

***The Impact of Sensory Marketing Dimensions on Enhancing Brand Identity:
An Exploratory Study on Bouamama Saleh Hotel in Illizi Province.***

Khathir CHINE ^{1*}, Sabah GHERBI ²

***¹ DEAMAPRT Laboratory, Illizi University Center (Algeria),
chine.khathir@cuillizi.dz***

***² LMELSPM Laboratory, University of Ain Temouchent (Algeria)
Sabah.gherbi@univ-temouchent.edu.dz***

Received: 10/11/2024

Accepted: 23/01/2025

Published: 31/01/2025

Abstract:

This study aimed to analyze the impact of sensory marketing on enhancing the brand identity of Bouamama Saleh Hotel, through examining the five dimensions of sensory marketing (sight, hearing, touch, taste, and smell). The researchers used both descriptive and analytical methods, collecting data from a sample of hotel guests through surveys to measure their attitudes towards these dimensions. SPSS software was used for statistical data analysis, and the results showed that sensory marketing has a significant impact on brand identity, particularly in the visual, taste, and smell dimensions. However, sensory marketing through hearing and touch did not show a significant effect.

The study highlighted the importance of sensory marketing in improving the hotel's brand identity, where enhancing visual elements such as design and lighting, as well as improving the dining experience by offering distinctive flavors, can strengthen the hotel's mental image. The researchers also recommended using distinctive scents to increase the emotional connection between guests and the hotel. Additionally, it was suggested to reconsider the use of auditory and tactile factors and to enhance marketing campaigns focused on the influential senses.

**** Corresponding author***

Keywords: *Sensory Marketing, Brand Identity, Hotel, Guest Experience, Emotional Connection.*

Introduction

Brand identity is one of the most crucial elements that institutions strive to build and strengthen to ensure a strong presence in the market and enhance their competitiveness. This identity plays a fundamental role in influencing customers' decisions and loyalty, making it a focal point for many researchers and practitioners in the field of marketing. The importance of brand identity is particularly prominent in sectors that rely on providing comprehensive and integrated experiences, such as the hotel industry, which continually seeks to improve service quality and attract more customers.

In this context, there is a growing interest in adopting innovative marketing strategies to enhance the customer experience, including sensory marketing, which contributes to improving customers' perceptions of the institution through the use of the five senses. This type of marketing works to capture attention and build a positive, deep-rooted image of the brand in the customer's mind, distinguishing it from other traditional marketing methods. Sensory marketing aims to create an all-encompassing experience that engages different customer senses, thereby strengthening their emotional connection with the brand and increasing their loyalty.

Hotels are among the sectors that benefit most from sensory marketing, as it can be applied through interior design, the use of distinctive scents, improving food quality, and other elements that directly impact the guests' experience. These strategies aim to turn every hotel visit into an unforgettable experience, enhancing the hotel's position and creating positive, lasting impressions for customers.

This study aims to explore the role of sensory marketing as a means to enhance brand identity, through a case study of Bouamama Saleh Hotel. The focus will be on analyzing how different senses – sight, hearing, touch, taste, and smell – influence the hotel's image in the minds of customers. Through this analysis, the study seeks to provide practical recommendations that can help develop effective marketing strategies to enhance brand identity and increase customer loyalty.

Problem Statement

Amid the intense competition in the hotel industry, Bouamama Saleh Hotel faces the challenge of building and strengthening its brand identity in a way that ensures distinction and a strong connection with customers. With the increasing emphasis on comprehensive customer experiences, sensory marketing emerges as an effective strategy to enhance brand identity. Accordingly, this study poses the following question:

How does sensory marketing, with its various dimensions, contribute to enhancing the brand identity of Bouamama Saleh Hotel?

Main Hypothesis

To answer this question, the following hypothesis was formulated: Sensory marketing contributes positively and effectively to enhancing the brand identity of Bouamama Saleh Hotel.

Sub-Hypotheses

Based on the presented problem, the following hypotheses were proposed for verification or refutation:

- Sensory marketing through sight positively affects the enhancement of Bouamama Saleh Hotel's brand identity.
- Sensory marketing through hearing has a positive impact on the hotel's brand identity.
- Sensory marketing through touch contributes to improving customers' perception of the brand identity.
- Sensory marketing through taste positively affects customer experience and enhances brand identity.
- Sensory marketing through smell leaves a positive impression that strengthens the hotel's brand identity.

Significance of the Study

The importance of this study lies in:

- Providing a deeper understanding of the role of sensory marketing in enhancing brand identity, which helps in developing effective marketing strategies for the hotel sector;
- Highlighting the importance of adopting marketing practices that focus on a comprehensive customer experience, which can increase loyalty and emotional connection to the brand.

Objectives of the Study

Through this study, the researchers aim to:

- Analyze the impact of sensory marketing dimensions on Bouamama Saleh Hotel's brand identity;
- Identify the most influential sensory factors in customer experience and brand connection;
- Provide practical recommendations for better use of sensory marketing to enhance brand identity.

Methodology and Statistical Tools Used

The study utilized descriptive and analytical methodologies to achieve its objectives by analyzing data collected from a sample of customers and examining their attitudes toward different dimensions of sensory marketing. For data analysis, SPSS software was used, with statistical tools including regression analysis to examine the relationship between variables and ANOVA to assess the significance of the impact of independent variables.

