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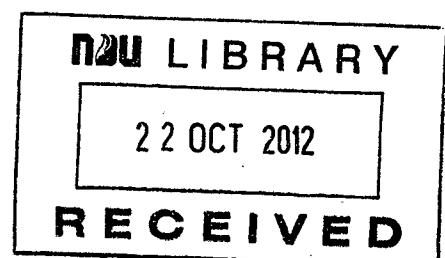
Consumer Behavior in the Lebanese Restaurant Industry
The Concept of Sensory Marketing

A Thesis Submitted in Partial Fulfillment of the
Requirements for the Joint Degree of the Master of Business
Administration (M.B.A.) and the Master of Science in
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Approval Certificate

Consumer Behavior in the Lebanese Restaurant Industry The Concept of Sensory Marketing

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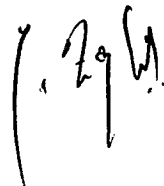
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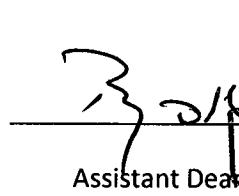
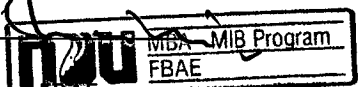
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DECLARATION

I hereby declare that this Thesis is entirely my own work and that it has not been submitted as an exercise for a degree at any other University.

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ABSTRACT

The objective of this study is to determine the major factors influencing consumer behavior in the Lebanese restaurant sector while also examining the application of certain tools used in sensory marketing such as music, scents and colors. Sensory marketing is a new trend gaining great attention in the marketing field, its uses various tools to tackle consumers' five senses thus influencing their behavior and perception of a brand. The goal is to achieve brand awareness, differentiation and loyalty. To achieve the research objectives a quantitative research was prepared. A questionnaire was administrated by email to a large sample of 400 people and the data was managed using the statistical package for social sciences "SPSS". The study showed strong relationships between age, income and factors influencing consumers' choice for a restaurant, as well as restaurant types, as different age groups used different criteria in their decision process. Moreover, respondents showed strong perception to factors used in sensory marketing techniques and their influence on their decision making process was noticeable. This research is the first in tackling consumers' behavior in the Lebanese restaurant industry while taking into consideration the concept of sensory marketing. It will bring great benefit to marketers in this sector by giving them an insight to their customers' minds and by introducing a new marketing concept that could help them achieve brand awareness and differentiation.

Keywords: consumer behavior, Lebanese restaurant sector, sensory marketing, decision making, new trend.

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1 Introduction

1.1 General background about the topic

Today, Lebanese restaurants cope with the obligation of attracting more and more customers, developing loyalty and at the same time differentiating their brands from others. The marketing tools used in order to do those obligations are wide ranging into the general Marketing Mix. However, since businesses in this sector do not have the same budget to develop their marketing strategy, and as competition is getting more and more brutal, achieving competitive advantage means restaurants have to find new ways to differentiate themselves.

One new trend in marketing that has been heavily researched in the last couple of years is sensory marketing. Many scholars and researchers claim that sensory marketing is the future of marketing. Because of its success with purchasers, sensory marketing is defined as a true trend; it tries to make up for insufficiencies of traditional marketing which presents only one analytical vision of the products, the competitors and the consumers.

Indeed, traditional marketing is based on the principle that customers evaluate the functional features of the products, compare them and make their choice according to the adequacy of the product to their needs. It also considers that competition operates especially within narrowly defined product categories and sees consumers as purely rational agents.

Sensory marketing differs from traditional marketing by soliciting one or more of the five senses of the consumer to create a purchase ambiance and to emphasize a product. This is achieved by engaging the consumer's five senses through a various set of sensorial activities. Brands can create a stronger emotional connection by incorporating touch, smell, taste and sound into their products and marketing strategies.

Yet integrating all of the senses into the marketing strategy requires a sound understanding of consumers' behavior, this is essential to the long-run success of any marketing program. In fact, it is seen as a cornerstone of the marketing concept, and an important orientation to any marketing manager. As previous research tackling

consumers' behavior in the Lebanese restaurant industry could not be found, this research aims to determine the major factors that motivate consumers' in this industry, whilst measuring the impact of some sensorial elements on their perception towards a restaurant environment.

1.2 Importance of Topic

Understanding consumers' behavior in this industry will be very helpful when developing new marketing strategies. The Lebanese restaurant sector is notoriously fraught with high costs and cutthroat competition. The ability to understand what motivate and moves the consumer in this industry will greatly improve the ability of businesses in this sector to enhance their market position, brand identity and better forecast the results of their actions such as implementing new marketing strategies. Furthermore the introduction of sensory marketing into this industry could yield great advantages for those willing to venture into this trend, which has generated great success in the other markets.

1.3 Objective of the study

The first objective of this study is to determine the main factors influencing consumers' behavior in the Lebanese restaurant industry. This research will examine if trends and similarities could be found in consumers decision making process while choosing a restaurant. Understanding this process is necessary to help this sector better plan and implement new marketing strategies, this can bring great benefit to new businesses or old ones looking to create or reformulate their marketing plans.

The second objective of this study is to examine consumers' perception to factors such as music, scents and color in a restaurant environment. These factors are considered the platform of sensorial activities that the concept of sensory marketing relies on. The introduction of this concept into this industry could yield significant benefit to struggling businesses looking to differentiate themselves from the competition. Thus, this research will raise awareness around the concept and set the grounds for further research on its applicability in this industry or another.

To achieve the research objectives, the following questions must be answered:

- What are the major factors influencing consumer behavior in the Lebanese restaurant sector?
- Can sensory elements such as scent, color and music impact consumers' perception of a restaurant?

1.4 International perspective

The topic deals with a new trend in marketing; sensory marketing illustrates the emergence of a new epoch in marketing, one in which the five senses will be at the center of a firm's marketing strategy and tactics. For that reason it becomes more important for firms whether they are selling traditional consumer goods or a service, to affect and influence customers in new, provocative, imaginative ways in order to seize hold of the human senses. Thus, this research deals with an international trend in marketing, that's gaining great momentum in developed countries. The results of this research will also allow others to compare the finding to similar research completed in other markets around the world.

1.5 Brief overview of the thesis

Chapter 2

Theories regarding consumers' behavior and sensory marketing are introduced in this chapter. The emergence of sensory marketing, sensory branding and sensory perception is presented, as well as the importance of consumers' behavior in developing marketing strategies and consumers decision making process.

Chapter 3

In this chapter, our methodology is presented and explained in details, including how the research is carried out and the data analyzed. A quantitative research will be conducted through a questionnaire that will be administrated by email to a large sample; the data will be managed and analyzed by using SPSS (Statistical Package for the Social Sciences).

Chapter 4

In this part, the information collected from the questionnaire and managed by SPSS is presented. The relationships between demographics and consumers choice for a restaurant are drawn and analyzed, as well as consumers perception to factors used in sensory marketing. In this chapter we will try to identify trends and similarities in the data and the research hypothesis will be accepted or rejected.

Chapter 5

In this chapter conclusions will be drawn concerning the impact of consumers' demographics on their behavior and their perception to sensorial activities. Finally managerial implications are discussed as well as recommendation for further studies.

2 Literature review

2.1 Consumer Behavior, marketing strategies and decision making

2.1.1 Introduction

In this research, we will be studying the consumer's behavior in the Lebanese restaurant industry, thus enabling us to understand what motivate consumers' decision making process. In the first part of the literature review, we will be discussing the relationship between consumers' behavior, decision making and the development of marketing strategies. In the second part we will discuss the concept of sensory marketing and its various applications.

2.1.2 Consumer behavior and marketing strategies

Mittal & Newman (1999) define consumer behavior as the mental and physical activities undertaken by household and business customers that results in decisions and actions to pay for, purchase and use products or services.

What, how, where and when we buy, in how much quantity depends on consumers' perception, age and family, social and cultural background, attitudes, beliefs, values, personality, social class and other internal and external factors. While purchasing any goods and services, we also consider whether we should buy and from which source we should buy. In some societies, there is a lot of prosperity, allowing them to buy in greater quantities and at shorter intervals. On the other hand, in some societies, the consumer can barely meet his needs to survive (Khan 2007). Therefore, while formulating their marketing plans, marketers conduct deep studies on consumers' internal and external environment.

Khan (2007) considered management to be the youngest of sciences and oldest of arts; while consumer behavior in management is the youngest field of study. It was in the late 1950's when firms' recognized the importance of consumers' behavior, and marketing techniques became the cornerstone of firms selling philosophy. The Marketing concept begins with the needs and wants of the consumer and ends with his/her satisfaction. When everything revolves around the consumer, the study of consumer behavior becomes a necessity.

“Consumer behavior reflects the totality of consumers’ decisions with respect to the acquisition, consumption and disposition of goods, services, activities, experiences, people, and by decision making units.” (Hoyer and McInnis, consumer behavior, 2009, p.3)

This definition shows that consumer behavior is more than the physical product that the consumer buys. It includes the services, activities, experiences and ideas such as visiting a doctor, going to a festival, taking a vacation, checking the traffic lights before crossing the street. It reflects more than the way a product is acquired by a single person at any point in time (Hoyer and McInnis, 2009).

Researchers carry out widespread consumer research and studies in order to better understand consumer behavior. These researches try to find out how the consumer perceives the company’s products and substitutes. What can be done to improve the product, how the consumer uses the product and what is the consumer’s approach towards the product and its advertising? These questions should be answered through consumer’s research. A market only exists if it fulfills the desires and needs of a sustainable quantity of consumers.

“Consumer behavior is the dynamic interaction of behavior and the environment by which human beings conduct the exchange aspects of their lives”. Thus, it is a complex and multidimensional process that requires all firms marketing decisions to be based on consumer behavior assumptions (Peter and Olson, 2005).

This approach to marketing is extremely beneficial. This vision of the future will significantly improve the entire strategic planning of marketing. Understanding consumer behavior will reduce the uncertainty of the future because thinking about the future is always a question of attitude towards the unexpected. Either we ignore all obstacles or we condition the product to meet all future challenges. "In formulating the marketing strategy, to sell the product effectively, cost-benefit analysis must be undertaken" Khan (2007).

There can be many benefits of a product, for example, to own a SUV one can be looking for relaxed transportation, status, pleasure, and feeling of ownership. The cost is the amount of money paid for the SUV and the expenses that follows: the cost of fuel, parking space, insurance and maintenance cost, traffic jams.

The evaluation of total benefit and total cost constitutes the consumer value of a product; which constitutes a vital part of the purchase decision. The idea is to provide higher consumer value, and this requires the formulation of a marketing strategy.

Consumers tend to be rather unpredictable and as such are extremely difficult to understand. Consumer's preferences and values are complex, and often unknown to even themselves. It is known in the marketing field that consumers could say one thing and act differently. Knowing how the consumers think is not the same as knowing how they will react to changes in a product attributes (Langford, 2006)

Khan (2007) stated that understanding consumer's behavior starts by conducting a market analysis, followed by target market selection, and finally the formulation of a marketing strategy by modifying the product, price, promotion and distribution. The total product creates an image in the mind of the consumer, who undergoes a decision process which leads to the outcome in terms of satisfaction or dissatisfaction, which reflects on sales and image of the product or brand.

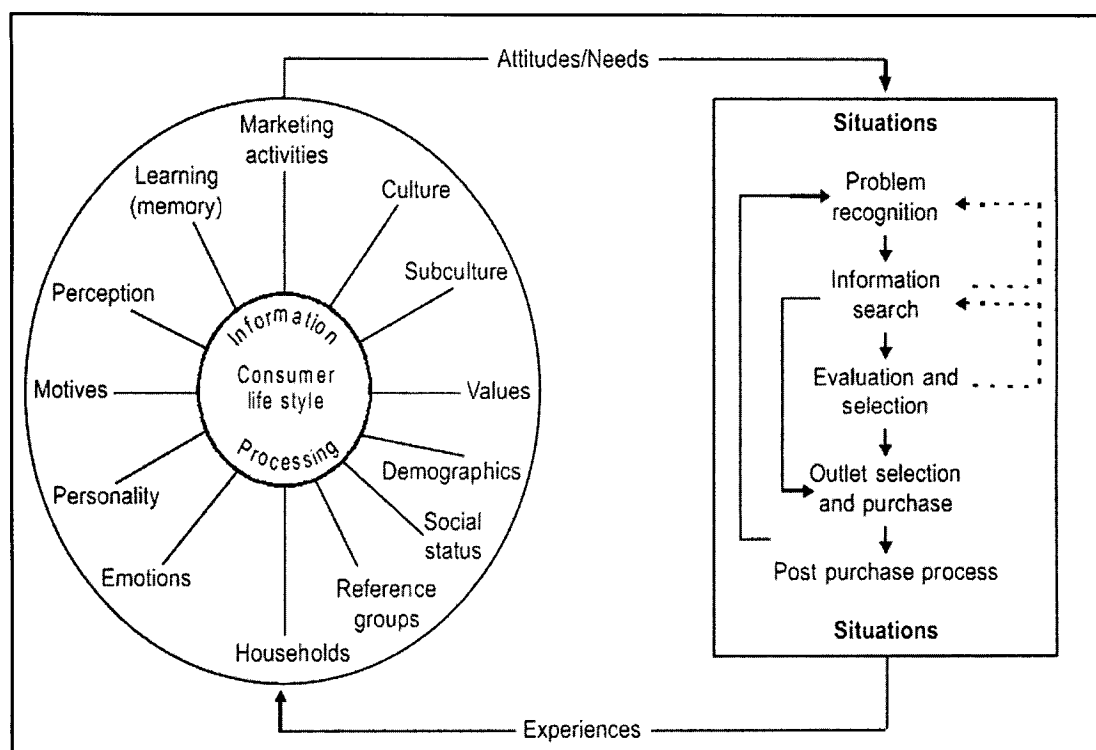


Figure 1 Framework for studying consumer behavior

Source: (Khan, 2007)

Figure 1 gives in detail the various factors that shape consumers behavior and impact their decision making process. The buyer involvement, the riskiness of buying and using the product, and most importantly the consumers assessment of the product worth directly impact his decision making process.

The figure shows factors existing all around a consumers' environment and directly influence his/her behavior. These are culture, subculture, demographic factors, values, social status, reference groups, household and also consumers' emotions, personality motives of buying, perception and learning. The consumer is also directly impacted by all firms marketing activities such as promotions, advertisements, etc.

All of that leads to the decision making process, consisting of problem recognition, information search, evaluation, selection procedure, and finally the purchase. The post-purchase behavior is crucial, because it is directly related to the firm's image and future success. The existing situations play a vital role in the decision-making process.

2.1.3 Consumer Behavior and Decision making process

The decision-making process consists of a series of steps which the consumer experience. First of all, consumers make the decision to solve a problem of any kind. Consumers begin searching for products or services. This leads to the evaluation of alternatives and a cost benefit-analysis to find out which product or service will be suitable, and can solve the problem properly and adequately. Then the consumer purchases and consumes the product. After the actual consumption, the consumer may be satisfied or dissatisfied, leading to a repeat purchase, or to the rejection of the product (Peter and Olson, 2005).

The marketing strategy is successful if it allows consumers to see that the company's product can solve and, offers the best solution for their problem and needs. For a successful strategy, the marketer must highlight the product and brand image in the consumer's mind. Positioning the product according to the customers' likes and dislikes will allow the brand to match the desired image of a target market, thus sell well. Sales are essential and are more likely to exist if an organization conducted its market analysis. It is more profitable for a firm to

retain existing customers, rather than looking for new ones. Therefore after sales services are crucial to ensure consumer satisfaction and repeat purchase. Figure 2 below gives an idea of the above discussion.

