

SENSORY MARKETING AND CUSTOMER PATRONAGE OF FOOD AND BEVERAGES FIRMS IN PORT HARCOURT

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ABSTRACT

This study investigates sensory marketing and consumer personality attributes and customer purchase decision of telecommunication firms in South-South, Nigeria. The main objectives of the study is to find out the relationship between personality attributes and customer purchase decision of telecommunication firms in South-South, Nigeria. The population of the study is comprised of 400 consumers of business of mobile telecommunication firms in the area. The research design used was Spearman Rank Correlation Coefficient (r). The data was analyzed using SPSS version 21.0 AMOS version 24. The results were that there was no significant relation between personality attributes and consumer purchase decision of telecommunication firms in South-South, Nigeria. Recommendation was that the personality attributes of a consumer is a very strong determinant of the purchase decision among consumers. It is important that marketers understand this while planning marketing strategies.

Keywords: Sensory marketing, customer patronage, customer intention, and satisfaction

INTRODUCTION

Sensory marketing is a new and emerging technologies that integrates the five senses of man to create a memorable experience for the consumer. Sensory marketing is a distinctive marketing communication tool. Its emergence and continued usage by firms owe to the fact that traditional advertising is no longer sufficient to sell a brand and as such, does not speak volumes to the consumer. Marketing researchers are beginning to realize how powerful responses to non-conscious stimuli is. This modern theory of sensory marketing is based on the fact that brand and as such, does not speak volumes to the consumer. Marketing researchers are beginning to realize how engaging the consumer's senses will affect their behaviour which will in turn affect their emotions, perceptions, memories, preferences and the purchase decision (Krishna, 2010). In sensory marketing, a firm tries to redirect her efforts towards creating gratifying experiences that the consumer will be emotionally attached to and most times, these experiences last a lifetime. Surprisingly, a lot of these food and beverages firms are springing up by the day each competing for the same group of customers. In light of all these, this study seeks to find out what informs customers decision to patronize a food and beverages if possible stick with it. Empirical evidence from this study will help these streams and chains of food and beverages in crafting a distinctive marketing strategy that will appeal more to the consumers in Port Harcourt. Ifeanyichukwu (2016) opined that globalization which is at its peak and has continued to grow, has also led to the rapid growth of international trade, global corporation, and e-commerce, thus, the advent of the internet has changed how businesses and customers do things which has led to the drive /urge by firms to want to outperform the other in product advertising by daring to be different in pursuing strategies designed to attract attention to their communication and differentiating their product from that of competitors while influencing purchase decision.

Research Questions

The following research questions are formulated:

- i. To what extent does sight relate with customer intention and customer satisfaction of food and beverages firms in Port Harcourt?
- ii. To what extent does sight relate with customer satisfaction of food and beverages firms in Port Harcourt?

Research Hypothesis

1. Ho1: There is no significant relationship between Sight and customer intention.
2. Ho2: There is no significant relationship between Sight and Customer satisfaction.

Conceptual/Operational Framework

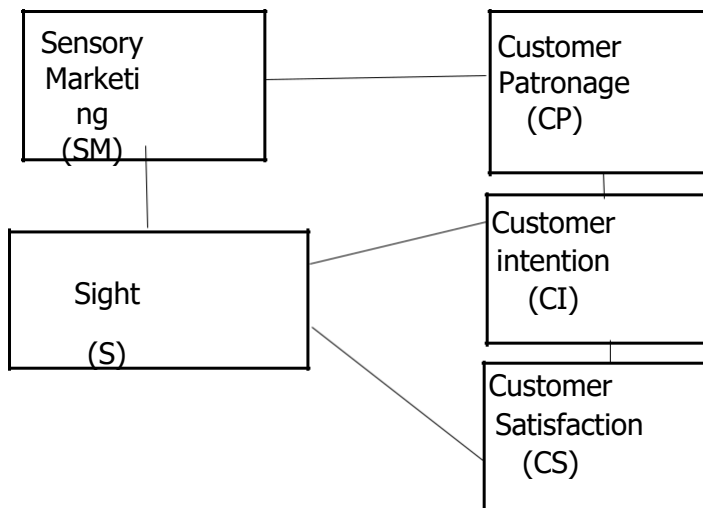


Fig 1.1: Conceptual Framework of sensory marketing and customer patronage of food and beverages in Port Harcourt.