.2. Literature Review:

.2.1 Definition of sensory marketing :

"Martineau " was one of the first researchers to attempt to formulate a definition of a form of marketing that could be likened to sensory marketing, in 1959. However, his study was limited to the image and shape of the point of sale only, without addressing other elements. "Martineau "believes that the store image consists of the way the store is defined in the mind of the shopper, whether through its functional characteristics or a set of psychological qualities. (Martineau, ,1958) ; For this definition," Lindquist" proposed a theory that complements the above, as he concluded that the store image is complex in nature and consists of a set of tangible or functional factors, and intangible or psychological factors that the consumer sees as existing. (Lindquist, 1974.)

Sensory marketing has become prevalent within the realm of marketing and may elucidate a significant proportion of our purchasing behaviors. It exerts a considerable impact on consumers' perceptions when encountering new food courts or dining establishments that appear ubiquitously. Sensory marketing encompasses various dimensions: visual, auditory, olfactory, gustatory, and tactile marketing. Sensory branding constitutes a marketing strategy that engages all sensory modalities in connection with the brand. It leverages sensory stimuli to foster emotional connections with consumers.

Brands can manipulate emotional associations within the consumers' cognitive frameworks by targeting their sensory experiences. (Joshi, 2021) A sensory experience is defined as an individual's interpretation of products or services, or other critical components within a service process, manifesting as a concept that challenges human cognition and sensory perception. This can be differentiated among product interactions, shopping experiences, and service engagements, in addition to consumption experiences, leading to the conclusion that all these interactions exert a direct or indirect influence on consumers. (Hagtvedt, 2017) ; (Jhamb, 2020) ; (Kim, 2016)

Sensory marketing and emotional attachment The human sensory modalities play a pivotal role in enhancing the comprehension of consumer behavior and exert a profound impact on purchasing decisions (Hultén, 2011). In a temporally constrained manner, marketers have integrated sensory elements into brand communication strategies to foster an emotional affiliation with specific brands or products (Shimul, 2019). Scholars (Chen, 2018); (Lindstrom, 2005) have documented that consumer emotional states are significantly modulated by sensory stimuli, which are instrumental in establishing emotional connections between consumers and brands. In contemporary marketing practices, by engaging all sensory modalities (Krishna, 2012) and eliciting emotional responses, sensory marketing is increasingly recognized as an essential mechanism to strengthen the relationship between products and consumers. Furthermore, sensory marketing cues are deemed a fundamental precursor in marketers' endeavors to engage with—and cater to—the continuously evolving and increasingly discerning modern consumers by connecting with them on an emotional basis (Walsh, 2011). Sensory marketing encompasses all five human senses to influence the cognitive processes of perception, memory, and learning, which in turn govern the emotions, preferences, and behaviors of consumers (Krishna A. &, 2014). The overarching goal is to cultivate an understanding of sensory experiences that fortifies the consumer relationship, albeit at a variable pace. A remarkable sensory experience (Haase, 2020) has the potential to cultivate a robust relational dynamic and foster emotional attachment to the product or service, thereby influencing customer attitudes and behaviors, while simultaneously enhancing overall satisfaction.

Consequently, the consumer becomes more predisposed to purchase products, dedicate more time within the retail environment, exhibit increased receptiveness, and evolve into loyal patrons.

. 2.2 The Use of the Five Senses in Sensory Marketing:

The extant body of literature has elucidated a plethora of influences exerted by the five senses on consumer behavior. Given that sensory experiences evoke emotional responses, they facilitate the establishment of a connection between consumers and the products or services offered. The recollection of this connection is enduring and consequently engenders repeat purchases and prolonged engagement within a specific retail environment. In response to the exigencies of a competitive marketplace, marketers have increasingly harnessed sensory elements to confer a competitive advantage, as contemporary consumers not only seek high-quality offerings but also a comprehensive experiential engagement. The five senses—**visual, olfactory, auditory, tactile, and gustatory**—contribute to the creation of this comprehensive experience by subtly influencing consumer perceptions. Various empirical studies have demonstrated disparate degrees of influence attributed to each sense, with a predominant trend indicating positive effects that correlate with enhanced sales and a favorable brand image. In the foreseeable future, corporations that strategically employ sensory appeals to engage customers will transcend conventional relationship marketing paradigms, thus establishing distinct market positions and achieving profitability. Nonetheless, it is imperative to contemplate the ethical ramifications concerning the extent to which sensory engagement may impede the autonomy of consumer choice. (Rupa & Pallavi, 2017)

2.3. The Relationship Between Sensory Marketing and Brand Identity:

Brand identity undoubtedly warrants meticulous consideration in the formulation of brand loyalty. Brand Identity constitutes one of the numerous components of brand management and serves as a crucial mechanism for the sustenance of an institution's branding. The construct of brand identity (Brand Identity) subsequently establishes the foundational framework for shaping public perception, determining the extent to which the brand is recognized within the market. (Istianatul&all, 2023). Brand identity encapsulates the externally perceptible components of a brand that serve to identify and differentiate the brand within the cognitive frameworks of

consumers. Although this encompasses visual elements, such as chromatic schemes, design principles, and logotypes, it also pertains to the linguistic style and interactions that a brand engages in with its consumer base. A robust brand identity is meticulously constructed with a strategic objective to foster a specific brand perception within the minds of consumers. sensory marketing amplifies brand identity through the establishment of a multi-sensory engagement that harmonizes with the brand's core values and evokes consumers' emotional responses, thus reinforcing the brand's position within the marketplace.