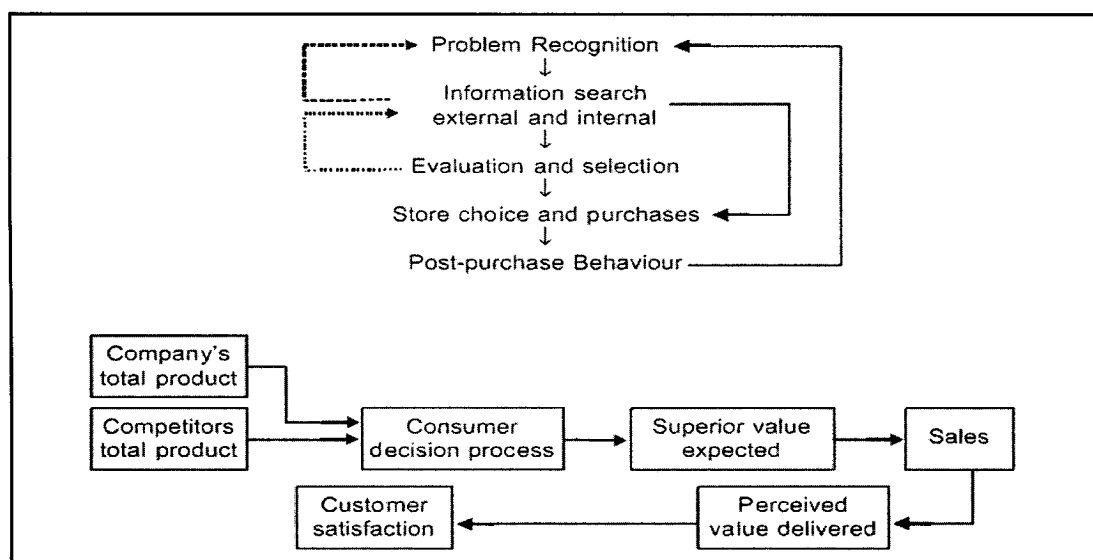


Figure 2 Consumer decision process

Source: (Khan, 2007)

2.1.3.1 Need recognition

Need recognition is the consumer needs towards a certain product. These needs can materialize either from individual causes, like certain physical requirements, or from the external environment like advertisements and society (Armstrong and Kotler, 2007). The need may arise due to various circumstances suchlike; personal circumstances - new job, medical condition, marital status -, marketing circumstances - advertising, price, promotions -, or social comparison - witnessing other consumer enjoying the product or service -. Once this problem or need is recognized, then search for information starts. Monitoring the market demand is essential for all companies in order to avoid the introduction of wrong products into the market.

2.1.3.2 Information search

Information search follows the need recognition. When a consumer knows what he needs, the search for fulfilling this need begin. Consumers engage in both *internal* and *external* information search. *Internal* search involves the consumer

identifying alternatives from his or her past experience. For certain low value products, it is very important that marketing campaigns achieve “top of mind” awareness. For example, few people will search the Yellow Pages or online reviews before visiting a fast food restaurant or buying a box of cereals; thus, the consumer must be able to identify the product from his memory. For high involvement products, consumers are more likely to use an *external* search. Before buying an expensive watch or car, for example, the consumer may ask friends’ and family members’ opinions, read reviews in Consumer Reports, consult several web sites, and visit several dealerships. Thus, firms that make products that are selected through external search must invest in having information about their products available to the consumer in need through brochures, web sites, online reviews and reports or news coverage, etc.

The amount of effort a consumer puts into searching depends on many factors such as the product, market and even personal characteristics. We will briefly describe the most noticeable approaches concerning this behavior.

2.1.3.2.1 Economic approach

The economic approach attempts to understand why consumers engage in information search activities in terms of the costs and benefits of search. According to Stigler, rational consumers constantly try to maximize utility; however, it is impractical for them to know about all prices at a given time due to steady changes in market prices. Thus, consumers tend to search among a mixture of sellers for a favorable price in a market with price dispersion (Stigler, 1961).

However, according to Geistfeld and Zimmerman (1994), studies found that higher income consumers spent much less time in seeking information before the purchase decision was made. As time is becoming a more valuable, higher income consumer where able to reduce the length of this process by resorting to more efficient information search techniques such as surfing the internet.

2.1.3.2.2 Psychological approach

From a psychological approach, individual characteristics, types of product, and task related variables (e.g., importance of product and time pressure), are considered the determinants of consumer information search behavior.

Motivation is the key component in the psychological approach. Motivation is the will to expend effort on a task, influencing the direction and intensity of the behavior. Motivation is the act or process of giving a motive that causes a person to take some action. Usually motivation comes from a need that leads to a behavior, this behavior leads to some type of reward when the need is fulfilled (Durmaz, 2011). Thus, the intensity and length of the information search process is driven by one's motivation, it is the driving force of consumer's search activities.

2.1.3.3 **Evaluation and selection**

The evaluative criteria begin when consumers look for various features in response to a particular type of problem (Hawkins, 1989). The process is unique to each individual, but basic concepts are fundamental to the evaluation process.

- 1- Each consumer sees a product as a bundle of attributes. For example, when consumers are searching to purchase a car, they look at various attributes such as comfort, looks, luxury, performance, handling and others. Based on these factors, consumers will evaluate which of these attributes are most relevant to their needs.
- 2- Consumers have different needs and wants thus will attach different degrees of importance to these attributes.
- 3- The consumer is likely to create a set of brand beliefs, where each brand stands for a specific attribute.

In economic terms, utility stands for the amount of satisfaction receiving from consuming goods or services. The common rule for consumer decision making assumes that consumer's objective is to achieve the greatest possible utility from their income (Samuelson, 1938). In other word, consumers will choose what they believe provide the best value for their money. However, Hawkins, Best, and Kenneth (1998) stated that it is important to remember that many purchases involve little or no evaluation of alternatives. Last purchases could be repeated without considering any information if they managed to satisfy the needs of the buyer.

2.1.3.4 **Purchase**

After the evaluation process, the consumer makes the decision to purchase. Many external factors influence this decision such as price fluctuations, and availability of the product. Many times these factors cause consumers to change their minds and purchase options (Armstrong and Kotler, 2007).

Consumers' purchase process is also affected by a number of different factors, some of which marketers cannot control, such as cultural, social, personal, and psychological factors. The attitudes of others such as friends or family of buyers can impact their decisions even if they already chose which product is the best choice. However, these factors must be taken into consideration in order to reach target consumers effectively (Kotler et al. 2005).

2.1.3.5 **Post purchase behavior**

Post-purchase behavior involves consumers' activities after the product or services have been purchased. Post-purchase dissonance is extremely common in today's markets; it is when consumers regret their purchase decision. The reasons for that could be the attractiveness of other alternatives, difficult purchase decision, high expectation, etc.

The level of consumers' satisfaction is inversely related to post-purchase dissonance. When consumers experience post-purchase dissonance, they become aware of a firm's marketing communication and after sales services. After sales services are extremely necessary to reduce its impact and avoid the deterioration on the brand.

If a firm fails to reduce the dissonance, the concern may transform into dissatisfaction (general or specific). Undoubtedly, this negative experience leads to new problem recognition (Figure 2), and the consumer will engage in another problem solving process. The difference, however, is that in the next phase of process, memory of the previous negative experience and dissatisfaction will be used as part of information. Therefore, the probability for the unsatisfactory brand to be re-selected and repurchased will be drastically lower than before.

2.1.4 Previous research on consumer decision making process

A number of diverse approaches are adopted in the study of decision making. Writers suggest different typological classifications of these works with five key approaches. Each of these five approaches speculate alternate models of man, and emphasize the need to examine quite different variables, they will briefly be discussed below.

- Economic Man
- Psychodynamic
- Behaviorist
- Cognitive
- Humanistic

2.1.4.1 Economic Man

Homo Economicus, the “Economic Man” is the concept underlying most economic theories. It suggests that human beings are self-interested, logical actors who have the ability to make decisions that satisfy their own needs. This approach suggests that human beings are "utility maximizers" always seeking to achieve maximum utility while spending the minimum effort. In modern economic theory, men seek to increase monetary well-being and material wealth (Welker, 2009).

This concept was no longer seen to be a realistic explanation of human decision making, as to maximize utility human beings must be aware of all consumption options. Consumers hardly ever have sufficient information, motivation or time to make such a perfect decision and are often influenced by less logical influences such as social relationships and values (Simon, 1955). Furthermore, Peter Bowbrick (1992) showed that theories based on the assumption of Rational Economic Man, are unworkable, as it is extremely unlikely that any individual will have preferences like those assumed for any product group used in this theory. And the weaknesses the theories present are very basic at the fundamental level, so it is not possible to present a revised version of the theory by tinkering with the logic or

assumptions: if any of the assumptions or logic are revised none of the theories can get to their first paradigm case.

2.1.4.2 **Psychodynamic Approach**

Psychodynamics theory is the study of the psychological forces that shape human behavior, especially the force that stimulates the relations between conscious motivation and unconscious motivation (Freud, 1939). "Freud, the founder of Psychoanalysis, explained the human mind as like an iceberg, with only a small amount of it being visible, that is our observable behavior, but it is the unconscious, submerged mind that has the most, underlying influence on our behavior"(MCLeod, 2007). This view states that behavior is subject to biological influence through 'instinctive forces' or 'drives' which act outside of conscious thought. Freud identified three distinctive parts:

- The id, Freud described as our biological needs and drives, as: hunger, thirst, and sex, etc.
- The superego, Freud explained as society's rules, our voice of conscience.
- The ego is the conscious mind that contains one's thoughts, judgments and memories.

The key principle of the psychodynamic approach is that behavior is determined by biological attributes, rather than individual cognition, or environmental stimuli.

A piece of psychoanalysis is Freud's theory of psychosexual development. It shows how early life experiences shape adult personality. The stimulation of different areas of the body is important as the child progresses through the main developmental stages. However, the theory was criticized in the way that it over emphasizes the role of sexuality and under emphasizes of role of social relationships. Later, this theory was not considered scientific as the sample was biased, consisting of middle-class, middle-aged neurotic women. Never the less psychoanalysis has contributed significantly to psychology by encouraging many modern theorists to modify it for the better, using its basic principles, but eliminating its major flaws (MCLeod, 2007).

Erikson a German-born American developmental psychologist and psychoanalyst, influenced by Freud, modified the theory by emphasizing on the role of culture and

society and the conflicts that can take place within the ego itself, whereas Freud emphasized the conflict between the id and the superego.

Erikson claimed that the individual develops on three levels simultaneously: Biological, social and psychological (representing the organism, membership of Society and Individualism respectively). From his perspective, psychosocial stages were more important than Freud's Psychosexual Stages (McLeod, 2007).

2.1.4.3 **Behaviorist Approach**

In 1920, John B. Watson and Rosalie Rayner carried one of the most influential psychology studies. Psychologists know it as the "Little Albert" study. The reason of its significant importance is because Watson was able to show the scientific world that emotional responses could be conditioned, or learned. This research studied the behavior of a small child Albert to fear otherwise gentle objects through repeated pairing with loud noises. The study showed that behavior can be learned by external events, and behavior is not only subject to biological factors thus the Psychodynamic approach was not entirely applicable (Watson, John B., Rayner, Rosalie, 1920).

The behaviorist insists that cultural and sub-cultural factors shape the human behavior, thus his personality. The unconscious is of little concern to the behaviorist. The behaviorist considers a human being's life to be determined for him since he is the result of the culture that causes him to be as he is. While behavioral research still contributes to the understanding of human behavior, it is now broadly acknowledged as being only part of any possible full explanation of behaviorism (Coplan, Rubin, Fox, Calkins, & Stewart, 1994).

According to Sandhusen (2008), social class is a homogeneous and enduring division of a culture whose members share similar values, interest and behavior. Researchers such as Richard Coleman and Loyd Warner documented social class as hierarchy structured, usually from lower-lower to upper-upper strata, with a certain percentage of a population assigned to each. And persons within a given social class tend to act more alike than members of different social classes.

2.1.4.4 **Cognitive Approach**

In order to understand the decision making process; it is necessary to examine how various cognitive process such as perception impact behavior. Topol (2007) suggested that decision-makers cognitive resources - such as memory and attention - and computational capabilities - such as reasoning mechanisms - are not powerful enough to meet the complexity of the environment. Therefore to tackle the weaknesses of the rational choice theory and backed by the theory of bounded rationality proposed by Simon (1955), which considered humans being rationality to be bounded by external factors. Topol (2007) considered resource limitation as one of the main factors that limit the applicability of the rational choice theory.

While there are separate branches of cognitive psychology, they all share a permanent interest in exploring and understanding the mental structures and processes which intervene between stimulus and response. Contemporary Cognitive Psychology identified factors such as learning, memory, perception, thinking, emotion and motivation to be essential to these intrapersonal variables. Intrapersonal variables are either demographic - size, density, location, age, sex and race – or psychographic – motive, attitudes and perception - While this is far from a complete list of the possible forces at play, it does help to outline the complexity and diversity of issues inherent with this approach (Sandhusen, 2008).

2.1.4.5 **Humanistic Approach**

Therapists like Carl Rogers and Abraham Maslow started the Humanistic Approach in response to what they considered limitations of psychodynamic theories, especially psychoanalysis. They felt psychodynamic theories failed to tackle issues like the meaning of human behavior. The result was not simply a modification on the psychodynamic theory, but rather an entirely new approach, the Humanistic approach (Glassman and Hadad, 2009).

The cognitive approaches rely on the assumption that the consumer is a rational decision maker; this appears to neglect the role of human behavior in decision making. The humanistic approach tried to fill this gap through several models. We will discuss the most noticeable theories within the humanistic approach below.

2.1.4.5.1 The Theory of Trying

The Theory of Trying illustrated in the figure below provides an appealing and different approach to the models discussed previously. This theory tackles the cases in which the action or outcome is not certain but reveals the consumers' attempts to consume or purchase. Personal and environmental obstructions often prevent the consumer from completing the purchase. And when the consumers fail to try to consume, the model explains two reasons; either the consumers failed to see or are ignorant of their options, or they might seek to self-sacrifice and postpone the pleasure to some future time (Asikhia and Olalekan, 2009).

The application of this theory has mostly been applied in the medical field, and only few studies have applied it to retail consumption decisions. Researchers have empirically supported parts of the theory, but they found that not all variables are significant in every test (Bay and Daniel, 2003).

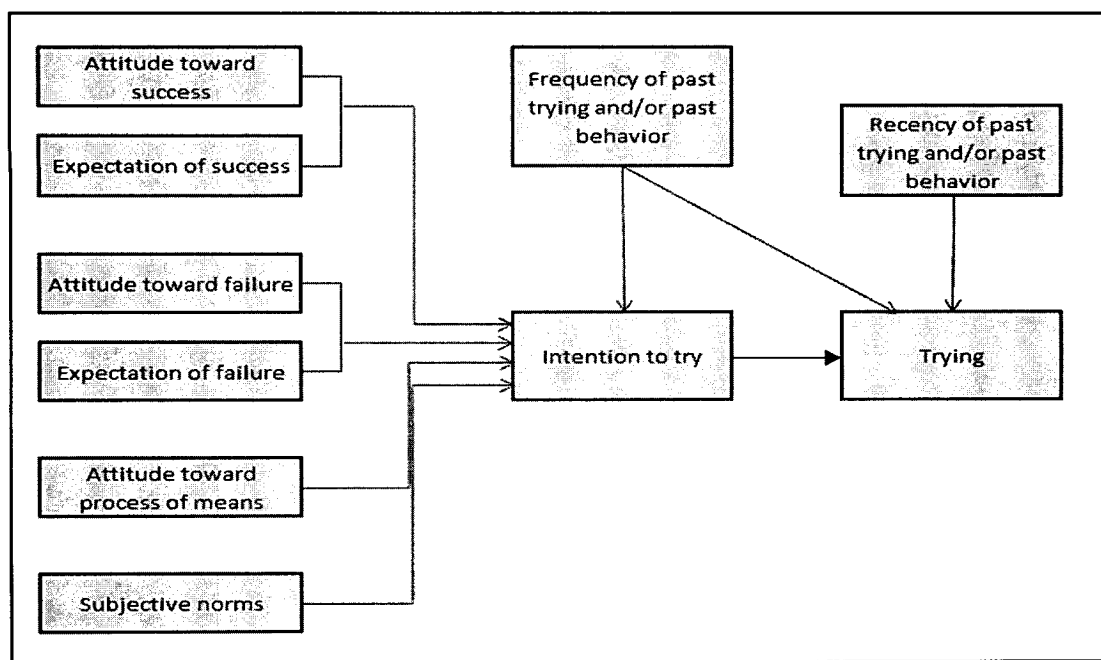


Figure 3: Theory of trying

(Bagozzi and GurHan, 2002)

2.1.4.5.2 The Model of Goal Directed Behavior

The Model of Goal Directed Behavior relies greatly on the Theory of reasoned action. The theory of reasoned action suggests that a person's intention to react

towards a certain situation determines his behavior, in turn, a function of his attitude toward the behavior and his subjective norm. However, where this model differs are in the addition of variables of past behavior, emotions and in the structure of behavioral causality passing through desire and into intention which itself is only one of possible four variables influencing behavior (Perugini and Bagozzi, 2001).

The model of goal directed behavior provides multiple views of decision making that has taken advantage from the many previous research that in the field. The relatively new variable, desire, is a more powerful predictor of intention than attitudes or subjective norms (Sutton, 1998).