Source: Mancharda, Mittal, & Bausaf (2022).

Literature Review

Concept of Sensory Marketing

Human senses, experiences and emotions of consumers are emerging as important marketing paradigm and an alternative main phenomenon (Jawad Iqbal, 2016). To accept and cooperate with the mentioned changes, marketers all around the world developed the marketing ways based on human emotion. Feelings impact on various parameters such as priority and selection of retail marketing, store files, the time spent in the store, shopping satisfaction, satisfaction with a product or service, pleasure seeking and consumption-oriented shopping, consumer patronage styles, the desire and interest rates of the consumer (Haghigi et al. 2010). Many consumers use the products based on feelings, mental images and emotions that products make on them (Moun and Minor, 1992). During the recent years, the role of sensory experience in judging and deciding, in a wave of interest in marketing, is expressed as sensory marketing. There have been some researches concerning the role of the scattered senses on consumer behavior (Krishna and Schwarz, 2014). Sensory marketing involves senses of consumer and affects their perception, judgment and behavior (Krishna, 2012). Purpose of Sensory marketing is to send messages to the right hemisphere of the brain, stimulation of the consumer senses, and finally creating a bond between customer and product and inducing induce him to purchase.

The essential difference between emotion and reason is that human beings act based on emotion and conclude based on the reason. In fact, the consumer visualizes using the product or service and evaluates the final emotions. Using the unconscious sensory stimuli in sensory marketing can be an effective way to engage consumers and their behavior and affect their perception. As much as stimulants, in association with five senses, are in harmony and have high stimulating power, they will have more effect on the audience and customer (Hulten et al. 2020). The precise and correct understanding of these sensory stimuli indicates that favorable impressions of sensation and perception in consumer behavior are applied, and this suggests the sensory marketing research perspective (Krishna, 2012). Unlike mass and relationship marketing theories, sensory marketing focuses its attention on achieving a sublime sensory experience (Hulten et al. 2012). Sensory approach is based on a bilateral interaction in real time and immediately causes a sensory experience and thus looks for a deeper, long-term relationship with the consumer. In the present era, all over the world in which a wide range of communication has been possible through media, presence of sensory and interactive multimedia, all the features and benefits of the products, brand name and other accessories to attract the attention of consumers are not enough. Companies that have a good interaction with consumers and customers, they provide them with a memorable sensory experience that leads to the formation of proper position of company, the products or services in the customers' mind (Schmitt & Simonson, 1997). It is noteworthy that the relationship-centered commercials can only focus on what we see and listen to, but they do not have any effect on three other senses. That is why over the past decade major businesses and brands have spent a large portion of their advertising dollars in new advertising styles far different from traditional forms. They have used innovative techniques in advertising and marketing to

connect with their consumers. In the current era, increased attention to the five human senses in the marketing process suggests that companies should be aware of the inner process of consumer in purchasing. Vendors not only faced the specific challenges of understanding and predicting the feelings and experiences of consumers, but also, they should shape the media stores and services, foster good feelings and eliminate unwanted and undesirable emotions (Shabgou & Sharam 2014). Our main goals in this paper is to show that through sensory marketing, rooted in human five senses, we can have influential effect on the consumer patronage.

Dimension of Sight

A very popular Nigerian adage will say "eyes will eat first before the mouth." This sums up all there is to the five senses. Colours and shapes are the first way of differentiation and identification of a product. Vision is powerful as it creates attention, awareness, and image. A visual stimulus builds strong store brands. Further, visual sense has been shown to be of great significance when the verbal material is absent, creating a perception of quality which has a direct impact on the building of a strong brand. This is also emphasized by Randhir & Monishan (2016) who argues that the sense of sight, besides the purpose of receiving attention, can elicit an emotional response towards a product and other things. Different colors say different things about a product