3. Field Study:

After discussing the theoretical aspects of both study variables—sensory marketing dimensions and brand identity—and their various fundamental elements, this section will address the methodology adopted in the practical aspect of the study. It will then analyze the extent to which the sensory marketing dimensions contribute to enhancing the brand identity of Bouamama Saleh Hotel in Illizi, by testing the study's hypotheses and identifying which dimensions are most significant to evaluate the proposed model. Following this, the results obtained will be discussed.

3.1. Practical Study Procedures

Based on the nature of this study and the objectives intended to be achieved in addressing its topic, which is to examine the impact of sensory marketing dimensions on enhancing the brand identity of Bouamama Saleh Hotel in Illizi, this section will cover the adopted methodological procedures. This includes clarifying how the study model was constructed, the research tools used, sources of information collection, as well as the verification of the validity and reliability of the study tool.

3.1.1. Study Model Construction

To prepare the study model, a set of procedures were followed, which will be implemented as follows:

- **Preliminary Exploratory Study:** Due to the novelty of the topic and the nature of the relationship between the two variables, it was necessary for the researchers to conduct an exploratory study to identify the dimensions that would allow the formulation of the study's hypotheses. The study relied on available literature, including books

and academic articles that addressed the topic, due to the importance of exploratory studies in the initial or exploratory stages. These studies contribute to collecting preliminary data related to the research topic before preparing the questionnaire and allow for the generation of necessary hypotheses or concepts.

The researchers aimed through this tool to explore new and unconventional perspectives not addressed by previous studies regarding the impact of sensory marketing dimensions on enhancing the brand identity of Bouamama Saleh Hotel in Illizi, allowing for the collection of comprehensive data that effectively contribute to formulating the questionnaire.

- **Study Model Construction Process:** This study focused on analyzing the impact of five main sensory marketing dimensions (sight, hearing, touch, taste, and smell) on enhancing the brand identity of Bouamama Saleh Hotel in Illizi. To answer the study problem, test its hypotheses, and achieve its objectives, a simple regression method was adopted, which was explained in the first section of the study.

3.1.2. Study Tools and Sources of Information Collection

This section covers the different phases followed, starting from the tools used, sources of information collection, to defining the study population and selecting an appropriate sample.

- **Study Phases:** The current study was conducted in the following phases:
 - **Pre-application Phase:** This phase included the following steps:
 - Collecting all data and information related to the concepts of sensory marketing mix and brand identity;
 - Conducting an exploratory study to construct the study model;
 - Designing a customized questionnaire for collecting study data
 - **Application Phase:** This phase included the following steps:
 - Distributing the questionnaire to the targeted sample;
 - Coding the received questionnaires and processing the valid ones using the Statistical Package for the Social Sciences (SPSS);

- Applying appropriate statistical methods to analyze the data extracted from the questionnaire.
- **Result Interpretation and Analysis Phase:**
 - In this phase, the results obtained after statistical data analysis were interpreted by the researchers.
- **Study Tools:** The questionnaire was adopted as an assessment tool, designed based on the results of previous research and studies in the field to measure the study variables, with appropriate modifications made. The questionnaire consisted of three parts as follows:
 - **Part One:** Related to personal data, limited only to gender.
 - **Part Two:** This part included 25 items measuring the first (independent) variable, sensory marketing, distributed across 5 dimensions:
 - Sight
 - Hearing
 - Touch
 - Taste
 - Smell
 - **Part Three:** Contained 10 items measuring the second (dependent) variable, brand identity. The questionnaire items were formulated according to a five-point Likert scale, which consists of five levels ranging from (strongly agree, agree, neutral, disagree, to strongly disagree). These levels are weighted from smallest to largest, which helps measure respondents' attitudes and opinions, as shown below.

Table No. (01): Response Scores According to the Five-Point Likert Scale

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Source : (Likert, 1932) ; (Jamieson, 2004)

The mean score (weighted average) will also be evaluated according to the five-point Likert scale, where the direction will be determined based on the values of the weighted mean as shown in the following table:

Table No. (02): Lower and Upper Limits of the Mean According to the Five-Point Likert Scale.

Level	Symbol	Mean Score	Evaluation
Strongly Disagree	1	From 1 to 1.79	Very Low

Disagree	2	From 1.80 to 2.59	Low
Neutral	3	From 2.60 to 3.39	Average
Agree	4	From 3.40 to 4.19	High
Strongly Agree	5	From 4.20 to 5	Very High

Source :(Likert, 1932) ; (Jamieson, 2004)

- Sources of Information Collection

During the information collection process, the following two sources were relied upon:

- **Primary Sources:** To complete the various aspects of the study and to cover some specific details, especially regarding the dimensions of sensory marketing and the brand identity of Bouamama Saleh Hotel in Illizi, the researchers designed a questionnaire. This questionnaire was directed to a sample of hotel guests. The required data for each study element were determined based on its hypotheses and formulated into statements.
- **Secondary Sources:** The researchers relied on books and peer-reviewed journals for the collection of secondary data needed for the study.

