



THE EFFECT OF MULTI-SENSORY BRANDING ON PURCHASE INTENTION AT  
COFFEE SHOPS IN SOUTH AFRICA

By  
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## **Abstract**

*In the retail sphere of coffee shops, the increase in competition has led retailers to revert to alternative methods of capturing the attention of customers. By means of multi-sensory branding, retailers aim to stimulate consumers' emotions towards a brand, which ultimately influences buying behaviour. Although the success of multi-sensory branding is still relatively low, there seems to be an increased awareness of involving the five senses into the retail sphere. Its successful implementation can help marketers benefit financially through increased sales, profits and market share. The purpose of the present study is therefore to fill this void by exploring the effect of multi-sensory branding on purchase intention at coffee shops in Johannesburg. For the purpose of this study, the five senses (sight, touch, taste, smell and sound) are the predictor variables, with customer satisfaction as the mediating variable, and purchase intention as the outcome variable. Despite a number of studies that have been conducted in this field, little research has focused on the South African coffee shop industry, which is gaining increased attraction from global investors. This study follows a quantitative approach in which 400 surveys were distributed among male and female students at University of the Witwatersrand to explore the influence of multi-sensory branding on purchase intention at coffee shops. Although the findings indicate that all six proposed hypotheses are supported, the strongest relationships were found to be between customer satisfaction and sound, taste, and smell respectively. Thus indicating that sound, taste and smell have the most significant influence on customer satisfaction. Likewise, customer satisfaction has a significant influence on purchase intention. The contribution of this paper is firstly, to expand the contextual knowledge multi-sensory branding and its factors that are used to influence consumer purchase intentions. Secondly, it will add to existing literature on multi-sensory branding. Theoretically, it also contributes to the consumer behaviour literature in marketing and retail branding. Lastly, the investigation completed on the influences of purchase intentions, provides marketing practitioners with a proper understanding of techniques and strategies that can be employed to influence buying behaviour through manipulation of multiple sensory cues.*

**Keywords:** *Multi-Sensory Branding, Purchase Intention, Consumer Experience, Coffee Shops*

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## **DECLARATION**

I, Muntaha Anvar, declare that this research report is my own unaided work. It is submitted in full fulfillment of the requirements for the degree of Master of Commerce in Marketing at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

A handwritten signature in black ink, reading 'Muntaha' in a cursive script.

Muntaha Anvar

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## CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE STUDY

*‘There are four Powers: memory and intellect, desire and covetousness. The two first are mental and the others sensual. The three senses: sight, hearing and smell cannot well be prevented; touch and taste not at all.’ - Leonardo da Vinci.*

### 1.1 Introduction and Background to the Study

Sensory branding aims to target consumers’ thoughts, beliefs, feelings, emotions and opinions towards a brand on experience with it (Krishna, 2012; Hulten, 2011). Multi-sensory branding is the type of branding where firms involve the five human senses (smell, sound, sight, taste and touch) in the purchase and consumption processes to create brand image, customer perceptions, value and experiences (Hulten, 2011). Through sensory branding triggers, consumers self-generate desirable attitudes towards brands and products that are difficult to create through other verbal marketing media. Hence this method is considered as a critical component of consumer behavior in today’s marketing era (Krishna, 2012).

The hedonic motive of consumption is experience oriented which is also the essence of sensory branding (Petruzzellis, 2010). According to Issanchou (1996) consumers are sensitive to sensory cues and will respond to these sensations even when they cannot differentiate products features specifically. Strategies appealing to the basic senses of consumers have been identified as a more efficient way to attract them (Krishna, 2012). Shapiro and Spence (2002) stated that trial experience works better than any message communication conducted through other advertising media.

Despite several studies that were conducted in the field of sensory branding (Soars, 2009; Lindstrom, 2005:84-87; Thompson and Arsel, 2004:633-640; Wansink, 2003:23), little research has focused on South Africa; an often overlooked market that is receiving growing interest from global investors. Furthermore, there seems to be a lack of sufficient literature that focusses on the coffee shop industry and provides retail owners with an in-depth understanding of how they can

use multi-sensory branding to influence buying behaviour. Soars (2009), stated that about 60 per cent of the sensory experience at coffee shops comes from the internal environment of the outlet.

Weber (2013) stated that a decade ago South Africa did not have a coffee culture. In the traditional African culture, hot coffee was considered as a winter drink for adults only, but those days are gone. However the widespread consumption of premium coffee is still new but South African consumers have been willing to try out new and more variety of options (Bizcommunity, 2013). The author also stated that South Africans have ready to embrace a culture of coffee due to which Cape Town has become known for a thriving coffee community it had. According to Weber (2013) coffee shops in the country did about four times more business in the industry in 2012 compared to 2007. For many consumers and coffee shop owners it is more about experience than the coffee itself. Anthony Swartz the owner of Anthony's Golden Cup stated that the reputation has to be kept trendy and inspirational making people get pulled in by the nose (Weber, 2013).

Denison (2013) recalls that in 2005 there were only two or three options one could choose when coffee cafes came to mind, but in 2013 almost 33 cafes of different styles had been opened in many convenient areas around the city of Cape Town. This shows that Cape Town remained the center of the coffee business in South Africa which was needed to be explored in Johannesburg as well. Some of the main coffee shop brands in South Africa include Vida e Café, Motherland Coffee Co., Mugg & Bean, Seattle Coffee Co., News Café, Truth Coffee Roasting, Woolworths Café etc. Consequent to the rapid transition South Africa had become a serious player in the coffee industry which made itself viable to be explored (Denison, 2013).

Consequently, the purpose of the present study was therefore to fill this void by exploring the effectiveness of multi-sensory branding in retail coffee shops in Johannesburg, South Africa. The study explored the relationship between the five senses (sight, touch, taste, smell and sound) and the purchase intention of consumers. It also studied the influence of customer satisfaction in coffee shops on this relationship. The results indicated that there are significant relationships between the three variables sound, smell, taste and customer satisfaction. Relationships were also found between customer satisfaction and the two variables sight and touch, however they were not significant. In practice, this means that retailers should primarily focus on the music, the smell and the taste of the beverages/food and of secondary importance is the visual aspects and

touch. Considering the aforementioned suggestions in relation to the findings will positively influence customers' overall satisfaction that will positively influence consumers' purchase intention.

To study the effect of multi-sensory branding on purchase intention, this paper was structured in the following way: Chapter 2 provided an overview of the theoretical groundings and empirical literature of the constructs in the study. Chapter 3 followed with a discussion on the conceptual model and the development of hypotheses of the study. The research methodology was discussed in Chapter 4, and statistical data analysis was discussed in Chapter 5. The last two chapters provided an overview of the main findings of the study (Chapter 7) and Chapter 8 concluded the thesis by discussing the possible recommendations and contribution of the study.

## **1.2 Problem Statement**

A number of studies had been conducted on this topic, for example Krishna (2012) advises that sensory marketing and perception is a growing field and there are many important aspects of sensory branding that need to be further investigated by researchers in future studies. Lindstrom (2005) states that traditional advertising is no more what is used to be and the returns achieved are low. As a result there is a need for targeting strategies that provide wider space for engagement and experience for customers. The author further adds that sensory marketing is a great way to build emotional ties between a product and its consumer which had not been extensively explored. Also as stated by Weber (2013) above, business owners understand that it was more about the experience instead of the actual coffee for most consumers.

This topic has generally been neglected in marketing research specifically in South Africa and the tested models are inadequate (Hulten, 2011). As a result of this, studies had suggested different cues which may work best in sensory branding (Issanchou, 1996). According to Issanchou (1996) sight is the most powerful sense to develop a brand's image. However, Hulten (2011) argues that each sense measures a different impression and the five senses are related. Taste was considered as a primary cue for response which should be further explored but Allison, Gualtieri and Petsinger (2004) state that there was a need to communicate about more touch points besides flavor (taste) and texture (touch) only.



According to Lesschaeve (2007), another area which had not been extensively navigated to date was to understand how consumers relate their sensory preferences to the products or services that they actually ended up purchasing. To understand how the human mind makes choices and generates value for products, it was essential to create a multi-sensory branding experience for consumers. According to Bruwer, Saliba and Miller (2011) sensory branding worked best in the context of information-intensive experience products such as wine where the sensory aspects specifically act as an integral part of the product consumption process experienced by consumers. Hence, sensory branding had to be tested under the various contexts or categories of products that carry the discussed features.

Consumer confusion was another issue which was unexplored and resulted in misleading conclusions that made it difficult for researchers to understand responsiveness in the context of sensory branding (Turnbull, Leek and Ying, 2000). Consumers are heterogeneous and differ in the degree to which they responded to the intrinsic and extrinsic cues (Mueller and Szolnoki, 2010). There were a few sensory marketing studies that tried to separate the impact of extrinsic and intrinsic cues on consumers' behaviour and choices (Enneking, Neumann, and Henneberg, 2007). Unfortunately most of these studies had limited their approach to single sensory attributes, such as sweet taste or pleasant smell, avoiding the interaction of multiple sensory cues (Inman, 2001). Others had measured the relative importance of product features or quality on product choice, without taking into consideration any sensory characteristics into the design of their research (Mueller and Szolnoki, 2010; Bruwer, Saliba and Miller, 2011).

Another difficulty in the practical study of sensory branding was that sensory experiences created by one can be easily copied by the other. A retailer may have a unique product, such as Starbucks using exclusive coffee beans to prepare the best-selling coffee, but the café atmosphere, layout and ambience could be imitated and should be the elements standing out to make the brand distinctive amongst others (Kent, 2003). Therefore retailers had to develop some valuable innovation to make sure they meet the needs and wants of today's customers (Soars, 2009).

The gaps mentioned above suggest a possible need to study the different mechanisms that consumers apply to trade off products' features as well as differentiate responsiveness to the five senses in direct contact (Deliza et al., 2003).

### **1.3 Purpose of the Study**

The purpose of the present study was twofold: firstly, this study investigated the effect of multi-sensory attributes on consumers purchase intention at coffee shops in Johannesburg. Secondly, this study also examined the role of customer satisfaction on purchase intention at coffee shops in Johannesburg.

### **1.4 Research Objectives**

The primary objective of this study was to investigate the effect of multi-sensory attributes on consumer's purchase intention in coffee shops in Johannesburg. Following were the theoretical and empirical research objectives that made the foundation of the current study.

#### **1.4.1 Theoretical Objectives**

The theoretical objective of this study was to review theoretical literature on the following:

- Sight;
- Taste;
- Touch;
- Smell;
- Sound;
- Customer Satisfaction; and
- Purchase Intention.

#### **1.4.2 Empirical Objectives**

The empirical objective of this study was to investigate relationships between variables stated as follows:

- Sense of *sight* and *customer satisfaction* of consumers at coffee shops;
- Sense of *taste* and *customer satisfaction* of consumers at coffee shops;
- Sense of *touch* and *customer satisfaction* of consumers at coffee shops;
- Sense of *smell* and *customer satisfaction* of consumers at coffee shops;
- Sense of *sound* and *customer satisfaction* of consumers at coffee shops;
- *Customer satisfaction* and *purchase intention* of consumers at coffee shops in South Africa;

## **1.5 Research Questions**

Following were the primary and secondary research questions that the study answered.