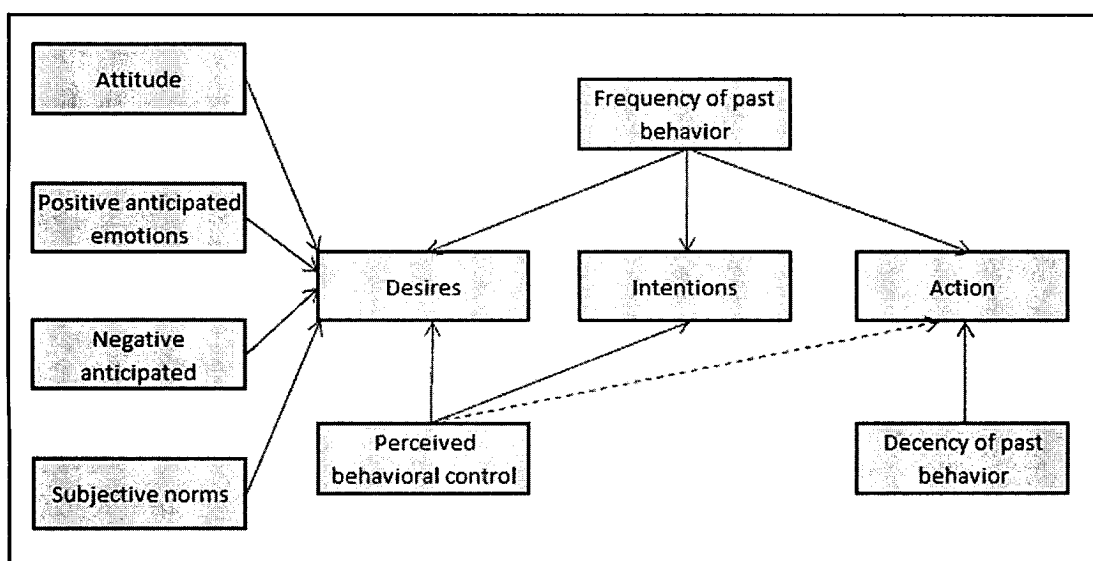


Figure 4: Model of goal directed behavior

Source: (Bagozzi and Gurhan-Canli, 2002)

2.1.5 Conclusion

Understanding the different approaches discussed by scholars and scientists over the years is necessary to acquire the necessary knowledge to organize the framework of the study. The modern theory of cognitive psychology considered human beings as rational decision makers while highlighting the importance of external factors such as perception, motivation and memory in shaping their behavior. These external factors are of significant importance for this research, as they are the main factors tackled by sensory marketing activities. Thus the modern theory of cognitive psychology is the most applicable in this study, and provides a

modern and logical explanation to consumers behavior and their decision making process.

This first part of the literature introduced fundamental concepts of marketing and consumer behavior, thus it will serve a basis for the analysis. In the following part of the literature, important variables dealing with consumer behavior in the restaurant industry will be described, that will later serve in developing the methodology of this research.

2.1.6 Consumer behavior in the restaurant industry

2.1.6.1 Introduction

In its continuous journey of providing, hosting and contributing towards consumers' memorable experiences, the restaurant industry is continuously evolving in many ways. Additionally, in an industry looking to serve and entertain, equipment, technology, trends, competition and other challenges are constantly taking place. Restaurateurs need to be prepared to address several pressures and demands at the same time.

For many years, restaurateurs considered food and service components their main revenue sources. Today this view is changing; many restaurateurs currently agrees that food and service elements are no longer the core aspects of the dining experience; instead, other factors can also play a crucial role.

2.1.6.2 Restaurant type and restaurant choice

Restaurants can be generally divided into two main categories: fast-service and full-service restaurants. Restaurant type could have major impact on customers' selection criteria, pre-purchase behavior as well as post-purchase evaluations. Customers embrace different expectations and perceptions of their dining experiences in a different restaurant type (Kim & Moon, 2009), they may also have different selection criteria when they decide where to dine-out according to the restaurant type. A particular reason to select one type of restaurant may be different from one to select another type of restaurant. Overall, full-service restaurants are more likely to attract customers that pay more attention to restaurant environments, whereas fast-service restaurants tend to appeal practical customers who only care for price, time and basic quality.

2.1.6.3 **Restaurant attributes**

Restaurants selection criteria refer to important variables that customers use to select a restaurant. Customers may apply diverse criteria in evaluating the importance of attribute affecting their restaurant choice. There is a wide range of literature concerning the selection of restaurants; most of them have five factors in common: food quality, menu variety, price, atmosphere, and location. Jang and Namkung (2009) suggested three major factors affecting perceived quality of restaurant experiences, these factors are service quality, product quality, and atmospherics. The total dining experience in a restaurant is comprised of not only food itself, but also the atmosphere and the service provided.

2.1.6.4 **Customer characteristics and restaurant choice**

The question of how socio-demographic variables influence consumer behavior is an important issue that has to be studied with respect to the consumer's purchasing decision. In consumer behavior literature, personal characteristics are one of the most important factors influencing consumer decision-making process. Knutson and Patton (1993) found that older customers are more concerned about their health and the quality of food was identified as important. In a more recent study, Soriano (2002) found that food quality did not stand out as the most important reason for young customers; but customers over 60 years of age considered food quality is the most important characteristic determining their satisfaction. Differences across gender are also studied. Thus, it is logically assumed that customers with different individual characteristics have different reasons to choose a restaurant.

As seen above different consumers characteristics can impact their choice for a restaurant. Variables such as food quality, atmosphere, location, service and food taste are the main variables consumers take into consideration while choosing a restaurant. Consumers' demographical characteristics such as age, income, gender and occupation significantly influence their perception to each of these variables. The importance of sensory marketing is the ability of its techniques to influence consumers' perception to these variables. Marketers will have the facilities to develop their marketing strategies beyond these basic variables and creatively create and implement new marketing techniques that could help them achieve

differentiation and brand awareness. We will be discussing sensory marketing approaches and research in the following part.

2.2 Sensory Marketing

2.2.1 Sensory Marketing

According to Kotler (1974), one of the most notable improvements in human history is the recognition that people, in their purchase decision making, react more than just simply to the tangible products or services offered. The tangible product such as a dish washer or a refrigerator is only a small part of the whole package. Buyers respond to the total product which includes the services, the warranties, packaging, advertising, financing, pleasantries, images, and other features that accompany the product.

Today, brands need to find new ways to inspire consumer loyalty. One way to do this is to take a 'multisensorial' branding approach. It's more important than ever to integrate the senses into the brand experience to provide a more convincing offering. Successful branding is all about emotional engagement. The more positive the synergy established between the senses, the stronger the emotional connection made between the sender and receiver. Engaging the senses can optimize impulse buying behavior, spark interest and allow emotional response to dominate rational thinking. Multisensory appeal directly affects the quality and value of the brand (Kennedy, 2008).

In the last 40 years, research has found that "atmospherics" have an impact on consumer responses. Those atmospherics, which are things that contribute to the atmosphere of a store or a restaurant include music, other sounds, lighting, scents, color, temperature, and other variables such as wall textures and flooring/carpeting. Polson (2010). Overall, in some cases, the location where consumers interact with the product is more influential than the product itself in the purchase decision. These days there are an increasing emphasis on store design, interior design, and overall atmosphere in a retail environment, as retailers are realizing the influence of atmospherics on consumers buying behavior.

In the late 1990's psychologists began studying environmental-behavior relationships, resulting in the swiftly growing psychological discipline known as

“environmental psychology” (Bell, Greene, Fisher, Baum, 2001). Environmental psychologists investigate the relationship between people and their physical environment. They apply this understanding to the planning, design and operation of a range of areas, such as public spaces, social settings and built environments.

Thus, the main characteristics of environmental psychology may be summarized as “(1) Study of the environment-behavior relationship as a unit, (2) study of the interrelationship of environment and distinction between applied and theoretical research, (3) an interdisciplinary and international appeal” (Bell, Greene, Fisher, Baum, 2001)

What has all this to do with marketing? In many areas of marketing, marketers will use spatial aesthetics as consciously and expertly as they now use price, advertising, personal selling, and other tools of marketing. Kotler (1974) used the expression atmospherics to describe the conscious manipulation of the environment or space where the product is bought to create certain effects on buyers. More precisely, atmospherics is the attempt to design buying environments to produce precise emotional effects on the buyer that increase his purchase probability (Hoffman, Turley, 2002).

2.2.1.1 **Atmospherics**

Spatial aesthetics is defined as aesthetic judgments of spatial layout that have been described by positive feelings (e.g., “Wow! I love it”) and negative feelings (e.g., “Ugh! I hate it”) and it has been reported that certain spatial layouts are preferred more than others within a certain environment (Palmer, Gardener & Wickens, 2008).

Recent definitions consider the components of the concept more accurately. Thus, atmosphere is made of the following elements: design, lighting, air quality, interior decoration and music. Other definitions broaden the concept of atmosphere. Eroglu and Machleit (1990) stated that outlet atmosphere refers to all physical and non-physical elements in the store that may be manipulated so as to influence people’s behavior. There may be many components including ambient stimuli such as colors, scents, music, light, as well as architecture and synthetic elements.

According to Kotler (1974), the main sensory channels for atmosphere are sight, sound, scent, and touch. Specifically, the main visual of an atmosphere are:

- Color
- Brightness
- Size
- Shapes

The main aural dimensions of an atmosphere are:

- Volume
- Pitch
- Type
- Language

The main olfactory dimensions of an atmosphere are:

- Scent
- Pitch

The main tactile dimensions of an atmosphere are:

- Softness
- Smoothness
- Temperature

While Rieunier (2002), added also gustative factors that are achieved through sampling. Thus, the atmosphere of certain surroundings can be described in sensory terms. There comes the concept of sensory marketing.

2.2.1.2 **Added value**

Sensory marketing recognizes how a company, through different sensorial strategies and sense expressions, can achieve brand awareness and create a brand image that directly relates to the customer's identity, life style, and personality. A firm's sensory marketing approach should, for that reason, be intentionally and strategically based on the five human senses (Hulten, Broweus and Van Dijik, 2009).

More concretely, sensory marketing rests on the addition of value to one or more senses which would make it possible for companies to increase their sales while optimizing the consumers' attraction and interest for their products or services. It also helps in reinforcing the identity and differentiation of a product or service, and to improve its image with the general public.

Faced with a consumer who is increasingly well informed and less deceived by promotions, advertising and other marketing "tools", the brands changed strategy and adapted. The consumers no longer hesitate to compare, test, and doubt, and what makes the difference today between two brands for a same product is not the price or quality but what is "additional". This "additional", lately, is the awakening of the senses.

Furthermore, sensory marketing is an application of the understanding of sensation and perception to the field of marketing to consumer perception, cognition, emotion, learning, preference, choice, or evaluation. In a way, by directly influencing consumers' emotions and preferences, sensory marketing may have the ability to overcome consumers' rational boundaries. In fact even with what consumers' believe are logical decisions, the very point of choice is arguably always based on emotion. Human beings are emotional creatures who have a deep-rooted need to connect with each other and the world around them. People's emotions serve a critically important role in their quest to survive, thrive and realize their full potential (Robinette, et al, 2000). What sensory marketing offers, is a connection between the company products and consumers emotions, thus overcoming consumers' rational boundaries.

2.2.2 History

Marketers first used sight for branding in 1950's. They mainly focused on the color and form of a product to promote brands, at that time the main tools for advertising were posters. Later television became widespread; and advertizing appealed to consumers' sense of sound. Sound was mainly used during television commercials in the form of jingles.

In the 1970's marketers began to feel the attractiveness of smell in brand promotion. They tried to modify the scent of their products to make them more

pleasant for the consumer. It was Aristide Boucicaut who was the first to put it into practice in the bargain market at the end of the 19th century. His credo: the consumer must be able to touch, see and feel, in a more aural environment.

In 1973, Kotler, marketing specialist, suggested the idea to place the brands and their products in such a way that they are differentiated other than by offer or price. At that time, the sudden increase of products and offers made the differentiation of brands compared to each other difficult for the consumer.

Kotler understood the importance of sensory elements in favoring the act of purchase and achieving customer loyalty, it was essential to take into account the new components of the market. He had already discussed topics like the atmosphere of the points of sale through colors, music, smells, lighting. He also stressed the growing importance of these elements.

Influenced by Kotler's work, Bitner (1992) introduced the concept of "servicescape" to examine the effect of "physical surroundings" on behavior of customer and employee to better understand the trend of sensory marketing.

2.2.3 Theoretical approaches to sensory marketing.

2.2.3.1 Approach of Kotler - 1973

The first approach is that of Kotler in 1973 who was the first to define this concept. It is built on sensory dimensions of the consumer; Kotler considered the atmosphere in which the product is bought or consumed a significant part of the package. He divided the atmosphere into four main sensory channels which correspond to the perceptions of the customer: visual dimension (color, brightness, size and shape), aural dimension (volume and pitch), olfactory dimension (scent and freshness) and tactile dimension (softness, smoothness and temperature) (Kotler, 1974). This concept corresponds to the design of a "purchase environment" producing specific emotional effects on the consumer, such as delight or enthusiasm, likely to increase his probability of purchase.

2.2.3.2 Approach of Baker - 1986

Thereafter, in 1986, Baker developed a typology organizing the atmospheric elements of a store into three groups; ambient factors, design factors, and social factors (Baker, 1986).

The ambient factor refers to background characteristics of an environment, such as temperature, lighting, noise, music and ambient scent. These factors are directly perceptible by the individual since they are key elements of decor or pieces of furniture, which correspond to the visual dimension defined by Kotler.

The second includes the other dimensions defined by Kotler, the design factor that exist at the forefront of human awareness, such as architecture, color and materials. These are the olfactory, auditory and tactile dimensions that are not directly perceived by the consumer and act subconsciously (Kotler, 1974).

Finally, the social factor refers to social conditions represented by the number, type and behavior of customers and employees. The introduction of this variable is extremely valuable, since it makes it feasible to capture the point of sale and presents a significant impact on the act of purchase.

2.2.4 Sensory Branding

Sensory branding is the idea that humans are most receptive when all five senses are engaged. Brands can create a stronger emotional connection with consumers by incorporating touch, smell, taste and sound into their products and marketing strategies. Thus, multisensory branding, beyond the use of conventional marketing techniques, will be increasingly incorporated into tomorrow's marketing strategies (Dustin, 2010).

O'Malley (1991) defined a successful brand as a name, symbol, design or some combination of these, which identifies the "product" of a particular organization as having a sustainable competitive and differential advantage.

To Kent and Tony (2003) this was not enough, to them branding was not only providing a distinct mixture of benefits that satisfy rational needs, but also emotional ones. This was achieved by facilitating and simplifying the consumer's choice process through behavioral shortcuts, habit and perception.

Lindstrom (2005) considered that understanding of relating consumers' five senses when building brands is not science, but it does require logical thinking, consistency and sensorial understanding. So it is worth considering how powerful each sense is before organizations think about removing another sensory touch point from their marketing strategy. The future of branding is no longer limited to visuals; it is now becoming the most creative way to connect all consumers' senses.

It is not by coincidence that people instantaneously recognize an old glass of Coca-Cola bottle when they hold it, even if they are blindfolded. It was part of the firm objective given to the bottle designers, way back in 1918. They were to design a bottle that would ensure a blind person could touch and recognize that he held a Coke (Lindstrom, 2005).

Martin (2005) added that branding is about evolving emotional ties between consumer and product, and it is extremely beneficial to consider the reasons this fact has been almost entirely neglected in the world of marketeering. Additionally the next rational step is to study how this concept can be leveraged and to what effect. Martin (2005) went further to saying that any brand looking to survive in the future and reach its ambitions, must evaluate and incorporate sensory touch points into their products, environment and marketing strategies. This will happen by design rather than circumstance. All brands need to have sensory brand platform in the same way that human beings need oxygen.

The restaurants industry provides both a physical product and the services of cooking and serving. For a long time, the quality and the prices have been the crucial elements in determining the success of a restaurant. Most food consumed outside of home is eaten in diners where the atmosphere is pleasant, but rarely a significant factor. However, this has changed in recent years; there have been an increasing number of atmospheric restaurants. Restaurateurs are beginning to admit that atmosphere can be a crucial factor in making a successful restaurant. According to the owner of Pier Four in Boston: "If it weren't for the atmosphere, I couldn't do nearly the business I do". Customers seeks a dining experience totally different from home, and the atmosphere probably does more to attract them than the food itself. "This is reminiscent of Elmer Wheeler's proverb, "you sell the sizzle, not the steak."

2.2.4.1 **Sensory marketing: 5 categories**

The idea of using consumers senses as a marketing tool does not date from yesterday. Simply, it had to wait until minds were willing to accept it, especially that the need for differentiation other than by the product had to be felt by consumers and industry as a whole. Differentiation is almost impossible for firms to avoid today and one can count five “disciplines” applied to sensory marketing: visual marketing, aural marketing, olfactory marketing, tactile marketing and gustatory marketing. We will be discussing these disciplines throughout the next part of our literature.

