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***“THE IMPACT OF SOUND AND VISION IN SENSORY MARKETING
TOWARDS CUSTOMER EXPERIENCE IN UPSCALE EATERIES OF
ISLAMABAD”***



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Abstract

This study attempts to create a general awareness for specific promotional techniques using multi senses which are sound and vision and how it impacts customer experience in upscale eateries of Islamabad. Sensory marketing is an emerging concept in Pakistan. A lot of studies have been conducted on sensory marketing, but empirical studies are relatively scarce. Accordingly, this study aims to develop a comprehensive empirical perspective by substantiating the impact of sound and vision of human on customer experience. This phenomenon of interest is tested within upscale eateries of Islamabad using sample size of 296 respondents. Simple multivariable regression model is incorporated using SPSS 23 version for analysis. To estimate a series of stepwise regression model Andrew H. Hayes technique is used. It is found that sound and vision have significant positive impact on the customer experience in upscale eateries of Islamabad. The sample size used in this research is limited to hold greater generalizability, also due to limitation of time and cost data was collected one time only. There were two hypothesis both were accepted. This research had revealed on the impact of sensory marketing towards customer experience through the correlation between the independent variables towards dependent variables.

Keywords: Sensory Marketing, Sound, Vision, Customer Experience, Islamabad Eateries

Table of Contents

CHAPTER 1	7
INTRODUCTION	7
1.1 Intellectual context	7
1.2 Problem Statement	8
1.3 Research Questions	8
1.4 Research objectives.....	9
1.5 Significance of study	10
1.6 Definitions of key terms	10
Summary	11
1.7 Overview of thesis	12
Chapter 2	13
Literature Review	13
2.0 Introduction.....	13
2.1 Theoretical viewpoints.....	13
2.1.1 Impact of Sensory Marketing	13
2.1.2 Impact of Vision	15
2.1.3 Impact of Sound	15
2.1.4 Customer experience.....	16
2.1.5 Impulse Buying.....	18
2.1.6 Islamabad Eateries.....	19
2.2 Sensory marketing in postmodern era.....	19
2.3 Existing Inadequacies of the Previous Literature	21
Summary	21
Chapter 3	22
Theoretical framework	22
3.0 Introduction.....	22
3.1 Theoretical linkages	22
3.2 Sound and customer experience	24
3.3 Vision and customer experience	24

Chapter 4.....	25
Methodology.....	25
4.0 Introduction.....	25
4.1 Research Design.....	26
4.2 Population.....	26
4.3 Sample Design.....	26
4.4 Sample Size and Unit of Analysis.....	26
4.5 Data Collection and Sources.....	26
4.6 Methods of Estimation.....	27
Summary.....	27
CHAPTER 5.....	28
RESULTS AND ANALYSIS.....	28
5.0 Introduction.....	28
5.1 Frequency Analysis.....	28
5.2 Inferential Statistics.....	36
5.2.1 Correlation.....	35
5.2.2 Regression.....	36
CHAPTER 6.....	38
DISCUSSION AND CONCLUSION.....	38
6.0 Introduction.....	38
6.1 Discussion and Findings.....	39
6.2 Conclusion.....	40
6.3 Recommendations.....	40
6.4 Limitations and Future Research.....	41
Bibliography.....	41
Appendix.....	41
<i>Measuring Instruments.....</i>	<i>42</i>