Also, Sight is dominant sensory system and the strongest sense used in marketing. More than 80% of the commercial and shopping communications are done through the sight sense (Ahmed, 2019). Therefore, it is a long time that creative managers try to make a visually appealing images and messages understandable by the consumer. Logos, colors, packaging and designing product are examples of visual stimuli that can be part of any brand strategy (Hulten, 2013). Color produces different reactions (biological, psychological, and draw attention to an object) in people (Farias et al. 2014) and has certain mental impact on customers. Significant factors such as logos, packaging, color, design and attractive shape can be a strategic approach to strengthen and make the desired image of a product in consumers' minds (Hulten et al. 2015). Sight stimuli may also have an emotional response besides drawing attention (Hulten, 2013). Based on the above discussion, the first hypothesis proposes that stimulating sight perception influence consumer behavior. It is also significant to note that consumers, without access to other information, positively or negatively, are affected by the sight stimuli and in addition to being attracted by them, they show emotional response.

Concepts of Customer patronage

Organizations are today facing challenges on how to out-perform one another. As the business topography becomes more and more undulating, firms such as fast-food companies continue to search for the right strategic bearing to navigate. On the other hand, the customer cumbered with his own needs, desires and preferences remains the sole target of these firms. As the customer's

taste is ever changing, accessing him through the right strategy becomes every firm's priority. Consequently, in an attempt to gaining sustainable differential advantage over competing firms, Porter (1985) firms evolve strategic options based on available resources, capabilities, and other distinctive competences to meet changing customer requirements. Successful and profitable operations by firms demand that such strategic blue-prints must be appealing enough to elicit customer patronage (Kuti& Harrison, 2012 as cited in John, Adiele & Nkoro, 2013). Again, in comparison with other industries, fast-food firms are sometimes faced with peculiar difficulties in positioning and promoting their products. Globally, studies on fast-food is said to have received considerable research (Mattila, 2001) and in Nigeria, this subject matter has been examined from different angles (Adewuje, Ayinla & Bakare, 2014). In Nigeria, firms in this industry are facing keen competition on how to out-rival one another. With a high rate of customer expectations and increased environmental influence (Akinyele, 2010; Dipeolu et. al., 2014) myriad of factors have been used to explore patronage of consumers in this industry but just few have tackled them from an empirical angle. Moreover, meeting these high customer expectations and increased environmental influence (Akinyele, 2010) appear to have created a gap in literature. Thus, employing more empirical probing to determining the best strategic option to adopt in the industry appears quite inevitable. The questions therefore arise: will patronage respond to all these strategies that have been proffered by extant literature? Can one strategy be said to be more potent than the other? What strategic combinations will yield higher patronage? In answering these questions and to fill the gap in literature, this particular study attempts to empirically investigate how a combination of certain positional strategies such as customer expectation, location, service quality, and assortment can be used to effect customer patronage in the fast-food industry especially in Port Harcourt metropolis in Nigeria.

Customer Intention

The purchase intention of customers is a prerequisite for the occurrence of sensory marketing. It contributes to defining marketing objectives for enterprises to study the influence factors of customers purchase intention. The factors influencing customers' purchase intention have been paid more attention to study. For example, Liu et al. found that the corporate social responsibility of companies effectively promotes the purchase intention of customers. Zhuang et al. divided the influence factors for the green purchase intention of customers into three categories: cognitive, customers individual, and social factors. By using the meta-analysis, the authors found that collectivism and green perceived risk have the most positive and negative impact on the green purchase intention of customers, respectively. Zhang et al. showed that website design, information quality, and service quality have a direct significant impact on purchase intention. Wang et al. thought that trust positively influences the purchase intention of customers on shopping websites. As numerous online reviews are derived from shopping websites, which have gradually influenced the purchase intention of customers. At present, a number of scholars have studied the influencing factors of sensory marketing reviews on customers' purchase intention, including content features and quality features. As to the content features, Ketron et a and Zhong

et al. found that the review length has a significant influence in customers' purchase intention and positively affects purchase decision significantly. Cain et al. demonstrated that positive framing,

