

IMPACT OF SENSORY MARKETING IN CONSUMER BUYING BEHAVIOUR
TOWARDS FOOD PRODUCTS

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A sensible marketing tool that offers businesses a genuine chance to increase product profitability is sensory marketing. People's eating habits are always evolving; instead of having their usual meals, they now have the choice to stop by a restaurant or get fast food because they have more time and work longer hours. These days, it is essential for a business to set itself apart from its rivals by using the five senses to evoke the emotions of its customers. The descriptive analytical approach has been used because of the nature of the research and the goals it aims to accomplish. 599 respondents who were selected as research participants by simple random sampling were the target samples for this study, which employed a quantitative approach to gather data through questionnaires. The study's findings primarily demonstrated the close connection between customer behaviour and sensory marketing. Furthermore, the findings demonstrated that sensory marketing significantly and favourable influences consumer behaviour.

KEYWORDS: *Sensory Marketing, Consumer Behaviour, Food Industry, Auditory cues.*

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1. INTRODUCTION

The five senses of man are combined in sensory marketing, a new and developing technology, to give the consumer an unforgettable experience. One unique method of marketing communication is sensory marketing. Its rise and ongoing use by businesses can be attributed to the fact that traditional advertising is no longer enough to sell a brand and, as a result, does not effectively communicate with consumers. A marketing-focused experience, sensory marketing is one of the innovative ways that allow the consumer to see and feel the products and services. The discipline of sensory marketing has drawn the attention of researchers, and publications in this field have significantly increased in the last several years. The fact that sensory marketing focusses on the five senses of humans—sight, hearing, smell, taste, and touch—makes it one of the most effective tactics used by brands today. Every sense has the power to influence the thoughts, feelings, and purchasing decisions of consumers. This marketing approach is predicated on the idea that emotional reactions that are elicited by automatic emotions are more often than not the basis for rational decision-making when making purchases (Krishna, 2012).

In sensory marketing, a company aims to refocus its efforts on producing satisfying experiences that the consumer will feel emotionally invested in and that, in most cases, will last a lifetime. Unexpectedly, a large number of these quick food establishments are opening up every day, all vying for the same clientele. Given all of this, the goal of this study is to determine what influences patrons' decisions to choose and, if feasible, remain at a specific restaurant. In the world of marketing, sensory marketing is common and could account for the majority of our purchases. It affects consumers' perceptions of purchasing at the new food courts and restaurants that are popping up everywhere. Visual, auditory, olfactory, gustatory, and tactile marketing are all forms of sensory marketing. Marketing that

appeals to all senses in connection with the brand is known as sensory branding. It connects emotionally with consumers by appealing to their senses. By appealing to consumers' senses, brands can create false emotional associations in their minds.

A sensory experience is when someone sees or hears something that makes them think and feel in a different way. Brakus, Schmitt, and Zarantonello (2009) categorised product experiences, shopping experiences, service experiences, and consuming experiences, determining that all these events affect consumers both directly and indirectly. More and more marketing experts are using this method these days, which has been very good for their businesses. It's hard for a consumer not to buy something when they see this kind of marketing.

Sensory marketing is a means to figure out how consumers feel and find new market prospects, and then make sure that a product is successful for a long time. Sensory marketing is a type of marketing that can assist spread the word about a product's brand. The American Marketing Association (AMA) described sensory marketing as a tactic that tries to get people to buy something by leveraging their senses to change how they feel and act (Valenti & Riviere, 2008).

Sensory marketing is defined as "marketing that engages the consumers' senses and affects their behaviours" and indicates "marketing that engages the consumers' senses and affects their perception, judgement and behaviour" (Krishna, 2010).

2. STATEMENT OF THE PROBLEM

Since new product developments are failing at previously unthinkable rates and advertising campaigns are insufficient to attract consumers' interest in the goods or services they promote, it is imperative that brands strengthen the messages they wish to convey to their target market. This gives rise to the idea that brands need to provide a whole emotional experience that appeals to all five human senses in order to convince consumers to purchase new goods or services. Many business owners are unaware of the benefits of sensory activities and are unable to implement them, despite the fact that they are an efficient method. Thus, this issue raises the question of how effective sensory marketing is. An efficient promotional strategy to improve the store's reputation and consumer value, which will influence consumer behaviour. Marketers should understand what a brand image is, create brand associations or patterns in the minds and hearts of consumers, and convey the message that they are providing the best product or service available that will meet the needs, expectations, and desires of their target audience.

