

The Role of Sensory Marketing in Purchasing Decisions-Case Study: Bani Hamad Hotel

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Abstract:

This study aims to demonstrate the role of sensory marketing in purchasing decisions. To confirm this relationship, the researcher designed a questionnaire and distributed it as a tool to collect primary data related to the study's subject. The questionnaire included 18 items, and a total of 118 valid questionnaires, out of 120 distributed, were analyzed. The practical study concluded that sensory marketing plays a role in purchasing decisions. The study also recommended the need to recognize the importance of the position sensory marketing now holds in influencing the consumer's five senses.

key words: sensory marketing, purchasing decisions, five senses, consumer

Introduction :

Marketing is a purposeful human activity that changes its subject and functions with the evolution of accompanying economic activities. Thus, its foundations and principles are always linked to human behaviors. It aims to satisfy and fulfill the needs and desires of consumers, which are continuous and renewed over time. Therefore, the success or failure of any project for producing and marketing goods and services depends on its ability to meet and satisfy the desires and needs of the final consumer. This requires marketers to understand consumer behavior, which reflects their desires and interests. Marketers use colors, flavors, and tastes in their products and their presentation methods to attract consumers. Most of the items consumers acquire are not actually needed, but they are purchased under the influence of emotions rather than necessity. This does not happen randomly; rather, it is driven by several factors that affect their psychology, starting with stimulating the senses. This relates to what is known as sensory marketing, which operates on the principle that it is not enough to present a product solely through its shape and price; it must also be accompanied by a sensory symbolic value related to the senses (sight, smell, hearing, taste, touch).

Sensory marketing is characterized by dynamism, having become a subject of research and studies aimed at understanding the factors influencing it, especially the course of the purchasing decision-making process, which is a complex process not limited to just making the decision, but rather consists of a series of sequential and coherent processes influenced by individual characteristics and environmental variables.

Research Problem

Based on the above, the main question of this research can be framed as follows:

What is the role of sensory marketing in the consumer's purchasing decision?

To answer this question, the following hypothesis can be established as a starting point **for the research:**

There is a role for sensory marketing in the consumer's purchasing decision.

From this main hypothesis, several sub-hypotheses branch out:

- There is a role for the sense of sight in the consumer's purchasing decision.
- There is a role for the sense of smell in the consumer's purchasing decision.
- There is a role for the sense of hearing in the consumer's purchasing decision.
- There is a role for the sense of taste in the consumer's purchasing decision.
- There is a role for the sense of touch in the consumer's purchasing decision.

Importance of the Study

The importance of this research lies in the following:

- The purchasing decision is the focal point of all prominent studies concerning the consumer and their behavior, which receive significant attention from researchers and marketers alike. Thus, this study can provide additional insights on this topic in the future and may serve as an introduction to more in-depth research studies.
- The attempt to highlight the importance of sensory marketing as a motivational tool by studying its role in the purchasing decision and the positive responses it generates as a result of eliciting a desired response from consumers.
- Understanding which sense plays the most significant role in the purchasing decision and attempting to improve and develop aspects related to the senses.

Research Methodology

To achieve the research objectives, answer the questions, study the proposed problem, analyze its dimensions, and attempt to validate the proposed hypotheses, we have chosen a descriptive approach, utilizing the analytical method that suits the type of study we are conducting.

Additionally, we rely on the case study method, through which we clarify the role of sensory marketing in the purchasing decision of the final consumer and derive results that will help achieve the research objective.

THE FIRST TOPIC : Sensory Marketing and Purchase Decision

FIRST REQUIREMENT: SENSORY MARKETING

Sensory marketing is a marketing technique used to attract customers by employing a set of steps or tactics that influence their senses, emotions, and behavior.

First Requirement: The Concept of Sensory Marketing In this section, we address the definition of sensory marketing, its origins, and its major developments..

Firstly:

1- Definition of Sensory Marketing

-According to the American Marketing Association: "Marketing techniques aimed at seducing the consumer by influencing their emotions and behavior through sensory experiences (VALENTI, 2008, p. 08)".

-As described by S. Renne: "A set of controllable variables by the producer or retailer to create a specific multi-sensory environment, either through the product itself or through the environment at the point of sale". (Filser, 2003, p. 05)

-Another definition states: "A marketing technique that relies on one or more of the five senses to entice and attract the consumer by enhancing the experience and influencing behavior positively towards a product, service, or point of sale". (Zahra, The Impact of Sensory Marketing on Consumer Behavior, 2012, p. 58)

-From these definitions, we can conclude that sensory marketing involves all marketing techniques aimed at attracting consumers by using their senses, influencing their emotions and behavior. It is a tool to measure and guide consumer behavior while also providing an opportunity to maximize profitability by ensuring repeat purchases and long-term product success. (Garon, 2011, p. 06)