- Study Population and Sample

Selecting the appropriate sample is one of the essential and crucial steps at the beginning of the evaluation process. Based on the study's objectives, the study population was defined to include all guests who benefited from the accommodation service at the hotel, totaling 1,684 visitors during the year 2024. The questionnaire was distributed in person, and responses were collected from 78 individuals.

3.1.3. Reliability of the Data Collection Tool and Preliminary Tests

In this section, the validity and reliability of the questionnaire were assessed, in addition to conducting preliminary tests on the personal data.

- **Reliability of the Questionnaire:** The concept of the reliability of the study questionnaire refers to the stability of the results and their consistency when the questionnaire is redistributed to sample individuals multiple times over specific periods. The reliability of the questionnaire was verified using Cronbach's Alpha coefficient. The table below shows the value of this coefficient for each variable in the questionnaire:

Table No. (03): Cronbach's Alpha Coefficient Values for Each Study Variable

No.	Dimension	Number of Items	Cronbach's Alpha Value
1	Sensory Marketing Dimensions	25	0.847
2	Brand Identity	10	0.754
/	Overall Coefficient	35	0.801

Source: Prepared by the researchers

Based on the table shown, the results of the Cronbach's Alpha coefficient for the study dimensions can be commented on as follows:

- **Sensory Marketing Dimensions:** This dimension received a Cronbach's Alpha value of 0.847 with 25 items, which is a high value reflecting a strong internal consistency (reliability) in the tool used to measure this dimension. This indicates that the sensory marketing elements used in the study are strongly and cohesively related, and the tool can be relied upon to measure this dimension with confidence.
- **Brand Identity:** This dimension received a Cronbach's Alpha value of 0.754 with 10 items. While this is a good value, it is slightly lower than the first dimension. Although the value still indicates a good degree of internal consistency (greater than 0.7), it may suggest some variation between the items used to measure brand identity. This could warrant further review and refinement in the future.
- **Overall Coefficient:** The overall coefficient value was 0.801 with 35 items, which is an excellent value and indicates that the tool, in general, has high reliability. This value also reflects good consistency between the different dimensions of the study, which enhances the strength of the results derived from it.
- **Preliminary Tests for Personal Data:** In this section, the focus was on the results of the preliminary statistical analysis of the respondents' personal data, where only the gender category was analyzed. The descriptive analysis results of the study sample indicate that the number of females was 12 respondents, representing 15.38% of the total sample, while the number of males was 66 respondents, accounting for 84.61%.

These percentages reflect a clear disparity in gender distribution within the study sample, with males representing the majority of guests at Bouamama Saleh Hotel. This is linked to the higher number of male visitors staying at the hotel, which may reflect the preferences or needs of this group of guests. This distribution could have an impact on the development of sensory marketing strategies at the hotel, where marketing campaigns may be tailored to the characteristics and tastes of this larger group. At the same time, the specific needs of female guests should be considered in the future to ensure an improved hotel experience for everyone.

Table No. (04): Distribution of Sample Members by Gender

Gender	Frequency	Percentage %
--------	-----------	--------------

Male	66	84.61
Female	12	15.38
Total	78	100

Source: Prepared by the researchers based on the results from the SPSS program.

3.2. Evaluation of the Relative Importance of Study Dimensions

In this section, the responses of the sample members regarding the various questionnaire items, which cover the previously mentioned study areas, will be analyzed. This will be done by calculating the mean and standard deviation for each item and each dimension, with the aim of determining and ranking the relative importance of the questionnaire items, followed by ranking the relative importance of each dimension.

3.2.1 Evaluation of the Relative Importance of Sensory Marketing Items and Dimensions

The relative importance of each dimension of the sensory marketing variable will be assessed separately.

– Evaluation of the First Dimension (Sight):

Table N⁰(01) : Evaluation of the Importance of the Sight Dimension

N	Statement	Mean	Standard Deviation	General Trend
01	A good design and interior arrangement influence my choice of hotel.	3.58	1.05	Agree
02	The color and decor of the hotel harmonize with the overall atmosphere, creating a sense of pleasure when viewed.	3.96	0.74	Agree
03	The hotel uses colored lights that add extra enjoyment to the stay experience.	3.41	0.71	Agree
04	The cleanliness of the hotel affects my decision to choose it.	3.44	0.98	Agree
05	The distinctive interior layout of the hotel encourages me to accept paying a higher price.	3.78	0.85	Agree
Visual marketing		3.60	0.78	Agree

Source: Prepared by the researchers based on the results from the SPSS program.

first dimension, with the overall mean of this dimension, related to the sense of sight, being 3.60. This is considered high within the medium evaluation range [3.40 – 4.19], indicating a positive attitude among the sample towards the impact of the sense of sight in Bouamama Saleh Hotel.

The second item, "The color and decor of the hotel blend with the overall ambiance in a way that pleases the eye," ranked first with a mean of 3.96 and a standard deviation of 0.74. This indicates the importance of this statement to the sample. These results reflect Bouamama Saleh Hotel's success in achieving a harmonious balance between decor, colors, and the overall atmosphere of the stay, which impressed its guests.