3. OBJECTIVES OF THE STUDY:

1. To investigate the connection between consumer behaviour and sensory marketing.
2. To determine how the five sensory marketing dimensions affect consumer behaviour.

This research focusses on one of the latest marketing tactics in the field of marketing management. Sensory marketing is a reliable alternative to traditional techniques. Which has been ineffective, particularly in restaurants, due to the broad availability of products that are fairly comparable. Sensory Marketing Strategies and Brand Love have been identified as essential concepts in marketing and consumer behaviour, particularly in the restaurant business, because they can stimulate all five senses. The food business has a higher level of competition, and it is clear that both international and local companies are competing in the market to improve and maintain their current share of the pie. Mass marketing tactics are failing to connect with clients, highlighting the need for innovative approaches to reach and retain their target market and become the preferred alternative.

4. BACKGROUND OF THE STUDY:

According to this study, the incapacity of marketing researchers to conduct taste tests efficiently is demonstrated by their inability to forecast the commercial success of novel food products. With their

proficiency in evaluating the sensory impacts of foods, food scientists may significantly aid food manufacturers in forecasting consumer preferences and selections. Since consumers are the last link in the production chain, it is helpful to determine the variables influencing their purchasing habits. Businesses use all of their senses to find new ways to connect with their consumers.

Nowadays, when they go shopping, consumers want a healthy experience. They are drawn to goods that stimulate their senses and foster an emotional bond. For this reason, the environment at the time of purchasing affects their choice in addition to the features of the product. As a prospective strategy for successfully appealing to consumers, sensory marketing is becoming more and more significant.

One of the components is sensory marketing, a marketing strategy that uses the consumer's senses to entice him and affect his emotions and actions. Sensory marketing is the study of how different inputs that are transmitted to the five senses alter consumers' emotional and behavioural orientations. Traditionally, the sensory contact has primarily been restricted to visual and, to a lesser extent, aural inputs. However, people are increasingly making purchases (such as food and clothing) and consuming content (such as films and courses) online.

Before delving into the various concepts of sensory marketing, it is necessary to first understand the concept of sensation, which is defined as the various capacities perceived by humans as represented by sight, smell, taste, hearing, and touch of various stimuli that arise from within or outside the human body. These senses play a key role in distinguishing items and influencing human behaviour.

Dimensions of Sensory Marketing:

A set of five dimensions visual marketing, audio marketing, olfactory marketing, taste marketing, and touch marketing have been identified as having justified relevance for the study's context based on the insightful research done and developed by Rodaz et al. (2018) and in line with the study's field. The key to sensory marketing is a holistic approach focused on how these arouse the senses to get the best response from clients. The human senses are the window through which he observes the world around him, and they represent the dimensions of sensory marketing. These dimensions were chosen due to their thorough representation in the study's field and their agreement with expert opinion (Krishna & Schwarz, 2014; Starostová, 2017; Randiwela, 2018; Hussain, 2019; Abdolmohamad Sagha et al., 2022).

Vision Cues (Sight):

The sense of sight is regarded as one of the most important and fundamental senses in the human body. Visual stimuli have a tremendous influence on consumer behaviour. Sight is the most common and effective sense in marketing. Sight is the most commonly employed sense in marketing since it is the most influenced by the environment. Marketers recognise the importance of colour and form in product design, point-of-sale layout, and advertising campaigns in determining success. Colours and forms are the primary means of identification and distinction. Branding elements such as colours, packages, logo designs, lighting, and store ambiance all have a significant impact on the consumer's perception of the brand and memory recall. Visual components of advertising campaigns, store design, and product packaging are examples of marketing techniques that activate this sense by communicating meaning to the visual channel through colour, size, and style. According to a traditional Nigerian saying, "eyes will eat first before the mouth." This is a comprehensive overview of the five senses. Colours and shapes are the primary means of distinguishing and identifying a product. Vision is powerful because it evokes attention, awareness, and image. A visual stimulation creates strong retail brands. Furthermore, visual sense has been demonstrated to be extremely important when verbal content is unavailable, generating a feeling of quality that has a direct impact on the development of a strong brand. Similarly, different shapes and patterns can elicit different responses, with round shapes and curved lines representing tenderness and comfort and angular shapes representing strength and power.