2-The Importance of Sensory Marketing

The significance of sensory marketing lies in the following points: (Hammad, 2013, p. 05)

a-Facing Competition

With the emergence of globalization and increased competition, businesses are no longer limited to local activities but have extended their reach internationally. Additionally, consumers are exposed to more than 3,000 advertising messages daily, which creates pressure due to their limited ability to perceive them all equally. This has prompted businesses to distinguish themselves from competitors through differentiation in their services and advertising messages.

b-Creating a Pleasant and Engaging Experience During the Purchasing Process

The marketing process is often considered an enjoyable experience and a form of entertainment for most people, even if they do not intend to acquire a specific item. The goal is to encourage consumers to make purchases and to influence them through well-designed sensory marketing campaigns that affect their perception of the product and stimulate their purchasing decision.

Secondly

1- The Nature of the Senses

Sensory marketing aims to stimulate consumers' senses, and in this section, we will discuss the importance of the five senses and their role in influencing purchasing decisions, which are as follows: (Al-Juraissi, 2007, p. 100)

a-First: The Sense of Sight

The sense of sight is the fastest among the senses in conveying environmental stimuli to the brain. Estimates suggest that a person needs 45 milliseconds to detect any visual stimulus.

Various forms of visual stimuli can include:

Different shapes of the product (circular, rectangular, etc.).

Dynamics; for example, using an image of a static product during marketing or a moving product.

The colors of the product; studies have confirmed that each color has a different effect on consumer perception. For instance, a study conducted in France concluded that 20% of consumers have an increased level of awareness for products that use red as packaging or

promotional material, while 33% of consumers show increased awareness for products that rely on blue.

The level of ambient lighting around the consumer during exposure to marketing by producers.

b-Second: The Sense of Hearing

Some sounds may not be directly related to the product but are used to create a suitable surrounding environment that facilitates the purchasing process; we refer to these sounds as ambient sounds.

Ambient sounds can be categorized based on rhythm speed, type of music, and volume of music:

Rhythm Speed: Studies have shown that fast-paced music is strongly related to the speed of shopping by consumers. Fast rhythms stimulate sensory activity and create a positive mood that helps in receiving and better perceiving the ideas presented by salespeople. Additionally, using fast music with a slow tempo can increase the time consumers spend in the store, thus increasing purchases. On the other hand, slow and soothing music often reduces consumers' complaints during crowded situations in product delivery centers.

Type of Music: Music is not only limited to speeding up or slowing down shopping; it also helps consumers perceive the product and encourages them to purchase it through appealing music. In some cases, music can be used to compel people towards something specific.

Volume of Music: Some marketers rely on excluding a particular segment from their sensory marketing environment to influence the targeted group. However, this strategy is risky because loud sounds may drive all consumers out of the store.

c-Third: The Sense of Smell

Humans can close their eyes, cover their ears, refrain from touching, and refuse to taste different foods, but they cannot breathe without inhaling air that carries various odors. Therefore, the sense of smell is critically important. Research indicates that 75% of pleasant scents generate a positive emotional state, which often leads to purchasing behavior.

Studies have shown that smell is one of the most powerful factors in stimulating human memory, bringing back beautiful moments from the past. Thus, due to its importance in attraction, smell is considered an added value to the product from a marketing perspective and is one of the most significant attractions in retail stores.

Kotler has confirmed that the surrounding smell while consumers search for products creates a positive mood that reflects their evaluation of the store and ultimately drives them to make a purchasing decision. Many brands have also worked on using scent as an important tool in sensory marketing by surrounding consumers with attractive scents that encourage them to stay longer, which helps increase the likelihood of making a purchase decision.

d-Fourth: The Sense of Taste

When we talk about the past, the most frequently discussed topic among people is food. Even when returning from trips and visits, we remember the food we had. Humans enjoy sharing taste sensations with others, which plays a role in human life. Studies have confirmed that delicious foods enhance feelings of joy and happiness in consumers and increase their recall of positive moments in their lives. Hence, taste must be emphasized in sensory marketing.

e-Fifth: The Sense of Touch

Touch is a sense of great importance for human life, recognized for centuries as a means of warning humans of many dangers and thus preserving their safety.

In marketing, touch serves to reinforce the sense of sight, ensuring that the marketing message reaches the brain for translation, analysis, and a purchasing response. Studies have shown that people often judge a product based on its silky or textured feel.

Marketers have also exploited this sense to target a new segment of consumers, specifically the visually impaired. When vision is absent, touch becomes the most effective sense in conveying the marketer's message.

SECOND REQUIREMENT: PURCHASE DECISION

Consumers make various purchasing decisions regarding goods and services that satisfy their needs and desires. Understanding how consumers make these purchasing decisions is a complex and challenging process. In this section, we will address the types of purchasing decisions and the key stages consumers go through to make their purchasing decisions.