2.2.5 **A scientific and marketing approach of the five senses**

2.2.5.1 **Visual marketing**

According to Herz & Engen (1996), vision is the most powerful sense since the link between brain and eyes is extremely fast; it takes 45 milliseconds for humans to detect a visual object. Sight is certainly the most powerful sense we have; we receive 80% of the information we encounter through this sense. In a store, the layout, colors, lights, and shapes are determinant to attract consumers, create a visual identity and an atmosphere.

An individual’s sight experience is made up of a number of visual sense expressions of a firm or a brand. These sense expressions, individually or together, can visualize goods, services, and the service landscape. The sense expressions such as design, packaging, and style are usually more related to physical goods than to intangible services. But color, light, and theme can be related to the goods and services as well as the atmosphere, where expressions such as graphics, exterior, and interior also play a role (Hulten, Broweus and Van Dijk, 2009).

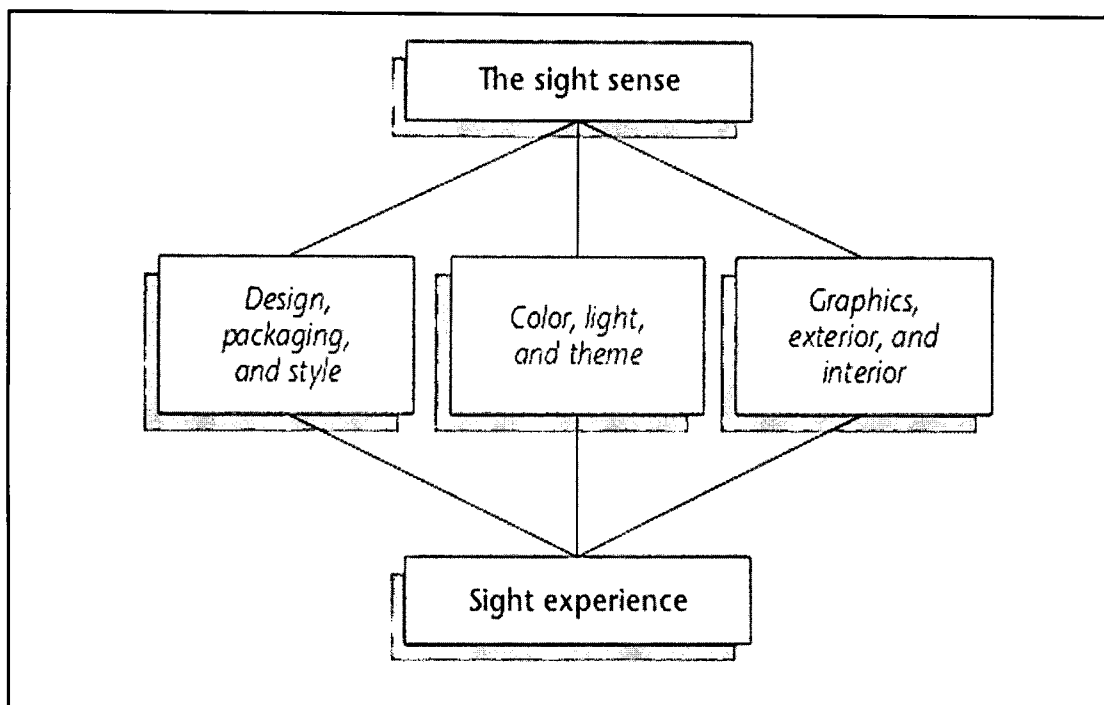


Figure 5: Sight sense

Source: (Lindstrom and Kotler, 2005)

According to Mike Parkinson, an internationally recognized visual communication expert, research at 3M Corporation concluded that we process visuals 60,000 times faster than text. In 1986, a study conducted at the University Of Minnesota School Of Management, found that presenters who use visual aids are 43% more effective in persuading the audience than presenters who do not use visuals. Studies at other universities also found that using graphics improves learning by 200% (University of Wisconsin), takes 40% less time to explain complex ideas (Wharton School), and improves retention by 38% (Harvard University) (Parkinson, 2007).

Parkinson concluded that companies and organizations take advantage of these findings. They do it in advertisements all the time when they show us happy, pretty people. Why, it is because observing attractive people activate the same part of the human brain stimulated by cocaine use. It makes us feel good, and we cannot help but be influenced (Parkinson, 2007).

Colors and shapes are the primary tools of identification and differentiation. Many brands use specific colors to differentiate themselves; it helps consumers'

memorize the brand, Coca Cola is red, Kodak is yellow. Organizations can be recognized even though the customer did not see the name. Memory retention studies deducted that consumers are up to 78% more likely to remember a message published in color than in black and white. In the food and beverage industry, the impact of colors is obvious and sharply defined (Valenti, Riviere, 2008).

More recently, authors have studied and developed a meaning of colors:

Yellow	Light, birth, youth, newness, will, strength, dynamism, wealth. Can also be associated to treason.
Green	Calm, balance, health, nature, coolness. Between hot and cold.
Blue	Reflection, meditation, calm, neutrality, cold, cleanliness,
Orange	Energy, heat, enthusiasm, vivacity, stimulation,
Red	Heat, power, strength, passion, tonicity, excitation, speed. Can also be associated to danger and prohibition.
Violet	Mystery, spirituality, power, melancholy, lightness.
White	Birth, purity, wisdom, cleanliness, security, sobriety, clarity, coolness, futurism.
Black	Mourning, nil, unconscious, mystery, luxury, elegance.

Table 1: Meanings of colors

Source: Meaning of colors (Richard & Sanchez, 2009)

Organizations of every size and description can benefit from intelligent, well-managed visual marketing practices. Presenting yourself in an appropriate and professional way is the first step to ensuring that your message, your product, or your idea gets into the mind of consumers and inspires them to take action. After all, that's what marketing is all about.

In the food-industry market, vision has a significant impact; it gives the first impression of a product quality and attractiveness.

2.2.5.2 **Auditory marketing**

According to Franus (2007), most organizations have relied almost entirely on the sense of sight to communicate who they are and what they do, while neglecting all the other senses. Pirates have their unmistakable skull-and-bones flag; religions have their own distinctive symbol and nearly every brand on earth is identified by its own visual identity. What about sound? How can marketers go beyond using visuals to communicate who they are and build a powerful brand.

In the last 40 years, research has found "atmospherics" to have an impact on consumer responses. Those atmospheric things that contribute to the atmosphere in the store or restaurant include music, other sounds, lighting, scents, color, temperature, and other variables such as wall textures and flooring/carpeting (Polson, 2010).

Background music, for example, has been found to influence consumers in both retail and service environments in various ways such as how we perceive time spent in the store, waiting time, event duration, product choice, willingness to talk with a salesperson, prices, product and service quality, and sales. (Polson, 2010).

The use of music in stores is perhaps the most conventional way of using sound to create a specific store environment. There are thousands of brands that use music to influence consumers' emotions, attitudes and behaviors. Abercrombie and Fitch™ for instance, a well known American retail company, use loud upbeat music with a heavy bass to eliminate gaps between tracks, creating a youthful nightclub atmosphere in its teen focused clothing shops.

In other words, Polson (2010) considered that music has an incredible influence on the way we experience things and how we react. A background of classical music, for example, tends to make us believe that we are getting better quality goods, and a higher level of service, for that we are willing to pay more. It can make time pass in a more relaxing and enjoyable way.

The use of sound goes beyond background music. In the 1970's IBM launched its first silent typewriter. At the time, this was a serious breakthrough. Ironically, customers did not like the silent version and the effort had a negative effect. IBM had

to reinstate an electronic sound to the typewriters as typists found the silence discomfoting. The rhythmic sound gave the operators assurance that they were on-task and accomplishing something and that the typewriters were working properly (Bader, 2010).

This shows us a fascinating relationship between the product and its noise. Brands have to be extremely careful when it comes to adding, changing or removing natural noises embedded in products. Many products can have their natural sounds that become part of the brand identity. Harley Davidson knew that, and they worked on it for years. They were aware of the special sound of their motorcycles, there is virtually no motorcycle fan that does not know the distinctive sound of a Harley Davidson motor roar. Harley-Davidson lost a court case trying to patent their motor sound.

2.2.5.3 **Olfactory marketing**

Many Researchers suggests that smell is the strongest sense when it comes to influencing consumers, explicitly by increasing the time consumers spend in stores and their probability to buy a product, also by increasing consumers' loyalty and the seeming quality of a product. Chan (2007) added that it can also promote impulse buying, which is why many supermarkets position fans near their bakeries or spray the air in the fruit section with the scent of green apples.

As regards to how smell affects consumers' behavior, a study conducted by the smell and taste institute found that 84 percent of test subjects were more likely to buy a pair of shoes in a scented space compared to a non scented place. This issue was considered highly controversial, and raised many ethical questions. However, others considered that scent can only enhance the consumers' comfort and well-being thus they spend extra time in a store that may lead them to spend extra money.

The smell sense has been used in many ways, but the most frequent strategies can be separated into the following categories:

- 1) Product scenting.
- 2) Advertising scenting.

3) Environmental scenting.

According to Hulten, Broweus and Van Dijk (2009), scents contribute to sensory experiences by creating a lasting memory in the consumers' mind, building awareness and creating an image of a brand both temporarily and long term. This is achieved through short-term marketing activities, where the role of the scent is to create attention around a product or a brand, or long-term strategies, where the scent becomes a significant element of a firm identity.

Disney was the leading company to engage consumers' five senses in its theme parks. Disneyland pushed the limits by building the first of his theme parks on an even more complete sensory basis. Walt Disney World Resort, qualifies as the leading tourist destination on the planet. What the parks gave was a venue for getting closer to customers and maximizing the sense of playful interaction that we see in Disney films. In contrast to a movie theater, inside the Magic Kingdom, the experience is richer and of greater duration; therefore, it leads to powerful, even lifelong connections with consumers. The effects are planned as a choreographed walk-through movie; this Disney theme park engages consumers through all five of the senses. A small example was adding scent to their thematic areas in order to give them "olfactory effects", like ejecting the smell of burning wood, or the smell of the sea. Their goal was to ensure a sense of well-being and pleasant stay to their customers, thus increasing their staying time. Many examples can be found in many businesses, such as hotels, restaurants, cars and stores. International chains such as the Hilton promise consumers a total sensory experience in their restaurants and hotels. Lexus, a well known luxurious car brand, also claim their cars are designed to give a full sensory experience, they even went further than the human five senses, claiming to even influence a customer six sense with their product, and they call the additional sense "the power of perception".

Elizabeth Taylor was among the leaders in the connection of an olfactory logo to her name. The perfume White Diamonds that was launched in 1991 remains a best- seller today, 20 years later. Other celebrities such as Jenifer Aniston and Antonio Banderas also have their own fragrances. But perhaps the most controversial will be Lady Gaga's fragrance; the singer wants a fragrance

that smells like "blood and semen" to be related to her name. It will be launched in 2012 with the name "Monster".

Another example is Katy Perry's new CD, launched in September 2010 that smelled like cotton candy. The scent of cotton candy matched the cover (see next figure) and album name (Teenage Dream) creating an immediate association of two stimuli, sight and smell.



Figure 6: CD cover

Source: Magrath, 2010.

Singapore Airlines, for instance, has become a master of the discipline; branding from Singapore Airline is similar to other airlines through the use of consistent visual themes – like font choices, color schemes, and logo application. However, Singapore Airline takes this to the next level with a standard company scent. Hot towels and perfume worn by flight attendants are standardized to a single fragrance, Stefan Floridian Waters. This patented aroma has been specifically designed to complement the airline's brand, and has become their trademark fragrance.

2.2.5.4 **Gustative marketing**

Taste is one of consumers' unique emotional senses. We experience taste every day through concepts such as sweet, sour, salty, etc. Taste is directly related to humans' emotions, thus a crucial aspect of sensory marketing.

According to Hulten, Broweus and Van Dijk (2009), to reinforce an organization brand's identity, taste experiences of different kinds can contribute to improving the image of a product or a brand. It matters not whether a firm or a brand naturally attracts the taste sense with its products.

Current studies have been conducted to understand how taste works and relates to other senses, for instance exploring the existing relations between taste and colors. As a result, scientists found that the four basic gustative sensations, sweet, sour, bitter and salty, are respectively related by consumers to the red, green, blue and yellows colors (Célier, 2004). This could have a significant impact on the design of a product.

Taste perception is most applicable for food products. However what tastes good to someone may be revolting to another. Therefore, cross-cultural differences in taste preferences have significant marketing implications; what might taste good to one culture may be revolting to another. Yet, as Celier said, thanks to scientific advancements, taste is now mastered and used by producers in order to adapt their products to regional demands and needs (Celier, 2004).

2.2.5.5 **Tactile marketing**

Touch creates proximity between the individuals: to be intimate is to be close and to touch each other. In the same way, touch creates familiarity with the store or the product (Koehl, 2006). Touch is the tactile sense by which we have physical contact with the surrounding environment and all three-dimensional objects.

According to Hulten, Broweus and Van Dijk (2009) we can remember and relive how something feels through simply looking at it or thinking about it. They considered that most companies have not yet realized the importance of the human senses for a sustainable marketing, but brands that venture into the world of distinctive touch experiences have good opportunities to develop their product brand identity and image through tactile marketing.

Brands can be verified through tactile sense expressions by modifying a product material, surface and also through temperature and weight. For example, heavy objects are usually related with high quality. Form and stability are also

factors that can be used in tactile marketing, of which the well-known Coca Cola bottle is an excellent example in terms of its unique shape. (Hulten, Broweus and Van Dijk, 2009, p.12)

The car manufacturing industry is a good example; these companies perform significant research on the feel of the steering wheel and gearshift lever. Touch is used to make the consumer feel the sensations, feel the roar of the engine, feel the road, the well-being, comfort, quality, security and the luxury. In a restaurant, the weight of the cutlery, the softness of the napkins, the comfort of a chair can affect the perception the customers have of the atmosphere, according to Rieunier (2002); touch is one of the major determinant of the well-being sensation.

2.2.6 Previous scientific research

In this part, we will be reviewing previous scientific research discussing music, scent, and color in sensory marketing, its effects on consumer behavior and application in the restaurant industry and marketing field.

2.2.6.1 Music

Smith and Curnow (1966) carried out a research in two supermarkets, where they played loud and soft music. They found that customers spent considerably more time in the stores during the soft session than during the loud session, but no significant difference between the sales was recorded in the two sessions. Milliman (1982) also examined the effect of using background music in a supermarket and observed that playing slow music decreased the in-store traffic flow and increased sales in comparison to when playing faster background music. McElrea and Standing (1992) played fast and slow music in a bar, what they found is that drinkers spent less time drinking while fast music was playing. Winiger and Gardner (1985) found that when customers were exposed to fast music in a cafeteria, they were taking considerably more bites per minute than those exposed to slow tempo or no music at all (Guegue and Jacob, 2010).

Milliman (1986) researched the effect of tempo music on the behavior of restaurant clientele; he found consumers exposed to slower tempo music spent more time and more money in a restaurant. These results were similar to a more recent study conducted by Caldwell and Hibbert (1999); they found that customers

exposed to slow music spent more money on both food and drink, while spending more time in the restaurant. Other research has shown that the tempo of music can impact the perception of time (Guegue and Jacob, 2010).

Areni and Kim (1993) compared the effect of playing classical versus Top Forty background music in a wine store, and found that playing classical music increased sales, and customers selected more expensive wines. The results were similar to the findings of Yalch and Spangenberg (1993) that suggested that classical music induces a perception of higher priced products. They also supported the belief that music must be suitable for the context - the circumstances that form the event or idea - in which it is employed in order to enhance persuasion, or it may have some negative effect shown in a more recent experiment conducted by Wilson (2003). Wilson discovered that in a popular restaurant considerably fewer customers consumed three or more alcoholic drinks when classical music was playing than when jazz, easy listening music or popular music was played (Guegue and Jacob, 2010).

2.2.6.2 **Scent**

A study conducted by Lindstrom and Kotler (2003) found that 84% of people were more likely to buy a pair of shoes, and would pay 10-15% more for the product in a scented environment. Hirsh (1995) conducted a study in a Las Vegas casino where they introduced a pleasant ambient scent in a slot machine area, customers in that area spent 45% more money comparable to non-scented slot machine areas (Bradford, Desrocher 2009).

Research also confirms that human sense of smell is the strongest sense in relation to memory; we are one hundred times more likely to remember stuff that we smell than what we see, hear, or touch (Vlahos 2007). Further, Herz (1998) published a research in which she found that all human senses induce equally accurate memories, but scents induce more emotional ones. Zoladz and Raudenbush (2005) found that both cinnamon and peppermint scents improved participants' scores on tasks related to attention, memory, recognition and coordination (Bradford, Desrocher 2009).