– **Evaluation of the Second Dimension (Hearing):**

Table N⁰(02): Evaluation of the Importance of the Hearing Sense Dimension

N	Statement	Mean	Standard Deviation	General Trend
06	The type of music played in the hotel influences my choice of the hotel.	3.89	0.85	Agree
07	The music in the hotel affects the duration of my stay.	3.84	0.63	Agree
08	I prefer listening to calm music during my stay at the hotel.	3.67	0.73	Agree
09	The music presented in the hotel provides an unforgettable experience.	3.65	1.12	Agree
10	The kind and polite words from the hotel staff motivate me to return to the hotel.	3.72	0.99	Agree
Marketing through sound.		3.80	0.84	Agree

Source: Prepared by the researchers based on the results of the SPSS program

The table above shows that the majority of the sample respondents agreed with the statements in the second dimension, where the overall mean for this dimension, related to the sense of hearing, was 3.80. This number is considered high within the adopted average evaluation range [3.40 – 4.19], indicating that the respondents hold a positive attitude towards the impact of hearing on their experience at Bouamama Saleh Hotel.

Among the statements, the sixth statement, 'The type of music played in the hotel influences my choice to stay there,' ranked first with a mean of 3.89 and a standard deviation of 0.85. This figure clearly indicates the importance of this statement for the respondents, suggesting that the type of music plays a pivotal role in shaping guests' experiences and their decisions regarding the choice of hotel.

These results reflect the success of Bouamama Saleh Hotel in selecting appropriate music that enhances the overall atmosphere and positively

impacts the guest experience. Music is not merely a background feature but an active element that helps form a lasting impression on guests and contributes to creating a memorable stay. By choosing music that aligns with the hotel's identity and ambiance, the hotel can leave a positive impact that encourages guests to return time and again.

Thus, it is clear that the impact of music in hotels extends beyond mere entertainment to become a strategic tool that can be used to increase guest satisfaction and loyalty. It is recommended that the management of Bouamama Saleh Hotel continues to develop these aspects to ensure a distinctive experience that attracts guests and meets their expectations.

– Evaluation of the Third Dimension (Taste):

Table N⁰(03) : Evaluation of the Importance of the Sense of Taste Dimension

N	Statement	Mean	Standard Deviation	General Trend
11	The taste of the food is the primary factor in determining the quality of the hotel.	3.64	0.89	Agree
12	The hotel offers distinctive foods that make you remember it and want to return again.	2.91	1.08	Neutral
13	The good taste of the food at the hotel motivates me to order larger quantities each time I stay there.	3.66	1.03	Agree
14	The good taste of the food at the hotel helps me discover new types with each visit.	2.47	0.83	Disagree
15	The appearance of the food at the hotel clearly reflects its taste.	2.14	0.91	Disagree
Marketing through Taste		3.12	0.77	Neutral

Source: Prepared by the researchers based on SPSS program results

The table above shows that the majority of the sample participants agreed with the items of the third dimension, where the overall mean for this dimension, related to the sense of taste, is 3.12. This value falls within the medium evaluation range [3.40 – 4.19], indicating that the sample participants have a positive attitude toward the sense of taste at the Bouamama Saleh Hotel.

The 13th item, "The good taste of food makes me order more food each time I stay at the hotel," ranked first with a mean of 3.66 and a standard deviation of 1.03. This indicates the importance of this item to the participants, reflecting the success of Bouamama Saleh Hotel in offering dishes with a good and distinctive taste.

These results indicate that food quality plays a key role in the guest experience. The good taste not only attracts guests but also encourages them to order larger quantities. This positive correlation between food quality and guest behavior shows how Bouamama Saleh Hotel can capitalize on this factor to attract more customers and enhance their loyalty.

Offering excellent-tasting food can be a decisive factor in the hotel's success, attracting new guests and encouraging them to return. Therefore, it is recommended that the management of Bouamama Saleh Hotel continue to focus on improving food quality and developing the menu to ensure guest satisfaction and continued success.

– **Evaluation of the Fourth Dimension (Touch):**

Table N⁰(04) : Evaluation of the Importance of the Sense of Touch Dimension

N	Statement	Mean	Standard Deviation	General Trend
16	he type of bedding and the softness of the linens affect my choice of hotel.	2.43	0.87	Disagree
17	The texture and feel of the covers provide me with a pleasant sensation during my stay at the hotel.	3.07	0.75	Neutral
18	The physical properties of the bedding such as the softness of the pillows and the comfort of the bed, influence my decision to return to the same hotel.	3.5	0.92	Agree
19	The comfort and softness of the beds play a role in my choice of hotel.	2.33	0.83	Disagree
20	The comfort of the bedding and linens helps enhance my experience during my stay at the hotel.	3.25	1.17	Neutral
Touch-based marketing		3.24	0.81	Neutral

Source : Prepared by the researchers based on the results of the SPSS program.

The table above shows that the majority of the sample expressed agreement with the items related to the fourth dimension, where the overall mean for this dimension, related to the sense of touch, is 3.24. This number falls within the range of the average evaluation [3.40 – 4.19], indicating that the sample has a positive attitude toward the sense of touch at Bouamama Saleh Hotel.

Among the items, item 18, "The physical properties of the room, such as bed comfort and quality of linens, affect my decision to return to the same hotel," ranked first with a mean of 3.5 and a standard deviation of 0.92. This reflects the importance of this statement for the sample, indicating the success

of Bouamama Saleh Hotel in paying particular attention to the physical properties of the rooms.

These results demonstrate that the sense of touch plays a crucial role in the guests' experience, as physical properties such as bed comfort and the quality of linens directly affect the guest's decision to return to the hotel. Providing a comfortable sleep environment and well-equipped rooms contributes to enhancing the stay experience, making guests more likely to return.

