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## EFFECT OF SENSORY MARKETING ON CUSTOMER PATRONAGE IN SOUTH WEST NIGERIA (CASE STUDY OF KFC)

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### Abstract

*In the quest of trying to understand consumers, recent approach influencing consumer patronage are becoming less of opinion and more of studying unconscious behaviors and human cognitive process through the five human senses. This study therefore examined how sensory marketing influences customer patronage in South West Nigeria. The study adopted an exploratory research design. Epistemology with positivism was the perspective of the researcher. The population of the study is the customers of KFC in Ikeja, Lagos and Bodija, Ibadan. Data were collected through questionnaire and interview from a sample size of 600 customers (300 for each eatery) and from 10 interviewees also from each selected eatery. The sampling technique was convenience sampling. The technique of data analysis was mixed method, using inferential statistics of regression analysis to test the hypotheses formulated. Content analysis was used for the interview data. The study found that sensory marketing influence customer patronage which ensures they retain and revisit in their memory when all their five senses are engaged during the process of buying products or services. Other eateries are advised to adopt sensory marketing approach in the management of their customer patronage as failure to do so may land them on the wrong side of history.*

**Keywords:** Sensory Marketing, Visual Marketing, Gustative Marketing, and Customer Patronage,

**JEL Classification Codes:** M29, M31

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## 1. INTRODUCTION

Consumers are very important to any organization. It is therefore critical for marketers to try to find out in advance what their customers' expectations are, because a failure to meet or exceed these expectations could lead to dissatisfaction and defection (Chezy & Itamar, 2007). The creation and maintenance of a strong brand in the marketplace is critically important to a company's long-term success and ultimate value (Walden, 2013). Marketers now attempt to control consumer's perception with the goal influencing buying behaviour. An alternative means of influencing consumer perceptions through brand messages that are sensorially stimulating with colours, sounds and smells is becoming widespread (North & Enslin, 2004).

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In the past communicating with consumers were essentially monologues through advertisements as companies just talked to consumers (Krishna & Norbert, 2014). Consumers seeking advertisement-free communication are on the rise, in fact snappier graphics, more appealing confirmations, faster editing, or larger and improved discounts may no longer work (Latasha, Tooraiven, Monishan, Randhir, 2016). Now, times have changed, communication has now evolved to become strategic dialogues with customers providing feedback. Marketing communication is becoming multidimensional conversations, with products finding their own voices and consumers responding viscerally and subconsciously to them (Krishna, 2016). Many firms try to influence the mind of existing or potential customers and by influencing the stimuli which are guided by direct or indirect experience (Ogunsiji, 2012). This experience is linked to messages sent to the brain's right hemisphere thereby stimulating the consumer senses, and finally forming a bond between customer and brand, influencing him to purchase (Costa, Patricia, Natasha, Jessica, & Maria, 2012). This approach is multidimensional in the sense that it is or more symbolic, emotional, and intangible relating to what the brand presents (Keller, 2013). Its importance and multidimensional sensory influence in an eatery environment cannot be overemphasized.

In Nigeria, many eateries have continued to fail, resulting in loss of millions of Naira for organizations. Many well established eateries once popular for their class are fast losing their appeal. The consequence is the shutting of several outlets belonging to major chains – leading to job losses, but as some are dropping out, new entrants are springing up in this challenging segment of the food industry (Aroloye, 2017). In developed world, eateries adopting sensory marketing have however survived and sustained their growth in the market. Although a random selection of a consumers around the globe show that consumers are on an intensifying pursuit to achieve something extra regarding their meal, in order to satisfy a broadened definition of “need”. This luxury, excitement and emotional gratification that comes from engaging the senses while eating, (Canadian International Markets Bureau, 2011). However the Nigerian case seems to be peculiar as eateries adopting sensory marketing approach are the ones failing.