Research also found that scent and music had significant influences on

shopping behavior and store evaluation (Mattila and Wirtz 2001). Baron (1997) found that people in a mall area with pleasant food odors (pastry, coffee shop) were more prepared to accept a request for change from a male associate than persons in an area with no odors. Spangenberg, Grohmann and Sprott (2005) found positive interaction effects on shopping behavior, pleasure, and satisfaction when the type of scent (low or high arousal) and music (low or high arousal) were similar, this also led to higher evaluations of the retail environment. Morrin and Ratneshar (2000) found that pleasant ambient scents significantly improved brand evaluations especially for unfamiliar brands. These results suggest that customer satisfaction can be increased through thoughtful manipulation of ambient stimuli (Bradford, Desrocher 2009).

2.2.6.3 **Color**

A published research in the Journal of International Society of Life Information Science found that red color apparently stimulates the appetite because of its impact on humans' metabolism, making red a popular color choice among fast-food restaurants. Yellow was found to be used by fast-food restaurants to attract customers' interests - they get customers' attention, increase their appetite, and encourage them to eat. However, formal restaurants use blue color for its calming effect to calm and relax their customers. The comforting effect is expected to increase the chances of customers staying longer. Longer stays usually lead to larger meals, more wine, coffee, or desserts, and therefore, more sales. This is a powerful strategy for formal restaurants looking to increase their sales (Singh, 2006).

Khouw (2002) also studied the differences of color perception between genders; six men and six women were asked to stay in two rooms, one room was colorful and complex; while the other was gray and sterile. Electroencephalogram (EEG) and pulse rates were recorded throughout the period, as well as the individuals' subjective emotional feelings. He found that women are less tolerant to gray, white or black than men and are influenced by combinations of red and blue more frequently. Khouw (2002) also found that red and blue was the most liked color by adults. These results show that gender differences could be found in the perception of color (Singh, 2006).

Cimbalo et al. (1978) tested the relationship between colors, emotions, and considered yellow, orange, and blue as happy colors, and red, black and brown as sad

colors. A study conducted in 2008 shows the importance of "sensory marketing," demonstrating the significance of color and flavor on consumers' acceptance of a product. According to the study, color intensity accounted for 43% and flavor for 32% of the consumers' overall liking (Agin, 2010).

2.3 Conclusion

Planning new marketing strategies requires a sound understanding of what motivates consumers' demands in an industry. An example of a trend, as stated above is that older generations are more concerned with food quality than atmospherics when choosing a restaurant. Determining these trends is necessary to segment the market and to target each segment by the appropriate strategies. This research aims to determine if trends and similarities could be found while studying consumers' behavior in the Lebanese restaurant industry. Thus, it is necessary to determine the major factors influencing consumer behavior in the Lebanese restaurant industry.

Moreover, sensory marketing is a deep and complex concept, as it deals with consumers' unconscious, perceptions, feelings and tastes. The restaurant industry is extremely sensory and as such, requires marketing that is just as attractive and sensational.

Based on the modern theory of cognitive psychology, consumers are rational information processors in their decision making process, while acknowledging the role of external factors in shaping their behavior. Sensory marketing techniques manipulate consumers' behavior by introducing controlled external factors into their environment. These factors are based on atmospheric elements such as music, scents and colors. This study aims to determine if sensory elements such as scent, color and music impact consumers' perception for a restaurant.

Thus based on this literature, we can deduct the following question:

- What are the major factors influencing consumer behavior in the Lebanese restaurant sector?
- Can sensory elements such as scent, color and music impact consumer perception for a restaurant?

3 Procedures and Methodology

3.1 Introduction

As discussed earlier, the objectives of this research are to determine the main factors motivating Lebanese consumers' choice for a restaurant, and their perception to sensory marketing activities. Based on the above literature, consumers are rational information processors in their decision making process; yet external factors impact their perception and motivation, thus influencing their decision. Sensory marketing techniques allow marketers to manipulate the external environment to shape consumer's perception and motivation to their own advantage. In this section, based on the research literature and objectives; we will be discussing everything from the selection of the topic, developing the study framework, questionnaire design and data analysis techniques.

3.1.1 Selection of topic

Choosing a topic is one of the hardest and most critical stages of a thesis. We have thoroughly researched and considered many topics in the marketing field; finally we chose the subject that we considered most compelling, creative and applicable. Based on previous research, sensory marketing is an area that could bring significant impact on businesses especially in the service field. Hence, we realized that the application of sensory marketing in the Lebanese restaurant industry could bring valuable benefits to the whole industry.

Given that Lebanon's restaurant industry is notoriously fraught with high costs, cutthroat competition, achieving brand awareness is necessary to differentiate one from another. Therefore, we decided to study the consumers' behavior in this industry while taking into consideration their perception to some sensory marketing techniques. Thus, we have created a foundation for deeper research in the application of sensory marketing in this sector.

3.2 Literature Review

3.2.1 Searching for theories and literatures

To meet the purpose of the study we had to rely on two sources of information, primary data collected from a survey, secondary data from theories and research related to sensory marketing, atmospherics and consumer behavior. For the research framework, we collected as many literatures as possible related to the field of study to analyze and compare them with the study primary data. The literatures were collected from various trustworthy sources such as books, scientific journals and reliable websites.

3.2.2 Developing the conceptual framework

The aim is to develop a conceptual framework for the analysis of consumer behavior in the Lebanese restaurant industry and their perception to sensory marketing factors. This research is developed as an analysis aiming to illustrate certain outcomes; which in turn respond to the research questions by considering the purpose of the research, as well as theories, literatures, and empirical data. Furthermore, in order to analyze the influence of senses on consumer behavior, we applied sensory marketing theories to measure consumers' perception of this concept and its applicability in the Lebanese restaurant industry.

3.3 Research approach

3.3.1 Hypothesis

The aim of this research is to determine the main factors affecting consumer behavior in the Lebanese restaurant industry. Determining trends and similarities in consumers' decision making process is fundamental to understand their behavior. The aim of the first Hypothesis is to determine whether trends and similarities could be found while examining the primary data collected from the survey. Thus, the following null and alternative hypothesis were deducted.

H0: Consumers demographical characteristics' do not impact their choice for a restaurant.

H1: Consumers demographical characteristics' do impact their choice for a restaurant.

Moreover, the aim of this research is to measure consumer awareness of some basic techniques used in sensory marketing in order to create a general idea on the application of such marketing theories in the real world. As sensory marketing techniques revolve on the use of scents, colors and music in a certain environment; the second hypothesis aims to determine if consumers perceive such factors while in a restaurant and remember such factors while choosing one.

H2: Factors such as scents, colors and music are not perceived by consumers while choosing a restaurant.

H3: Factors such as scents, colors and music are perceived by consumers while choosing a restaurant.

3.3.2 Quantitative Approach

Quantitative data take the form of numbers. They are associated primarily with strategies of research such as surveys and experiments, and with research methods such as questionnaires and observation. Quantitative method is also used when the researcher desires to obtain entire trends or statistical truth in the research. To answer the study research questions, it is necessary to collect the primary data by a relevant method. The collect of primary data is made through a quantitative method: the questionnaire.

3.3.2.1 The independent variables

The objective of the study is to determine the main factors influencing consumer choice for a restaurant while examining the impact of factors used in sensory marketing on consumers perception. Thus, based on the study literature review, we could deduct the following independent variables.

The first set includes the main factors influencing consumer's choice for a restaurant; these factors are:

Food Taste, service, price, atmosphere, location, food quality and trendiness

The second set includes independent variables used within a restaurant atmosphere and sensory marketing techniques; these factors are:

Colors, scents and music

3.3.2.2 The dependent variables

Dependent variables are factors that change in response to independent variable, in this study the dependent variables are consumer choice for restaurant and consumer perception of factors used in sensory marketing techniques.

3.4 Methodology

3.4.1 Data Collection

The main characteristic of the secondary data is the fact of having been collected by a third party, which means that they already exist. This information is useful to have a deeper knowledge in a specific area and thus enables the author to be aware of the researches that have been made in the past.

On the other side, primary data are gathered by investigators to answer a specific question or problem. This kind of data collection means that the researchers have to collect the data by themselves, using proper investigation tools such as surveys and interviews.

3.4.2 Primary Data

The collection of primary data is made through a quantitative method: the questionnaire. Details will be given in the next part about the sampling, the writing and the sending.

3.4.2.1 The Questionnaire

In order to achieve the research objective, we used a questionnaire as a main tool to gather data regarding the opinions of the target group. In the first part of the questionnaire, we aimed to determine the sample demographics, in the second part, the main factors affecting consumer behavior in this sector. For the third part, we focused on learning how the consumers were motivated by sensory activities.

We will be using a pre-coded questionnaire, which means the answers are

already provided for the respondents. The questionnaire includes 19 basic questions, made up of multiple choices, Likert scale and scale rating questions. The pre-coded questionnaire is a proper way to gather data effectively from an email administrated questionnaire.

In addition, the target groups of this questionnaire are people aging between 21 and 50 years old. People in this age are more likely to spend time in restaurants. Figure 7 summarizes the above that we will be discussing in detail in the following part.

Context	Question Number	Type of question
Demographic information	1--4	Multiple choices
Background of consumption pattern	5, 6, 11, 13, 16 7	Multiple choices Likert scales
Perception toward sensory marketing	8--10, 12, 15, 17--19 14	Multiple choices Likert scales

Figure 7: Questionnaire structure

Source: Researcher calculations

Part 1: Demographic Information

Objective - This part consists of four multiple-choice questions. Age, gender, occupation, and income are the main elements to consider. This part will allow the researcher to differentiate between consumer patterns based on their demographics. The demographic information is also used as to ensure data is gathered from the selected target group.

Part 2: Background of consumption pattern of target group regarding restaurants

Objective - The objective is to gain data about the respondents spending pattern in the Lebanese restaurant industry. That includes information about the factors that respondents use to evaluate the quality of their choices and the key factors that drive their decision making. Analyzing this part will allow the researcher to determine trends and similarities concerning consumers' behavior in this industry, thus answering the first hypothesis.

Part 3: Perceptions toward sensory marketing in restaurants

Objective - In this part, we focus on general perception towards factors used in sensory marketing techniques. Respondents will be asked about their opinions concerning the usage of colors, scents, and music in a restaurant environment; the goal is to understand how they interact with those activities and to find out whether sensory activities are perceived by consumers. Moreover, these questions are used to observe the influence of these activities on consumers' decision making process.

3.4.2.2 Sample size

When conducting a survey, it is not possible to obtain information from the whole population of the target group; thus, researchers have to choose a sample of the population. To produce a satisfactory outcome that will represent the entire population, a certain number of samples have to be acquired. The size of the sample depends on the size of the population and the accepted margin of error shown in the following table:

Population	Margin of error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
2000	322	696	1.091	1.655
5000	357	879	1.622	3.288
10000	370	964	1.936	4.899
100000	383	1.056	2.345	8.762
1000000	384	1.066	2.395	9.513
10000000	384	1.067	2.4	9.595

Table 2: Fisher's table for sample size calculation

Source: Fisher 2007, p. 190.

According to the latest available data in 2012 for the Lebanese population',

there are 4,140,289 Lebanese nationals currently living in Lebanon. This number is extracted from the CIA world fact book, which is an official US government website. Hence, we assume that the number of male and female with age of 25-50 who live in Lebanon exceed 1,000,000. Therefore, we would need 384 completed questionnaires. While taking into consideration a 5% error margin as seen in table 2.

3.4.2.3 Questionnaire distribution

The spread of e-mail has provided new possibilities for data collection; this has led to some debate amongst management researchers about the relative advantages and disadvantages of conducting this form of computerized self-administered survey. Email surveys are much quicker to conduct, entail considerable cost savings, non-responses are easier to identify and chase up, and responses are easier to analyze using SPSS because of their electronic form. However, the main disadvantages are the inability of the researcher to explain misunderstood questions, and respondents' opinions are limited to the questionnaire, which may sometimes fail to capture their idea (Gill and Johson, 2002).

For economic and geographic reasons, we decided to administrate a self-completion questionnaire through email, being aware of the different advantages and disadvantages that the method entails.

3.4.3 Secondary data

As said in the previous subsection, we used secondary data as a basis for the primary data. The purposes of this information being different from the thesis' ones, it enables us to have a global view of the concept of sensory marketing and consumer behavior.

To have a consistent literature, it was necessary to look for information around the restaurant sector, sensory marketing, sensory branding and human senses. To gather this information, journals, books, articles and publications were used. For the theoretical part, studies and models from books and scientific works were used to build a strong framework around the concept of sensory marketing. For the method finally, only books were exploited, dealing especially with business research methods in order to have definitions and specificities of each kind of investigation and the way they have to be applied.

3.5 Data Analysis

In this research we collected data using a questionnaire. The data is evaluated offline by using both of Statistical Package for the Social Sciences (SPSS) and Microsoft Excel. Microsoft Excel is using for facilitate in linking data to SPSS. Thus, SPSS is used for evaluating the relationships between our dependent and independent variables.

3.6 Conclusion

3.6.1 Reliability

The reliability of the research is a critical attribute for the conductors to consider, since the integrity of the results is directly affected by the reliability of the sources used. Although this research is worked on both primary and secondary data, we still consider the reliability as an important part of this study. Therefore, we strengthen the reliability for this thesis by collecting secondary data from the reliable and various sources. Moreover, we intend to increase the reliability of the primary data by using Statistical Package for the Social Sciences (SPSS).

3.6.2 Validity

The validity of the research is a crucial factor to consider when collecting the empirical data from either primary or secondary data. We made sure that the various sources of empirical findings provided the different perspectives that are related to this topic. Furthermore, the primary data of this research were collected in the appropriate way, and the questionnaire is carefully designed to target directly the research questions which lead to the appropriate information from the selected target group.

4 Findings

4.1 Descriptive statistics

Descriptive statistics is used to describe the basic features of the data; the author will provide the summary statistics for the scale variables to better understand and manage the raw data provided by the survey. This part is divided into five main categories:

- Demographic Information.
- Background on consumption pattern of the target group regarding restaurants.
- Relationship between demographic information and spending patterns.
- Perceptions toward music, colors and scent in a restaurant.
- Relationship between demographic information and perception.

4.1.1 Demographic information

Our sample distribution shows that the dominant group is between 21 and 30 years old with 42.74 % of the respondents. The other 28.49 % are older respondents between 31 and 50 years old and another 18.55 % stands for respondents aging more than 50 years old (Figure 8).

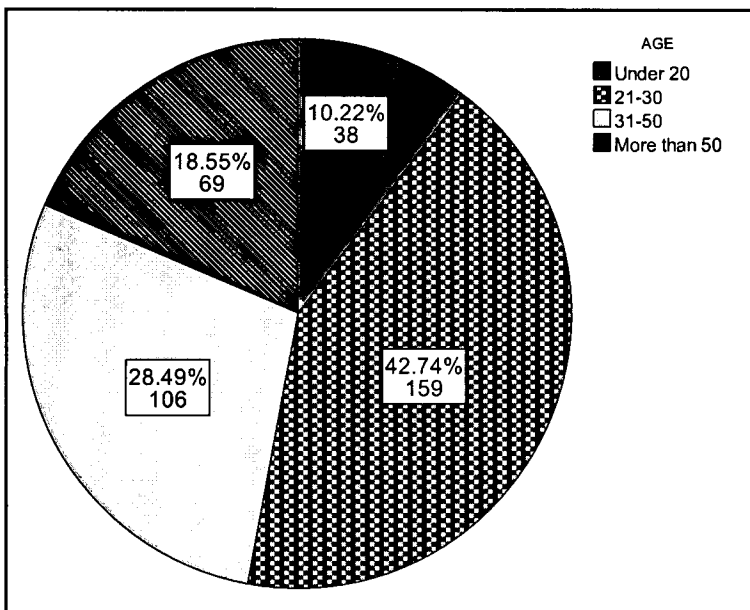


Figure 8: Sample age distribution

Source: Researcher calculations

Gender is distributed equally in this survey by pure luck, with 51.25 percent corresponding to female respondents (Figure 9). The equal distribution will add significant benefit to this survey, allowing the researcher to better examine the impact of gender on the results.