Firstly:

1- Definition of the Purchasing Decision

-The purchasing decision is defined as "the action or process by which a consumer acquires a good or service directly, i.e., after paying for it to satisfy a need or desire. This process goes through several stages, from the initial appearance of the need until its fulfillment (Attaoua Mohamed, 2009, p. 166)".

-It can also be defined as "the process the consumer goes through each time they purchase a good or service, taking into account whether the purchase is a first-time purchase or a repeated one". (Zerouki, 2017, p. 11)

-It is also defined as "the procedure by which consumers gather information, analyze it, and choose between alternatives for goods or services". (Lamia, 2006, p. 15)

-From these definitions, we can conclude that the purchasing decision is "the steps or stages a buyer goes through when making choices about any of the products they prefer to purchase. In most cases, the purchasing process follows the same steps or stages; however, the time taken to make a decision is usually longer for high-priced products. Additionally, the lack of information about certain aspects of the purchasing process may lead consumers to postpone their purchasing decision until such information becomes available". (Al-Bakri, 2009, p. 237)

2- Types of Purchasing Decisions

Consumer behavior towards a specific product varies based on several factors, including the complexity of the purchasing situation and the products involved in the decision. Thus, we can differentiate between types of purchasing decisions according to two criteria: (Alati, 2014)

a- Routine Purchase Decision:

This represents the least complex purchasing situations and occurs when the consumer is well acquainted with the type of good and its characteristics, relying on previous experience. This pattern of purchasing behavior usually occurs for lower-cost goods and services in terms of money, time, and effort, and they are purchased repeatedly.

b- Moderately Complex Purchase Decision:

The consumer may be familiar with the product because they have purchased it several times, yet they are not accustomed to all available alternatives. Thus, they need to think, even to a limited extent, because they are aware of the product and need some information about competing products.

c- Highly Complex Purchase Decision:

In some product categories, such as cars or homes, the consumer exerts significant effort and time at each stage (identifying the problem, using a large number of criteria to evaluate information search before making a decision). They seek to obtain all the information that helps them make a correct purchasing decision, relying especially on rational motives.

Secondly**Stages of the Purchasing Decision**

Consumers seek to satisfy their needs and spend their resources on goods and services that meet their growing needs. This process occurs through stages that the consumer goes through:

a-First: Identifying the Problem

The purchasing process begins when the consumer has an unsatisfied need, stimulated by internal stimuli such as hunger and thirst or external stimuli through various promotional methods.

b-Second: Searching for Information

After the consumer identifies their unmet need, they begin searching for information as a second step to determine the goods and services that suit their needs. This involves internal cognitive search, which is the mental process of searching for stored information that aids in decision-making and is usually accessible to the consumer. The external search then follows, using the following sources:

Personal Sources: These include family members, relatives, and neighbors, which hold special importance for the consumer as they provide prior information.

Commercial Sources: These include advertisements, sales representatives, distributors, and all brochures issued by the organization, along with packaging, which carries important information about the product. Consumers can rely on these sources without expending significant effort.

Public Sources: These include magazines, newspapers, articles, and government publications that periodically provide information relevant to consumers, as well as specialized scientific associations or independent bodies that serve consumers by testing quality and packaging for various products.

c-Third: Evaluating Available Alternatives

After gathering sufficient information from various sources, the third step in the pre-purchase phase is evaluating alternatives. The consumer selects the best alternative among these options by comparing different brands that they believe can address the problem they started with in the decision-making process, evaluating the available alternatives for goods and services.

d-Fourth: The Purchasing Stage

At this point, the final consumer chooses one alternative from the available options that they believe will provide them with the maximum satisfaction. The consumer's purchasing decision is to buy the best brand among the alternative brands. There are factors that mediate between the consumer's purchase intention and the purchasing decision, which may assist or hinder the consumer's purchasing process, depending on the context. It can be said that the final decision is sequential and passes through specific stages to reach the actual intention to purchase. After evaluating different alternatives and weighing them against each other, the purchase intention must be established. However, even with this strong intention to buy, there are factors that may change the consumer's decision and influence it. These factors include:

The Influences of Others: Often, a consumer may want to purchase a product, but family members or friends interfere with their purchasing decision, potentially dissuading them from the desired product or encouraging them to buy another brand.