Quick Service Restaurant was introduced to Nigeria in 1986, a multinational, UAC Foods. Others adopted the concept as it kept on expanding with Sweet Sensation in 1994 and later on Tantalizers. Across the country, restaurant businesses are struggling with much competition. Tantalizers in particular has also experienced decline with declined patronage and within short period, it lost its relevance. Although the firm is listed on the Nigerian Stock Exchange at the moment, it now operates lesser branches which are grappling to stay in business. Many of the existing eateries in Nigeria are accustomed using traditional marketing approach to influence consumers which have failed consistently. More importantly, the patronage intention of consumers is becoming more difficult to influence and predict as consumer have become confused and frustrated, than ever before. These consumers on a daily basis come across numerous images and voices in various media; newspapers, magazines and on billboards, websites, radio and television making the society we live in to become over-communicated. The constant media saturation experienced everyday by consumers has frozen the chances of achieving any positive result from the use of traditional marketing approach. Despite the emergence of sensory marketing approach to respond to these challenges, only fewer researchers have collated responses from consumers through qualitative as well as quantitative research to

know more about the influence of these variables on the consumer patronage (Elangovan & Padma, 2017). The objective of this study is therefore to investigate the effect of sensory marketing on customer patronage.

## **2. LITERATURE REVIEW**

### **2.1 Conceptual Review**

#### **2.1.1 Concept of Sensory Marketing**

Krishna (2010) viewed sensory marketing as “marketing that engages the consumers’ senses and affects their behaviours”. The use of sensory stimulation is growing in brand communication techniques based on strategic solicitation of all the consumer five senses. Not only the visual and auditory, which commonly are used primarily in designing a selling point, but also the taste and smell. These are two ways to evoke emotions much stronger than the others. In fact odors are stimulations very powerful, due to their ability to imprint a lasting memory (Di Corato, 2013). Traditional advertising alone may not achieve this as there neither feedback nor does it appeal to all these five senses. Lindstrom (2005) submitted all the five senses create “a total sensory experience would at least double, if not triple, the consumer’s ability to memorize the brand” (Lindstrom 2005). Below are the variables of sensory Marketing

#### **2.1.2 Visual Marketing**

The sight is the catchy offer to the visual ability in the study of sensory marketing, because it is through the eyes colour, size and shape are easily identifiable. Human senses can be divided into distant senses and near senses. Distant senses include hearing, vision and smell, while near senses refer to taste and touch. We can use distant senses to perceive an object from a distance (Shieh, Ling, & Chen, 2013). These senses do not require our physical contact or touch. Image reflection in the eyes formed in the memory is used in the processing of product information to facilitate memory and persuasion. However, Research has showed that the appearance of a product is not the only factor valued by consumers (Grębosz & Wrońska, 2012).

#### **2.1.3 Auditory Marketing**

Auditory sounds are all around us while some are regarded as information others are considered noise. It has been proved that appropriately structured music acts on the nervous system, activating brain processes with corresponding emotional reactions (Hulten, Broweus & Van 2009). Ears are body organs for listening to sounds and enhancing of sense of hearing. The human ear is able to diagnose minimum 16 to 28,000 cycles per seconds (Mehrnaz, Houshang & Kambiz, 2014). In a eatery environment, the audible music, down to the sounds of plate, chairs and tables be it plastic, metal or furniture all constitute sounds.

#### **2.1.4 Olfactory Marketing**

The olfactory stimulus is relevant to consumer behavior in two ways: the specific object smell and the smell of the environment itself (Elangovan & Padma, 2017). Smells from the

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objects or products are often attached to the quality and attribute evaluation of these objects. Lindstrom (2005) reported that 75 % of our emotions are generated by the smell.

### **2.1.5 Gustative Marketing**

The human taste bud gives five basic savory, tastes bitter, sour, salty and sweet. Taste marketing basically attaches to the intrinsic attributes of a product that is effective technique to differentiate the product in the alimentary market, infact taste in one important factor when it comes to food and refreshments, researches shows that taste have been employed in toys, baby's bottle, cigarettes, medicine (Célier, 2004).