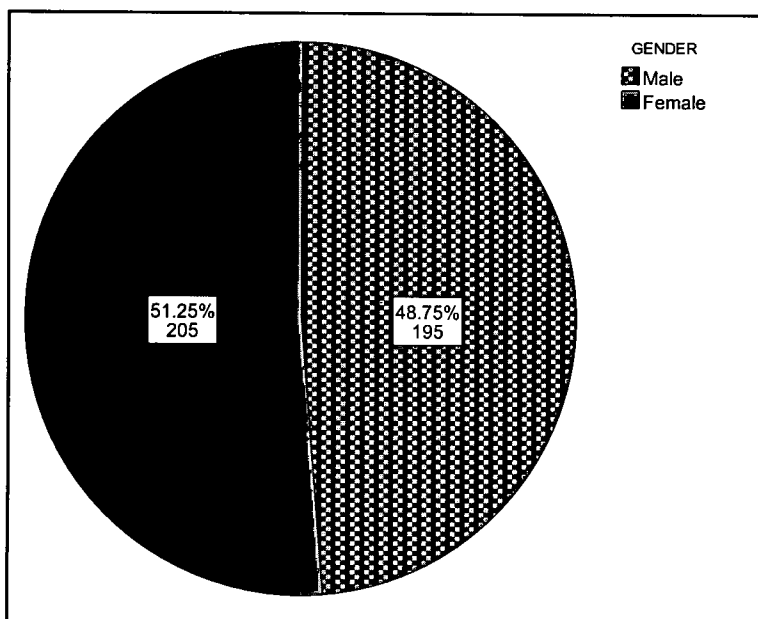


Figure 9: Gender distribution

Source: Researcher calculations

Furthermore, income distribution of the respondents is ranged between middle to low and middle to high. With 38.2% of the respondents corresponding to more than 3,500,000 LBP/month (approx. 2000 USD), 33.99 % between 2,000,000 and 3,500,000 LBP/month (approx. 1333-2000 USD) and 19.94 % ranging from 1,200,000 to 2,000,000 LBP/month (approx. 800-1333 USD) (Figure 10).

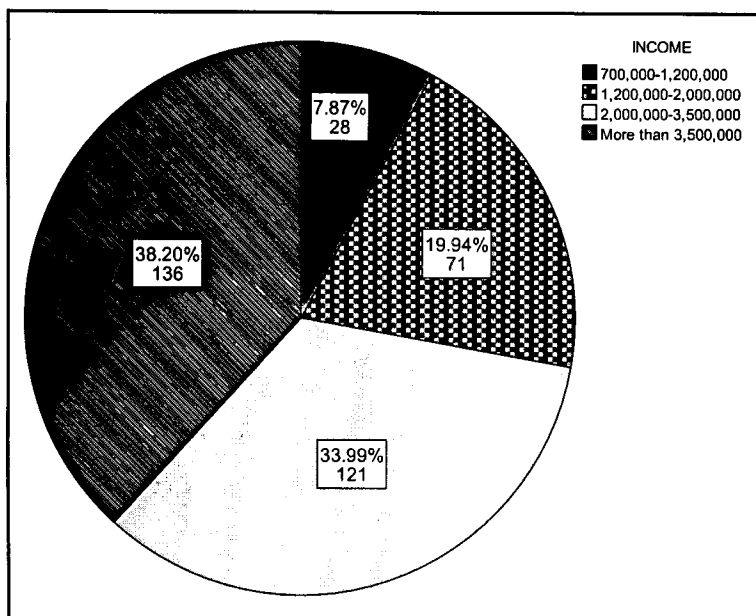


Figure 10: Income distribution

Source: Researcher calculations

Finally, the sample occupations showed that 41.75 % of the respondents were employed in the private sector, 24.75 % were part time student - mainly MBA students and employed in the private sector - and 25.75 % were students - mainly university undergrad- (Figure 11).

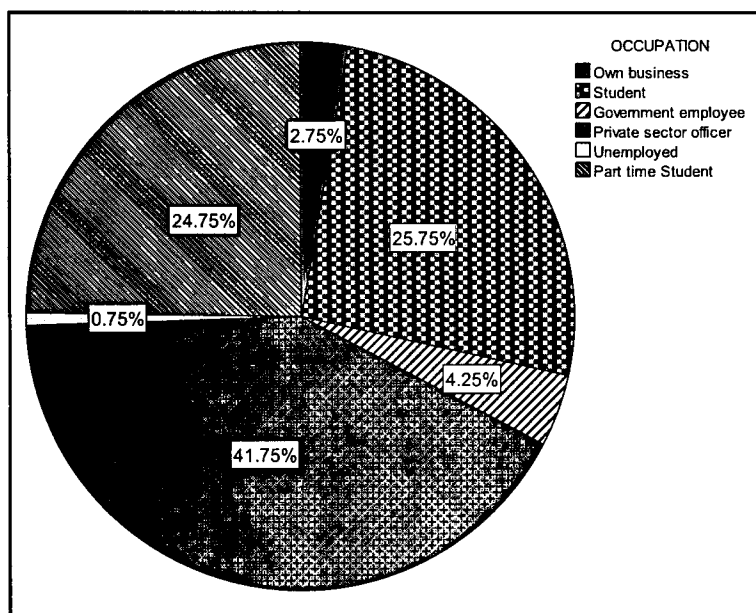


Figure 11: Occupation

Source: Researcher calculations

4.1.2 Background of consumption pattern of target group regarding restaurants

Question 5: How often you visit a restaurant per week?

Concerning respondents' number of visits to a restaurant per week, the survey showed 43.75 % visit a restaurant twice a week, 38.25 % from 0 to 1 time a week, and 15.5 % three times a week (Figure 12).

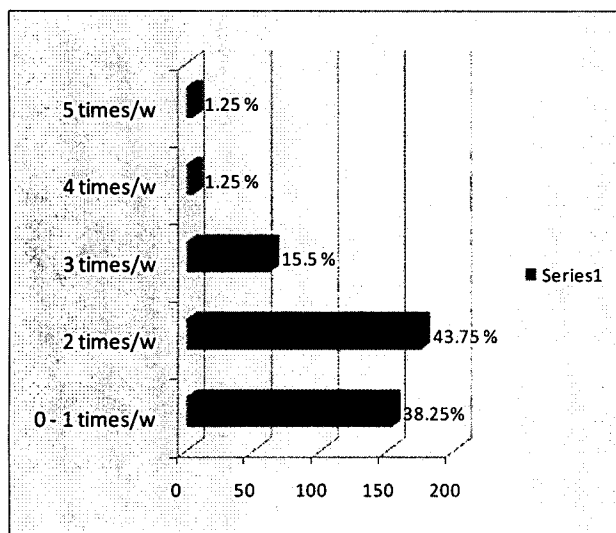


Figure 12: Visits per week

Source: Researcher calculations

This graph clearly illustrates the dispersion of the data, with 97 percent of respondents clustered between 0 and 3 times per week. The above distribution will give the researcher the opportunity to analyze variables concerning frequent and occasional restaurant goers and compare their behavior and consumption pattern.

Question 6: What type of restaurants you visit the most?

According to the study, Resto-Café's are the most popular between the other types. In this question, we tried to determine what types of restaurant are most visited by the sample. Resto-café's are the most visited by 44.84 % of the respondents answers, followed by specialized restaurants with 31.23%, and luxury restaurant with 8.89 % of the answers (Figure 13)

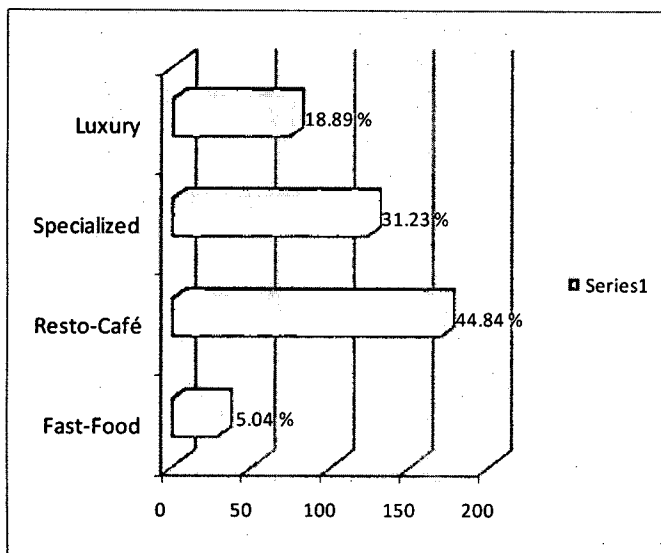


Figure 13: Restaurant type

Source: Researcher calculations

Question 7: How much money do you spend per time for a meal in a restaurant (average?)

Determining the respondents spending pattern is necessary for our analysis, 54 % of the respondents spend between 25,000 and 40,000 LBP (approx. 16.6-26.6 USD) per meal on average, 21.75 % between 15,000 and 20,000 LBP (approx 10-13.33USD) and 22.5 % more than 40,000 LBP (approx. 26.6 USD) as illustrated in the graph bellow (Figure 14).

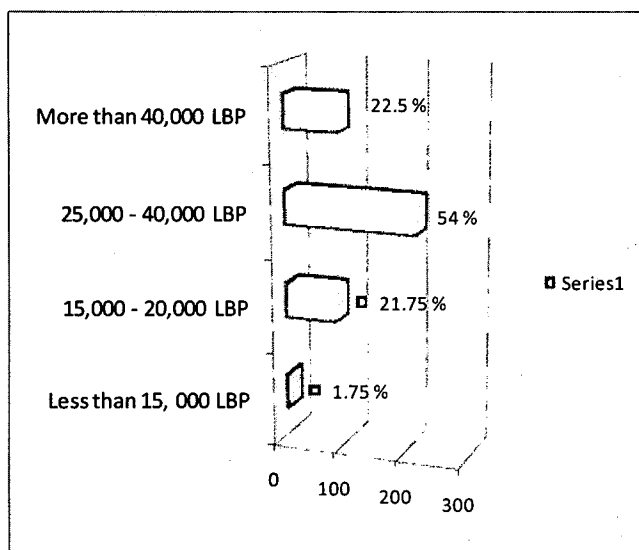


Figure 14: Spending pattern

Source: Researcher calculations

Question 8: What are the factors that motivate you for choosing a specific restaurant?

Determining the factors that motivate the respondents to choose a restaurant is one of the most important questions in this survey and is directly related to the first hypothesis. According to the survey, we were able to determine three dominant factors, the respondents chose atmosphere as the most important factor that motivate their decision process with 34.25 % of their opinions, food quality is the second factor with 29.5% and taste is the third with 27.75 % as illustrated bellow (Figure 15).

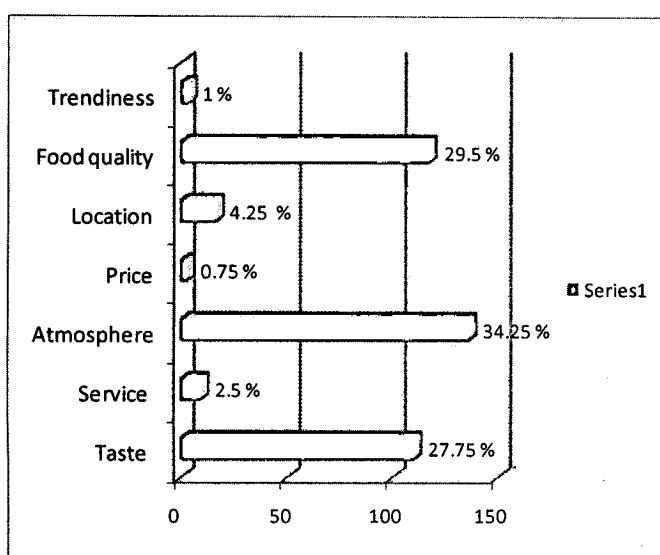


Figure 15: Factors motivating Consumers' choice

Source: Researcher calculations

Question 13: In your opinion, what are the most important elements of an atmosphere in a restaurant?

Finally, 54.5 % percent of the respondents considered music as the most important element of an atmosphere, 23.5 % considered color and 16.25 % restaurant layout (Figure 16).

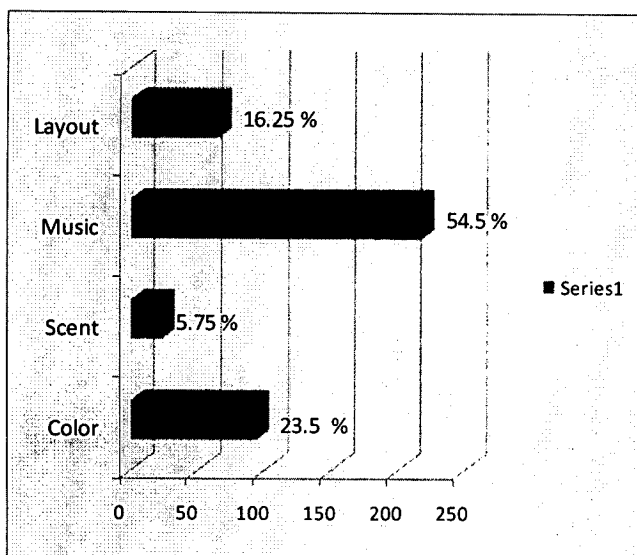


Figure 16: Imp. Elements of an atmosphere

Source: Researcher calculations

4.1.3 Relationship between demographic information and consumer spending pattern

To study if trends and similarities in consumer's behavior could be found, it is necessary to determine the degree of correlation between different factors of consumer's demographics and spending pattern. The correlation table bellow extracted from SPSS, test the level of significance between different variables.

According to the correlation table (table 19, see appendix 1) we can draw strong correlations between many variables, summarized as follows:

- Moderate-Strong correlation between (Pearson correlation ranging between 0.718 and 0.561)
 - Age and income
 - Age and type of restaurant
 - Age and money spent per meal
 - Age and factors that motivate respondents to choose a restaurant
 - Income and factors that motivated the respondents to choose a restaurant
 - Income and money spent per meal
- Moderate correlation (ranging between 0.35 and 0.42)
 - Age and number of visits

- Money spent per meal and factors that motivated the respondents to choose a restaurant
- Income and type of restaurant

To understand how the sample demographic impact consumers' choice of a restaurant, further analysis is required. The first interesting correlation is the relationship between age and income and factors motivating consumers' choice of a restaurant.

4.1.3.1 **Model 1: Age, income and factors motivating consumers' behavior**

A means analysis is conducted to determine the relationship between age and factors that motivate consumers to choose a restaurant (table 3).

The arithmetic mean "M or Mean" is the central tendency of a collection of numbers taken as the sum of the numbers divided by the size of the collection "N". The collection is often the sample space of an experiment.

Model 1: Means analysis 1

AGE

Factors motivating consumers. for choosing a restaurant	Mean	N	Std. Deviation
Taste	.9550	111	.76737
Service	1.1000	10	.31623
Atmosphere	1.3869	137	.51803
Price	1.0000	3	.00000
Location	1.1176	17	1.26897
Food quality	2.5169	118	.53482
Trendiness	2.0000	4	.00000
Total	1.5850	400	.89710

Table 3: Model 1 Means analysis 1

Source: Researcher calculations

The results show that older generations are more interested in food quality, as 118 respondents chose food quality as the most important factor with a mean of 2.5, corresponding to older generations (table 3).

Slightly younger generations are more interested with atmosphere as 137 respondents chose atmosphere as the most important factor with a mean of 1.38 corresponding younger generation (table 3).

Finally the youngest generations are more interested with Taste as 111 respondents chose taste as the most important factor with a mean of 0.95 corresponding the youngest generation (table 3).

A second means analysis is conducted to determine the relationship between income and factors motivating consumers' behavior.

Means analysis 2:

INCOME

Factors motivating consumers. for choosing a restaurant	Mean	N	Std. Deviation
Taste	1.3814	97	.63645
Service	2.0000	6	1.09545
Atmosphere	1.8211	123	1.04828
Price	1.3333	3	.57735
Location	2.2500	8	.88641
Food quality	2.7913	115	.40815
Trendiness	2.0000	4	.00000
Total	2.0253	356	.94760

Table 4: Model 1 Means analysis 2

Source: Researcher calculations

According to table 4, respondents with higher income brackets are more interested in food quality (mean of 2.8), while lower income brackets are more interested with taste (mean of 1.38); finally middle income brackets showed more interested in atmosphere (mean of 1.821).

In order to test the strength of the relationship, we will conduct a multiple regression analysis, with age and income as the independent variables, and factors motivating consumers' behavior as the dependent variable.

Model 1: Multiple regression analysis results

Multiple regression is a flexible method of data analysis that may be appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.520	1.39323

a. Predictors: (Constant), INCOME, AGE

Table 5: Model 1 Model Summary

Source: Researcher calculations

According to the model summary (table 5), the model achieved an r square of 0.523; this means 52.3 percent of the dependent variable could be explained by the predictors (age and income).

Furthermore, ANOVA (table 6) consists of calculations that provide information about levels of variability within a regression model and form a basis for tests of significance.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	751.789	2	375.894	193.652	.000 ^a
	Residual	685.200	353	1.941		
	Total	1436.989	355			

a. Predictors: (Constant), INCOME, AGE
b. Dependent Variable: Factors motivation c consumers for choosing a restaurant

Table 6: Model 1 ANOVA

Source: Researcher calculations

According to the table above (table 6) p-value is less than 0.01 which means the results are statistically significant.

4.1.3.2 **Model 2: Age, income and the choice of a restaurant type**

A Means analysis will be conducted to determine the relationship between age and the choice for a restaurant type.