abstract numerical presentation, and a small number of reviews result in more favorable evaluations and intentions than negative framing, concrete presentation, and a large number of reviews. Customers intention to purchase can be influenced by the emotional polarity of online reviews. Su et al. and Yan et al. both thought that positive reviews and negative reviews are different influences for purchase intention and the positive reviews are more significant to customers' intention to purchase. Chang et al. found that humorous and funny language is more likely to stimulate customers to feel positive about the advertising stimulus, which in turn leads to a higher willingness to buy. Park et al. [found that extreme ratings of online reviews (positive or negative) are more useful and enjoyable than moderate ratings. Kang et al. used the two-stage least squares method to analyze the influence of various factors on customers' purchasing decisions and found that customers do not follow the positive guidance and make purchase decisions as we would expect when confronted with a large number of positive emotional polarity online reviews. It may have something to do with customers traits. As to the quality characteristic of online reviews, Cox et al. indicated that customers' reactions to textual errors are moderated by their general trust in others. Hwang et al. revealed that the completeness, flexibility, and timeliness of the argument quality positively influence user satisfaction.

Customer Satisfaction

The large majority of studies carried out in the field of customer satisfaction can be considered as part of a common structure constituted by the so-called Disconfirmation paradigm which, apart from some exceptions (for instance, Folkes 1984; Tsiros, Mittal, & Ross 2004), analyses the causal antecedents of satisfaction (for a review, see Oliver, 1997). In this discrepancy model, consumers evaluate their prior experience and formulate satisfaction judgments by comparing the perceived performance of a product/service with a standard of comparison in their minds. According to such a paradigm, customer's satisfaction is defined as a post purchase psychological status representing the evaluation of the usage experience of a product/service. It depends, therefore, on the extent as well as on the direction of the discrepancy between the perceived performance and the standard of comparison. Typically, such a paradigm describes the consumer's satisfaction as a comparative process whose result (the satisfaction/dissatisfaction) derives from three distinct elements: expectations (standards), performance, and disconfirmation. From the confrontation between expectations and perceived performance, a positive, negative, or zero discrepancy can emerge: the satisfaction (dissatisfaction) judgment comes from the value of such a discrepancy. Expectations and standards of comparison. Expectations derive from the degree of knowledge of an individual and, broadly speaking, can be described as "the anticipated outcome of a probabilistic situation" (Reber, 1985). From a marketing point of view, they represent the belief elements within the individual's cognitive structures with respect to those future purchase experiences involving a certain degree of emotional arousal (Guido, 2001). Consumers having direct experiences with a product or who, indirectly, infer knowledge about a

product from similar experiences, or from external sources (e.g., advertisements), form stimulus–response links, since they “learn” what they can logically expect in such situations. Such modalities of learning represent the starting point for the so-called expectancy-value models (see Swan and Martin, 1981), according to which a specific cognitive structure (e.g., an attitude) is the result of a reflection on both the expected probability in relation to an attribute or event (the expectancy) and the evaluative judgment attributed to that specific attribute or event (the value). From the combination of such elements (importance evaluation) attributed to the probability (expectancies) of the occurrence of certain relevant events, an overall judgment can be drawn (e.g., prior to purchases). In the marketing literature, such expectancy-value models applied to consumers’ attitudes have been implemented in various ways (for instance, Ajzen, 1991; Ajzen and Fishbein, 1980), in models that consider expectations in a predictive form, as if they were anticipations of an attribute or of an event (e.g., of a product’s performance). However, expectations may also have a normative value, which can be identified in the estimation of a person’s needs in reference to his/her own set of values. Individuals thus develop evaluative criteria that are anchored to such values, according to which they interpret and assess reality (see Rosenberg, 1960). Hence, other more recent models have taken advantage of normative expectations to develop different standards of comparison of perceived performance (for reviews, see Halstead, 1999; Woodruff et al., 1991). Some authors have used ideal or equal performance, rather than predictive expectations; needs and wills as values; social and experience-based rules; consumer-related emotions; post-decisional regrets; desires – as it will be shown later – and multiple standards. These models take into consideration the fact that what consumers expect is not necessarily what they want or need, so the negative performances of a product can produce dissatisfaction regardless of the fact consumers expect them. As a consequence, expectations and these other standards (e.g., ideal performances, social rules, needs, wants, desires), although usually go hand in hand, are qualified as distinct constructs, separately elaborated by individuals according to circumstances (see Wirtz and Mattila, 2001).