Unexpected Situational Factors: Factors not considered by the consumer may prevent a definite purchasing decision, such as an unexpected decrease in income or the unavailability of the product or desired brand, leading them to change their mind unexpectedly. Therefore, we cannot consider the intention to purchase as evidence of behavior. Here, the role of marketers becomes evident in influencing consumers to make actual purchasing decisions quickly through advertising repetition, sales promotion programs, training salespeople in stores, and encouraging them to speak positively about the product. When the consumer makes a purchasing decision, some secondary decisions related to the purchasing process arise, such as the number of units to be purchased, timing, and payment methods.

e-Fifth: The Post-Purchase Stage

In this stage, the behavior of the consumer after completing the purchasing process or the consumer's reaction after acquiring a specific product or brand is examined. This behavior results from the consumer's evaluation of the product they purchased, where they compare the expected performance of the product with the actual performance. It can be said that there are two scenarios for post-purchase behavior: the first scenario reflects the consumer's positive behavior towards the product, which occurs when the expected performance is less than the actual performance, leading to satisfaction with the product acquired. In this case, the consumer gains relevant information and experience, forming a positive conviction about the chosen alternative, making the likelihood of repeat purchases very high.

The second scenario reflects negative behavior towards the product, occurring when the expected performance exceeds the actual performance, leading to dissatisfaction. In this case, the benefit received by the consumer from the product is less than what they expected to obtain, and as a result, the consumer will not repeat the purchasing process for this product, leading them to seek information to acquire another alternative brand or product. This situation can result in decreased sales for the organization.

THE SECOND TOPIC : CASE STUDY

This section provides a description of the study's methodology and procedures, starting with the characteristics of the study sample, the tools used to collect data, as well as the statistical methods employed in data analysis. It concludes with the analysis of the collected data, the study's results, and recommendations.

FIRST REQUIREMENT: DATA COLLECTION TOOLS AND STUDY VARIABLES

Firstly:

1- Study Population and Sample

a-Introduction to Beni Hammad Hotel in Bordj Bou Arreridj:

Beni Hammad Hotel in Bordj Bou Arreridj is a four-star hotel establishment, opened in November 2014. It is located in the city center of Bordj Bou Arreridj and is designed as an eight-story building.

The hotel, part of the Ben Hammadi Group, consists of 84 rooms, including 24 suites, distributed as follows: 20 single rooms and 40 double rooms, with a total capacity of 160 beds. The hotel also features two restaurants operating under different systems: one offers à la carte dishes from international cuisines, in addition to a cafeteria, which provides a relaxing space for visitors, serving non-alcoholic cold and hot beverages along with a variety of modern desserts on the first floor. On the second floor, there is a snack-style restaurant offering a diverse selection of dishes.

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The hotel also includes a children's play area, a fitness center, sauna, jacuzzi, and a gallery of high-end retail shops, including traditional handicrafts. Furthermore, the hotel has four halls: a gym, the Castle Hall with a capacity of around 450 people, a training seminar room with a capacity of around 60 people, and a business center accommodating around 20 people.

b- The study sample included a group of visitors to Beni Hammad Hotel, where 120 questionnaires were distributed, and 118 of them were retrieved.

2- Study Tool and Reliability Measurement:

a-In this study, we relied on distributing a questionnaire to collect information, accompanied by the applied scale, which was provided to each individual in the sample. The questionnaire is one of the investigative techniques and tools that help gather data related to the study's subject. It allows students to ask pre-prepared questions to individuals in a qualitative manner to obtain data that primarily serves the study's topic according to the research problem and hypotheses.

The research questionnaire was divided into two main sections:

- **Section One:** Includes personal and functional characteristics (gender, age, educational level, occupation).
- **Section Two:** Dedicated to the 18 questionnaire statements, which were divided into five main axes as follows:
 - **Axis One:** Contains statements related to the relationship between sight and purchase decision, with a total of 5 statements.
 - **Axis Two:** Contains statements related to the relationship between hearing and purchase decision, with a total of 3 statements.
 - **Axis Three:** Contains statements related to the relationship between smell and purchase decision, with a total of 3 statements.
 - **Axis Four:** Contains statements related to the relationship between taste and purchase decision, with a total of 4 statements.
 - **Axis Five:** Contains statements related to the relationship between touch and purchase decision, with a total of 3 statements.

To answer the questionnaire, a three-point Likert scale was used, as it is suitable for this type of questionnaire. The table below shows the ratings of this scale:

Table (01): Likert Scale Ratings

Strongly Disagree	Somewhat Agree	Agree
1	2	3

Source: Prepared by the researcher.

To determine the length of each dimension of the three-point Likert scale (minimum and maximum limits), the range was calculated ($3 - 1 = 2$), then the result was divided by the number of dimensions ($2 \div 3 = 0.66$). This value is then added to the lowest value on the scale, which is (1), to determine the upper limit for the first dimension (Strongly Disagree), and so on. Determining these ranges helps understand the direction of the responses through their arithmetic averages, with a tendency towards "Agree" or "Somewhat Agree" or "Disagree." The following table illustrates this better.