### **2.1.6 Tactile Marketing**

By touching the products, buyer behavior and shopping attitude is positively affected (Peck and Wiggins, 2006). Touch is the largest sensory organ of the body and it is symbol of physical contact through the skin (Mehrnaz, Houshang & Kambiz, 2014). The senses are the receptors of information from the environment and feeling as a sense is experienced through touch and it confirms the presence of whatever information that is being received. In the context of food, the sense of touch is primarily referred to as “mouthfeel,” and plays an important role in the textural perception and enjoyment of food (Barham,2016). According to Elangovan and Padma, (2017) it is the largest sensory organ in the human body and the human hand is the primary channel through which consumers can sense the touch. In fact, human have more tactile receptors in their little fingers alone than they do on their entire back (Hulten, 2013).

### **2.1.7 Consumer Patronage**

Ozor (2002) opined that customer patronage is the impulse desire and consideration with the customer or consumer which induces purchase of goods from certain outlet. Patronage can be said to mean the material help and encouragement given by a patron, in this instance the patron in seen to be a customer in an exchange transaction. It also said to an act of being a regular customer to a shop (Nwulu & Asiegbu, 2015). This means an organisation operating in highly competitive environment should focus more on sustaining patronage. Simons (2016) posits that consumer patronage is the approval or support provided by customers with respect to a particular brand. Patronage delivers the foundation for an established and growing market share.

Kotler (2007) advocates that consumers have unpredictable degree of patronage to particular services, stores and other entities. Simons (2016) categorized customers patrons into four groups which consist of hard core patrons who are consumers of one particular product regularly; split patrons are usually become loyal to either two or three products within a specified period of time; shifting patrons are those who move from one product to another and finally, switchers patrons are consumers who are not loyal to any brand at all. Patronage is burn out of a desire to be committed to an organization either based on its service quality or perceived service qualities. Hence, the extent to which a customer will patronize a brand or an organisation depends on how the customer perceives the physical environment of an organisation and how the customer also thinks and feels that the condition of the service environment is consistent with his/ her

personality (Adiele, Grend & Chinedu, 2015). Nwulu and Asiegbu, (2015) assessed customer patronage through patronage intention, patronage action and repeat purchase.

### **i. Patronage Intention**

Organizations can enhance customers purchase behavior by creating value in product offerings to meet customers' expectations and satisfy their needs. Fishbein and Ajzen (1975) view consumers purchase intention as an important indicator for predicting consumer buying behavior. Patronage intention describes the likelihood that the consumer will be willing to buy a specific product in the future. Zeithaml (1988) explained that merchandize value perceptions drive purchase intentions and purchase behavior in firms. Therefore, purchase intention is influenced by product value. Consumers' intention to purchase can also be seen as a link between their attitude towards a product and its actual purchase (Nwulu&Asiegbu, 2015). According to Fishbein and Ajzen (1975), there are three notable measurement items for gauging purchase intentions: possible to buy, intended to buy and consider buying.

### **ii. Patronage Action**

Patronage Action entails psychological principles that have been developed to connect an understanding of consumers' needs so that products can be developed, designed and communicated in a rightful way that can reflect the relevant and important needs of consumers (Nwulu & Asiegbu, 2015). Consumer decision making is a process consisting of five stages that people go through when deciding on what products or services to buy or patronize a firm, practitioners have traditionally described consumer decision making as a series of five progressive stages namely: need recognition, information search, evaluation of alternatives, purchase decision, and post purchase processes (Grewal & Levy, 2010). Decision is the selection of an action from several other factors; consumers make decision every day and every time. Sometimes less thought is given to this decision making process, the decision made by a rational being is quite different from those made by passive, cognitive or emotional man. Every decision-making whether to purchase or not is affected by basic and emotional state of being (Nwulu&Asiegbu, 2015).