Therefore, Bouamama Saleh Hotel's management should continue to improve these aspects to ensure guest satisfaction, as these elements are an integral part of the overall stay experience. By focusing on the quality of the physical properties of the rooms, the hotel can strengthen customer loyalty and achieve sustained success in the hospitality industry.

– Evaluation of the Fifth Dimension (Smell)

Table N^o(05): Evaluation of the Importance of the Smell Dimension

N	Statement	Mean	Standard Deviation	General Trend
21	The scent in the hotel bathroom reflects the level of cleanliness there.	3.47	1.11	Agree
22	The smell of food plays a significant role in my choice of Hotel Bouamama Saleh over others.	3.70	0.94	Agree
23	The smells in the hotel motivated me to spend more time there.	3.67	1.02	Agree
24	Hotel Bouamama Saleh offers a distinctive scent that helps me remember it.	2.40	0.83	Disagree
25	The natural scents at Hotel Bouamama Saleh are more appealing than artificial scents like air fresheners.	2.03	0.94	Disagree
Smell Marketing		3.42	0.90	Agree

Source: Prepared by the researchers based on the results of the SPSS program

The table above shows that the majority of the sample respondents agreed with the items of the fifth dimension, where the overall mean for this dimension, related to the sense of smell, is 3.42. This value is considered high and falls within the medium evaluation range [3.40 – 4.19], indicating that the respondents have a positive attitude towards the sense of smell at Bouamama Saleh Hotel.

Among the items, item 22, "The smell of food plays a significant role in my choosing this hotel over others," ranked first with a mean of 3.70 and a

standard deviation of 0.94. This number reflects the importance of this statement for the sample respondents, suggesting that Bouamama Saleh Hotel excels in selecting distinctive scents that contribute to attracting guests.

These results show that the sense of smell plays a vital role in the stay experience, as the smell of food has a significant impact on guests' decision to choose the hotel. Pleasant smells convey a positive impression of the quality of services provided and create a distinctive experience that makes guests feel comfortable and satisfied.

It is important for Bouamama Saleh Hotel to continue improving these aspects, as pleasant scents are an integral part of the overall stay experience. Providing a distinctive and natural scent for food could enhance the guests' experience and encourage them to choose the hotel repeatedly, contributing to achieving success and excellence in the hospitality field.

3.2.2 Evaluation of the Relative Importance of Brand Variable Statements

The relative importance of the brand variable for each statement will be evaluated individually.

Table N⁰(06) : shows the evaluation of the importance of the brand variable.

N	Statement	Mean	Standard Deviation	General Trend
26	Hotel Bouamama Saleh has a strong presence in my mind through providing a unique hotel experience characterized by excellent service and comfort.	2.57	0.83	Disagree
27	I am fully aware of all the services and experiences offered by Hotel Bouamama Saleh, which enhances my understanding of it as a place known for quality and excellence.	3.05	0.76	Neutral
28	My perception of the diverse offerings of Hotel Bouamama Saleh motivates me to continuously explore its distinguished options.	2.71	1.05	Neutral
29	The advertisements of Hotel Bouamama Saleh on its platforms provide all the information I need to make decisions about accommodation and available activities.	3.04	1.15	Neutral
30	I can easily recall the logo of Hotel Bouamama Saleh, which clearly reflects the comfort and quality of the service provided.	2.75	0.98	Neutral
31	I have complete trust in the credibility of Hotel Bouamama Saleh thanks to its good reputation and the excellent services it provides to its guests.	2.85	1.04	Neutral
32	The advertisements of Hotel Bouamama Saleh on its digital platforms have contributed to	2.48	0.88	Disagree

The Impact of Sensory Marketing Dimensions on Enhancing Brand Identity

	strengthening my continuous communication with the hotel, making me return repeatedly.			
33	I believe that Hotel Bouamama Saleh excels over its competitors in providing an exceptional hotel experience due to its quality and attention to detail.	3.67	0.98	Agree
34	I feel comfortable and reassured when dealing with Hotel Bouamama Saleh, thanks to the high level of service and the comfortable atmosphere it offers.	2.68	0.74	Neutral
35	Hotel Bouamama Saleh offers a comprehensive hotel experience combining comfort, quality, and attention to detail, making it the first choice for many visitors.	3.84	0.914	Agree
Brand Identity		2.76	0.46	Neutral

The source: Prepared by the researchers based on the results of the SPSS program.

The results shown in the table reflect variations in the sample's attitudes towards various aspects of the brand image of Boudama Saleh Hotel. It is observed that most of the statements are rated as "Neutral" or "Disagree." However, there are some statements that showed noticeable positive attitudes, offering an opportunity for Boudama Saleh Hotel to improve and enhance certain aspects of its brand to ensure a better customer experience and increase customer loyalty.

The statement "Boudama Saleh Hotel has a strong presence in my mind by offering a unique hotel experience characterized by excellent service and comfort" received the lowest mean score (2.57) with a high standard deviation (0.83). This indicates that the hotel struggles to create a strong presence in the minds of its customers through offering a unique experience. The reason could be the lack of clarity in the hotel's differentiation in service or failure to provide exceptional elements that leave a lasting impression on customers. To improve in this area, the hotel could focus on developing exceptional customer service or offering special promotions that highlight the superior quality it provides.