### **1.5.1 Primary Research Question**

*“What is the effect of Multi-Sensory Branding on Purchase Intention at coffee shops in South Africa?”*

### **1.5.2 Secondary Research Questions**

- To what extent does the sense of sight influence the customer satisfaction of consumers at coffee shops in South Africa?
- To what extent does the sense of taste influence the customer satisfaction of consumers at coffee shops in South Africa?
- To what extent does the sense of touch influence the customer satisfaction of consumers at coffee shops in South Africa?
- To what extent does the sense of smell influence the customer satisfaction of consumers at coffee shops in South Africa?
- To what extent does the sense of sound influence the customer satisfaction of consumers at coffee shops in South Africa?
- To what extent does customer satisfaction influence the purchase intention of consumers at coffee shops in South Africa?

## **1.6 Justification of the study**

This study was significant to the practice and body of knowledge in multi-sensory branding, as limited research had been conducted in this field in the South African coffee shop industry. By gaining insight into the effectiveness of using multi-sensory brand attributes to influence buying behavior, it led to an extension on the branding and consumer behaviour literature available in relation to South African consumers. The various techniques utilised provided marketers (coffee shops owners) with an understanding on how consumers should be familiarised to sensory cues

in coffee shops allowing them to spend more time and make purchase based on their satisfaction level. From the theory reviewed, it was noted that the model of the study was also unique and had not been applied in a similar setting in South Africa.

### **1.7 Contribution of the study**

Theoretically this study contributed to existing literature in the field of multi-sensory branding specially in the retail category of coffee shops. Through the findings of the study the nature of relationship between multi-sensory branding and purchase intention at coffee shops had been clarified. It also advised researchers to create models integrating all the five senses in predicting behaviour. From a practical perspective, the results of the study had expanded on the purchase intention of South Africa coffee consumers on their responses to sensory stimuli. This aimed to help South African marketers in identifying opportunities and creating sensory linkages to analyse how consumers differentiate and position brand images in their minds. They had also been benefited by learning the importance of dealing personally with consumers, providing them opportunities of trial and personal use by incorporating experience attributes in brands.

### **1.8 Literature Review**

Some of the literature and models that were studied as theoretical groundings for the final thesis include: The Conceptual Framework of Sensory Marketing: sensation and perception by Krishna (2012), the Sensory branding process (Hulten, 2011), Customer experience model (Johnston and Clark, 2008) and the Perceptual Process of Sensory Receptors and Stimuli (Solomon, 2005).

#### ***Multi-sensory Branding***

Many consumer behavior researchers have made efforts to incorporate the elements of vision, touch, sound, smell and taste in their research. (Krishna, 2012; Lindstrom, 2005:84-87; Thompson and Arsel, 2004:633-640; Wansink, 2003:23). According to Krishna (2012) sensory marketing involves the application of the understanding of consumers' sensation and perception in the field of marketing. To explain the concept more clearly Krishna (2012) had proposed a conceptual framework of sensory marketing which was also adapted for the development of the model of the current study. According to this framework the sensation comprising of the five human senses creates perceptions towards products which leads to the triggers of emotion or

cognition. These triggers then derive attitude, learning (memory recall) or behaviour toward the product, favourable or unfavourable.

**Figure 1.1: Successful Sensory Branding Examples**



Every environment has its own visual cues, sounds, smells and textures (Soars, 2009). The emphasis given in consumption that is based on senses can vary among different human groups as well (MacGregor, 1999). In the U.S., food manufacturers have also identified strategies of product appeals to the different senses. Sensory branding had been adapted by major brands in the U.S. for example, Lindt chocolate had incorporated this in their advertising by visualizing the art of chocolate tasting and explaining consumers on how to employ all five senses in tasting their chocolate (Krishna, 2012). The Westin Hotel and many other upscale hotel chains had also adopted this strategy by using signature scents in the premises as well as food such as the scent of white tea with geranium and freesia. This has helped customers come back to the hotel by remembering the features that they enjoyed during their stay through the scents experienced (Krishna, 2012). Mobile brands like Intel have developed signature sounds to help consumers recognize their brand by listening to them. In terms of the sensory attributes of shape and texture

Orangina was a great example who shaped their juice bottle like an orange to appeal to consumers' haptic sense and stand out from other products (Krishna, 2012).

### ***Sight***

Most of the research theory on sensory branding in marketing had focused on vision as the main sensory cue (Elder and Krishna, 2010). Soars (2009) stated that content is not king if no one looked at it especially in a clutter of brands. According to Kent (2003), presentation is an important part to understand the shopping environment. MacGregor (1999) stated that the sense of vision (sight) has always got privilege over the other senses. Hence, visual experience is the primary foundation of the sensory sphere, compared to other stimuli (Lindstorm, 2005). For marketers at stores it is critical to put up strong and attractive communication of verbal experiences (Din, 2000).

### ***Taste***

Taste worked best when the aim was to create customer loyalty towards brands (Soars, 2009). Consumers are also sensitive to flavors and switch tastes more than brands (Inman, 2001). In some food stores consumer are given an opportunity to create their own flavor which was a great way to improve engagement as well as provide variety of choice (Soars, 2009). According to MacGregor (1999) taste is considered critical in many cosmologies and can determine an entirely different sensory order for consumers. Bailey and Nichols (1888) stated that taste complements with the sense of smell and the presence of smell would not be significantly noted in the absence of taste. From the experiment conducted by Bailey and Nichols (1888), it was discovered that females have a more delicate response towards taste compared to male consumers. Elder and Krishna (2010) also confirmed that taste cues were created by incorporating multi-sensory attributes.

### ***Touch***

Spence and Gallace (2011) explain that when customers evaluate products, touch plays a vital role. If studied individually, marketing through the sense of touch is known as “tactile branding” and “tactile marketing”, which was seen growing the past few years. Consumers are sensitive to texture when it comes to buying (Inman, 2001). Examination by using the sense of touch can help in identification (MacGregor, 1999). Some products cannot be purchased with satisfaction until they

come in contact with consumers skin such as clothes, jewellery etc. (Spence and Gallace, 2011).

### ***Smell***

Bradford and Desrochers (2009) stated that marketers are becoming aware of the opportunities that smell or scent is contributing in marketing. Among the five senses smell is the one closely linked to consumer emotions and perceptions as it keeps the brain occupied with thoughts and cannot be turned off (Kent, 2003; Soars 2009). Distinctive smells aim to attract consumers and create favourable brand memory recall (Bradford and Desrochers, 2009). The concept of using the stimulus of smell mainly in retail settings is also known as “aromatic marketing”. MacGregor (1999) stated that, many cultures closely relate to the sense of smell. It was also noted that men and women differentiate in their responsiveness towards smells (Soars, 2009). To study the effect of different smells on consumers, this study also analysed the Framework for using scents in marketing by Bradford and Desrochers (2009).

### ***Sound***

Klink (2000) stated that brand sounds convey meaning. Creating new and distinguishable brands in difficult in the competitive brand market hence marketers had been adopting the technique of sound symbolism linked to brands to make them recognisable (Klink, 2000). Soars (2009) stated that often consumers have a sound conscious reason to make a purchase and music has been recognised as a powerful communicative force to affect consumer behaviour. However, the key was to create the right sounds for the target to grab attention otherwise sound will not create the necessary impact (Soars, 2009).

### ***Customer Satisfaction***

Satisfaction arrives when consumers’ needs and wants are fulfilled to a degree and the level of satisfaction can be pleasant or unpleasant (Tuu and Olsen, 2012). Highlighting the importance on sensory branding, Lindstrom (2005) stated that advertising should be developed in a way that it provides visual satisfaction to consumers. Brakus, Schmitt and Zarantonello (2009) had identified that brand experience also affected satisfaction leading to loyalty with the brand. Tuu and Olsen (2012) stated that customer satisfaction had a direct influence on purchase intention; however this relationship might be affected by certain mediators and should be considered for

further study.

### ***Purchase Intention***

Kent (2003) emphasized the intangible aspects of marketing and advised that consumer behavior is motivated through intrinsic cues such as interest, pleasure, feeling of satisfaction and enjoyment. To activate purchase intention through these, the sensation aspect has to be brought in to consideration (Soars, 2009). In this study the Consumer Decision Making Process was reviewed, to discuss purchase intention, which was basically a road map that allows marketers and managers understand consumers' minds helping them guide the marketing mix, promotions and other sales strategies (Byron, 2005).

### ***Other Variable: Time Spent at Coffee Shops***

Time spent was also considered as a mediating factor in this study as Holbrook and Hirschman (1982) identified that consumers can lose track of time when consumption rises as a result of sensory stimuli. Consequently consumers or shoppers, who hang around for long, tend to spend twice as much compared to others (Maynard and Co, 2007). Researchers of retail have identified that consumers who stay for 40 minutes or more tend to spend twice as much as someone who spends 10 minutes in a store (Soars, 2009). Thompson and Arsel (2004) found out in their study that many coffee drinkers draw energy from the social space of coffee shops with interesting decor, music and visual art. The aim was to identify the preferences of the same "cafe flaneurs" in South African coffee shops.