### **iii. Repeat Purchase**

The importance or essence of customer repeat patronage/purchase is that an increase in sales volume will ultimately and significantly impact on the company's profitability level (Adiele, Justin, Gariel, 2013). Repeat purchase can be described as the placing of order after order by a consumer from the same organization, it can also be seen as the buying of a product or services by a consumer of the same brand. Repeat purchase customers are customers who are satisfied emotionally, intellectually, physically by an organization offering which could be in form of a product which exceeds their expectations (Nwulu&Asiegbu, 2015). According to Wirtz and Lwin (2009) repeat purchase is the willingness of an individual to re-patronize a services organization. In a relationship built on trust commitment is engendered and then becomes a major predictor of future purchases. Customers regularly visit a particular firm based on their perception of trust-that is, they believe that the company has their best interest at heart when providing a service (Caudill & Murphy 2000). A repeat purchase is often a measure of loyalty to

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a brand by consumers, higher repeat purchase value means a well retained, satisfied customer, also higher repeat purchase value drives higher customer value, which means a better top line in the loyalty ladder. Customer repeat purchase is a good indicator of a long term business sustainability and profitability of an organization; this is because it points to customer satisfaction and retention.

## **2.2 Theoretical Review**

### **2.2.1 Theory of Grounded Cognition**

The theory of grounded cognition—as related to mental simulation—posits that our initial perceptions of objects, both conscious and nonconscious, are stored in memory and are simulated or played back upon subsequent encounters with not only the object itself, but also representations of that object, such as verbal and visual depictions. For example, when we eat a chocolate, the brain encodes and integrates all of the different sensory perceptions related to the chocolate (e.g., how it looks, what it feels like when you bite into it, what it tastes like on your tongue). When we later produce knowledge of chocolate, we mentally simulate prior perceptions associated with the chocolate, leading to neural activation of many of the same sensory regions of the brain active during perception (Barsalou 2008). Several neuro-imaging studies corroborate this proposition, as conceptual processing of sensory perceptions leads to neural activation of corresponding regions of the brain. For example passively reading words like “cinnamon” or “garlic” leads to neural activity in the primary olfactory cortex (Gonzalez, Alfonso, Friedemann, Meseguer, Sanjuán, Vicente & Ávila 2006), and viewing images of chocolate chip cookies activates the primary (frontal operculum/insula).

## **2.3 Empirical Review**

Several studies have been conducted on sensory marketing and response of consumers. Latasha, Tooraiven, Monishan, Randhir, (2016) conducted a study on analyzing the Impact of sensory marketing on consumers using KFC as a case study. 100 random respondents who are in regular or frequent consumption at KFC and other restaurants were the study sample. Chi-Square test for uniform distribution was also used to analyze and compare data. The five senses, smell, touch, taste, sight, and sound have a tremendous impact on how consumers purchase and experience products, services, brands. It is suggested that a firm should consider the five human senses as a starting point in practice, consequently offering customers an absolute and unique experience. A sensory manual covering the five human senses should be settled, in which sensorial strategies expressed through sensors, sensations, and sensory expressions as means, could be recognized in providing a brand's personal stamp to the customers.

Mehrnaz, Houshang and Kambiz (2014) conducted a study on sensory marketing and consumer buying behavior in Hamedan, Iran, the focus was on multi-sensory using meta-analysis it was concluded that using senses and their effect on understanding of consumer paves the way for enriching experience of brand, discriminating their personality, more interest, preference and loyalty of customer. Karla (2016) studied the consequences of multisensory marketing strategies in Anahuac, Mexico. The study was conducted in order to obtain the data with consumers that interact with a brand that uses sensorial strategies as part of their marketing strategy. 283 real

consumers were asked to answer the questionnaire and they receive a free beverage for a specific day. Data were analysed using factor analysis. The factor analysis examined five-factor solution for the multisensory perception scale, the three factors for the brand perception scale and 3 items for loyalty scale and 4 for satisfaction scale. The structural model demonstrated the relationship of multisensory marketing strategies on brand perception and the effect that both constructs has on Loyalty and satisfaction. The study suggests that multisensory strategies have an impact on brand perception, loyalty and satisfaction. Companies were advised to pay more attention to their sensory control agents that inherently exist in products and optimizing their use to improve your brand image actions and generate sustainable competitive advantage in time.