Some results suggest that the hotel's ads and content on its platforms do not fully meet customer expectations. The statement "Boudama Saleh Hotel's ads on its platforms provide all the information I need to make decisions about accommodation and available activities" recorded a moderate average of 3.04, indicating neutral attitudes regarding the effectiveness of the ads in providing comprehensive and clear information. It is essential for the hotel

to improve the quality of its ad content and ensure it contains all the necessary details that help customers make informed decisions easily.

The statement "I can easily remember the logo of Boudama Saleh Hotel" also recorded a neutral average (2.75). This suggests that the logo may not be distinctive enough to leave a strong impression on customers. This point could be improved by redesigning the logo to make it more appealing and clearer or improving its presentation in marketing campaigns.

Although the average score for the statement "I completely trust the credibility of Boudama Saleh Hotel" was 2.85, reflecting neutral attitudes, this result indicates some doubts about the hotel's credibility in the eyes of some customers. This could be an indicator of the need to enhance the hotel's reputation through positive customer experiences that demonstrate its commitment to high-quality standards.

The statement "I believe Boudama Saleh Hotel outperforms its competitors in offering an exceptional hotel experience due to quality and attention to detail" received the highest average score (3.67), reflecting a positive view from a segment of the sample regarding the hotel's excellence. This result suggests that Boudama Saleh Hotel is distinguished in areas such as quality and attention to detail, which could be used as a strong competitive advantage in marketing campaigns.

3.2.3 Testing the Study Hypotheses

To test the validity of the study hypotheses, we relied on using regression analysis, which is a graphical method that visualizes the relationship between variables. It is used to estimate the value of one variable when the other variable is known.

3.2.4 R-Squared Values for the Multiple Regression Model

Table N⁰(07) : shows the R-squared values for the multiple regression model.

Model	R	R-Squared	Adjusted R-Squared	STD.ERROR
1	0.864	0.75	0.732	0.288

Source: Prepared by the researchers based on the results from the SPSS program.

From the previous table, it is evident that the dependent variable (brand) is strongly correlated with the independent variables (sensory marketing elements), with a correlation coefficient of 0.872. The adjusted R-square value indicates that 73% of the variations in the brand can be attributed to the influence of sensory marketing elements. In contrast, 27% of the variations

The Impact of Sensory Marketing Dimensions on Enhancing Brand Identity

in the brand are attributed to other factors such as quality, pricing, distribution, and other influencing factors.

This reflects that sensory marketing plays a significant role in shaping the brand and enhancing its effectiveness in the competitive market. Improving these elements has a positive impact on building the brand image and strengthening customer attachment to it.

3.2.5 Analysis of Variance for the Regression Model:

Table N⁰(08) : shows the analysis of variance for the regression model.

F	SIG
49.535	0.000

Source: Prepared by the researchers based on the results from the SPSS program.

From the table, we find that the F-value is 49.535, which indicates that the regression model is highly suitable for the data. The SIG value (or p-value) is 0.000, which is less than 0.05, meaning that the model is statistically significant.

Therefore, we can conclude that the independent variables (sensory marketing elements) have a significant effect on the dependent variable (brand identity), which strengthens the validity of the model and confirms that sensory marketing plays a vital role in building brand identity.

Table N⁰(09) : ANOVA

Model	Unstandardized b	Coefficient Std. error	Standardized Coefficient beta	t	sig	95% confidence interval Lower bound	95% confidence interval Upper bound
constant	0.419	0.156	-	4.98	0.051	0.486	1.089
Vision	0.259	0.74	0.213	2.10	0.012	0.009	0.304
Hearing	0.27	0.56	0.115	1.39	0.720	-0.33	0.189
Touch	0.101	0.59	0.86	1.08	0.207	-0.53	0.181
Taste	0.348	0.63	0.333	3.70	0.000	0.108	0.359
Smell	0.167	0.53	0.255	3.03	0.023	0.55	0.267

Source: Prepared by the researchers based on the results from the SPSS program.

Based on the table above, the results can be analyzed regarding the impact of sensory marketing on the brand identity of Bouamama Saleh Hotel as follows:

Constant:

The coefficient value is 0.419 with a standard deviation of 0.156. The p-value is 0.051, indicating that the constant is not statistically significant in the model, as the p-value is greater than the significance level of 0.05.

Visual Sensory Marketing: The coefficient value is 0.259, which is a positive effect. The p-value is 0.012, which is less than 0.05, indicating that visual sensory marketing has a significant effect on the brand identity of Bouamama Saleh Hotel. Therefore, we can accept the hypothesis that visual sensory marketing has an impact on the hotel's brand identity.

Auditory Sensory Marketing: The coefficient value is 0.270, which is a positive effect. The p-value is 0.720, which is greater than 0.05, indicating that auditory sensory marketing does not have a significant effect on the brand identity of the hotel. Thus, we reject the hypothesis that auditory sensory marketing has an impact on the hotel's brand identity.

Tactile Sensory Marketing: The coefficient value is 0.101, which is a positive effect. The p-value is 0.207, which is greater than 0.05, meaning there is no significant effect of tactile sensory marketing on the hotel's brand identity. Hence, we reject the hypothesis that tactile sensory marketing has an impact on the hotel's brand identity.