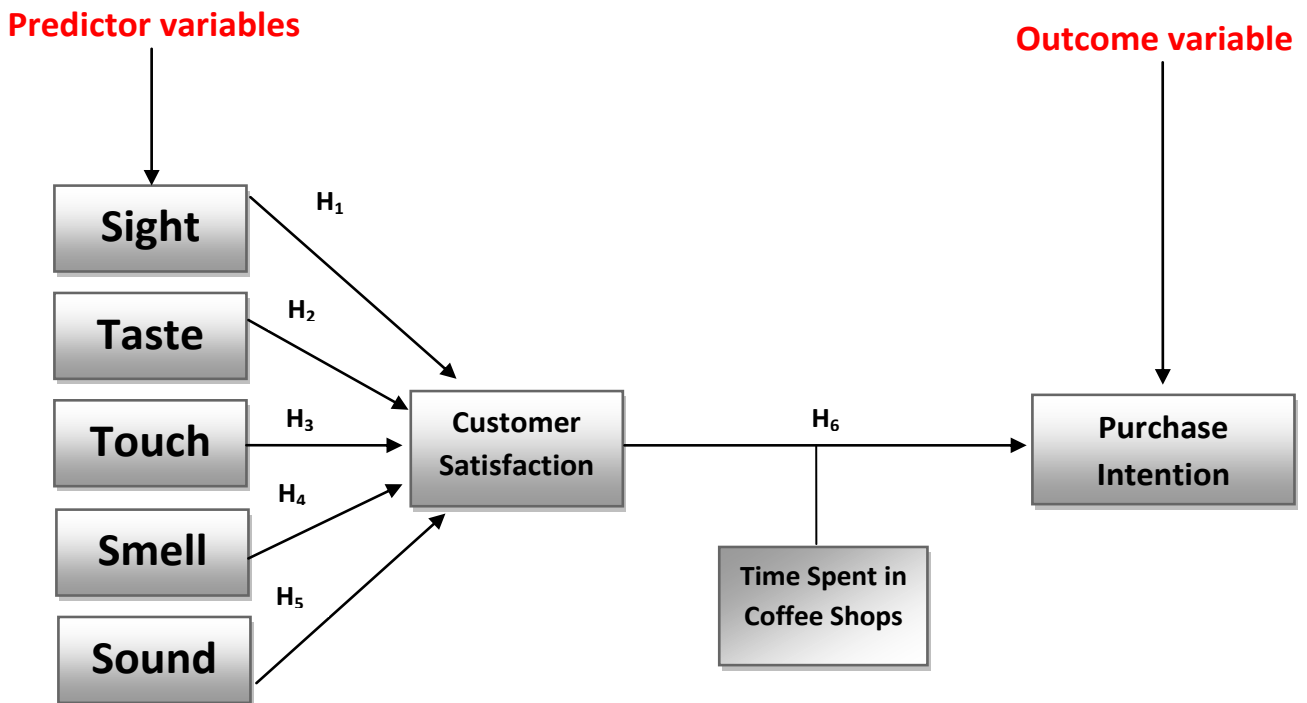
## **1.9 Conceptual model**

Following is the model that was adopted and adjusted to make it relevant to the context of this study. By means of this comprehensive conceptual model for the study, the following variables were tested: Firstly, purchase intention acted as the outcome variable, while the five senses (sight, touch, taste, smell and sound) were the predictor variables. The relationship between 'customer satisfaction' of customers and 'purchase intention' in coffee shops was also explored. The aim was to mainly see the effect of branding through the multiple senses (Sight, Touch, Taste, Smell and Sound) on consumers Purchase Intention.



The model was adapted through the literature from the study on sensory branding by Lindstorm (2005) and also derived from the Conceptual Framework of Sensory Marketing by Krishna (2012). The conceptual model is graphically illustrated in figure 1.3 below.

**Figure 1.2: Proposed Conceptual Model**



### 1.10 Hypothesis statement

Based on theoretical framework the hypotheses that were formulated in order to test the relationships proposed earlier run from H<sub>1</sub> to H<sub>8</sub> and are stated as follows:

**H<sub>1</sub>:** There was a positive relationship between the sense of *sight* and *customer satisfaction* in coffee shops.

**H<sub>2</sub>:** There was a positive relationship between the sense of *taste* and *customer satisfaction* in coffee shops.

**H<sub>3</sub>:** There was a positive relationship between the sense of *touch* and *customer satisfaction* in coffee shops.

**H<sub>4</sub>:** There was a positive relationship between the sense of *smell* and *customer satisfaction* in coffee shops.

**H<sub>5</sub>:** There was a positive relationship between the sense of *sound* and *customer satisfaction* in coffee shops.

**H<sub>6</sub>:** There was a positive relationship between *customer satisfaction* and *purchase intention* of consumers in coffee shops.

### **1.11 Research Design and Methodology**

To achieve the objectives of the study, primary and secondary research was conducted and the following research strategy and methodology were implemented.

#### ***Research Philosophy***

Research philosophy refers to the development of knowledge and is divided into four categories: positivism, post-positivism, critical theory and constructivism (Guba and Lincoln, 1994). This study adopted a positivist research philosophy as it was a deductive (quantitative) study where relationships were analysed through hypotheses testing between variables.

#### ***Research Design***

Research design is broadly divided into two main approaches that are Deductive or Inductive research approaches. It is then classified into two types firstly, Exploratory Design which is an approach used to understand concepts or problems that are usually difficult to measure and can be further divided into Qualitative and Quantitative research methods (Malhotra & Birks, 2007). The second one is Conclusive Design which is used when the research deals with phenomena that are clearly defined and consists of two types namely Descriptive and Causal research methods (Malhotra & Birks, 2007).

For the purpose of this study a deductive, descriptive and quantitative research method was used as empirical investigation was carried out through conceptual and theoretical structures. Quantitative research method is commonly used by various studies to statistically analyze information to test relationships between variables.

### ***Sampling Design and Selection***

The Probability Sampling method is a systematic way of sampling in which every element of the population has a chance of being included in the sample (Malhotra & Birks, 2007). Among the techniques the Non-Probability Sampling method was used as it was suitable for the population of this study which had no differentiated levels, sections or classes and gave an equal chance of being selected to be included in the sample (Malhotra and Birks, 2007).

### ***Population of Interest***

The target population of the study consisted of South African male and female consumers and the sample or subset of the population included all coffee drinkers and general customers who buy at any of the coffee shops in the South African market.

### ***Sample size***

Sample size is basically the number of respondents or elements in a research project (Malhotra & Birks, 2007). It is determined based on the nature and purpose of the study and is also affected by resource constraints. For Quantitative and Descriptive studies usually a large sample size is required but due to time and cost constraints a sample size of 400 respondents was determined for this study. A large sample size was selected to have a sufficient representation of the selected population.

### ***Data Collection Method***

Data was collected by distributing the survey questionnaires to customers who were coffee drinkers and visited the coffee shops in South Africa. This information was tested through the screening questions in the questionnaire. The distribution was mainly face-to-face where questionnaires were physically handed out to students at the Wits University campus. Some questionnaires were also be distributed online by creating the survey through an online platform. Initially the aim was to conduct the research at selected coffee shops in Johannesburg to target their customers specifically, however due to the issue of disruption of trade the coffee shop owners were not able to provide permission for this kind of research activity in store.

### ***Measurement Instrument***

The measurement instrument for this study was a self-administered questionnaire prepared for online and manual distribution. The questionnaire was prepared using existing scales based on the constructs of the study.

### ***Questionnaire Design***

The questionnaire consisted of 7 point Likert-type scaled questions asking the respondents to rank the sensory experiences they have had at the most visited coffee shops triggered through the five senses as well as the satisfaction they receive, time they spent and if that led to an intention to purchase at the shop. The questionnaire also included a demographic information section for respondents to complete including fields such as age group, gender and highest academic level of education.

### ***Measurement Scales***

The questionnaire items were adapted from existing scales (7-point Likert type) from previous studied literature that could be applied in the context of this study. The following scales were adapted and modified for each variable that was be used: Bian & Forsythe's (2012) 7-point scale for Purchase Intention, Liem, Aydin and Zandstra's (2012) 7 point-scale for Taste, Spangenberg, Crowley, and Henderson's (1996) scale for Scent or Smell, Fisher's (1994) scale for Sight and Peck and Childers's (2003) 3 point (12 items) Need for Touch scale was used for Touch. For the multisensory element of Sound an original 7 point likert type scale had been developed that was be pre-tested among pilot group of respondents. Customer satisfaction was measured by adapting Sahina, Zehir and Kitapçı's (2011) 5-item Likert scale. For the purpose of this study, the scales were adapted to be 7-item Likert scales (1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree; 7 – Strongly agree).

### ***Piloting the Instrument***

In order to minimize errors and to achieve face validity, a pilot study was conducted once the research instrument was developed. This served as a pre-test of the questionnaire to check if it was sufficient to meet the purpose of the study.

### **1.12 Data Analysis Approach**

Once data was gathered through questionnaires it was entered, coded for cleansing and recorded on Excel Spreadsheets.

#### ***Descriptive Statistics***

Descriptive statistics were used as the questionnaires comprised of a demographics section including age, gender, income and education level that were presented and provided the data would be profiled and frequency tables will be created using SPSS (Statistical Package for the Social Sciences).

#### ***Reliability and Validity of Measurement Instrument***

A thorough assessment of the questionnaires variable scales was carried out to ensure they were reliable and valid to be used for the study. Reliability refers to the degree of consistency obtained when repeated measurements are taken on a scale (Malhotra and Birks, 2007). Reliability was ensured through the use of *Correlations of Cronbach Coefficient Alpha*. The scale was considered reliable when the value of Cronbach Coefficient Alpha is between 0.5 and 0.6 (Nunnally, 1978). *Composite Reliability index* was also used to measure internal reliability of the instrument, which should be greater than 0.7 to be acceptable (Hair, Bush and Ortinau, 2009).

Validity is the extent to which true differences are reflected on the characteristics that are under investigation in a research project (Malhotra and Birks, 2007). Validity for the scales was be ensured through the Convergent validity technique of Item Loading to check correlations between scales in the same direction with other measures of the same construct (Schwab, 2006). Discriminant validity was also be used to determine the heterogeneity between different constructs through correlation matrix, which requires a value of less than 0.8 to be acceptable (Malhotra, 1996; Schwab, 2006).

#### ***Structural Equation Modelling (SEM)***

SEM is a statistical framework used for modelling complex relationship between direct and indirect research constructs or variables (Byrne, 2012). For this study SEM was be used for data analysis to recognize the patterns of correlation between variables. To evaluate the overall model fit to the sample data of the study, the model fit indicators that were used are: chi-square value

over degree of freedom ( $\chi^2/df$ ), the values of Goodness-of-Fit Index (GFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), and Tucker-Lewis Index (TLI) and the Root Mean Square Error of Approximation (RMSEA) in AMOS 23 (Analysis of Moment Structures) (Chinomona, 2013). For the model to be acceptable chi-square result has to be significant where result can vary from being less than 2 to less than 5 (Schumacker and Lomax, 2004).

### **1.13 Ethical Considerations**

Ethical considerations for the study were taken care of by following the steps below:

- A formal ethical clearance process was followed and an ethical clearance number was obtained for the study.
- The participants were informed that all information will be kept strictly confidential.
- They would also be informed that participation in this study is completely voluntary and respondents are allowed to withdraw from the study at any stage.
- The data was not and will not be sold to a third party and was to be used for academic purposes only to be archived.
- All the information obtained was strictly anonymous.

### **1.14 Outline of the study**

This study was been divided into different chapters and the structure of the study can be described as follows:

Chapter 1 serves as an introduction to the study. It includes a background to the topic, problem definition, research objectives, conceptual model as well as a summary of the methodology, literature and contributions proposed by the study.

Chapter 2 gives a review of the literature that has been used for the purpose of this study. It gives a detailed explanation on the different variables of Sight, Touch, Taste, Smell, Sound, Time Spent and Purchase Intention used for the study as well as the various theoretical concepts that will explain these variables.

Chapter 3 discussed the development of the conceptual framework or model of the study and the hypotheses that are developed to test the relationships between the variables of the model.

Chapter 4 gives a more detailed description of the research design and methodology of the study. It shows the process of data collection, the study instrument and the sample that was tested. It also explains the different statistical methods used for the analyses of the collected data.