An Indian study by Sanjeev and Kanika (2015) on the reaction of human senses to marketing stimuli, the study focused on all five human senses. 250 copies of questionnaire were administered and the data were analyzed by using Charts and Graph. In order to acquire and provide the reliable and effective data, primary data are acquired in both widely and deeply detail from all participants. From the result it was found that shop and mall in Indore have use sensory marketing as a tool to influence customer in Indore. Marketing Managers or Owners of malls are advised to understand the sensory marketing role in the development of their organisation. Laimona and Jérémy (2017) in their study on the influence of sensory marketing: a study of atmospheric factors and consumer response in Lithuania, the author opined that the consumer is not looking only for buying a product or a service alone, but he is seeking an emotional and unique experience around what he buys. The study was based on a survey of 327 consumers from restaurants Lithuania. E-questionnaires were sent to the respondents. Data were analyzed using Chi-square. The survey depicted how consumers evaluated the atmosphere of restaurants through the cognitive and emotional reactions. A synergy makes the internal response (cognitive and/or emotional) of the customer-facing the stimuli of the atmosphere, superposition of the four senses (sound, sight, touch, smell). According to our survey results, this research highlights the importance of recognizing that the stimuli of the atmosphere of the point of sales influence to emotional (feel more pleasure) and cognitive (perceive a better quality) responses of the customer through the experience of the sensory marketing. Research should focus on the interplay of other senses.

Elangovan and Padma (2017) studied the impact of multi sensory marketing on consumer behaviour in restaurant. The work centered on identifying the impact of multi sensory marketing on consumer behaviour in restaurant in Kerala (Trivandrum) India. The work proposed a sensory marketing 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 were analyzed using multivariate statistical technique that combines the methods of factor analysis and multiple regressions to simultaneously estimate a series of interrelated causal relationships. 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/smell. This study recommended that future research work 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.

### 3. METHODOLOGY

The study adopts an exploratory research design. Epistemology with positivism was the perspective of the researcher. The study scope is KFC in South West Nigeria. The study was further restricted to Lagos and Ibadan because they are the urban centers in South West Nigeria. The population of the study is the customer of KFC in Bodija, Ibadan and Ikeja, Lagos. The sampling technique was convenience sampling technique. Data were thus collected from a sample size of 600 customers comprising of 300 customers in each eatery. The interview was conducted 10 customers in each eatery on the basis of availability. The study employed inferential statistics of regression analysis to test the hypotheses formulated. Content analysis was used for the interview data. The sample size is in accordance with the views of Dillman (2000) and Hill, Brierley and MacDougall (2003) who reported that a sample size of 100 and above is sufficient to represent good research findings. The sampling technique was convenience sampling technique.

### 4. FINDINGS AND DISCUSSIONS

**H<sub>01</sub>:** sensory marketing does not have influence on customer patronage.

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.750 <sup>a</sup>	.562	.558		.394	1.833
a. Predictors: (Constant), Gustative Marketing, Olfactory Marketing, Tactile Marketing, Visual Marketing, Auditory Marketing						
b. Dependent Variable: Customer Patronage						

**Source: Author’s Fieldwork Computation, (2020)**

Table 1 a presents the model summary. It shows that the correlation coefficient  $r$  is 0.750 (i.e.  $r = 0.750$ ) which indicates that there exists a very strong relationship between customer patronage (dependent variable i.e. the variable being predicted) and sensory marketing (gustative marketing, olfactory marketing, tactile marketing, visual marketing, auditory marketing - which are predictors or independent variables). It is also clear from the table that the  $r^2$  which is the coefficient of determination is 0.562 approximately 56%. This implies that around 56 % change in customer patronage can be explained by the improvement in sensory marketing (gustative marketing, olfactory marketing, tactile marketing, visual marketing and auditory marketing).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.761	5	22.352	143.627	.000 <sup>b</sup>
	Residual	87.151	560	.156		
	Total	198.913	565			
a. Dependent Variable: Customer Patronage						
b. Predictors: (Constant), Gustative Marketing, Olfactory Marketing, Tactile Marketing, Visual Marketing, Auditory Marketing						