Theoretical Review

Social Exchange Theory

Social Exchange Theory a predecessor to Berry’s relationship marketing theory is social exchange theory. Homans (1961), defined social media exchange theory as the exchange of tangible or intangible transaction between two or more parties that has both a cost and a reward. According to Homans, the transaction usually involves either or both parties trying to obtain a reward that is of superior value to them when compared to the costs that are involved. Blau (1964) defined social exchange as voluntary actions of the involved parties that are motivated by the rewards that the parties will received. Blau’s definition focuses on individual willingly incurring a cost with the expectation of receiving a reward when the reward that the party receives produces either profit

or at least equity. According to Blau, the rewards received in a social exchange can be either intrinsic (e.g., love) or extrinsic (e.g., helping others).

Furthermore, one party's dependence on the other is what prompts the transaction (Blau, 1964). Oliver and Swan (1989) argued that the fundamental drivers of social exchange interaction is justice and fairness because, in social exchange, the party's motivation is to obtain some valued reward although something of value is forfeited. In social exchanges, people seek to maximize rewards, minimize costs, and attain the greatest profit. Redmond (2015) posited that social exchange theory involves four elements: (a) Parties aim to attain a valued reward, (b) One party must forfeit something of value. (c) Parties seek profit in the exchanges, Chou and Hsu (2016) asserted that social exchange theory involved social interaction where two parties exchange a reward that is needed by the other person. According to Surma (2016), social exchange theory explains the development and management of interpersonal relationships and suggests that the goal of the exchange is to increase the benefit while reducing the cost.

Maslow's hierarchy of Needs

People have biological, psychological and social aspects and therefore have various needs. These needs, which can vary from person to person, follow a hierarchical order that progresses from basic physiological needs towards social and psychological needs at a higher level. Maslow's Hierarchy of Needs Theory, which is at the forefront of the most important studies about motivation, has also created the "Hierarchy of Needs Pyramid" by putting the needs in a certain order (see fig 2.1). Psychological Needs are the needs that have to be satisfied for the continuation of an individual's biological structures, such as taking oxygen, eating, drinking, sleeping, resting and sheltering. Maslow described these needs as physiological drives which are the beginning of the motivation theory and emphasized that it should be paid attention to two basic points. People first need water, salt, sugar, protein, fat, minerals, vitamins, and so on to ensure "homeostasis" in their organisms (protection of the internal balance of the body). However, it is not possible to define all the physiological needs with homeostasis. Needs such as sexual desire, sleep, caress, smell, taste are not homeostatic but physiological needs. The second point that needs to be taken into consideration is whether the need for food is a symptom of the real need or a lack of the body. Physiological needs are compulsory. If they are not met to a certain extent, then other needs will not occur to a great extent. It can hardly be argued that freedom and democracy, art, quality music and sports are in the way they should be in people and societies that have not fulfilled their compulsory needs (Maslow, 1954). Safety Needs; although physiological needs are relatively satisfied, new needs arise that are classified as safety needs (Maslow, 1943). These are the needs such as protection from danger, being confident and not feeling fear (Daft, 2013). One dimension of your safety needs is to be secured economically. The concept of insurance arising from the pension system and the worries such as flood, fire, and theft is based on this need. The military and police organizations of the communities are also due to their safety needs (Telimen, 1977; Eren, 2012). In addition, the safety needs can also evolve according to the social concerns or the conditions of the country they live in.