Chapter 5 comprises of data analysis and results where it aims to show how data would be analysed through statistical techniques and the results will be reported. Firstly it demonstrated the results from reliability and validity of scales and an overview of the descriptive statistics. From there on it would lead to the main findings of the study explaining the results from the SEM and other analysis. It also highlighted the results of hypotheses testing stating which of them have proven to be significant and non-significant in the study. Data collection was expected to be completed in a time line of 2 weeks after ethics clearance was received in August 2015.

Finally, chapter 6 provided discussions of results obtained in chapter 5. The discussions followed on to chapter 7 which included the possible implications and contributions of the thesis in studying the effect of multi-sensory branding on purchase intention at coffee shops in South Africa.

## **CHAPTER 2: THEORETICAL FOUNDINGS AND EMPIRICAL LITERATURE**

### **2.1 Introduction**

This chapter discusses the theoretical groundings that have been used for the study as well as an overview of all the constructs of the study both in light of theoretical and empirical literature relating to the constructs. Firstly, the chapter starts by providing an overview of the main theoretical groundings that have been studied here. These include the definition and background of multi-sensory branding as well as all the theories of multi-sensory branding. These theories that have been discussed include: The Conceptual Framework of Sensory Marketing, The Sensory Marketing (SM) Model, The Sensory Engagement Process, Brand Experience via senses and the customer experience model. This is followed by an update on multi-sensory branding culture as experienced by a South African consumer.

From an overview of the theory, this chapter then moves to the empirical aspect of the literature review. Under the empirical review each construct of the study is discussed in detail including: Sight, Sound, Touch, Taste, Smell, Customer Satisfaction and Purchase Intention. Each construct is defined, analysed using related studies as well conceptualized in the context of the current study. Other variable of Time Spent at coffee shops has also been discussed briefly.

### **2.2 Theoretical Groundings of the Study**

Initially, the theory forming the grounds of multi-sensory branding is reviewed in the beginning of this section. Following from there, the different theoretical models used in the study are discussed. These include an overview of the conceptual framework of sensory marketing by Krishna (2012); the sensory marketing model by Hulten (2011); the brand experience model by Barclay and Ogden (2015) and lastly, a description on the customer experience model by Johnston and Clark (2008).

#### **2.2.1 Multi-sensory Branding**

This section provides a discussion on the background of multi-sensory branding. It also overviews the definitions of multi-sensory branding used over the years and then moving on to a comprehensive review of its different theories.



### **2.2.1.1 Background of Multi-sensory Branding**

A brand itself is a sensory experience integrating the five senses (Lindstrom, 2005). Spence (2012) states that majority of consumers' everyday experiences are derived through multi-sensory motivations. According to Enneking, Neumann and Henneberg (2007), sensory branding has to be combined with modern marketing practices to have a complete brand with all the attributes being significant. Marketers can enhance consumers' experiences with products by making sure that sound symbolism, shape, packaging, flavour, taste, aroma and other sensory aspects set up the right expectations that consumers have from these attributes (Spence, 2012). Spence (2012) discusses the cross-modal correspondences of using multiple sensory stimuli in marketing and capitalizing on the five senses. Barclay and Ogden (2015) discuss that sensory stimuli can improve the shopping experience and influence consumer behaviour. The sounds, smells, feelings and vibrant imagery evoke various memory recalls which makes the outlet experience pure for consumers (Barclay and Ogden, 2015). Sensory branding emphasizes the need for marketers to optimise customer engagement opportunities each time they visit a store.

The use of multi-sensory branding in a store environment is derived from the concept of Shopper Marketing. This is a concept beyond traditional marketing which includes points of engagement for consumers (Barclay and Ogden, 2015). The need for sensory branding also arises from the concept of retail store image which is the reinforcement that a customer connects with a store causing the likeliness for shopping at that store (Kunkel and Berry, 1968). The retail store image is created through its tangible and intangible aspects which are made up of the stores functional and psychological attributes, where sensory connections play their role (Birtwistle and Shearer, 2001).

For the famous US brand Abercrombie & Fitch, the success of their brand is attributed to the in-store experience which is all about what the customers hears, sees and smells (Bell and Bell, 2006). The experience is derived through the distinctive fragrance in store which is prolonged with the smell also found in their clothes that are taken home by customers. Another famous franchise chain McDonald's has also considered incorporating sensory branding activities in their food outlets globally. Their efforts include curved counters, touch screen point of sales, and also leveraging on the smell of coffee and fries in the morning and afternoon in-store (Bell and Bell, 2006).

### 2.2.1.2 Definition of Multi-sensory Branding

Bell and Bell (2006) predict the future of all marketing communication to be multi-dimensional and define sensory branding as the concept involving senses when a communication takes place between a brand and a consumer. Research on products, prices and service offering in-store has shown that store image significantly enables marketers to create positioning strategies and tactics that differentiate their stores from competitors (Birtwistle and Shearer, 2001). Store positioning influences customer loyalty and is directly linked to business success.

Over the years Multi-sensory branding has been defined by several authors. A few of these definitions reviewed in this study are represented in the table 2.1 below:

**Table 2.1: Definition of ‘Multi-sensory Branding’ by Various Authors**

<b>Authors</b>	<b>Year of study</b>	<b>Definition</b>
Lindstrom	2005	Multi-sensory Branding is all about building emotional ties between consumer and product, evaluating and incorporating the different sensory touch points.
Bell and Bell	2006	Multi-sensory branding is a concept that involves the five senses in the process of communication between a brand and a customer.
Krishna	2012	Multi-sensory marketing aims to affect consumers’ perceptions, judgements and behaviours by engaging the consumers’ senses.

### 2.2.2 Theories of Multi-sensory Branding

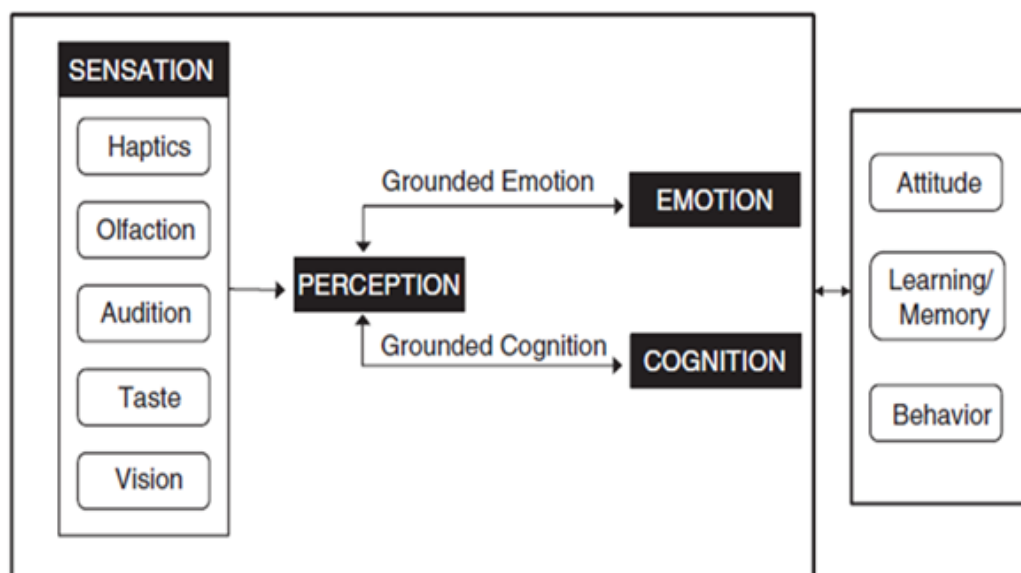
Some authors see the use of the marketing technique of multi-sensory branding as a tool for the future (Enneking, Neumann and Henneberg, 2007). Various studies have analysed the concepts of sound and shape symbolism in marketing and interest in these topics is rapidly growing (Spence, 2012). The main theories and models reviewed for this study will be discussed below.

## The Conceptual Framework of Sensory Marketing

Krishna (2012) describes sensory branding by using a conceptual framework on sensory marketing which incorporates the five senses under sensation. Sensation has a direct effect on perception which is grounded with the aspects of emotion and cognition.

The perception developed then creates the necessary impact on attitude, learning/memory recall and behaviour (Krishna, 2012). The framework is presented in the figure 2.1 below.

**Figure 2.1: The Conceptual Framework of Sensory Marketing**



### *Sensation versus Perception*

According to Krishna (2012) sensation and perception are stages of processing the senses. Sensation is biochemical in nature. It occurs when a triggered stimulus imposes upon the receptor cells of the sensory organs (Krishna, 2012). On the other hand Perception is defined as the degree of awareness of sensory information and the understanding of it.

### *Haptics (Touch)*

Stressing the importance of product touch Krishna (2012) highlights the famous Aristotle who proposed that of the hierarchy followed by the five senses “touch” remains on top. The sense of

touch has allowed the human race to continue as it develops in the womb as the first sense and the last sense lost with age. Peck and Childers (2003) state that the only way to confirm if a product is worth buying is to hold it physically and touch it. Research has also shown that people who actually touched or handled a product before buying were more confident when making their purchase (Peck and Childers, 2003).

Some studies have also associated touch to generosity for instance a human touching another human such as a waiter touching a customer may increase his tip due to a level of satisfaction felt by the customer (Krishna, 2012). Touch may also create a negative effect when products touch products for instance in the case of products packed next to each tightly other on the supermarket shelf like placing tampons next to a packet of potato chips (Krishna, 2012).

### ***Olfaction (Smell)***

Krishna (2012) in this framework reflects on the physiological connection between smell and memory. Information encoded with scent aims to last longer when delivered to customers than information encoded with other sensory cues. Memories created through scents have a lesser degree of getting forgotten. This is because scent or smell triggers emotions (Herz, 2004). Ambient scents have the ability to remain in memory and affect the elaboration of product information as well as assists in making a choice during purchase searches.

Krishna (2012) also highlights the power of scent-based retrieval by emphasizing that scents can help recall the verbal message or information communicated. Pleasant smell can instill a variety-seeking behaviour, increase evaluation of products and more time can be spent shopping in the scented space (Bosmans, 2006).

### ***Audition (Sound)***

Majority of the marketing communication messages delivered, such as through radio, television, songs and jingles are all auditory in nature. This also includes music heard in the retail space such as stores, restaurants, hotels etc. (Krishna, 2012). There are also products which have signature sounds embedded in them such as cell phones with their brands ringtone (Yorkston, 2010). Sound symbolism, the association of words to sound, has been found to create positive brand evaluations by making a brand name sound corresponding to expectation. Music in

advertising has been used for several years by millions of brands as it carries meaning for a brand and has the ability to evoke feelings as well as referential recall (Zhu & Meyers-Levy, 2005).

### ***Taste***

Every single taste that a person experiences is a combination of the five senses (Krishna, 2012). It is difficult to talk about the taste of a food if one is not able to smell it. The sense of taste therefore is dependent on the other senses. A brands name can also influence its perceived taste (Lee, Frederick, and Ariely, 2006). Krishna (2012) also states that advertising, disclosure of ingredient and healthiness status can all have an effect in the perception of taste.