**Source: Author’s Fieldwork Computation, (2020)**

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Also, the result of regression as contained in Table 2: ANOVA, shows that the estimated F-test was 143.627, significant at 1 per cent [ $p < .000$ ] which is less than p-value of 0.05 ( $p < 0.05$ ). This by implication means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (customer patronage). Furthermore, the table below further summarized the results of an analysis of variation in the dependent variable with large value of regression sum of squares (111.761) in comparison to the residual sum of squares with value of 87.151, this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. Hence, the model was well specified.

**Table 3: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.006	.116		8.634	.000
	Visual Marketing	.355	.044	.361	8.068	.000
	Auditory Marketing	.184	.048	.093	3.833	.000
	Olfactory Marketing	.331	.040	.343	8.272	.000
	Tactile Marketing	.150	.035	.201	4.321	.000
	Gustative Marketing	.377	.046	.376	8.923	.000

a. Dependent Variable: Customer Patronage

**Source: Author’s Fieldwork Computation, (2020)**

Table 3 presents the coefficient of independent variables. The coefficient of visual marketing (VM) of 0.355 suggests that there exists a moderate positive relationship between visual marketing (VM) and customer patronage (CP). In addition, the probability and [t-statistics] value of .000 and [8.068] further suggests that the relationship between visual marketing and customer patronage is significant since alpha level of 0.05 is greater than the p-value. The conclusion therefore is that modification of the visual marketing is a major contributor to customer patronage. Also depicted on the table, the coefficient of auditory marketing (AM) of 0.184 suggests that there exists a weak positive relationship between auditory marketing (AM) and customer patronage (CP). In addition, the probability and [t-statistics] value of .000 and [3.833] further suggests that the relationship between auditory marketing and customer patronage is significant since alpha level of .05 is greater than the p-value. The conclusion therefore is that modification of the auditory marketing is also a contributor to customer patronage.

The coefficient of olfactory marketing (OM) of 0.331 suggests that there exists a moderate positive relationship between olfactory marketing (OM) and customer patronage (CP). In addition, the probability and [t-statistics] value of .000 and [8.272] further suggests that the relationship between olfactory marketing and customer patronage is significant since alpha level of 0.05 is greater than the p-value. The conclusion therefore is that improvement in olfactory marketing contributes to customer patronage. Furthermore, the coefficient of tactile marketing (TM) of 0.150 suggests that there exists a weak positive relationship between tactile marketing

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(TM) and customer patronage (CP). In addition, the probability and [t-statistics] value of .000 and [4.321] further suggests that the relationship between tactile marketing and customer patronage is significant since alpha level of 0.05 is greater than the p-value. The conclusion therefore is that improvement in tactile marketing contributes to customer patronage.

Also, the coefficient of gustative marketing (GM) of 0.377 suggests that there exists a moderate positive relationship between gustative marketing (GM) and customer patronage (CP). In addition, the probability and [t-statistics] value of .000 and [8.923] further suggests that the relationship between gustative marketing and customer patronage is significant since alpha level of 0.05 is greater than the p-value. The conclusion therefore is that improvement in gustative marketing contributes to customer patronage. Hence, the regression model is written as  $CP = 1.006 + 0.355 VM + 0.184 AM + 0.331 OM + 0.150 TM + 0.377 GM$ .

The regression equation above has therefore, established that taking all factors into account (gustative marketing, olfactory marketing, tactile marketing, visual marketing and auditory marketing) constant at zero, customer patronage will be 1.006. The findings presented further shows that taking other independent variables (gustative marketing) at zero, a unit increase in modification of gustative marketing would lead to 0.377 (37.7%) increase in the customer patronage. Similarly, it is revealed that when modification in auditory marketing is held at zero, a touch on the auditory marketing will result in 0.093 (0.9%) improvements in customer patronage. Also, when modification in olfactory marketing is held at zero, a touch on the olfactory marketing will result in 0.343 (34.3%) improvement in customer patronage. When modification in tactile marketing is held at zero, a touch on the tactile marketing will result in 0.201 (20.1%) improvement in customer patronage. Lastly, when modification in visual marketing is held at zero, a touch on the visual marketing will result in 0.361 (36.1%) improvement in customer patronage. In it all, the extent of influence which modification of the visual marketing exerts on customer patronage is somewhat higher than that of olfactory marketing, tactile marketing, auditory marketing and gustative marketing.