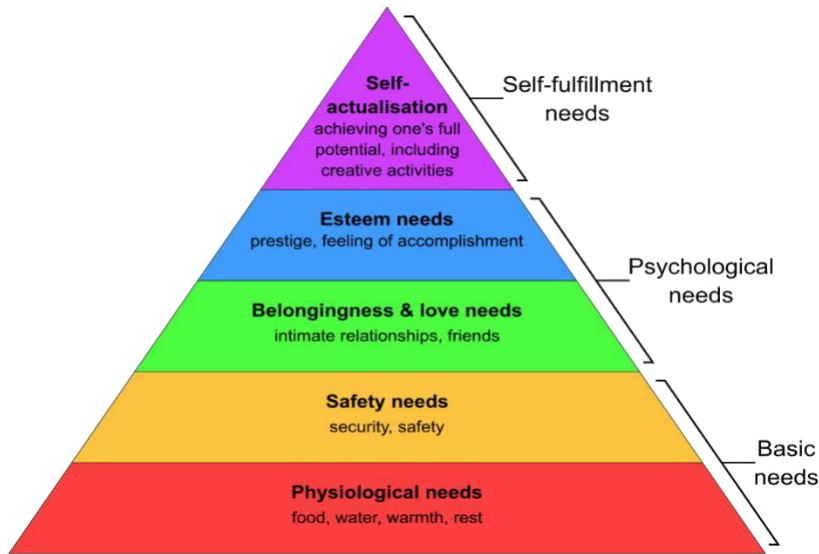


Figure 2.2: *Maslow's Hierarchy of Needs Pyramid*

Source: (Gargasz, 2010).

Love & Belongingness Needs; once the physiological needs and safety needs are fully met, the need for love, commitment and belongingness emerge. At this stage of the theory, Maslow emphasizes that 216 humans are social beings (Stephens, 2000; Adair, 2013). The individual's needs for belongingness and love represent a wide range of needs, such as feelings of belonging (group membership, clubs, churches, business associations, etc.), spouse, child and maternal love (Seeley, 1988). Individuals want the presence of love in their relations with people, love, being loved, to be in the hearts of people and groups. This need category, which consists of needs to be accepted by others, to establish friendships, to be with relatives, to exhibit love to people around and to expect love from them, derives from the instincts of living together to a great extent (Roger, 1970). According to Maslow (1943), except for a few pathological exceptions, all people have a need or desire for a stable and sound self-assessment, self-esteem and others' respect. Sound self-esteem means self-respect based on true capacity, success, and respect of others. Esteem Needs; there are two kinds of esteem needs. The first is the need to be appreciated and respected by others related to the reputation of a person, such as status, recognition, and appreciation. The other one is the need for self-appreciation and self-esteem, such as self-confidence, independence, success, and talent (Maslow, 1954, Griffin, 2013).

Empirical Review

Study conducted by Miebaka et al. (2019) on sensory marketing pattern and patronage of made in Nigeria bags (A survey of bags producers in Rivers State, Nigeria) evaluated the reasons for consumer preference of made in Nigerian goods to foreign made goods (Bags). The study adopted the descriptive survey method as well as questionnaire method to enable consumers respond to their preference of either made in Nigeria goods (Bags) or foreign made bags. The

study sample size of 120 was drawn using non-probability sampling method (convenience) for generalization. Three hypotheses were stated and tested using Pearson product moment correlation coefficient and the major findings revealed that there is a significant relationship between sensory marketing pattern and patronage of made in Nigeria goods (Bags) in preference to foreign made goods (bags). It was therefore, recommended that producers should always carry-out constant research on the perception and behavior pattern of consumers towards their product. Government of Nigeria should invest in markets that can boost their economy. Nigeria government should also protect the local bag companies by enacting favorable government policies.

In another study conducted by Ayuba (2014) in Nigeria titled, "assessment of factors influencing consumer satisfaction: a survey of customers of Nigerian manufacturing companies." The main objective of the study was to investigate the key variables having strong influence on customer satisfaction and the purchasing decisions of customers. Both primary and secondary methods of data collection were adopted for the study. The study consists of a population of 145 current and potential customers of the manufacturing companies listed on the Nigerian Stock Exchange (NSE) as at December 2013. The sample of the study is 100 selected based on stratified random sampling techniques. The data was analyzed using descriptive Statistics (mean, standard deviation) and regression analysis to assess the satisfaction-rating in line with the objectives of the study. The findings revealed that price is the primary factor influencing consumer buying behaviour in Nigeria. The results also showed that consumer experience with a particular brand changes the buying behaviour of consumers. The study concluded that three key variables namely; pricing dimension, product quality and consumer buying behaviour influences consumer satisfaction of manufacturers' products in Nigeria.