The table below shows the response levels for the three-point Likert scale:

Table (02): Response Levels for the Three-point Likert Scale

Level	Low	Medium	High
Arithmetic Average	1.00 – 1.67	1.68 – 2.34	2.35 – 3.00

Source: Prepared by the researcher.

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The questionnaire data was analyzed using several statistical tools, including:

1. Frequencies and percentages
2. Arithmetic average
3. Standard deviation

b- To test the reliability level, we calculated the "Alpha Cronbach" coefficient, which indicates the reliability of the scale and measures the validity of the sample. The results of the Alpha Cronbach test for the sections are shown in the following table:

Table (03): Results of the Sample Validity Test

Survey Statements	Alpha Cronbach
18	0.717

Source: Prepared by the researcher.based on SPSS program outputs.

The acceptable value for the reliability coefficient in exploratory research, as recommended by Cronbach (1970) and Nunnally (1978), is 70%. This threshold was lowered by researchers such as Sekaran (2000) and Amir Sonderpandian (2002) to 60%.

Based on the results in the table above, it is clear that the Alpha Cronbach coefficient for all survey statements reached 71.7%, which indicates that the study tool is reliable and provides validity to analyze and interpret the study results and test its hypotheses.

Secondly

1- Description and Analysis of the Study Variables

a- Description of the Characteristics of the Study Sample

- o **Gender**

Table (04): Distribution of Sample Individuals by Gender Variable

V ariable	C ategory	Fre quency	Perce ntage %
G ender	M ale	64	54.8%
	Fe male	54	45.2%
	T otal	118	100%

Source: Prepared by the researcher based on Excel outputs

From the table, we observe that the dominant category is males, with a percentage of 54.8%, while females come second at 45.2%. The figure below illustrates this.

○ Age

Table (05): Distribution of Sample Individuals by Age Variable

Variable	Category	Frequency	Percentage %
Age	Under 20years	10	8.5%
	From 21 to 30 years	48	40.7%
	From 31 to 40 years	26	22%
	41 years and above	34	28.8%
	Total	118	100%

Source: Prepared by the researcher based on Excel outputs

From the above table, we note that the predominant age group is those between 21 and 30 years, representing 40.7%. The second largest group is those aged 41 and above at 28.8%. This is followed by the age group of 31 to 40 years at 22%, while the group under 20 years ranks fourth at 8.5%.

○ Educational Level

Table (06): Distribution of Sample Individuals by Educational Level Variable

Variable	Category	Frequency	Percentage %
Educational Level	Less than Secondary	15	12.7%
	Secondary	26	22%
	University	61	51.7%
	Postgraduate	16	13.6%
	Total	118	100%

Source: Prepared by the researcher based on Excel outputs

From the above table, we observe that the university education level is the predominant category at 51.7%, followed by secondary education at 22%. The postgraduate category comes third at 13.6%, and finally, the less than secondary category ranks fourth at 12.7%.

The Role of Sensory Marketing in Purchasing Decisions -Case Study: Bani Hamad Hotel○ **Profession****Table (07): Distribution of Sample Individuals by Profession Variable**

Percentage %	Frequency	Category	Variable
16.9%	20	Student	Profession
32.2%	38	Employee	
23.7%	28	Self-employed	
12.7%	15	Retired	
14.4%	17	Unemployed	
100%	118	Total	

Source: Prepared by the researcher based on Excel outputs

From the above table, we observe that the dominant group is employees, with a percentage of 32.2%. This is followed by self-employed individuals at 23.7%, and students at 16.9%. Next are those who are unemployed at 14.4%, and finally, retirees at 12.7%.

b- Analysis of Study Statements

This section focuses on the study variable represented by the dimensions of sensory marketing at the Beni Hammad Hotel, where the means and standard deviations are calculated to understand the attitudes of the sample individuals.

○ **Means and Standard Deviations for the Dimension of Sight:****Table (08): Analysis of Statements Related to the Dimension of Sight**

Sight	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
The modern design of the Beni Hammad Hotel captures my attention and encourages me to purchase its services.	Frequency	69	18	31	1.68	0.761
%	58.47	15.25	26.27			
I seek to stay longer at the Beni Hammad Hotel because of the attractive colors present in the hotel.	Frequency	41	49	28	1.89	0.874
%	34.74	41.52	23.73			
The natural furniture and decor of the hotel create a	Frequency	41	43	34	1.94	0.847

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Sight	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
desire in me to choose it over others.						
%	34.74	36.44	28.81			
I visit the shops within the Beni Hammad Hotel with the intention of making a purchase.	Frequency	28	59	31	2.02	0.821
%	23.73	50	26.27			
The quality of lighting in the Beni Hammad Hotel captures my attention, which encourages me to use its services.	Frequency	49	33	36	1.89	0.826
%	41.52	27.97	30.51			
Average Rates	1.88	0.826	Average			

Source: Prepared by the students based on Excel outputs

From the previous table, we find that all statements in this dimension received an average level of agreement. We also note from the results that the sample respondents moderately agree on the extent to which the sense of sight influences their purchasing decisions. This is confirmed by the overall mean for this dimension, which reached (1.88) within the range of the three-point Likert scale (1.68-2.34), with a standard deviation of (0.826), indicating the variability of consumer responses regarding the overall statements of this dimension.