As a result of this, it was concluded that sensory marketing does have effect on consumer patronage due to the fact that the p-values which is 0.000 is less than 0.05 level of significance ( $p < 0.05$ ). Therefore, the Null Hypothesis ( $H_{02}$ ) is rejected and the alternative hypothesis is accepted, that sensory marketing does have influence on customer patronage. This means that when a there is sensory marketing; this tends to significantly affect the patronage of the customers.

#### **4.1 Thematic Analysis of Sensory Marketing and Customer Patronage**

In line with ethnographical designed the study involved participants' interview technique to complement the result arising from the questionnaire. Participant interview involves the interviewer being a member of the setting in which they are collecting data. Firsthand experience with a setting allows researchers to open to discovery and inductive, rather than guessing what the context is like. The study was able to see things that escape awareness of the participant using a questionnaire as instrument. It also provided the chance to learn things that people may be unwilling to discuss in an interview. The Hawthorne effect created by researcher when conducting observation was reported and analysed thematically. Observations and interviews

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were tied to the research question, which acted as a guide. The participants' interview codes were pseudonyms which represented the identities of the study areas that were conducted to prevent identification and protect confidentiality in line with ethics of research.

#### 4.2 Interview Information

S/N	Interview codes	Date of Observation	Role of Participants	Average Time Spent at the study area
1	IN(1)	29 <sup>th</sup> January, 2020	Background Interview	2hours
2	IN(2)	14 <sup>th</sup> February, 2020	Background Interview	2hours 32minutes
3	IN(3)	14 <sup>th</sup> February, 2020	Background Interview	3hours
4	IN(4)	19 <sup>th</sup> February, 2020	Background Interview	1hour 40minutes
5	IN(5)	20 <sup>th</sup> February, 2020	Background Interview	2hours
6	IN(6)	20 <sup>th</sup> February, 2020	Background Interview	3hours
7	IN(7)	20 <sup>th</sup> February, 2020	Background Interview	2hour 44minutes
8	IN(8)	21 <sup>st</sup> February, 2020	Background Interview	2hours
9	IN(9)	22 <sup>nd</sup> February, 2020	Background Interview	2hours

**Source: Author's Compilation (2020)**

The result of the interviews were analysed based on content, where each item was coded and categorized, the result anchored on the effects of sensory marketing on consumer buying behaviour. It is observed that gaustative sensory experience at the eateries received the highest ranking. This highest ranking has practical implications in marketing practices because when the firms are setting up the eateries, they are required to ensure that each sense organ is attracted in a way to arose the interest and the emotion of the customers. In other words, the manager is responsible to prepare tasty meals for all the customers. To ensure clarification on this, the researchers as participant interviewer proceeded to the various eateries to observe how multi sensory works. It was beyond expectation that each eatery not just brand themselves but also use, the ambiance, the display, the temperature and unique taste as a signature for the company. This finding was therefore consistent to the high ranking provided by the respondents.

## 5. CONCLUSION AND RECOMMENDATIONS

Sensory Marketing with its entire variable (visual marketing, olfactory marketing, auditory marketing, tactile marketing and gustative marketing) is built on the premise form and save, memory they engage during the process of buying products or services. All the five senses were found to be at work in customer patronage. Based on the conclusion above, it is recommended that other eateries should adopt the sensory marketing tool to optimize their patronage level. These sensory marketing approach covers the five human senses is to be built and established successful multi-sensory brand-experience relationships in ensuring consumer patronage. Failure to do this may land them on the wrong side of history.

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