### ***Vision (Sight)***

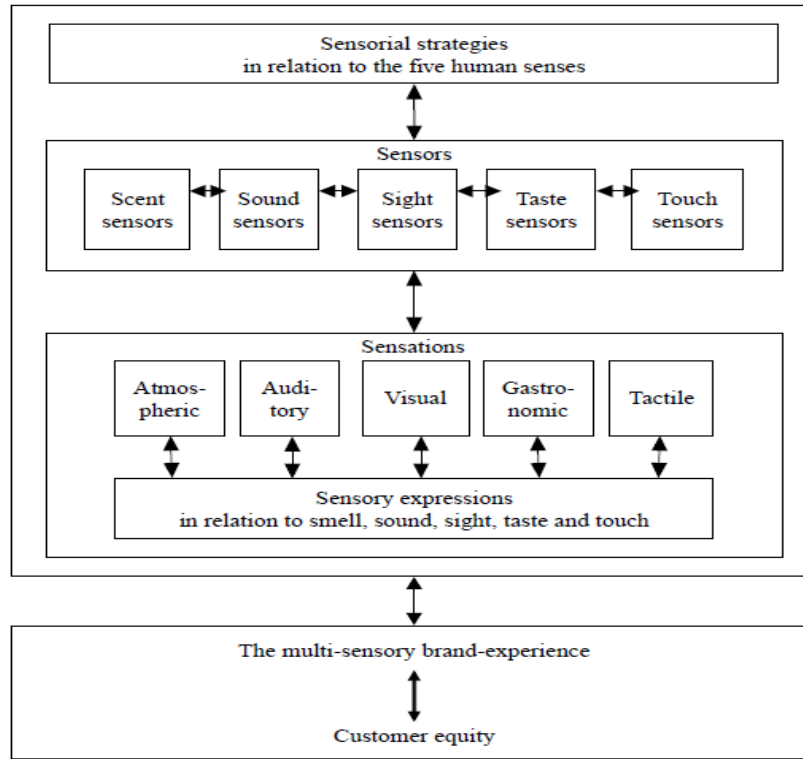
Krishna (2012) states that enormous amount of research has been conducted on the sense of vision or sight. Visual aspects are considered to be easier for the processing of product information. It is the most controllable dimension of the five senses, using which consumers can make calculated judgments (Krishna, 2012).

### **The Sensory Marketing (SM) Model**

The Sensory Marketing (SM) Model by Hulten (2011) utilizes sensorial strategies for differentiating and expressing a product or service. This model is presented in figure 2.2 below. The model consists of Sensors which are aimed at communicating Sensations to the consumer. These sensors are listed as follows:

- Scent sensor
- Sound sensor
- Sight sensor
- Taste sensor
- Touch sensor

**Figure 2.2: The Sensory Marketing (SM) Model**



The sensations created through the five sensors are Atmospheric (scent), Auditory (sound), Visual (sight), Gastronomic (taste) and Tactile (touch) is nature, where each relates to one of the five senses and Sensory expressions are created in relations to these sense (Hulten, 2011). As a result, a multi-sensory experience is created that improves customers' perception of the brands positioning, image and equity (Hulten, 2011)

### **The Sensory Engagement Process**

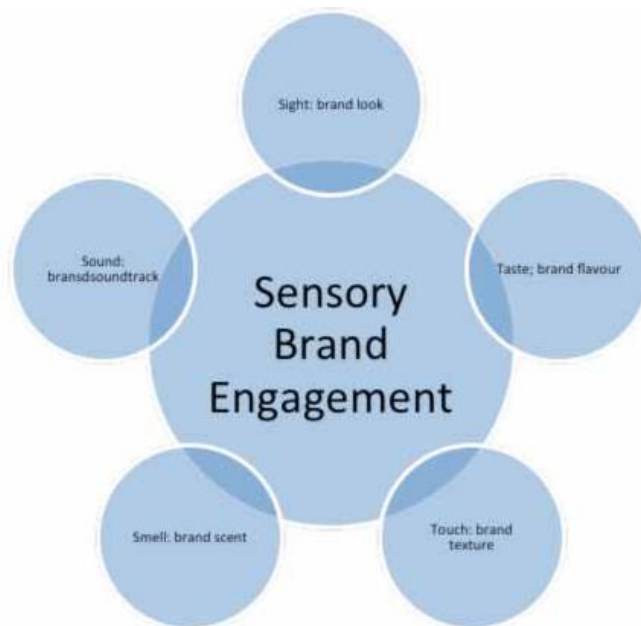
To revitalise the in-store experience many retailers have used the Sensory Engagement Process depicted below by Barclay and Ogden (2015). This process involves the development of new strategies and solutions that should be provided to marketers to enabling them to connect with their consumers' senses. Effective strategies create the right experience and the sensory impact leading to the brand engagement stage and profitable shoppers (Barclay and Ogden, 2015). Barclay and Ogden (2015) have studied the concept of sensory branding through the model known as the Brand Experience via the Senses, which is discussed below.

## The Brand Experience via the Senses

The development of brand experience using Multi-sensory branding through the five senses is also discussed in light of the Brand Experience model by Barclay and Ogden (2015). According to this model brand experience is evoked by a set of sensations, perceptions, feelings, and emotions, hedonic and behavioural responses. A good example of a brand exhibiting successful implementation of the sensory brand engagement model is Barbie whose store in Shanghai is built with interactive activities such as a spa, design centre, café and much more in a 6-floor megastore which allows greater customer connection. This model has identified the five senses to be directly associated to creating an experience of the branding via its following features which are also presented in figure 2.3 below:

- Sight: brand look
- Taste: brand flavor
- Touch: brand texture
- Smell: brand scent
- Sound: brand soundtrack

**Figure 2.3: The Brand Experience via the Senses**



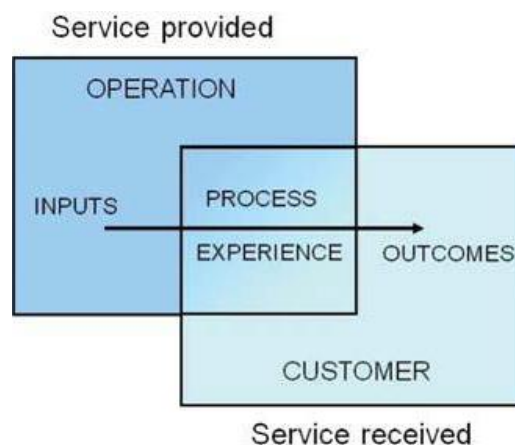
## The Customer Experience model

Johnston and Clark (2008) have also studied sensory branding and have proposed the Customer Experience model in a service space. For them, every service provided is an experience. The authors have divided the service experience process in to two sections (Johnston and Clark, 2008)

1. Service provided: This is the result of the internal Operations carried out by the service provider and requires inputs.
2. Service received: This is the stage where the service is rendered and it is received by the Customers. This is the outcome of the service prepared.

The two stages discussed above involve the stages of process and experience where process is used to create the necessary experience. In the light of sensory experiences, these include interaction and involvement of a consumer in the overall experience (Johnston and Clark, 2008). The end result of this framework is the actual value derived from the sale (Johnston and Clark, 2008). The customer experience model is presented in figure 2.4 below:

**Figure 2.4: The Customer Experience Model**



### 2.2.3 Multi-sensory Branding and the South African Consumer

Today's consumers are multi-faceted who have a significant impact on marketers' efforts to determine how a store's physical environment can be fine-tuned to maintain its appeal and its



effectiveness altogether (Barclay and Ogden, 2015). For a customer the personality of a retail store or outlet consists of both psychological and functional attributes (Birtwistle and Shearer, 2001). Barclay and Ogden (2015), state that considering the preferences of today's consumers; these consumers are influenced by the in-store sensory engagement process. South Africa did not have a coffee culture a decade ago (Weber, 2013). Hot coffee in South Africa, was considered as a winter drink for adults only. The rapid transition took place as a result of which the South African consumers of today are willing to try more variety of options and ready to embrace the coffee drinking culture (Bizcommunity, 2013). Even for them, it is more about experience than the actual coffee (Weber, 2013). Cape Town is also known for its thriving coffee community with almost 33 cafes open in the city in 2013 compared to 3 cafes in 2005 (Denison, 2013). Also, coffee shops did about four times more business in the industry in 2012 compared to in 2007 in South Africa (Denison, 2013).

## **2.3 Empirical Literature of the Study**

### **2.3.1 Sight**

Barclays and Ogden (2015) consider sight as the visual building block of retail marketing. Retailing to attract the sight can include anything from products in the shop window, in-store space planning, design, colour, light, packaging, signage, point of sale display and any other kind of visual merchandising utilised as communication to appeal to this sense.

#### **2.3.1.1 Definition of the sense of Sight**

The sense of sight is the visual dimension of sensory marketing (Soars, 2009).

#### **2.3.1.2 Related Studies on the sense of Sight**

According to Barclays and Ogden (2015) selling through sight has been a power tool throughout the era of marketing.

#### **2.3.1.3 The Conceptualisation of the sense of Sight**

Almost every product that we buy is displayed or packaged for the aim of selling more than for the purpose that the product aims to serve. Product appeals communicate meanings to consumers (Allison, 1999). The power of using the right colour, shape and visual graphics in designing and

packaging can portray lifestyle images through products. The visual appeal or content also allows customers to make a judgment and purchase decision (Allison, 1999). Just by a first glance and perception of a product and its environment gives an individual a thought around if they like or dislike it. Allison (1999) calls this rapid judgment as ‘sensation transference’.

The essence of using sight in attracting consumers is that the product must speak for itself to increase brand recall and sales (Barclays and Ogden, 2015). The issue to address is that not product placements and displays not always turn into increased sales. For instance too much of visual display may not be as effective for established brands. Barlays and Ogden (2015) also identify that the process of attracting consumers through visual stimuli is a complex method as decision making is also affected by psychological, sociological and demographic factors. Consumers pay special attention to the quality of merchandise presentation (visual and verbal elements) on the shelf in addition to other cues in a store. The use of verbal and visual cues should be packaged according to the product type, for instance consumers buying milk will focus more on verbal cues than visual. Barclays and Ogden (2015) have also identified colour as a key component of visual cues as different colours symbolise different meanings. Colour assists by enticing customers’ mood and perception in a store setting.

### **2.3.2 Touch**

In the textile industry, decision is dependent on the tactile experience. Shoppers like to feel and try the clothing on, which leads to the creation of fuelling emotions and aspirations to make a decision to purchase. According to Barclay and Ogden (2015), the sense of touch can be used beyond the traditional retail in-store approach and can also be used to create experience through intangible products.

#### **2.3.2.1 Definition of the sense of Touch**

In the context of marketing, creating experience or motivation through the sense of Touch is also known as “Tactile experience” (Tan, 2008).