Also, in a study conducted by Singh et al (2014) in India titled Factors Affecting sensory marketing of Rural Consumers. The objectives of the study includes to identify factors affecting buying decisions of rural consumers and to study the importance of identified factors affecting sensory marketing of rural consumers by age and income of respondents. The sample of the study is 146. Data was collected using questionnaire on five point scale. Frequency, mean and ANOVA were used to analyze the data. The findings revealed that rural consumer vary with age and income. The effect of price and quality on sensory marketing of rural consumer increases significantly with increase in age and income. Advertisement and brand of products found significantly very important to high income rural consumers than lower income consumers. Friends and family members' recommendations had significantly more impact on sensory marketing of lower income consumers than high income consumers. Packaging had significantly more impact on buying decision of lower income consumers than high income. The study concludes by identifying eight factors i.e. price, quality, warranty, advertisement, brand, friends recommendations, family members recommendation and packaging which rural consumers consider while making purchase decisions consumers. Daramola,

Bello, (2019), conducted a study in Nigeria titled the Effect of sensory marketing and Attitudinal Tendencies towards Purchase Decision (A Case Study Of Unilever Nigeria Plc, Cadbury Nigeria Plc United African Companies Plc.). The study's main objective is to examine the effect of sensory marketing and attitudinal tendencies towards purchase decision using Unilever Nigeria plc, Cadbury Nigeria plc, United African companies' plc as case studies. Other specific objectives includes to examine adequacy of factors usually considered in reaching the individuals and groups consumers; to measure the extent to which merits and demerits of individuals and groups consumers behavior affect the marketer/producer; to establish incentives that could encourage consumption by the individuals and groups and to assess the effect of inability in providing information by the marketer/producer in reaching the individuals and groups at right time and place to fasten purchase on organizations goods and services. Questionnaire was used in collecting data while the sample size is 110. The researcher used tables and percentages for presentation, scoring and analysis of data. The hypotheses were analyzed with the help of chi-square (χ^2). The findings revealed that the life cycle in a product influence purchase to very much extent and that in some cases there is joint purchase decision in individuals and groups. Similarly, the research discloses that education has a part towards determining purchase in any individual or group. The study concludes that management of firms should always carry out a thorough research on the effect of consumer income, educational level, occupational level, life style cycle, individually, or jointly decision that affect purchase behavior

METHODOLOGY

Population

The population of the study consisted of 12 food and beverages firms in Port Harcourt. The target population consisted of 150 managers and supervisors of food and beverage firms.

Sample and Sampling Techniques

The sample size for this study will be the entire target population which is 15 managers/supervisors in 12 selected food and beverages firms in Port Harcourt. This is because the population is of manageable size. Since total population sampling involves all members within the population of interest, it is possible to get deep insights into the phenomenon you are interested in. With such wide coverage of the population of interest, there is also a reduced risk of missing potential insights from members that are not included (Ashley, 2018).

Research Instrument

The research instrument to be used for this study is questionnaire for the generation of primary data. Primary data will be considered in the study. Primary data will be collected using the study's questionnaire with both closed and few open ended questions. Closed ended questions will be presented on a Likert four scale type.

The four-point scale of strongly agree to strongly disagree was implored for the questionnaire in which the interval between each point on the scale is assumed to be equal. Points were attached to four point scale as strongly agree (4), agree (3), disagree (2), strongly disagree. This was used to register the extent of agreement or disagreement with a particular statement on information sharing, competence acquisition, work discretion, product innovativeness, process innovativeness, service innovativeness and organizational climate.

Table 1.2: Questionnaire Scaling of the Study

Options	Scale (Point)
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

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Data Analysis

The data collected from the field of study was organized in tables, the use of Pearson product correlation, and supplemented with SPSS version 21.0

Hypothesis one

There is no significant relationship between sight and customer intention of food and beverages firms in Port Harcourt. The response of the 150 managers and supervisors of food and beverage firms. on the relationship between sight and customer intention was subjected to Pearson Product Moment Correlation method using statistical package for social sciences.

