Sounds can improve the perception of service quality.		.56	
Pleasant sounds or music increase your likelihood of returning to a service-based establishment.		.56	
You feel relaxed and comfortable in visually appealing environment.			.65
Visual appeal of service establishment influences your decision to choose service provider.			.60
Visual identity (Logo, Color, lighting, décor etc.) influence your perception of service provider			.60
The pleasant aroma influences you to stay longer in a service-based establishment.	.90		
Pleasant scent in a service-based establishment enhances your service experience.	.83		
A pleasant scent increases your likelihood of returning to a service-based establishment.	.83		

Rotation Method: Varimax

The main aim of factor analysis is to recognize and describe the underlying dimensions present in the original variables. Principal component analysis method is used to extract factors from the 10 variables included in our study. As indicated in Table 3, factor 1 explains 49.7% of the variation, while factor 2 accounts for 24.9%, and factor 3 explains 19.3%. Eigen values to turn into factor should be greater than 1. All the values of communalities are greater than the threshold of 0.5 shown in table 4. Varimax with Kaiser Normalization is used for factor matrix ratio. The method is utilized to reduce the number of variables with large loadings into one factor. Therefore, in our study 10 variables are reduced to 3 factor model.

- **Reliability Analysis**

Table 5: Reliability of the scale

Cronbach's Alpha (Reliability)	N of Items
0.83	10

10 items were included in the scale to measure Auditory, Visual and Olfactory sensory elements in service establishments. The scale's reliability is checked by executing Cronbach's Alpha. Table 5 shows that the calculated value of alpha is 0.83 which suggests the good internal consistency among individual items of the scale.

- **Hypothesis Testing**

H01: There is no impact of sensory elements (auditory, visual, and olfactory) on consumer experience in service establishments.

Table 6: Analysis of Variance (ANOVA) Results for the Effect of Sensory Elements on Consumer Experience

		Sum of Squares	Df	Mean Square	F	Sig.
Auditory	Between Groups	1.89	2	.94	5.13	.010
	Within Groups	8.64	47	.18		
	Total	10.53	49			
Visual	Between Groups	4.43	2	2.21	7.67	.001

	Within Groups	13.57	47	.21		
	Total	17.99	49			
Olfactory	Between Groups	13.96	2	6.98	14.01	.000
	Within Groups	23.42	47	.50		
	Total	37.38	49			

Significance Level at 5%

Table 6 shows the results of an ANOVA test that assesses how the three sensory elements- sound, visuals, and scents-affect the consumer experience in a service setting. The test was performed to determine if differences in these sensory elements significantly affect the overall consumer experience. The test result for the auditory element reveals a statistically significant impact of sound on the consumer experience, as the p-value of 0.010 is below the 5% significance level. This clearly suggests that variations in auditory stimuli including sound levels, tone and intensity such as music, significantly influence consumer perception and their experience. The visual element also shows a significant impact on consumer experience. The p value (.001) is under the threshold of .05 which supports our idea that visual stimuli including the décor, colour, lighting, size and presentation of the service atmosphere significantly influence and play a crucial role in shaping customer experience. The olfactory element shows the strongest effect with p value being p=.000. The lowest p-value implies that the smell, aroma or scent in the service industry has a significant influence on how consumers experience their service environment.

As a result, we reject the null hypothesis and conclude that all three sensory elements- auditory, visual and olfactory significantly contribute to the consumer experience.

H0₂: There is no association between multisensory elements (auditory, visual, and olfactory) and consumer loyalty in service establishments.

Table 7: Analysis Results for the Influence of Multisensory Elements on Consumer Loyalty

ANOVA					
	Sum of Squares	d.f	Mean Squares	F	Sig.
Regression	2.48	1	2.48	8.51	.005
Residual	14.00	48	.29		
Total	16.48	49			
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
Constant	2.66	.64	.00	4.14	0.000
Sensory Elements	.41	.14	.39	2.92	0.005

• **Dependent Variable: Consumer Loyalty**

To test the null hypothesis that sensory elements have no effect on consumer loyalty in service settings, regression analysis was conducted (see Table 7). The results clearly reveal the statistical significance of the regression model ($F = 8.51$, $p = .005$) suggesting that sensory elements have a significant effect on consumer loyalty. The unstandardized coefficient (0.41) for sensory elements suggests that for each unit increase in the effectiveness of sensory element will increase consumer loyalty by 0.41 units. The t-value is 2.92 and its associated significance level which is $p = .005$ validates the importance of sensory stimuli in driving consumer loyalty in service industry.

Overall, on the basis of the result of regression analysis we reject the null hypothesis and accept the alternative hypothesis.

H0₃: There is no significant association between sensory elements and consumer perceptions across various service industries.