○ **Means and Standard Deviations for the Dimension of Hearing:**

Table (09): Analysis of Statements Related to the Dimension of Hearing

Hearing	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
The good reputation of the Beni Hammad Hotel creates a desire in me to visit it.	Frequency	77	21	20	1.52	0.801
%	65.25	17.80	16.95			
The quality of music within the Beni Hammad Hotel attracts me to request its services.	Frequency	40	47	31	1.92	0.860
%	30.90	39.83	26.27			
I go to the Beni Hammad Hotel to escape the noise present in other hotels.	Frequency	33	47	38	2.04	0.818
%	27.97	39.83	32.20			

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Hearing	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
Average Rates	1.83	0.496	Average			

Source: Prepared by the researcher.based on Excel outputs

From the previous table, we find that the first statement, "The good reputation of the Beni Hammad Hotel creates a desire in me to visit it," received the lowest level of agreement, with a weighted mean of (1.52) within the range (1-1.67) of the three-point Likert scale, accompanied by a standard deviation of (0.801).

We also observe from the table results that the sample respondents moderately agree on the extent to which the sense of hearing influences their purchasing decisions. This is confirmed by the overall mean for this dimension, which reached (1.83) within the three-point Likert scale, with a standard deviation of (0.496), indicating the variability of consumer responses regarding the overall statements of this dimension.

○ **Means and Standard Deviations for the Dimension of Smell:**

Table (10): Analysis of Statements Related to the Dimension of Smell

Smell	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
The overall scent in the Beni Hammad Hotel encourages me to stay longer in the hotel.	Frequency	43	38	37	1.95	0.892
%	36.44	32.20	31.35			
The scent of scented candles in the Beni Hammad Hotel rooms attracts me to choose it.	Frequency	35	42	41	2.05	0.809
%	29.66	35.59	34.74			
The delicious smell of food inside the hotel creates a desire in me to have my meals at the hotel restaurant.	Frequency	45	33	40	1.96	0.810
%	38.13	27.96	33.90			
Average Rates	1.99	0.502	Average			

Source: Prepared by the researcher.based on Excel outputs

From the previous table, we find that all statements in this dimension received an average level of agreement. We also note from the results that the sample respondents moderately agree on the extent to which the sense of smell influences their purchasing decisions. This is confirmed by the overall mean for this dimension, which reached (1.99) within the range of the three-point Likert scale (1.68-2.34), with a standard deviation of (0.502), indicating the variability of consumer responses regarding the overall statements of this dimension.

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○ Means and Standard Deviations for the Dimension of Taste:

Table (11): Analysis of Statements Related to the Dimension of Taste

Taste	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
The distinctive taste of the dishes at the Beni Hammad Hotel drives me to request catering services.	Frequency	60	31	27	1.72	0.887
%	50.85	26.27	22.88			
The healthy meals provided by the Beni Hammad Hotel encourage me to increase my purchase of catering services.	Frequency	41	41	36	1.96	0.738
%	34.74	34.74	30.51			
The heavy and rich meals at the Beni Hammad Hotel increase my desire to have my meals at the hotel.	Frequency	19	67	32	2.11	0.754
%	16.10	56.78	27.11			
The traditional dishes available at the Beni Hammad Hotel drive me to purchase my meals at the hotel.	Frequency	38	41	39	2.00	0.821
%	32.20	34.74	33.05			
Average Rates	1.95	0.660	Average			

Source: Prepared by the researcher. based on Excel outputs

From the previous table, we find that all statements in this dimension received an average level of agreement. We also note from the results that the sample respondents moderately agree on the extent to which the sense of taste influences their purchasing decisions. This is confirmed by the overall mean for this dimension, which reached (1.95) within the range of the three-point Likert scale (1.68-2.34), with a standard deviation of (0.660), indicating the variability of consumer responses regarding the overall statements of this dimension.