#### **2.3.2.2 Related Studies on the sense of Touch**

In today’s technology orientated world, the aspect of Touch is seriously taken in to consideration (Peck and Childers, 2003). Especially the use of Touch screens in-stores has become extremely

common to create an online experience in-store. By the use of in-built touch screens retailers have been able to present more product information and choices to consumers. This has led to increased product knowledge and has simplified the decision process to purchase. It is worthy to note that although the effort of creating an online experience in-store had worked for many but a majority of retailers have also failed in this approach (Tan, 2008).

### **2.3.2.3 The Conceptualisation of the sense of Touch**

The sense of Touch or “tactile interaction” is central to the consumer engagement in a store (Barclays and Ogden, 2015). Visual presentations for products are not sufficient for the purchase of products that are required to be touched, tried and the texture felt by the consumer. It is highly important that a product or service must physically reach to the consumer (Krishna, 2012). Touch is also one factor that cannot satisfy purchase through an online shopping medium. In terms of the valuation of a product, Barclay and Ogden (2015) identify that through the sense of touch the valuation of a product increases which as a result also increases the sense of ownership and empowerment.

Touch plays a very distinct role in terms of the buying decision process for males and females. It has been found that males are likely to respond positively towards a product that has been touched by a woman than a man; and women are likely to exhibit a similar response, however at a lower extent, if the product is felt by a highly attractive man (Barclays and Ogden, 2015). Therefore it is important for marketers to understand how the use of the sense of touch can be optimised in experiential marketing (Soars, 2009).

A consumer visiting in-store is still heavily dependent and looking for unique content which can add value to their overall sensory shopping experience, which also serves the purpose of their visit (Barclays and Ogden, 2015). A good example of the in-store Touch experience is the Adidas store where they have introduced an interactive shopping wall that allows customers to virtually navigate and examine 3D models of shoes.

### **2.3.3 Taste**

The sense of Taste has been proven as the best dependent sensory dimension used to create customer loyalty towards brands (Soars, 2009). Consumers are also sensitive to flavors and

switch tastes more than brands (Inman, 2001).

#### **2.3.3.1 Definition of the sense of Taste**

Taste is the sensory cue mainly used to identify flavours of food products to maintain likeliness or dislike towards the products (Wansink, 2003).

#### **2.3.3.2 Related Studies on the sense of Taste**

Taste is a key driver of product preference. Enneking, Neumann and Henneberg (2007) state in their study that apart from getting attracted through the other product aspects, their purchase intention increases if a health message is added into the product attributes (Krishna, 2012). The attribute of Taste has been largely neglected in various studies of sensory analysis however; many consumers have considered this aspect to be critical when making food choices (Wansink, 2003).

#### **2.3.3.3 The Conceptualisation of the sense of Taste**

In some food stores consumer are given an opportunity to create their own flavor which is a great way to improve engagement as well as provide variety of choice (Soars, 2009). According to MacGregor (1999) taste is considered critical in many cosmologies and can determine an entirely different sensory order for consumers. Bailey and Nichols (1888) stated that taste complements with the sense of smell and the presence of smell will not be significantly noted in the absence of taste. From the experiment conducted by Bailey and Nichols (1888), it was discovered that females have a more delicate response towards taste compared to male consumers. Elder and Krishna (2010) also confirm that taste cues are created by incorporating multi-sensory attributes. It has also been noted that women are more responsive when their sense of taste is tested (Bailey and Nichols, 1888).

#### **2.3.4 Smell**

A routine customer is more worried about how a product looks and feels and often neglects the smell during purchase. However, the sense of smell is the most advanced form of sense that can be used for human interaction (Bell and Bell, 2006). 75% of emotions generated during a shopping experience are via smell compared to sight and sound (Bell and Bell, 2006). The sense

of smell is considered powerful as it has a direct control on emotions and memory through the limbic system. A smell remains in memory is because an individual is able to create an emotional attachment through it. Research identified that a person is able to recognize around 10,000 odours on average and can also recall some of the smells with about 65% of accuracy, in comparison to a lower recall of images which is about 50% (Bell and Bell, 2006). Studies also show that only 35% of leading companies in the next two years have been keen in taking this on board with still remaining plenty of air space available to incorporate the aspect of smelling (Bell and Bell, 2006).

#### **2.3.4.1 Definition of the sense of Smell**

Bradford and Desrochers (2009) define smell as the most primal sense which is deeply rooted to work as an alert through the human chemical system. Vlahos (2007) defines scent marketing as the use of aromas to position a brand and promote a product by setting a mood.

Smell or scent is dependent on two physiological conditions which affect the psychological sense namely associative learning and emotional processing (Bradford and Desrochers, 2009). An individual breathes 20,000 times in a day on average. Stevens (2006) sees each breath as an opportunity to present a product to a person via the sense of smell. Human beings are also able to recognise approximately 10,000 different scents on average (Bradford and Desrochers, 2009).

#### **2.3.4.2 Related Studies on the sense of Smell**

Bell and Bell (2006) claim that the sense of smell or scent is the most powerful and most underexploited of all the senses in connection to the brand and consumer. The authors refer to the use of smell or scent in sensory branding as the world of ‘scent-sory’ branding (Bell and Bell, 2006). The concept of smell in branding evolved from the smell of products as the root. The best example of this is the Johnson’s baby products which have been famous for years for their signature scent and are built in customers’ memories by making an impact from childhood. This has made the brand stand out and made the consumers keep coming back to buy more (Bell and Bell, 2006).

Lindstrom (2005) and Bonnici (2006) identify smell as the second important sensory attribute after sight and triggers three-fourths of the emotions. According to Bradford and Desrochers

(2009), the sense of smell is one that cannot be turned off and has the ability to prompt emotional responses immediately. Consumers are continuously influenced by scents that are general odours emanating from the retail environment and are not part of the product (Bradford and Desrochers, 2009).

#### **2.3.4.3 The Conceptualisation of the sense of Smell**

Spence (2012) states that what we see, feel and tastes and more often influenced by what we smell at that instance. The CPL Aromas brands have properly aligned their agency brand with smell in terms of what they stand for. For them the medium of scent is made up of three notes which are the top, middle and base which can change the personality of the brand being crucial to its quality and longevity (Bell and Bell, 2006). The motivation to create a scent 'logo' for their brand was to realise people's emotional links with scents through which memories are triggered and a strong connection is developed. Marc Jacobs has also implemented a similar strategy with its summer fragrances stating that powerful scents have the ability to evoke emotions.

Bell and Bell (2006) state that 'scent-sory' branding has a lot of benefits for brands but it should be used in its best way to target the correct audiences. Also, this is dependent on how the marketer wants the consumers to think of their brand, as both good and bad experiences linger on in the memory for longer. If scent is used for communication at many different levels, it can reach a customer's psyche deeply as it is not influenced by reasoning.

For products which do not have a direct link to scents such as T-shirts, a creative thought process and imagination needs to be developed to translate the sensory aspect into the brands character. This is because the typical smells are becoming nostalgic as the world is moving towards the internet rapidly. The use in scent in branding is not just about selling as it can help build relationships also. For instance it has been used in educational campaigns such as the Anti-Smoking campaign run by the Department of Health.

#### **2.3.5 Sound**

Majority of brands and products have some kind of sounds or musical cues associated to them. A sound impact brand perception but is not limited to it (Krishna, 2012).

### **2.3.5.1 Definition of the sense of Sound**

A sound is hearing sensation which can be in the form of voice, music, melody etc. Sound symbolism influences a brand's success positively (Spence, 2012).

### **2.3.5.2 Related Studies on the sense of Sound**

Research on sound in the shopping experiences identifies that music in a store can influence shopping pace. For instance, slower music in-store results in slower shopping patterns and more purchases are made since customers take more time and progress at a slower pace through the store (Milliman, 1982). This is attributable to the cognitive thinking where consumers enjoy the music in the background and feel that they have spent less time shopping compared to the actual time spent (Milliman, 1982).

### **2.3.5.3 The Conceptualisation of the sense of Sound**

Soars (2009) states that sound has an influential role on purchase intention and annoying music played in-store can force the customer to get out. As brand sounds have the ability to convey meaning, these provide the potential to create a distinctive positioning for brands that find it difficult in the competitive brand landscape to make their name stand out (Klink, 2000). At times, consumers also make purchase decisions that are based on sound-conscious reasons (Soars, 2009). Melody and music have been recognised as powerful tools of message communication and can prove to be the key to create the right sounds so that the necessary impact is developed to grasp shoppers' attention (Soars, 2009).

## **2.3.6 Customer Satisfaction**

Customer contact and engagement is very crucial to derive customer satisfaction (Barclay and Ogden, 2015). The Sensory Brand Engagement (Brand Experience) model by Barclay and Ogden (2015) also confirms that sensory stimuli influence customer satisfaction and loyalty towards the brand.

### **2.3.6.1 Definition of Customer Satisfaction**

Customer Satisfaction is the positive or negative cognitive dissonance that occurs mainly post-purchase (Tu and Oslen, 2012).

### **2.3.6.2 Related Studies on Customer Satisfaction**

Customer satisfaction has been taken into consideration as Enneking, Neumann and Henneberg (2007) state that traditionally sensory branding only focused on the intrinsic attributes of products which might not be sufficient for all kinds of products. As a result the influence of multi-sensory branding is studied to test and understand the relationship comprehensively.

### **2.3.6.3 The Conceptualisation of Customer Satisfaction**

As competition in the retail industry is tough and growing day by day, retailers are advised to invest resources in maximizing customer satisfaction to turn it into positive purchase intention (Birtwistle and Shearer, 2001). Customer satisfaction can be used in the experiential marketing space to derive huge benefits as it has an impact on actual purchase behavior (Tsai, 2005).

### **2.3.7 Purchase Intention**

Sensory experience in a store incorporating the five senses of sight, sound, touch, taste and scent all increase the propensity to purchase as well as shape the purchase process through opinions and emotions (Barclay and Ogden, 2015).

#### **2.3.7.1 Definition of Purchase Intention**

Simply defined, purchase intention is the intention or willingness of a consumer to buy a product or service (Krishna, 2012).

#### **2.3.7.2 Related Studies on Purchase Intention**

Barclay and Ogden (2015) state that arousal that occurs due to the in-store influence increases sales as well; and improving in-store experience through sensory immersion lifts sales by almost 5.4%. 70% of in-store purchases are based on decisions made through impulse triggers also known as shopping arousals. Hershey's chocolate store implemented sensory branding by introducing a chocolate smell into their store in New York Times Square. This had a direct effect on their sales which rose to 34% as consumers purchased more (Bell and Bell, 2006).



### **2.3.7.3 The Conceptualisation of Purchase Intention**

Emotions are linked to attitudes and attitudes play an important role in the formation of purchase intention (Bian and Forsythe, 2012). Purchase intention formation is dependent on consumers both cognitive and affective behaviour. The purchases are as a result of both rational and emotional decisions. The emotional purchase happens when a consumer has a stronger association with the product which can be easily developed by attracting the multiple senses of the consumer. This direct relationship of Affective/Emotional attitude on Purchase Intention is also proven by the Theory of Reasoned Action by Fishbein and Ajzen (1975).