Model 2: Means analysis 1

Type of restaurant

AGE	Mean	N	Std. Deviation
Under 20	.5000	38	.50671
21-30	1.3148	162	.50429
31-50	1.9593	123	.76178
More than 50	2.4054	74	.71995
Total	1.6398	397	.84311

Table 7: Model 2 Means analysis 1

Source: Researcher calculations

According to table 7, taking into consideration the Mean, N and the standard deviation of the data we can draw the following:

- Respondents under 20 years old mostly visit fast food and Resto-Café's
- Respondents between 21-30 years old mostly visit Resto-Café's and specialized restaurants.
- Respondents between 31-50 years old mostly visit Resto-Café's, specialized and luxury restaurants.
- Respondents aging more than 50 years old mostly visit specialized and luxury restaurants.

A second means analysis is conducted to determine the relationship between income and choice of restaurant type.

Model 2: Means analysis 2

According to the table bellow (table8), lower income brackets tend towards fast food and Resto-Cafe, while higher income tends towards specialized and luxury restaurants.

Type of restaurant

INCOME	Mean	N	Std. Deviation
700,000-1,200,000	1.1111	27	.32026
1,200,000-2,000,000	1.3239	71	.52847
2,000,000-3,500,000	1.6303	119	.69946
More than 3,500,000	2.2353	136	1.08345
Total	1.7620	353	.91703

Table 8: Model 2 Means analysis 2

Source: Researcher calculations

A multiple regression analysis will be conducted to examine the strength of the relationship. Age and Income are considered as the predictors' variables and type of restaurant as the dependent variable.

Model 2: Multiple linear regression analysis results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.376	.373	.61322

a. Predictors: (Constant), INCOME, AGE

Table 9: Model 2 Model summary

Source: Researcher calculations

According to the adjusted R square (table 9), 37.6 percent of the variances can be predicted by the variables which are age and income.

Furthermore, according the ANOVA table bellow (table 10), p-value is less than 0.01 which means the results are statistically significant.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.355	2	39.678	105.514	.000 ^a
	Residual	131.614	350	.376		
	Total	210.969	352			

a. Predictors: (Constant), INCOME, AGE
b. Dependent Variable: Type of restaurant

Table 10: Model 2 ANOVA

Source: Researcher calculations

4.1.4 Perceptions toward Music, colors and scent in a restaurant

Question 10: How about music? (Does it influence your decision making?)

Concerning Music, according to the survey (Table 11), 64.75 % of the respondents considered that music does influence their decision making while choosing a restaurant.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	259	64.8	64.8	64.8
	No	141	35.3	35.3	100.0
Total		400	100.0	100.0	

Table 11: Music and decision making

Source: Researcher calculations

Question 11: Have you ever associated a specific restaurant with a specific type of music played in its background?

Musical memory refers to the ability to remember information related to music, such as the location where it is played. Music has long been used by marketers to induce consumers' long term memory by relating a certain type of music to a specific location. According to the survey (Table 12), 59.8 % of the respondents do associate a specific kind of music to a specific location.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	239	59.8	59.8	59.8
	No	161	40.3	40.3	100.0
Total		400	100.0	100.0	

Table 12: Music and memory

Source: Researcher calculations

Question 15: Have you ever been motivated by the scent of food (smell) in a restaurant?

Another important factor in sensory marketing is smell. Scent of food is considered to be one of the basic techniques of smell in sensory marketing, especially in its application in a restaurant environment. According to the survey (Figure 17), 44.75 % of the respondents responded that they were sometimes motivated by the scent of food in a restaurant, while 41.75 % as often and 6.5 % as always.

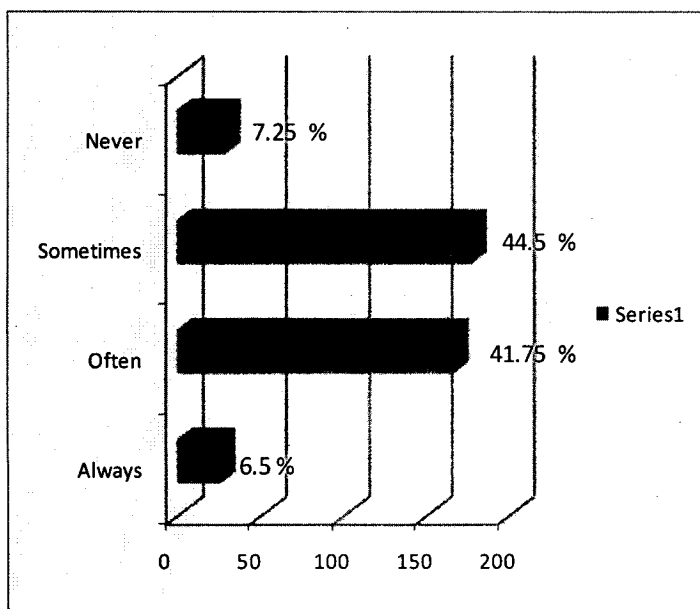


Figure 17: Scent of food

Source: Researcher calculations

Question 16: Have you ever associated a specific restaurant with a specific smell?

Creating a signature scent is one of the most powerful tools used in sensory marketing. In this question we tried to determine if respondents have ever associated a specific restaurant with a specific smell, 53.9 % of the respondents answered as yes (Table 13).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	216	53.9	54.0	54.0
	No	184	45.9	46.0	100.0
	Total	400	99.8	100.0	
Missing	System	1	.2		
Total		401	100.0		

Table 13: Smell and memory

Source: Researcher calculations

Question 9: Have you ever associated a specific restaurant with a specific color?

Concerning color 70 % of the respondents have never associated a specific color to a specific restaurant (Table 14).

Have you ever associated a specific color to specific restaurant?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	118	29.4	29.5	29.5
	No	282	70.3	70.5	100.0
	Total	400	99.8	100.0	
Missing	System	1	.2		
Total		401	100.0		

Table 14: Color and memory

Source: Researcher calculations

4.1.5 Relationship between demographic information and perception towards sensory marketing activities

To determine if strong correlations exist between variables, it is necessary to determine the degree of correlation between different factors of consumers' demographics and their perception towards sensory marketing activities. The correlation table bellow extracted from SPSS, test the level of significance between different variables

According to the correlation table (table 20, see appendix 1), the only significant correlations we could determine are between gender and color (significant at the 0.05 level), and occupation and music (Significant at the 0.05 level)

To further determine if certain factors exist behind these correlations or whether it is just pure coincidence, a linear regression analysis will be conducted. They will be divided into two Models.

- Model 3: Relationship between gender and color
- Model 4: Relationship between occupation and music

4.1.5.1 **Model 3: Relationship between gender and color.**

A linear regression will be conducted to determine the predictability and significance of the model.

Model 3: Linear regression results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.252	.39600

a. Predictors: (Constant), GENDER

Table 15: Model 3 Model summary

Source: Researcher calculations

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.185	1	21.185	135.093	.000 ^a
	Residual	62.413	398	.157		
	Total	83.597	399			

a. Predictors: (Constant), GENDER
b. Dependent Variable: Have you ever associated a specific color with a specific restaurant

Table 16: Model 3 ANOVA

Source: Researcher calculations

According to the model summary (Table 15), we achieved an r square of 0.253; this means 25.3 percent of the dependent variable could be explained by the predictor (Gender). According to the ANOVA table above (Table 16) p-value less than 0.01 which means the results are statistically significant. This requires further analysis of the Model to determine the relationship between gender and color, a Means analysis will be conducted.

Model 3: Means analysis

A Means analysis will be conducted to determine the relationship between gender and color.

GENDER	Mean	N	Std. Deviation
Male	.9385	195	.24093
Female	.4780	205	.50074
Total	.7025	400	.45773

Table 17: Model 3 Means analysis

Source: Researcher calculations

Based on the means analysis (table17), the relationship is very obvious; most of the respondents who did associate a specific restaurant with a specific color are females' respondents (Mean of 0.478).

4.1.5.2 **Model 4: Relationship between Occupation and Music**

Model 4: Linear regression results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.275 ^a	.076	.073	.46051

a. Predictors: (Constant), OCCUPATION

Table 18: Model 4 Model summary

Source: Researcher calculations

According the model summary (Table 18), the predictability of the model (r square: 0.076) is very small, which means the above model is very weak and no further analysis is required

4.2 Results and discussion

4.2.1 Hypothesis testing

In this part, the author only used descriptive statistics to examine the research hypothesis; the results and findings will be discussed and analyzed in the part that follows.

1st hypothesis

H0: Consumers demographic characteristics do not impact their choice of a restaurant.

H1: Consumers demographic characteristics do impact their choice for a restaurant.

The aim of the first Hypothesis is to determine whether specific trends and similarities could be found in consumers' behavior in the Lebanese restaurants industry. According to the descriptive statistics, two Models showed predictable patterns and similarities.

Model 1: A multiple regression analysis was used to study the relationship between age, income and factors that motivate consumers to choose a restaurant. According to the model summary (Table 5) we achieved an r square of 0.523 which is considered significant in consumer behavior research, age and income are considered good predictor for this model; since $p\text{-value} \approx 0.000 \leq 0.05$ (Table 6), we shall reject the null hypothesis.

Model 2: A multiple regression analysis was used to study the relationship between age, income and choice for a restaurant type. According to the Model summary (Table 9), achieved an r square of 0.376 which is considered acceptable in consumer behavior research taking into consideration the amount of variables that exist; since $p\text{-value} \approx 0.000 \leq 0.05$ (Table 10), we shall reject the null hypothesis.

Based on the above two models we can conclude that the null hypothesis has been rejected.

2nd hypothesis

H2: Factors such as scents, colors and music are not perceived by consumers while choosing a restaurant.

H3: Factors such as scents, colors and music are perceived by consumers while choosing a restaurant.

As sensory marketing technique revolves primarily around the use of specific scents, colors and types of music; this hypothesis aim to determine if consumers perceive such factors while in a restaurant and remember such factors while choosing one.

According to the survey (Table 11), 64.75 % of the respondents considered that music does influence their decision making while choosing a restaurant, 54.5 % of the respondents (Figure 16) considered music as the most important element of an atmosphere and 59.8 % of the respondents (Table 12) did associate a specific kind of music to a specific location.

Furthermore, according to the survey (Figure 17), 93 % of the respondents considered that they were sometimes, often or always motivated by the scent of food in a restaurant. And 53.9 % of the respondents (Table 13) did associate a specific restaurant with a specific smell.

Finally, while only 30 % of the respondents do associate a specific color to a specific restaurant, further analysis explained in Model 3 showed a positive relationship between gender and color, Model 3 linear regression achieved and R square of 0.253 (Table 15), and a p-value $\approx 0.000 \leq 0.05$ (Table 16).

Taking into consideration that respondents considered music as the most important factor of an atmosphere and color as the second (Figure 16), and given that the atmosphere is the most important factor that motivates consumer behavior as explained in Model 1, plus the importance of scent and Model 3, we shall reject the null hypothesis.

4.2.2 Impact of demographic factors on consumers' choice

The question of how demographic variables influence consumer behavior is an important issue that has to be studied with respect to the consumer's purchasing decision.

4.2.2.1 Factors motivating consumers' choice of a restaurant

In consumer behavior literature, personal characteristics are one of the key factors determining consumer decision-making and subsequent behaviors.

The research findings showed that older generations are more interested in food quality, while slightly younger generations are more interested in atmosphere; finally the youngest generations are more interested in taste while choosing a restaurant.

The relationship was tested using linear regression and proved to be statistically significant with p-value $\approx 0.000 \leq 0.01$ and an r square of 0.425 which is considered highly acceptable in consumers' behavior research.

Indeed, Knutson and Patton (1993) found that older customers are more concerned about their health, and the quality of the food was identified as essential. Moreover, a more recent study, Soriano (2002) found that food quality did not stand out as the most fundamental reason for young customers; however, customers over 60 years of age indicated that food quality is the most important attribute determining their satisfaction.

Thus, this study results and previous research studying the impact of age on consumers' habits confirmed that older generations are more interested in food quality while choosing a restaurant while younger generations tend towards atmosphere.

Another factor worth mentioning is income, according to the survey respondents with higher income brackets are more interested in food quality and atmosphere, while lower income brackets are more interested with taste and atmosphere. This is explained by the direct relationship between age and income, as older generations tend to have higher income, together age and income are good predictors to factors that motivate consumers' choice of a restaurant.

According to the multiple regression analysis, the model considered age and income as the predictor variables, and factors that motivate consumers' choice for a

restaurant as the dependent variable. The model achieved an r square of 0.523 (figure 13), which is considered a strong model in consumers behavior research, and a p-value less than 0.01 meaning it is statistically significant.

4.2.2.2 **Concerning restaurant types**

Age and Income had also a direct impact on consumers' restaurant type choice. The survey showed that younger generations preferred fast food restaurants and Resto-Café's. In slightly older generation there is a shift towards Resto-Café's and specialized restaurants' while older generations preferred specialized and luxury restaurants.

The multiple regression analysis results of this model are important and cannot be ignored. The model achieved and r square of 0.37, which means that age and income are moderate predictors for consumer choice, and a p-value $\approx 0.000 \leq 0.01$ which means it is statistically significant.

As young generations tend to have a limited income, not all of them can afford specialized and luxury restaurants. Fast food and certain Resto-Café could be their answer. Fast food is the cheapest food around; it is prepared, easy to get, and usually tasty. Young people are usually on the run for class, to work, to parties, and so on. On the other hand, Resto-Café's offer a good combination of atmosphere-taste and price. This is also explained by the previous model that showed younger generations being more interested in taste and atmosphere. Indeed according to the survey Resto-Café's proved to be the most popular choice.

As older people expect serious attention to food quality and taste, they are often distressed to be handed giant portions and food presentation is considered a significant deal for them. Moreover, older generation like to sit in and relax, they have a much slower life style than younger generations, and usually are willing to pay for a superior quality restaurant and a pleasant atmosphere. This is also explained by the previous model that showed a shift from fast food and Resto-café's to specialize and luxury restaurants as people get older.

4.2.3 Perception to factors used in sensory marketing

4.2.3.1 Concerning music

According to the survey, music has a significant impact on consumers' choice for a restaurant. 64.75 % of the respondents considered that music does influence their decision making while choosing a restaurant, 54.5 % percent of the respondents considered music as the most important element of an atmosphere and 59.8 % of the respondents did associate a certain type of music to a specific location.

Many studies published tend towards supporting this claim. The impact of music on perceptions of a cafeteria shown by North and Hargreaves (1998) also led to an impact on purchase intentions. North and Hargreaves (1998) also found that customers were prepared to spend more money with the presence of background music, compared to no background music at all. Classical music encouraged customers to be willing to pay 20% more and Pop music 16 % more. A similar study conducted by Areni & Kim (1993) found that classical music led to customers buying more expensive wine than did the other music types. Milliman (1986) found consumers exposed to slower tempo music spent more time and more money in a restaurant. These results were similar to a more recent study conducted by Caldwell and Hibbert (1999); they found that customers exposed to slow music spent more money on both food and drink, while spending more time in the restaurant.

The survey and many previous studies conducted on the effect of background music on consumer behavior prove that background music is not something to be taken for granted. The type of music played in a restaurant background must be seriously thought of. Naturally, business owners looking to use background to positive effect must consider carefully the type of music for their premises to ensure that the mood and style best fit the desired atmosphere and intended customer behavior. Background music may have significant impact on the image of a restaurant as well as revenues, making it a very important part of any marketing strategy.

4.2.3.2 **Concerning Smell**

44.75 % of the respondents responded that they were sometimes motivated by the scent of food in a restaurant, while 41.75 % as often. Concerning perception towards the use of scent 53.5 % of the respondents do associate a specific location with a specific smell.

It is not recent that the marketing field realized the importance of using scent as a marketing tool, ask a consumer how she likes her new shampoo, and the comment is, typically, It smells great. And because it smells great she thinks it is going to perform well on her hair. Previous studies have found that aroma affected various consumer behaviors like length of time spent in a commercial area (Knasko, 1989; Lipman, 1990) or gambling behavior (Hirsch, 1995).

A West Chester University experiment involved 689 shoppers. Those exposed to the pleasant aromas underestimated the total time they spent shopping by 26 percent. Those exposed to a vile aroma overestimated the total time they spent shopping by 40 percent (McClatchy, 2006). Bone and Janatria (1992) found that scent that was appropriated with a product increased product evaluations. Morrin and Ratnesnar (2000) found that a pleasant ambient scent enhanced brand evaluations especially for new brands.

It is clear that scent has a significant impact on consumers' behavior. Restaurants can use specific aromas to create a signature scent that can help differentiate its brand from the others. Scents can be used to influence consumers' behavior; it has been used intentionally or unintentionally for a long time.