○ Means and Standard Deviations for the Dimension of Touch

Table (12): Analysis of Statements Related to the Dimension of Touch

Touch	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
The soft texture of the furniture at the Beni Hammad Hotel attracts me	Frequency	56	33	29	1.77	0.895

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Touch	Agree	Somewhat Agree	Disagree	Mean	Standard Deviation	Level of Agreement
to return to it.						
%	47.46	27.97	24.58			
The leather texture of the furniture at the Beni Hammad Hotel interests me and drives me to acquire its services.	Frequency 44	47	27	1.86	0.882	
%	37.29	39.83	22.88			
The silky texture of the bed linens and covers at the Beni Hammad Hotel encourages me to request overnight stays.	Frequency 48	35	35	1.89	0.835	
%	40.68	29.66	29.66			
Average Rates	1.84	0.522	Average			

Source: Prepared by the researcher.based on Excel outputs

From the previous table, we find that all statements in this dimension received an average level of agreement. We also note from the results that the sample respondents moderately agree on the extent to which the sense of touch influences their purchasing decisions. This is confirmed by the overall mean for this dimension, which reached (1.84) within the range of the three-point Likert scale (1.68-2.34), with a standard deviation of (0.522), indicating the variability of consumer responses regarding the overall statements of this dimension.

SECOND REQUIREMENT: TESTING THE VALIDITY OF HYPOTHESES AND DISCUSSION OF STUDY RESULTS

Firstly:

1- Testing the Validity of Hypotheses

In this part of the field study, we will test the validity of the sub-hypotheses and the main hypothesis. The main hypothesis states: "**There is a role for sensory marketing in the consumer's purchasing decision.**" This hypothesis is based on comparing the mean responses regarding the role of sensory marketing in making purchasing decisions, using the three-point Likert scale. To test this hypothesis, we have divided it into a set of sub-hypotheses.

a- Testing the Validity of the Sub-Hypotheses

o Testing the Validity of the First Sub-Hypothesis

The first sub-hypothesis states that there is a role for the sense of sight in the consumer's purchasing decision. This hypothesis is based on comparing the mean response regarding the role of the sense of sight in making the consumer's purchasing decision with the mean of the tool, using the three-point Likert scale. The mean response for the items related to the sense of sight was (1.88), with a standard deviation of (0.826), reflecting a moderate agreement among the sample members on the existence of a role for the sense of sight in the purchasing decision.

○ Testing the Second Sub-Hypothesis

The second sub-hypothesis states that there is a role for the sense of hearing in the consumer's purchasing decision. This hypothesis is based on comparing the mean response regarding the role of the sense of hearing in making the consumer's purchasing decision with the mean of the tool, using the three-point Likert scale. The mean response for the items related to the sense of hearing was (1.83), with a standard deviation of (0.496), indicating a moderate agreement among the sample members on the existence of a role for the sense of hearing in the purchasing decision.

○ Testing the Third Sub-Hypothesis

The third sub-hypothesis states that there is a role for the sense of smell in the consumer's purchasing decision. This hypothesis is based on comparing the mean response regarding the role of the sense of smell in making the consumer's purchasing decision with the mean of the tool, using the three-point Likert scale. The mean response for the items related to the sense of smell was (1.99), with a standard deviation of (0.502), reflecting a moderate agreement among the sample members on the existence of a role for the sense of smell in the purchasing decision.

○ Testing the Fourth Sub-Hypothesis

The fourth sub-hypothesis states that there is a role for the sense of taste in the consumer's purchasing decision. This hypothesis is based on comparing the mean response regarding the role of the sense of taste in making the consumer's purchasing decision with the mean of the tool, using the three-point Likert scale. The mean response for the items related to the sense of taste was (1.95), with a standard deviation of (0.660), indicating a moderate agreement among the sample members on the existence of a role for the sense of taste in the purchasing decision.

○ Testing the Fifth Sub-Hypothesis

The fifth sub-hypothesis states that there is a role for the sense of touch in the consumer's purchasing decision. This hypothesis is based on comparing the mean response regarding the role of the sense of touch in making the consumer's purchasing decision with the mean of the tool, using the three-point Likert scale. The mean response for the items related to the sense of touch was (1.84), with a standard deviation of (0.522), reflecting a moderate agreement among the sample members on the existence of a role for the sense of touch in the purchasing decision.

b- Testing the Main Hypothesis

The main hypothesis states that: there is a role for sensory marketing in making purchasing decisions.

Table (13): Ranking of Sensory Marketing Indicators

Indicator	Mean	Standard Deviation	Rank	Approval Level
Sense of Sight	1.88	0.826	3	Moderate
Sense of Hearing	1.83	0.496	5	Moderate
Sense of Smell	1.99	0.502	1	Moderate
Sense of Taste	1.95	0.660	2	Moderate

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Indicator	Mean	Standard Deviation	Rank	Approval Level
Sense of Touch	1.84	0.522	4	Moderate
Sensory Marketing	1.89	0.601		Moderate

Source: Prepared by the researcher.based on Tables No. (12, 11, 10, 09, 08).