H0₄: The significance of different sensory stimuli (auditory, visual, and olfactory) does not vary across different service industries.

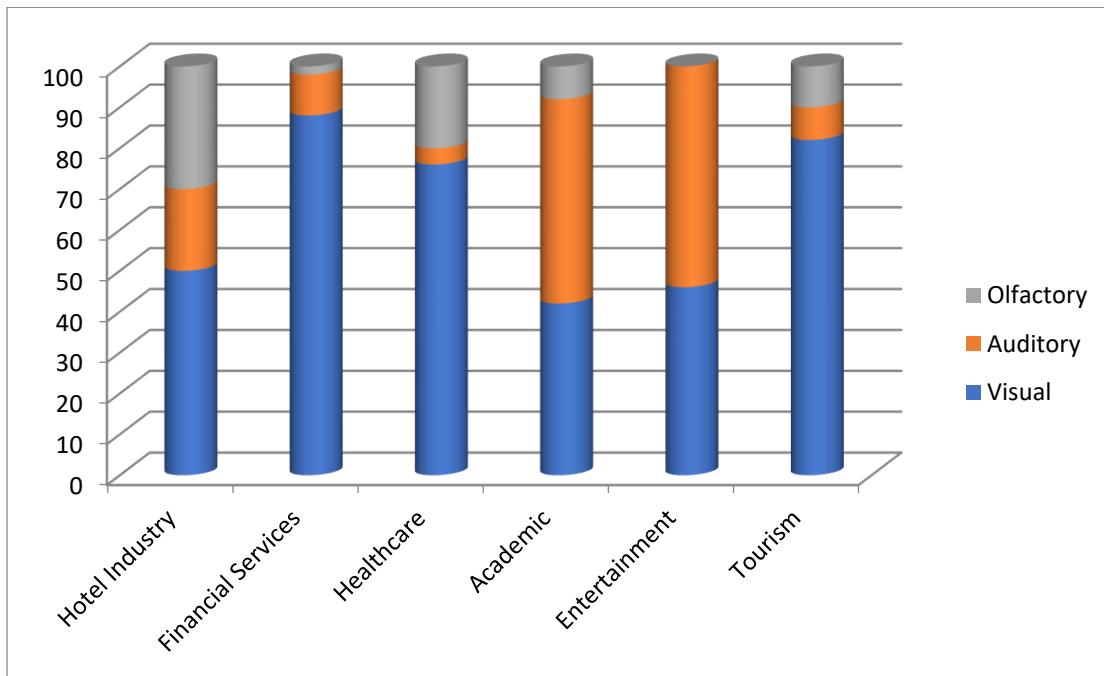


Figure 1: Significance of Different Sensory Stimuli (Auditory, Visual and Olfactory) across Different Service Industries

Consumers were surveyed to rank the significance of various sensory elements across different industries. Figure 1 depicts the comparative importance of different sensory stimuli (visual, auditory, and olfactory) across various service industries. Visual stimuli are consistently the most significant across all service sectors. This shows that visual elements play a dominating role in effecting consumers' perception in service sectors. Industries such as the hotel, healthcare, financial, and tourism sectors prioritize visual elements which emphasize their influence on ambiance. Auditory stimuli hold varying levels of importance. Their role is being notable in the academic and entertainment industries particularly because sound design and auditory are crucial elements of effective communication. Conversely, olfactory stimuli play a supplementary role however its greater relevance can be seen in the hotel and tourism industries. Olfactory elements contribute to creating a pleasant and memorable atmosphere in hotel and tourism industry. The distribution shown in the above figure highlights that varying level of emphasis is placed on different sensory elements depending on the nature of the service and its experiential objectives.

Table 8: Chi-Square Test Results for Sensory Element Impact Across Various Industries

Type of Industry	Pearson Chi-Square Value	Degree of Freedom	Asymptotic. Sig. (2 tailed)
Hotel Industry	7.00	2	.030
Financial Services	67.72	2	.000
Healthcare Industry	42.88	2	.000
Academic	14.92	2	.001
Entertainment	25.46	2	.000
Tourism	53.32	2	.002

The above Table 8 presents the chi-square test results to test the hypothesis that there is no significant association between different sensory stimuli (auditory, visual and olfactory) across varying service industries.

- **Hotel Industry:** The Pearson Chi-Square value is 7.00 with a p-value of .030, which is below the 5% significance level. This clearly suggests that there is a significant association between impact of sensory stimuli and the hotel industry, thus we reject the null hypothesis for this sector.