But why don't we see more "Scent Marketing" efforts? For one, because the return on investment is so difficult to define, detailed numbers and success stories are hard to come by or highly unreliable or just not publicly shared.

The proven link between smell and both emotion and memory is well-known. This is backed by the results of this research, as 53.5 % of respondent did associate a specific location with a specific smell, and 97 % can be motivated by the scent of food. But we are just coming to understand how powerful the sense of smell can be as a marketing tool and the researches highlighting the importance of multi-sensory marketing in affecting consumer behavior and buying choices are many. Yet, at the

same time, there is also a sense that scent marketing's true potential is only just beginning to be realized.

4.2.3.3 **Concerning color**

While color was considered by the respondents (Figure 9) as the second most important element of an atmosphere, our study showed (Table 5) that only 30 percent of the respondents have ever associated a specific location to a specific color. After analyzing the data an interesting pattern was discovered. The vast majority of respondents who did associate color to a specific location were females (Figure 22). Model 3 of the research examined this relationship, a linear regression was performed (Figure 20) and the result showed that we have a positive relationship between gender and color perception. The model achieved an $r^2 = 0.253$ and $p\text{-value} \approx 0.000 \leq 0.05$ (Figure 21).

The relationship between gender and color has long been studied in the scientific field. A recent paper by Kimberly Jameson, Susan Highnote and Linda Wasserman of the University of California, San Diego, showed that up to 50 % of women carry 4 types of Iodopsins and can employ their extra pigments in "contextually rich viewing circumstances". For example, when looking at a rainbow, these females can segment it into about 10 different colors, where as others can see just seven: red, orange, yellow, green, blue, indigo and violet.

Radeloff (1990) has found that women were more likely than men to have a favorite color. Fassett says women receive a nearly spiritual pleasure from color. Why women know more color words than men ? Kaffe Fassett believes it is because there is an emotional bond between women and color that does not exist between men and color. "Men," he says, "are afraid of color."

Overall, in this research we only tried to determine whether color is perceived in a restaurant environment. Yet the applications of color in sensory marketing are huge. The effect of color on the subconscious of individuals and its impact on consumers' behavior requires a lot more study in this field, and many previous researches have proved that the impact of color is not to be underestimated.

5 Conclusion

5.1 Conclusions on the impact of demographics on consumers' behavior in the Lebanese restaurant industry

One of the objectives of this study was to determine if trends could be found in consumer behavior in the Lebanese restaurant industry. The research findings showed a strong relationship between demographics and consumer behavior in this industry.

Model 1 of the research showed that older generations are more interested in food quality, while slightly younger generations are more interested with atmosphere. Finally the youngest generations are more interested with taste while choosing a restaurant. Overall the research showed the respondents considered atmosphere as the most influential factor while choosing a restaurant. This was directly impacted by the sample demographics, as 41 % of the respondents were between 21 and 30 years old, and a restaurant atmosphere showed to be the most significant attribute for this age group.

Model 2 showed that younger generations are more into fast food restaurants and Resto-Café's. In slightly older generation there is a shift towards Resto-Café's and specialized restaurants, while older generations preferred specialized and luxury restaurants.

Both models were tested for predictability and significance using SPSS and both proved to be statistically significant, and we were able to reject the null hypothesis (H1) and proved that trends and similarities could be found in this industry.

Moreover, a recent research published by Rahman M. (2012) on the relationship between demographics and consumer behavior in Dhaka city of Bangladesh, found that there is a strong relationship between consumer perception and behavior in selecting a restaurant when age, gender and income play an essential role. In addition, it is also found that consumers' age differences have the highest influence on their behavior of choosing a restaurant.

Overall, many researches could be found in the academic and scientific field that prove the impact of demographics on consumer behavior in many industries.

Even though consumers' behavior in Lebanese restaurant may appear chaotic and unorganized, this study has shown that trends and similarities in their behavior could be found. Consumers could be segmented by marketers based on their demographics characteristics. As consumers belonging to certain demographics segments - age, income, occupation- showed similar preferences and patters in their decision making process while choosing a restaurant and in their opinions towards the most important elements in a restaurant environment.

5.2 Conclusions on the impact of sensorial activities on consumers' behavior in the Lebanese restaurant industry.

Concerning respondents' perception towards music, scent and color in a restaurant environment, music proved to be a key factor in consumers' decision making process and a major element of the overall atmosphere. According to the survey (Table 1), 64.75 % of the respondents considered that music does influence their decision making while choosing a restaurant. 54.5 % percent of the respondents (Figure 9) considered music as the most important element of an atmosphere. Scent also appears to have a significant impact on consumers' behavior as 93 % of the respondents (Table 3) said they were motivated by the scent of food at a certain point in time.

One of the greatest importances of sensory marketing is the ability of sensorial activities to leave a mark, a signature in consumers' memory that reminds them of a certain location when stimulated by the right element. According to the research, (Table 2) 59.8 % of the respondents did associate a certain kind of music to a location, and 53.9 % of the respondents (Table 4) did associate a specific restaurant with a certain smell. This shows the importance of these factors in branding and differentiation.

Model 3 of the research examined the relationship between gender and color; the model showed that female respondents perceived color a lot better than male respondents.

Overall the results proved that factors such as music, scent and color have a significant impact on consumers choice for a restaurant, and the second null hypothesis (H3) was rejected.

Finally, many researches and studies in the academic and scientific field proved the effects of sensorial activities on consumers' behavior as previously discussed in the literature review. Sensorial activities had a direct impact on consumers' perception towards a restaurant environment. By manipulating sensorial elements, researchers were able to influence consumers staying time, money spent, and quality perception towards the food and services being offered.

5.3 Managerial Implications

Today, to be successful, a restaurant must be able to meet consumers' expectation by understanding customers' reasons for selecting a particular type of dining experience. Furthermore, as the consumer market becomes increasingly fragmented, restaurants should be aware of the needs of differentiating customer segments and appeal to targeted customers with different attributes. Customer knowledge, the fundamental mission of marketing, is achieved through sound market knowledge and clearly enhancing the understanding on how different variables affect behavior. This study showed strong relationships between age, income and factors influencing consumers' choice of a restaurant, as well as restaurant types, as different age groups used different criteria in their decision process. These findings bring great benefit to marketers in this sector by giving them an insight to their customers' minds and by introducing a new marketing concept that could help them achieve brand awareness and differentiation.

This research also highlighted the importance of sensory marketing; this concept is on the way to become an entirely separate and sustainable marketing tool, beyond a simple trend. Sensory marketing is a new attractive way for large companies, and small ones, from the top-end to the discount products, to be different from competitors and especially to restart a relatively dull market. This study introduced a new marketing concept that could help restaurants in this industry achieve brand awareness and differentiation.

Moreover, previous studies on consumers' behavior in the Lebanese restaurant industry and the applications of sensory marketing in this industry are most probably unavailable, or extremely hard to find. This research provided a foundation for further studies in this field, which could bring great benefit to this sector, and others;

as the application of sensory marketing is not limited to the restaurant sector, but can be applied to all industries in the market.

5.4 Limitation of the study

Lack of industry information

One of the major setbacks of the research is the severe lack of credible market information and studies concerning the Lebanese restaurant industry. Throughout this research, the researcher felt as stepping into new grounds where the only information available was a couple of online articles and the primary data gathered from the questionnaire.

Perception of sensory marketing

The aim of this study was to determine whether consumers perceive factors used in sensory marketing. We aimed to determine if these factors have some degree of influence on consumer's behavior. Further examination of the concept requires much more research to examine each factor by its own.

Moreover, the research only studied consumer's perception of such factors in general, no actual research was conducted in the market place to determine the degree of usage and understanding of sensory marketing in the Lebanese restaurant industry.

Sample administrated by email

As we discussed earlier, to gather a large sample with a short amount of time, we conducted a self-administrated survey sent by email. One of the major disadvantages of a self administrated survey is standardization; the type of questions must be general enough to be appropriate for all respondents, possibly missing what is most appropriate to many respondents..

5.5 Recommendation and future research

A lot further research could be conducted in this field, as stated earlier we could not locate any recent market study conducted on the Lebanese restaurant industry. The research was conducted from the consumer perspective, yet none was conducted from the perspective of businesses in this industry.

Concerning sensory marketing, further research could be conducted in the market place to determine the degree of usage and understanding of the concept in the Lebanese restaurant industry. Also, further research is needed to tackle in details each factor used in sensory marketing, such as music, scent and touch.

Future research may extend the study to include other influential factors that were not included in this study such as past experience, and attitudes. In addition, future research may examine the restaurant choice factors from the viewpoints of restaurant operators and employees, instead of consumers.

Moreover, because the foodservice industry is dynamic, the factors that influence consumers' restaurant selection criteria may vary over time. Future research can conduct a longitudinal study to compare changes in restaurant choice factors that influence consumers' decision at different times.

Consequently, the study towards sensory marketing activities in other industries is recommended. The application of the concept could yield significant advantages to other industries in the market. The concept is showing lots of success in the retail, entertainment and service industries around the world.

It appears extremely important that the companies specialized in sensory marketing continue to innovate. The objective is allowing the trend to become more dynamic, to give it new means of pleasing people and improving the performance of new tools based on the studies carried out in the field. Reducing the costs, so that sensory marketing is accessible to more companies is truly necessary; the price of the installation is the principal barrier not only for companies but also for the consumers.

Finally, sensory marketing is a deep and complex concept that has benefited from many years of research and trials. It is crucial to understand that sensory marketing is much more than playing music in the background of a restaurant or ejecting certain smells into the environment. The concept deals with sensorial elements that impact consumers' emotions and behavior. It is a combination of psychological theories and Neuro-technology, put together by specialized enterprises to create a unique set of marketing tools and techniques.

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Appendix 1: Correlation tables

Correlations

		AGE	GENDER	OCCUPATIO N	INCOME	Type of restaurant	How often you visit a restaurant per week	How much money do you spend per time for meal in a restaurant	Factors mot for choosing a restaurant
AGE	Pearson Correlation	1	-.161**	.087	.718**	.582**	-.359**	.630**	.657**
	Sig. (2-tailed)		.001	.083	.000	.000	.000	.000	.000
	N	400	400	400	356	397	400	400	400
GENDER	Pearson Correlation	-.161**	1	-.207**	-.240**	.045	.084	-.282**	-.196**
	Sig. (2-tailed)	.001		.000	.000	.367	.092	.000	.000
	N	400	400	400	356	397	400	400	400
OCCUPATION	Pearson Correlation	.087	-.207**	1	.337**	.023	-.006	.096	.015
	Sig. (2-tailed)	.083	.000		.000	.642	.902	.056	.758
	N	400	400	400	356	397	400	400	400
INCOME	Pearson Correlation	.718**	-.240**	.337**	1	.428**	-.247**	.525**	.561**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	356	356	356	356	353	356	356	356
Type of restaurant	Pearson Correlation	.582**	.045	.023	.428**	1	-.081	.594**	.343**
	Sig. (2-tailed)	.000	.367	.642	.000		.107	.000	.000
	N	397	397	397	353	397	397	397	397
How often you visit a restaurant per week	Pearson Correlation	-.359**	.084	-.006	-.247**	-.081	1	-.268**	-.217**
	Sig. (2-tailed)	.000	.092	.902	.000	.107		.000	.000
	N	400	400	400	356	397	400	400	400
How much money do you spend per time for meal in a restaurant	Pearson Correlation	.630**	-.282**	.096	.525**	.594**	-.268**	1	.424**
	Sig. (2-tailed)	.000	.000	.056	.000	.000	.000		.000
	N	400	400	400	356	397	400	400	400
Factors mot for choosing a restaurant	Pearson Correlation	.657**	-.196**	.015	.561**	.343**	-.217**	.424**	1
	Sig. (2-tailed)	.000	.000	.758	.000	.000	.000	.000	
	N	400	400	400	356	397	400	400	400

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

Table 19: Correlation Table

Source: Research Calculations

Correlations

		AGE	GENDER	OCCUPATIO N	INCOME	Does music influence your decision making	Have you ever associated a specific color with a specific restaurant	Have you ever associated a specific location with a specific type of music played in its background?	Have you ever associated a specific restaurant with a specific smell	Have you ever been motivated by the scent of food (smell) in a restaurant
AGE	Pearson Correlation	1	-.161**	.087	.718**	.056	.028	-.069	.090	.212**
	Sig. (2-tailed)		.001	.083	.000	.268	.574	.166	.071	.000
	N	400	400	400	356	400	400	400	400	400
GENDER	Pearson Correlation	-.161**	1	-.207**	-.240**	-.055	-.503**	.066	-.060	-.075
	Sig. (2-tailed)	.001		.000	.000	.272	.000	.187	.231	.133
	N	400	400	400	356	400	400	400	400	400
OCCUPATION	Pearson Correlation	.087	-.207**	1	.337**	-.275**	-.102*	-.144**	.071	.361**
	Sig. (2-tailed)	.083	.000		.000	.000	.041	.004	.156	.000
	N	400	400	400	356	400	400	400	400	400
INCOME	Pearson Correlation	.718**	-.240**	.337**	1	.092	.108*	-.057	.020	.123*
	Sig. (2-tailed)	.000	.000	.000		.084	.043	.283	.710	.021
	N	356	356	356	356	356	356	356	356	356
Does music influence your decision making	Pearson Correlation	.056	-.055	-.275**	.092	1	.137**	.558**	-.244**	-.108*
	Sig. (2-tailed)	.268	.272	.000	.084		.006	.000	.000	.031
	N	400	400	400	356	400	400	400	400	400
Have you ever associated a specific color with a specific restaurant	Pearson Correlation	.028	-.503**	-.102*	.108*	.137**	1	-.079	-.034	-.148**
	Sig. (2-tailed)	.574	.000	.041	.043	.006		.114	.501	.003
	N	400	400	400	356	400	400	400	400	400
Have you ever associated a specific location with a specific type of music played in its background?	Pearson Correlation	-.069	.066	-.144**	-.057	.558**	-.079	1	-.099*	-.046
	Sig. (2-tailed)	.166	.187	.004	.283	.000	.114		.049	.360
	N	400	400	400	356	400	400	400	400	400
Have you ever associated a specific restaurant with a specific smell	Pearson Correlation	.090	-.060	.071	.020	-.244**	-.034	-.099*	1	.047
	Sig. (2-tailed)	.071	.231	.156	.710	.000	.501	.049		.351
	N	400	400	400	356	400	400	400	400	400
Have you ever been motivated by the scent of food (smell) in a restaurant	Pearson Correlation	.212**	-.075	.361**	.123*	-.108*	-.148**	-.046	.047	1
	Sig. (2-tailed)	.000	.133	.000	.021	.031	.003	.360	.351	
	N	400	400	400	356	400	400	400	400	400

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 20: Correlation Table 2

Source: Researcher calculations

Appendix 2: The Questionnaire

1. Age

- Under 20
- 21 - 30
- 31 - 50
- More than 50

2. Gender

- Male
- Female

3. Occupation

- Own business
- Full time Student
- Government employee
- Private sector officer
- Unemployed
- Part time student

4. Income (Per month)

- Less than 1,200,000 LBP (approx. 800 USD)
- 1,200,000 – 2,000,000 LBP (approx. 800-1333 USD)
- 2,000,000 – 3,500,000 LBP (approx. 1333-2000 USD)
- More than 3,500,000 LBP ((approx. 2000 USD)

5. What type of restaurants you visit the most?

- Fast food
- Resto-Cafe
- Specialized
- Luxury

6. How often you visit a restaurant per week?

- 0-1
- 2
- 3
- 4
- 5 up

7. How much money do you spend per time for a meal in a restaurant (average?)

- Less than 15,000 LBP
- 15,000 – 25,000 LBP
- 25,000 – 40,000 LBP
- More than 40,000 LBP

8. What are the factors that motivate you for choosing a specific restaurant?

7 (The most) - 1 (The least)

	1	2	3	4	5	6	7
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trendiness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Have you ever associated a specific restaurant with a specific color?

- Yes
- No

10. How about music? (Does it influence your decision making?)

- Yes
- No

11. Have you ever associated a specific restaurant with a specific type of music played in its background?

- Yes
- No

12. Can Favorable atmosphere in a restaurant influence you to choose it?

- Yes
- No

13. In your opinion, what are the most important elements of an atmosphere in a restaurant?

5 (The most) - 1 (The least)

	1	2	3	4	5
Color (Both interior and exterior)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scent of food or perfume in the restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout of restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you know sensory marketing?

- Yes
- No

15. Have you ever been motivated by the scent of food (smell) in a restaurant?

- Always
- Often
- Sometime
- Never

16. Have you ever associated a specific restaurant with a specific smell?

Yes

No

17. Do you think using scents, colors, and sounds in a restaurant can influence you to pay more and develop loyalty with those places?

Yes

No

Sometime