From Table No. 13, we observe that the Sense of Smell indicator ranked first compared to other sensory marketing indicators, with the highest mean (1.99) and a standard deviation of (0.502). This confirms the moderate acceptance level among the study sample regarding this indicator. Following it is the Sense of Taste indicator, with a mean of (1.95) and a standard deviation of (0.660). As for the Sense of Sight, it ranked third, with a mean of (1.88) and a standard deviation of (0.826), also reflecting a moderate approval level. The last two indicators, the Senses of Hearing and Touch, had means of (1.84) and (1.83), respectively, with standard deviations of (0.522) and (0.496), indicating a moderate approval level from the sample regarding these two indicators.

From the above, it can be concluded that the opinions of the studied sample regarding sensory marketing in the hotel under study came with a moderate degree according to the employed study field, where the overall mean for the sensory marketing variable was (1.89) with a standard deviation of (0.601).

Secondly:

1- Discussion of Study Results

a- Interpretation of Sub-Hypothesis Results

o Interpretation of the Results of the First Sub-Hypothesis

The results of this hypothesis showed a moderate agreement among the sample respondents regarding the role of the sense of sight in consumers' purchasing decisions. It was established that the modern design and lighting in the hotel align with customers' tastes. However, the deficiencies related to this aspect included a lack of appealing colors and natural decorations, as well as insufficient services in the shops located within the hotel.

o Interpretation of the Results of the Second Sub-Hypothesis

The respondents' opinions regarding the element of hearing in the hotel were generally moderate. A good reputation for the hotel creates a desire among customers to visit and acquire its services. However, the deficiencies concerning this aspect included the quality of music and the tranquility within the hotel, which do not align with customers' tastes and needs.

o Interpretation of the Results of the Third Sub-Hypothesis

Based on the responses of the study sample regarding the sense of smell, it was found that its level was moderate. Respondents were somewhat in agreement that the general atmosphere and the delicious aroma of food make them want to stay longer at the hotel. A drawback in this regard is the hotel's lack of scented candles in its rooms, which does not match consumers' preferences.

o Interpretation of the Results of the Fourth Sub-Hypothesis

In light of the analysis of the sense of taste, which was rated at a moderate level according to the sample's opinions, it can be said that the healthy meals offered by the hotel and the distinctive taste of its food encourage consumers to increase their purchase of catering services from the hotel.

○ **Interpretation of the Results of the Fifth Sub-Hypothesis**

Based on the responses of the study sample regarding the sense of touch, it was shown that its level was moderate. Therefore, it can be stated that the soft and silky texture of the hotel's bedding increases customers' desire to request accommodation services. However, the deficiencies in this aspect pertained to the leather texture of the hotel furniture, which does not suit customers' tastes and thus does not encourage them to use its services.

b- Interpretation of the Main Hypothesis Results

The results of the test indicated that the level of responses from the sample regarding the role of sensory marketing in the consumer's purchasing decision at the Ben Hamad Hotel in the Wilaya of Bordj Bou Arreridj was average. Therefore, it can be said that this new marketing approach is still in its early stages and is based on theoretical research that emphasizes the necessity of following this approach with its five elements (sight, sound, smell, taste, touch).

Conclusion:

Through our discussion of the role of sensory marketing in the consumer's purchasing decision from both theoretical and practical perspectives, it was concluded that sensory marketing aims to provide added value to the customer through the five senses. Consumer satisfaction with the services provided is considered the starting and ending point of sensory activity.

The following presents the various results obtained from the study, based on which a set of suggestions will be provided:

- Most members of the study sample agree that there is a moderate role of sensory marketing in the consumer's purchasing decision.
- The study revealed a strong relationship between the sense of sight and purchasing decisions, particularly regarding modern design and lighting, as the sense of sight is important and is emphasized through symbols and shapes, allowing for attention to be drawn.
- The study demonstrated a strong relationship between the sense of hearing and purchasing decisions, as the hotel's good reputation encourages consumers to visit and purchase its services.
- The study indicated a strong relationship between the sense of smell and purchasing decisions, as the general ambiance and delicious food aromas in the hotel encourage them to stay longer, and a longer stay means more services.
- The study showed a strong relationship between the sense of taste and purchasing decisions, with results indicating that consumers greatly prefer to sample healthy dishes offered at the hotel.
- The study revealed a strong relationship between the sense of touch and purchasing decisions, with findings indicating that the soft and silky texture of the bedding increases customers' desire to request hotel services.

Recommendations:

In light of these results, the following recommendations can be made:

- The hotel should use attractive colors and natural decorations that match consumer tastes.

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- Consumers should be accustomed to a calm musical atmosphere that aligns with the hotel's style, as soft music creates a sense of comfort for the consumer and increases their stay duration.
- The hotel should avoid using scented candles as much as possible, given that they are not well accepted by consumers, especially those who suffer from allergies to this product

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