Targeting customers through store image using the psychological characteristics increases loyalty towards a store (Birtwistle and Shearer, 2001). Smells have the ability to amplify customer spending (Dowdey, 2008).

### **2.3.8 Other Variable: Time spent at Coffee Shops**

Birtwistle and Shearer (2001) state that after product features, the pressure of time spent plays the most significant role in shopping or purchase. Bell and Bell (2006) discuss the book *Brand Sense*, written by Martin Lindstrom whose research revealed that when a scent is introduced into an environment it has potential to change the perception of time that people have. It was also noted via an in-store experiment where shoppers noted that they spent 45 minutes where the actual time spent was 40 minutes. When a scent was sprayed shoppers thought the time spent was 25 minutes but the actual time spent was over an hour (Bell and Bell, 2006)

Arons (1961) proposes a relationship between a store that is favorable and the number of visits to or time spent at the store. This assertion of making a store favorable can be done via the psychological or sensory aspects by making the customer view point agreeable to these aspects (Arons, 1961). The emotional link of affect created via the five senses not only urges a consumer to pay a price premium for their purchase but also end up spending more time at the outlet or in-store (Bian and Forsythe, 2012). Krishna (2012) states that ambient sounds in places such as hotels, restaurants, retail stores, and supermarkets influences visitors mood along with a much greater impact on time spent in that location, perception of time spent, and the actual spending also increases.

## **2.4 Conclusion**

In conclusion, this chapter provided a detailed discussion on the theoretical and empirical literature of multi-sensory branding, in light of the existing studies that have evaluated this topic before. The definition of multi-sensory branding was already reviewed over a span of years which shows that this technique has potential that can enable marketers to create effective solutions for their businesses. Researchers and marketers predict that products and services that stimulate senses to enhance consumer experiences will define the future of sensory branding. The interaction of the various constructs, their impact on customer satisfaction and the relationship between customer satisfaction and purchase intention has created an avenue of using this framework to create opportunities via multi-sensory branding. The most successful brands will be the ones going the multi-dimensional route beyond the visual and tactical appeal by using multi-sensory branding, which will result in making relationships with consumers. The next chapter will now discuss the conceptual model and expand on the development of the model and the various hypotheses prepared for testing.

## **CHAPTER 3: CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT**

### **3.1 Introduction**

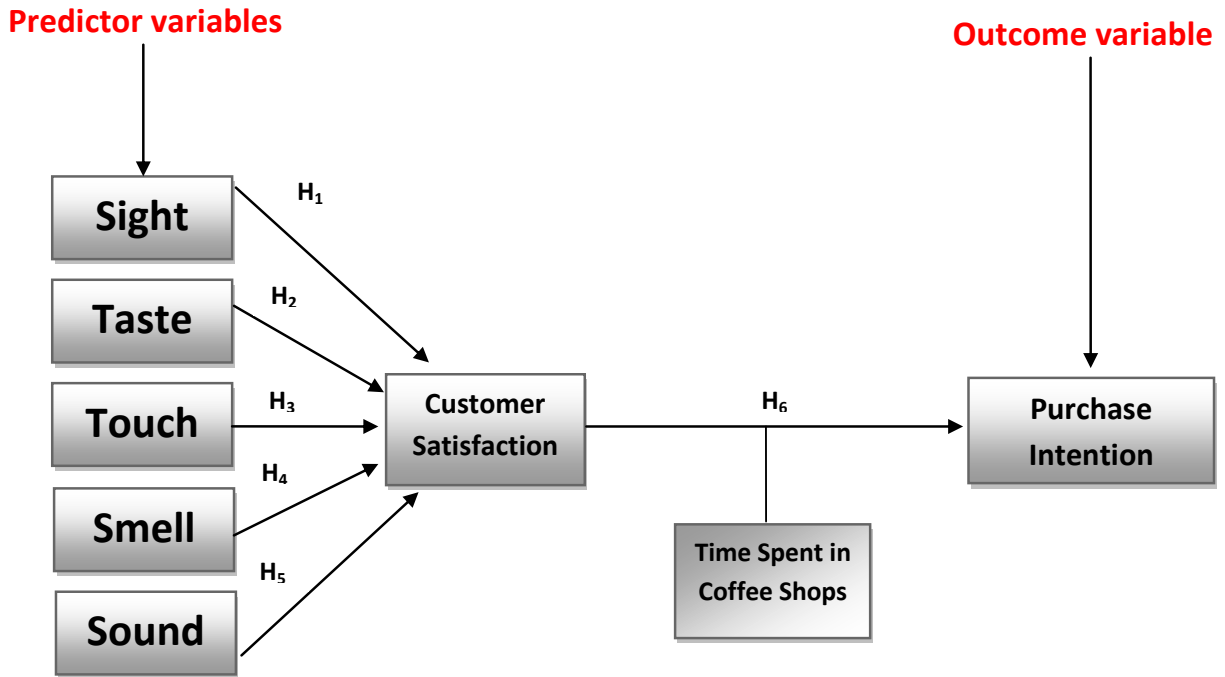
This chapter provides a discussion on the proposed conceptual model on the study as well as the development of hypotheses of the conceptual model. The chapter starts by discussing the details of the main model in terms of how it was adapted from two previous studies that have been chosen as literature pieces that were reviewed for the purpose of this research. The model was then modified to suit to the context of this study. The model for this study has been named as the Multi-sensory Branding Model. It consists of the five sensory aspects as predictor variables and purchase intention is the outcome variable desired to be achieved.

The chapter then follows on to discussion on how each of the six hypotheses for the model was developed. Various previous studies have been looked at and mentioned for each hypothesis below, as those studied have also used similar hypothesis to be tested in the models of the studies. For the purposes of this study, positive relationships were tested between the variables: Sight and Customer Satisfaction; Taste and Customer Satisfaction; Touch and Customer Satisfaction; Smell and Customer Satisfaction; Sound and Customer Satisfaction; and finally Customer Satisfaction and Purchase Intention. All the hypotheses are further discussed in detail below.

### **3.2 Conceptual Model**

Figure 3.1 presents the proposed conceptual model for the purpose of the present study. Firstly, the five senses of sight, taste, touch, smell and sound are the predictor variables, with purchase intention as the outcome variable. The purpose of this study is to investigate the relationships between the five senses (sight, taste, touch, smell and sound) and customer satisfaction, as well as the relationship between customer satisfaction and purchase intention is also discussed in coffee shops.

**Figure 3.1: Conceptual Model**



Source: Developed by Researcher (2015)

It is therefore proposed that the five senses have a positive influence on the variable of customer satisfaction, which in turn has a positive influence on purchase intention. In practice, this means that when retailers use multi-sensory branding to create a favorable experience in store or in coffee shops, it will have a positive effect on customers' satisfaction and increases the time spent in store. This will lead to an increase in consumer purchase intention.

### **3.3 Hypotheses Development**

By the use of critical analysis of literature, this section provides an overview of the creation of the conceptual model. This is followed by a review of the development of hypotheses of the model.

#### **3.3.1 Multi-sensory Branding Model**

The model above has been adapted through the literature from the study on sensory branding by Lindstorm (2005) and has also been derived from the Conceptual Framework of Sensory Marketing by Krishna (2012). The different hypotheses development is discussed below.

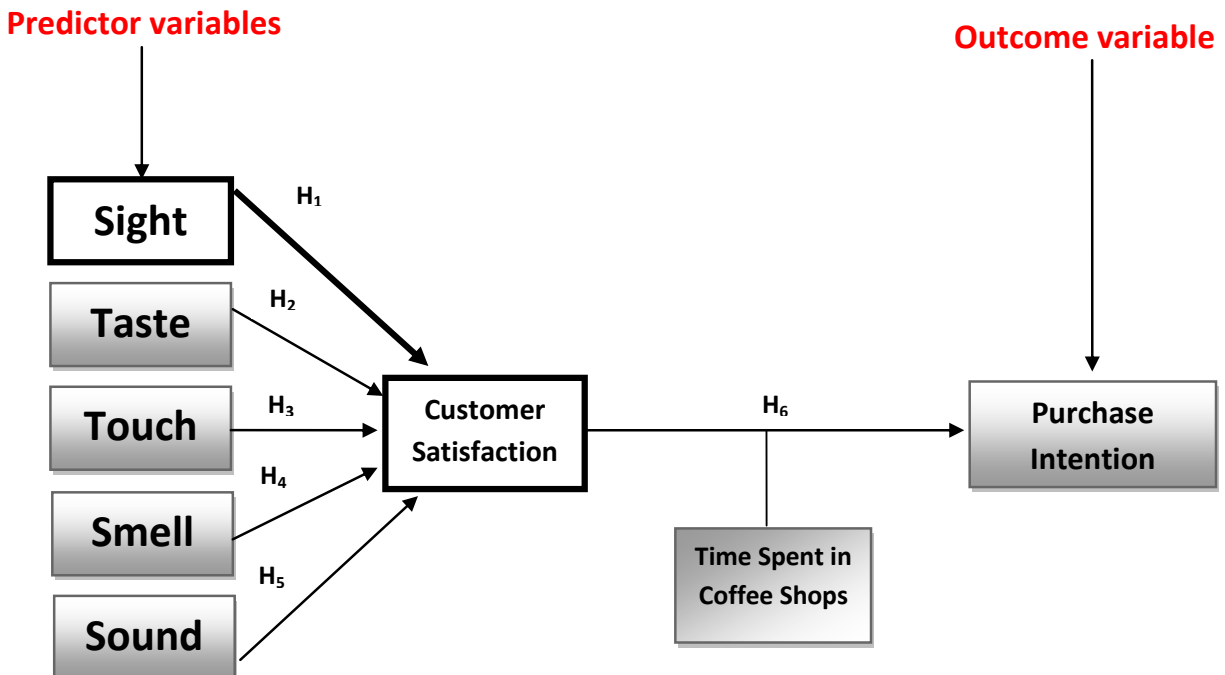
### 3.3.1.1 Sight and Customer Satisfaction (Hypothesis 1)

Most of the research theory on sensory branding in marketing has focused on vision as the main sensory cue (Elder and Krishna, 2010). According to Koo (2003), the overall store experience created via targeting the five senses has a direct impact on customer satisfaction. Tan (2008) states that if the visual sight is made attractive by using color to convey marketing messages, a positive reaction can be created which can satisfy the consumer to make purchase decision (Miller and Kahn 2005).

Grasping consumers attention via visual cues works, provided that the main purpose of avoiding the clutter should be taken care of for the brand to stand out and influence satisfaction to purchase (Soars, 2009).