Auditory Cues (Hearing)

Consumer behaviour is significantly influenced by the sense of hearing as well. Numerous studies have demonstrated that background music can affect how much a product is thought to be worth and how likely people are to buy it. Sound has the ability to affect our purchasing decisions and emotions. Advertising is known for its use of sound: Linking music to a message helps consumers remember it. Sound has an instantaneous cognitive impact on emotions and, consequently, memory. Phonemes are the distinct sounds that make up a brand name. It has been shown that these signals influence consumer perception and convey the meaning of the product's intrinsic qualities. According to research, for instance, Frosh brand ice cream has a smoother sound than Frish brand ice cream (Yorkston & Menon, 2004). Procedure in naming, according to Herstein and Jaffe (2008), relates to product styles that identify the business. The significance of product names lies in the fact that they reflect the distinctive character of a particular business. The product's brand name is therefore the most crucial element in marketing. However, as studies have shown how music affects conduct, such as at a point of sale, music is equally significant for users of sensory marketing.

Olfactory Cues (Smell)

Among the senses that humans possess, the sense of smell is more potent than the sense of taste. Many products' marketing is greatly influenced by scents, however the studies I've looked at emerged recently, demonstrating the close ties between the olfactory area and many brain regions. Since smells can arouse emotions and memories, the sense of smell is the most sensitive of the senses and has a greater capacity to evoke memories. These reactions to scents are the outcome of early associations that may evoke positive or negative emotions, and they help to explain the connection between mood, memory, and smell. Some research have acknowledged the power of smell. People are therefore able to recognise fragrances they have already encountered even after long periods of time. It's important to keep in mind that pleasant scents at restaurants can enhance consumers' opinions of the space and promote positive conduct. Certain brain regions that are involved in the formation of emotions and memories are activated by smells. Up to 10,000 scents may be recognised and remembered by the human nose, and up to 75% of our emotions are influenced by our sense of smell. Additionally, the most well-known sense in the food and restaurant market is smell, which makes it simple to attract clients.

Gustatory Cues (Taste):

Five primary tastes are perceptible to humans: sweet, salty, savoury, sour, and bitter. Since our sense of smell is what gives our meal its flavour, we should be grateful for all other fragrance tastes. Taste can be defined as the sense that unifies all other senses to produce a comprehensive brand experience. However, taste is also correlated with emotional states, which means it can alter mood and perceptions of a brand. It is an ideal technique for gaining insight into the unconsciousness, perceptions, emotions, and preferences of consumers. It is referred to as the moderator of the relationship between consumers and their experiences with the items in the marketplace since it is triggered by the shape, texture, consistency, and temperature of a product. According to some theories, touch is the sense that develops first in the womb and disappears last as people age. Furthermore, using rough or soft textures can inspire distinct feelings. Rough textures can convey a sense of toughness and harshness, while soft textures can convey a sense of warmth and comfort. Consumers' behaviour of a restaurant can be influenced by the weight of the cutlery, the softness of the napkins, and the comfort of the chair and table. It's crucial to remember that contact between two objects, two people, or a product and a person has a big influence on how consumers behave.

Tactile Cues (Touch):

Consumer behaviour can also be significantly influenced by touch-based cues. As "a means used to control Customers' sub-consciousness and influence their tastes and perceptions in order to form emotional bonds between products and customers," tactile marketing is associated with the sense of touch. A product's texture, weight, and form can all affect how consumers see its value and quality. Our skin contains around 4,000,000 sensory receptors, and a product's composition, weight, smoothness, and ease of use can all have an impact on these receptors. Physical attributes including smoothness,

roughness, heat, cold, softness, and hardness can all be felt and perceived through the sense of touch. Pressure, temperature, texture, and consistency are the four basic senses that humans can experiment with. The sense of touch is also quite significant when it comes to container design or even some advertising campaigns. People's familiarity with our brand is greatly influenced by its packaging. The hand is the link between the human mind and the outside world, and it plays a significant role in restaurants as a person touches foods, weighs them, and determines their temperature. This may be one of the reasons why sales of products made online have decreased because customers are unable to see and touch the products to ensure their quality.