Taste Sensory Marketing: The coefficient value is 0.348, which is a positive effect. The p-value is 0.000, which is less than 0.05, indicating that taste sensory marketing has a significant effect on the brand identity of Bouamama Saleh Hotel. Therefore, we accept the hypothesis that taste sensory marketing has an impact on the hotel's brand identity.

Olfactory Sensory Marketing: The coefficient value is 0.167, which is a positive effect. The p-value is 0.023, which is less than 0.05, meaning that olfactory sensory marketing has a significant effect on the brand identity of the hotel. Thus, we accept the hypothesis that olfactory sensory marketing has an impact on the hotel's brand identity.

Visual, taste, and olfactory senses significantly affect the brand identity of Bouamama Saleh Hotel. However, auditory and tactile senses do not show a significant effect on the brand identity, as their p-values are greater than 0.05.

4. CONCLUSION

In conclusion, this study emphasized the importance of sensory marketing as an effective tool in enhancing brand identity, particularly in the hospitality sector. The theoretical results indicated that sensory marketing is one of the key factors contributing to shaping the brand image among customers. By analyzing the dimensions of sensory marketing (sight, sound, touch, taste, and smell), it was proven that visual, taste, and smell factors have a significant impact on the brand identity of Bouamama Saleh Hotel, while sound and touch factors did not show the same level of influence.

From a practical standpoint, the study recommends that Bouamama Saleh Hotel focus on enhancing visual elements, such as design and lighting, in addition to improving the dining experience through unique dishes, as well as using distinctive scents in key areas within the hotel. Furthermore, the importance of re-evaluating the use of sound and touch factors was emphasized, with a focus on developing marketing strategies that highlight the most impactful elements.

Recommendations :

- **Visual Factors:** Focusing on enhancing visual elements like luxurious interior design, comfortable colors, and good lighting is essential. These factors play a significant role in shaping the hotel's identity in customers' minds. Additionally, improving the dining experience by offering distinctive dishes and ensuring high-quality, diverse menus will have a substantial impact on enhancing the hotel's brand identity.
- **Scent:** It is also important for the hotel to adopt signature scents that are linked to the customer experience, such as introducing special fragrances in the lobby or rooms. This will help reinforce the hotel's identity and make it more distinctive.
- **Auditory and Tactile Factors:** The hotel should review the use of auditory and tactile senses and assess whether improvements are needed. Efforts should focus on enhancing the senses that have the most significant impact on the overall customer experience.
- **Marketing Communication:** Lastly, marketing communication can be improved by highlighting the senses that contribute to enhancing the hotel's identity, such as sight, taste, and smell. This will help showcase the hotel's unique differentiation in the market.

5. Bibliography List:

- Chen, S. L. (2018). "The influence of sensory cues on emotional attachment and brand loyalty. " *Journal of Business Research*, 72,, 68-77.
- Haase, J. W. (2020). "The role of sensory experiences in customer satisfaction and loyalty." . *Journal of Services Marketing*, 34(5),, 597-608.
- Hagtvedt, H. &. (2017). "Consumer responses to sensory marketing stimuli: The role of sensory congruence. " *Journal of Consumer Research*, 43(2),, 280-297.
- Hultén, B. (2011). "Sensory marketing: The multi-sensory brand experience concept". *European Business Review*, 23(3),, 256-273.
- Istianatul&all. (2023). Strengthening Brand Identity: Embracing Local. *Indonesian journal of education and social studies (IJESS)*, vol,02, No 02 , p83-94.
- Jamieson, S. (2004). "Likert Scales: How to (Ab)Use Them.". *Medical Education*, 38(12), 1217-1218.
- Jhamb, D. J. (2020). "Impact of sensory marketing on consumer behavior and brand experience.". *Journal of Strategic and International Studies*, 15(1), 34-45.
- Joshi, P. &. (2021). . "Sensory branding in the luxury industry: The role of sensory stimuli in enhancing brand loyalty.". *International Journal of Luxury Marketing*,15(2), , 88-101.
- Kim, J. P. (2016). "The effects of sensory experiences on customer satisfaction and loyalty in luxury retailing." . *Journal of Business Research*, 69(11),, 4746-4753.
- Krishna, A. &. (2014). "Sensory marketing, embodiment, and grounded cognition: Implications for consumer behavior. *Journal of Consumer Psychology*,24(2), , 159-168.
- Krishna, A. (2012). "An integrative review of sensory marketing: Review and implications for future research." . *Journal of Retailing*, 88(4),, 379-396.
- Likert, R. (1932). *A technique for the measurement of attitudes*. *Archives of Psychology*, 140, 1-55.
- Lindquist, J. (1974.). "Meaning of image.". *Retailing* 50, no. 4, .
- Lindstrom, M. (2005). *Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound*. New York: Free Press.
- Martineau, P. ., (1958). "The personality of the retail store". *Harvard Business* 36.
- Rupa, & Pallavi. (2017). Sensory marketing investigating the use of five senses. *International Journal of Research in Finance and Marketing (IJRFM)*, 124-133.
- Shimul, M. S. (2019).). "Sensory marketing and emotional attachment: A review of literature. " *Journal of Marketing Development and Competitiveness*, 13(1), , 50-61.
- Walsh, G. S. (2011). "The impact of sensory cues on customer loyalty." . *Journal of Marketing Management*, 27(9-10), , 1135-1153.