- **Financial Services:** A Chi-Square value for this sector is (67.72). The p-value (.000) indicate a very strong and significant association between sensory stimuli and the financial services industry. The null hypothesis is rejected demonstrating that sensory elements are important even in financial settings.
- **Healthcare Industry:** There is a significant association between sensory stimuli and the healthcare industry as indicated by the Chi-square test results. The Chi-Square value is 42.88 and a p-value of .000 which rejects the null hypothesis for this sector also.
- **Academic:** For the academic industry the Chi-Square and p-value is 14.92 and .001 respectively. The results suggest a significant association between sensory stimuli and academic institutions. The null hypothesis is rejected showing that sensory factors influence the academic environment.
- **Entertainment:** The null hypothesis is rejected as sensory elements play an important role in this industry. The entertainment industry has a Chi-Square value (25.46) and a p-value (.000) which shows a strong association between sensory stimuli and entertainment services.
- **Tourism:** With 53.32 chi-square value along with .002 p-value, the results show a significant association between sensory stimuli and the tourism industry. The null hypothesis is again rejected for this sector.

It can be inferred from the above test results that across all service industries the p-values are below the 5% significance level which means the null hypothesis (H03 and H04) is rejected in all cases. The test results also confirm that there is a significant association between different sensory stimuli and the type of service establishment. Sensory elements play an important role in shaping customer experiences across various service industries.

Conclusion

The role of sensory marketing in shaping and enhancing the consumer experience will remain essential in the service industry. With the intensified competition in the service industry the value of creating exceptional memorable customer experiences has become crucial. The study fills an important gap in the existing literature by examining the integrated effect of sensory elements on consumer perception and experience in service industry. The present research established that sensory elements significantly influence consumer mood, perceptions and loyalty. The findings of this study confirmed that each sensory element auditory, visual and olfactory plays a distinct role along with their integrated effect, in shaping the overall consumer experience. The quantitative analysis indicated the existence of significant association between sensory stimuli and consumer perception of service quality which aligned with the hypothesis that sensory elements collectively enhance customer experience. Notably, the study results revealed that these effects vary across different service sectors which also highlight the necessity for tailored and industry specific aligned sensory strategies.

Table 9: Summary Table of Hypotheses Testing

H0₁	There is no impact of sensory elements (auditory, visual, and olfactory) on consumer experience in service establishments.	Rejected
H0₂	There is no association between multisensory elements (auditory, visual, and olfactory) and consumer loyalty in service establishments.	Rejected
H0₃	There is no significant association between sensory elements and consumer perceptions across various service industries.	Rejected
H0₄	The significance of different sensory stimuli (auditory, visual, and olfactory) does not vary across different service industries.	Rejected

The study also offers valuable insights to design atmospherics in service establishments. It provides service providers an understanding that how they can design their atmospherics by incorporating the comprehensive sensory elements to differentiate themselves in a crowded marketplace. Service providers can strengthen their emotional connections with their customers by strategically designing their service environment and this will ultimately drive their sales and improve customer satisfaction. In conclusion, the present research highlights the significance of multisensory marketing as an essential and dynamic tool for enhancing consumer experiences in service establishments.

Recommendations

In the light of conclusions of the present study, the following recommendations aim to guide service providers in implementing and optimizing multisensory strategies to meet consumer expectations and enhance their experience:

- The use of sensory marketing elements should be based on the specific needs of the service provider.
- Service environments should be designed in order to align different sensory elements (e.g., colours, sounds, scents) with the brand's identity and customer expectations.
- Staff should be trained to comprehend the importance of sensory elements in enhancing consumer experience.
- Sensory marketing strategy should be integrated into the broader marketing and overall corporate strategy.
- Since the consumer preferences and expectations evolve over time therefore it is essential for businesses to adapt their sensory strategies to stay relevant in a competitive market.

Limitations

To perform this study, a relatively small sample size was selected. With a small sample size diversity across different service sectors cannot be captured. Consumer responses are influenced by individual preferences and cultural factors. Their responses to sensory stimuli are inherently subjective in nature. The research focused solely on three sensory elements which includes auditory, visual, and olfactory elements. The other two sensory factors touch or taste, can also play an important role in shaping consumer experiences. Findings of the study do not capture long-term shifts in consumer preferences as the study is performed within a specific timeframe.

Scope for Future Study

The present study solely focused on only three sensory elements and includes auditory, visual and olfactory elements for investigation. Therefore, future studies can include additional sensory elements like touch and taste, to offer a more thorough understanding of multisensory elements and their impact on consumer experience. Future studies can also explore the continuing and long-term effects of sensory marketing on consumer experience and for this purpose longitudinal studies can be performed. There are opportunities for a deeper investigation on cultural and regional differences in sensory element preferences to offer a more valuable insights for sensory marketing strategies. Finally, there remains a room to explore the role of innovative technologies like virtual reality in multisensory marketing. This can open new opportunities for enhancing customer engagement in service environments.

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