Relationship between Sight and Customer Intention

Correlations				
X		Sight	Customer Intention	Decision
	Pearson Correlation	1	.908	
	Sig. (2-tailed)		.009	Rejected
Sight	N	101	101	
Customer Intention	Pearson Correlation	.908	1	
	Sig. (2-tailed)	.009		
	N	101	101	

***S= Significant $p < 0.05$**

Source: Research Survey, 2021

Data in the table indicate the relationship between Sight and customer intention of food and beverages firms in Port Harcourt. This result shows that the P-value of 0.009 is less than the 0.05 level of significance, indicating a positive relationship between sight and customer intention of food and beverages firms in Port Harcourt. This result indicates a 0.908 (90%) co-efficient that as scores on sight and customer intention of food and beverages firms in Port Harcourt.

Hypothesis Two

There is no significant relationship between sight and customer satisfaction of food and beverages firms in Port Harcourt firms. The response of the 150 managers and supervisors of food and beverage firms. On the relationship between sight and customer intention, it was subjected to Pearson Product Moment Correlation method using statistical package for social sciences.

Relationship between Sight and Customer Satisfaction

		Correlations		
		Sight	Customer Satisfaction	Decision
	Pearson Correlation	1	.807	Rejected
	Sig. (2-tailed)		.006	
Sight Customer Satisfaction	N	101	101	
	Pearson Correlation	.807	1	
	Sig. (2-tailed)	.009		
	N	101	101	

***S= Significant $p < 0.05$**

Source: Research Survey, 2021

Data in the table indicate the relationship between Sight and customer satisfaction of food and beverages firms in Port Harcourt. This result shows that the P-value of 0.006 is less than the 0.05 level of significance, indicating a positive relationship between sight and customer satisfaction of food and beverages firms in Port Harcourt. This result indicates a 0.807 (80.7%) co-efficient that scores on sight and customer satisfaction of food and beverages firms in Port Harcourt.

Results and Findings

The data was analyzed using SPSS version 21.0, AMOS version 24, and PROCESS Macro for SPSS version 3.2. The data in the correlation shows that there was a slight significant relationship between sight and customer intention and customer satisfaction. The data above was thoroughly assessed for any issues affecting the quality of the research findings before starting the analysis process. To test for common method bias, Harman's Single Factor test was performed using Principal Axis Factoring as all the observed variables were loaded, attributed for less than 90% of the variance, confirming the absence of common method bias.

CONCLUSION

Based on the findings, the researcher concludes as follows:

Due to intensifying competition in globalizing markets with increased product and service diversity on one hand and rapidly advancing technology on the other, it becomes increasingly more challenging for the business to influence and attract consumers who are able to reach more

information faster, and traditional marketing methods prove to be insufficient to influence the purchasing decisions of the consumers. On the other hand, the studies reveal that influencing the purchasing decisions of the consumers is possible by means of influencing the consumer perceptions. This study tries to measure existence and impact of sensory marketing which is one of marketing practices that focuses on five senses in order to influence feelings and behaviors of consumers. The goal is to determine the sense that dominates the high-end restaurant preferences, in other words, the purchasing decision. Sensory marketing practices might lead to several different outcomes in several different sectors; this study argues that these practices are effective tools to be used by marketing professionals for influencing purchasing decisions of consumers. Sensory marketing is a relatively new tool but it is expected that sensory marketing will not only influence purchasing decisions of consumers but also encourage consumers to pay more and repurchase through perception. If these two issues are discussed on future details, sensory marketing will achieve a wider conceptual framework and marketing professionals will have more useful results. The relationship between sight and customer intention of food and beverages firms in Port Harcourt is positively significant at 0.980 (90%) co-efficient. There was a significant relationship between sight and customer satisfaction of food and beverages firms in Port Harcourt, which is positively significant relationship at 0.807 (80.7%) co-efficient.

RECOMMENDATIONS

Based on the findings of the study the researcher recommends as follows:

1. We recommend that food and beverages firms should pay more attention to sensory marketing if they want to be competitive.
2. We suggest the adoption of our proposed model on sensory marketing and customer patronage in the food and beverages firms.
3. Ensure the building of a cordial relationship between the food and beverages firms and the customers

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