5. REVIEW OF LITERATURE

In the food sector, sensory marketing has become a potent tactic to affect consumer behavior and purchase choices. Sight, smell, hearing, touch, and taste are the five senses that have been shown to influence consumer behavior when they are stimulated simultaneously (Shabgou & Daryani, 2014). Sixty-two percent of shoppers say that sight is the most important sense when they are shopping (Géci et al., 2017). By producing memorable experiences, sensory marketing improves customer engagement, brand distinction, and long-term loyalty (Richadinata et al., 2025). According to research, factors like fragrance, color, music, and product packaging have a big influence on customer happiness, intention to buy, and decision-making. Sensory cues such as calming music and invigorating scents have a favorable impact on customer perceptions in the context of fast-food restaurants (Roopchund et al., 2016). Strategically stimulating consumers' senses during the marketing process can help businesses draw in new clients and foster a sense of loyalty.

Ayushi Gupta et.al (2020) has studied that the sensory marketing can enhance the promotional effectiveness of food brands by influencing consumer buying behavior. This study examines the influence of sensory marketing on consumer buying behavior and brand promotional effectiveness, highlighting the importance of customers in building brand images and identifying taste as a key area for further research to enhance promotional effectiveness.

Rachna Bhatia et.al (2021) has investigated that over the past few decades, sensory marketing has gained a lot of attention and research, necessitating the synthesis of existing knowledge. By conducting a rigorous literature evaluation, this study presents opportunities to advance the field of sensory marketing. Using bibliometric analysis, the report offers a methodical and critical examination of thirty years of research on sensory marketing. In order to describe the domain, this study examines 172 pertinent publications that were published between 1979 and 2020. We display very significant articles, authors, organizations, journals, and nations using VOS viewer. We also show the network analysis of nations, keyword cooccurrence analysis, and journal co-citation analysis. Additionally, a conceptual framework is proposed by the cluster integration. A thorough explanation of the future research direction at the cluster level is provided.

Zoya Wajid Satti et.al (2023) has investigated that by enhancing the dining experience, sensory marketing can encourage patrons to remain longer. The current study was carried out in Pakistan's restaurant business to ascertain this. Customers of restaurants in six major Pakistani cities were given standardized questionnaires to complete in order to gather data. A total of 362 respondents were chosen for the current study depending on their income. A stratified sampling strategy was employed to choose the sample for this investigation. Data analysis was conducted using structural equation modelling. The current study's findings showed that the relationship between sensory marketing and customer loyalty is partially and significantly mediated by consumer satisfaction. The Engel, Kollet, Blackwell (EKB) Model was validated by these findings. New insights and parallels in results can be explored by replicating the current approach in various industries and contexts in Asia and underdeveloped nations.

Yamini P. et.al (2024) has examined that the appealing to a variety of senses, including sight, taste, touch, smell, and hearing, sensory marketing improves customer happiness, shapes consumer behavior, and raises the possibility that customers would return and refer a business. Analyzing the effects of sensory marketing components on customer satisfaction and determining whether there are

any notable distinctions between demographic and sensory marketing were the goals of this study. To gather information, we employed the questionnaire approach. According to the study, consumer happiness and purchase decisions are significantly influenced by sensory marketing.

Through the integration of psychological and neuroscientific viewpoints, **Aradhita Deb et.al (2024)** has investigated a thorough understanding of sensory marketing by synthesizing the body of existing literature to explain its function in influencing consumer behavior and its practical applicability across industries. By combining the body of existing research, we hope to lay the groundwork for a foundation that clarifies how sensory marketing influences consumer behavior and illuminates its usefulness for companies in a range of sectors. Keywords: consumer behavior, sensory marketing, sensory experience, marketing, sensory marketing, stimuli, senses, psychological marketing, and neuroscientific marketing.

6. RESEARCH METHODOLOGY:

In this study, a questionnaire was employed as a quantitative tool to gather data. The five-point Likert scale, with strongly disagree = 1 to strongly agree = 5, was employed in this study in order to improve the outcomes. Only 599 respondents were selected as research participants using simple non-random sampling, out of the 650 respondents who made up the target sample for this study, which used questionnaires to gather data. Understanding the level of measurement is necessary to select the best analysis technique. The data was analysed using a number of statistical techniques, including multiple linear regression for statistical data analysis and hypothesis testing, the Statistical Package for Social Sciences SPSS 23.0 for descriptive, frequency, and reliability analysis, and the correlation coefficient as a gauge of the strength of the linear relationship between the two variables of Multisensory Cues and their impact on Consumer Purchase Decision.

For this study, a reliability measurement has been carried out. When a questionnaire test is reapplied in the same circumstance, it yields the same findings, which is known as questionnaire reliability. By calculating the correlation coefficient between the questionnaire's items, reliability was assessed. This is why the Cronbach's alpha method of dependability analysis has been used. When the Cronbach's alpha score is 0.70 or higher, the results are deemed satisfactory. The findings showed that the amount of variables recorded for the sensory marketing variable had the highest reliability coefficient using Cronbach's alpha technique, with a value of 0.995. At the dimensional level, the Tactile cues had the highest reliability coefficient (0.991) according to the Cronbach's alpha technique. However, according to Cronbach's alpha technique, Social Factors had the lowest dependability coefficient value, with a value of 0.964. Additionally, the reliability coefficient value for all 25 items in the questionnaire and for the overall indication level was 0.987.

Table No.: 1: ANALYSIS OF VARIANCE BETWEEN GENDER OF THE RESPONDENTS AND MULTISENSORY CUES AND THEIR IMPACT ON CONSUMER PURCHASE DECISION

		Sum Squares	of df	Mean Square	F	Sig.
Auditory Cues	Between Groups	85.825	1	85.825	3.630	.057
	Within Groups	14137.348	598	23.641		
	Total	14223.173	599			
Visual Cues	Between Groups	3.994	1	3.994	.173	.678
	Within Groups	13815.446	598	23.103		
	Total	13819.440	599			
Olfactory Cues	Between Groups	.832	1	.832	.034	.853
	Within Groups	14484.528	598	24.222		
	Total	14485.360	599			
Gustatory Cues	Between Groups	9.531	1	9.531	.380	.538
	Within Groups	14995.802	598	25.077		
	Total	15005.333	599			
Tactile Cues	Between Groups	.671	1	.671	.028	.868
	Within Groups	14576.422	598	24.375		
	Total	14577.093	599			

Source: Primary Data

The above table indicates that the ANOVA test is applied to compare the mean value of Gender of the respondent with Multisensory Cues and their Impact on Consumer Purchase Decision. Auditory Cues ($F = 3.630$) (p value = 0.057), Visual Cues ($F = 0.173$) ($P = 0.678$), Olfactory Cues ($F = 0.034$) ($P = 0.853$), Gustatory Cues ($F = 0.380$) ($P = 0.538$), Tactile Cues ($F = 0.028$) ($P = 0.868$).

The p - value in the ANOVA table is less than 0.05; there is a statistically significant relationship between the variables at the 95.0% confidence level. Hence Auditory Cues, Visual Cues, Olfactory Cues, Gustatory Cues and Tactile Cues have insignificant relation.

Table No. 02: CO-EFFICIENT OF CORRELATION BETWEEN GENDER OF THE RESPONDENTS AND MULTISENSORY CUES AND THEIR IMPACT ON CONSUMER PURCHASE DECISION

		Gender of the Respondents	Auditory Cues	Visual Cues	Olfactory Cues	Gustatory Cues	Tactile Cues
Gender of the Respondents	Pearson Correlation	1					
	Sig. (2-tailed)						
Auditory Cues	Pearson Correlation	.078	1				
	Sig. (2-tailed)	.057					
Visual Cues	Pearson Correlation	.017	.783**	1			
	Sig. (2-tailed)	.678	.000				
Olfactory Cues	Pearson Correlation	.008	.745**	.801**	1		
	Sig. (2-tailed)	.853	.000	.000			
Gustatory Cues	Pearson Correlation	.025	.665**	.745**	.771**	1	
	Sig. (2-tailed)	.538	.000	.000	.000		
Tactile Cues	Pearson Correlation	.007	.651**	.695**	.752**	.822**	1
	Sig. (2-tailed)	.868	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

The above table reveals that the Co-Efficient of Correlation Analysis is used for the data to find out the relationship between the variables of Gender of the respondents with Multisensory Cues and their Impact on Consumer Purchase Decision such as Auditory Cues, Visual Cues, Olfactory Cues, Gustatory Cues and Tactile Cues.

Here Auditory Cues ($r = 0.078$) ($P = 0.057$), Visual Cues ($r = 0.017$) ($P = 0.678$), Olfactory Cues ($r = 0.008$) ($P = 0.853$), Gustatory Cues ($r = 0.025$) ($P = 0.538$) and Tactile Cues ($r = 0.007$) ($P = 0.868$).

The p - value in the correlation table is less than 0.05; there is a statistically significant relationship between the variables at the 95.0% confidence level. Here Auditory Cues, Visual Cues, Olfactory Cues, Gustatory Cues and Tactile Cues have insignificant relationship.

Table No.03: MULTIPLE LINEAR REGRESSION ANALYSIS BETWEEN GENDER OF THE RESPONDENTS AND MULTISENSORY CUES AND THEIR IMPACT ON CONSUMER PURCHASE DECISION

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.601	.075		21.402	.000
Auditory Cues	.019	.007	.193	2.776	.006
Visual Cues	-.008	.008	-.077	-.964	.336
Olfactory Cues	-.008	.008	-.080	-.997	.319
Gustatory Cues	.006	.008	.062	.768	.443
Tactile Cues	-.005	.007	-.056	-.735	.463
	R = 0.119	R Square = 0.014	Adjusted R Square = 0.006	F = 1.716	

a. Dependent Variable: Gender of the Respondents

Source: Primary Data

The output shows the result of fitting a multiple linear regression model to describe relationship between Gender of the respondent and Level of satisfaction towards Multisensory Cues and their Impact on Consumer Purchase Decision such as Auditory Cues (X1), Visual Cues (X2), Olfactory Cues (X3), Gustatory Cues (X4) and Tactile Cues (X5).

Equation of the fitted model of Gender = $1.601 + 0.019*(X1) - 0.008*(X2) - 0.008*(X3) + 0.006*(X4) - 0.005*(X5)$.

The P-Value of the variables is less than 0.05; there is a statistically significant difference. Here the P-Value is less than 0.05 for the variables Auditory Cues and Visual Cues have Significant relationship; then all other variables have insignificant relationship between Gender of the respondent.

7. CONCLUSION

Investigating the function and effects of sensory marketing and customer behavior in the food industry is the primary goal of this study. The study's findings demonstrated a substantial correlation between sensory marketing and consumer behavior, suggesting that restaurants can effectively employ this tactic to affect how customers see their eating experiences. Additionally, restaurant patron behavior is significantly impacted by sensory marketing. Additionally, research indicates that integrating several sensory signals in restaurants gives patrons a distinctive dining experience and increases customer loyalty and repeat business. One of the best ways for any business to immediately evoke strong feelings in their audience and sustain sustained engagement is through the use of sensory marketing. Consumer interactions and decision-making are greatly influenced by the product's description, packaging, smell, appearance, and sound. Empirical evidence of the association between organizational climate and organizational commitment has been established in a range of organizational sectors. When the employees feel supported and experience a favourable and fair climate, they are likely to show an increased level of affective and normative commitment (Pillai et al., 2024). Climate acts as a buffer for IT workers where the workers are constantly confronted with longer working hours, project stress, and changing technology at a rapid rate, resulting in lower turnover intentions and higher commitment (Subramanian & Raghavan, 2024).

Kundu and Gahlawat (2024) argue that given the significant role of these climate components (i.e., flexibility, digital communication, and psychological safety) in hybrid and remote organizational commitment, they need to be reconfigured in the post-pandemic work environment. Second, in empirical research, good climate conditions increase employee commitment, which in turn mediates the climate - commitment relationship (Heliyon Editorial Team, 2024).

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