*H1: There is a positive relationship between sight and customer satisfaction.*

**Figure 3.2: Sight Positively Influences Customer Satisfaction**



### 3.3.1.2 Taste and Customer Satisfaction (Hypothesis 2)

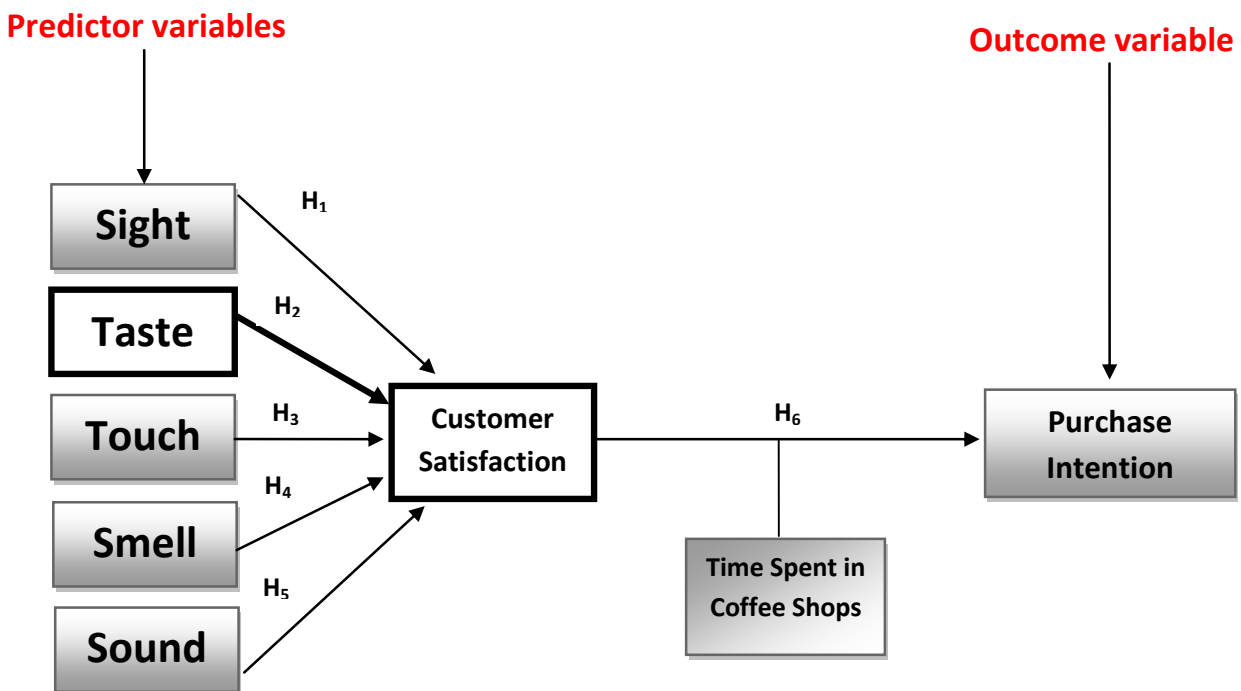
Wansink (2003) highlights the limitation of research conducted on testing the relationship of the sensory aspect of taste with purchase and ultimate satisfaction, and advises that future research

should focus on exploring this relationship widely. Taste is the sensory aspect that allows consumers to create their own satisfaction and unique experience (Soars, 2009). Peck and Childers (2008), state that various studies on consumer behavior have focused on the sensory dimension of taste.

The sense of taste also has dual properties and is dependent on the sense of touch. For instance if a food product is touched by a customer, they are more likely to taste it and satisfy their likeliness to purchase (Hornik, 1992).

*H2: There is a positive relationship between taste and customer satisfaction.*

**Figure 3.3: Taste Positively Influences Customer Satisfaction**



### 3.3.1.3 Touch and Customer Satisfaction (Hypothesis 3)

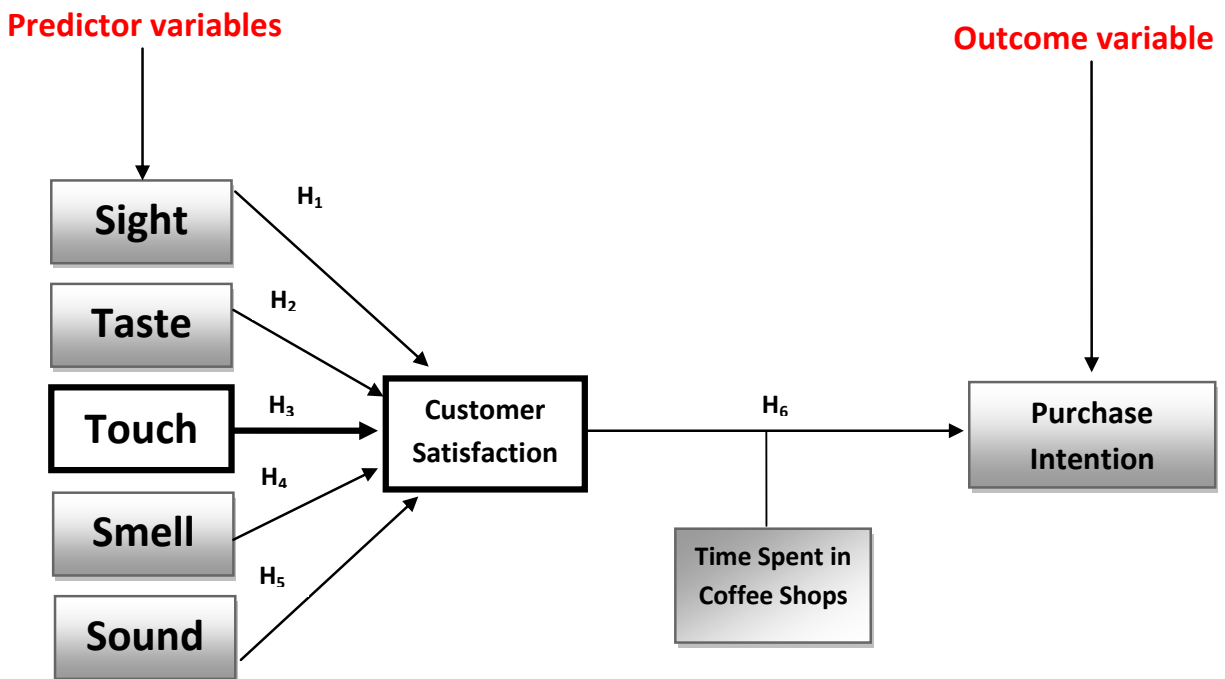
Tan (2008) states that texture is a very critical aspect when studying the influence of the sense of touch. Many consumers feel satisfied of making a purchase when they have physically felt the product (Barclay and Ogden, 2015). It was also found that in relation to a food product, the sense of touch actually affects the perception a consumer had relating to the freshness of the product

leaving them satisfied or dis-satisfied to make a purchase (Peneau, Brockhoff, Hoehn, Escher, and Nuessli, 2007).

According to Spence and Gallace (2011), the power of the sense of touch has been under-acknowledged when reviewing evaluation of products and deriving satisfaction to purchase. Touch has also been proven as the sensory dimension that can grow brand satisfaction and increase sales (Soars, 2009; Peck and Childers, 2003).

*H3: There is a positive relationship between touch and customer satisfaction.*

**Figure 3.4: Touch Positively Influences Customer Satisfaction**



#### 3.3.1.4 Smell and Customer Satisfaction (Hypothesis 4)

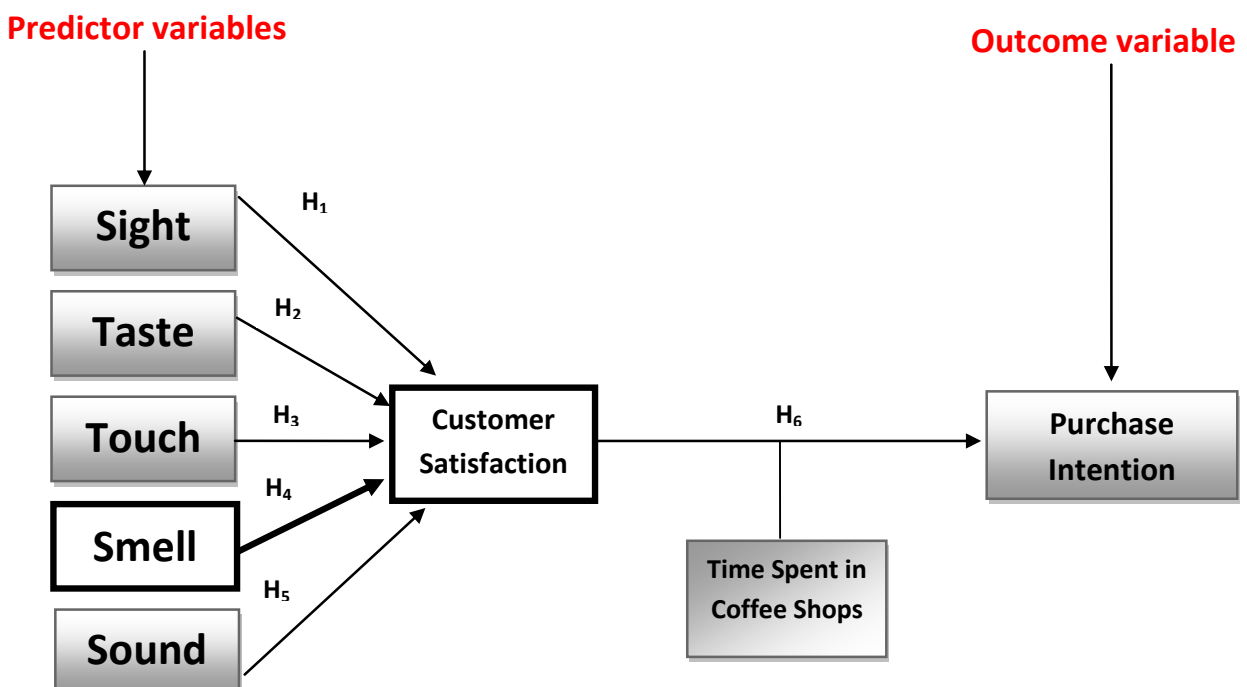
Vlahos (2007) conducts a comprehensive study on the sense of smell or scent and states that the practice of using scent to create satisfaction is still on the rise. According to Lindstrom (2005), if a marketer is successful in creating an emotional contact via the sense of smell, it will end up with the customer being satisfied and more likely to make quicker decisions to purchase. Studies have also proved that consumers exposed to pleasant odors while shopping can not only trigger a

better mood but are likely to engage the consumer deeper into the amiable behavior (Tan, 2008; Baron, 1998; Knasko, 1985).

The use of smell and its ability to evoke emotions is directly linked to the success of coffee shop outlets (Soars, 2009). Scents can also be used to increase consumer dwell time (Soars, 2009).

H4: *There is a positive relationship between smell and customer satisfaction.*

**Figure 3.5: Smell Positively Influences Customer Satisfaction**



### 3.3.1.5 Sound and Customer Satisfaction (Hypothesis 5)

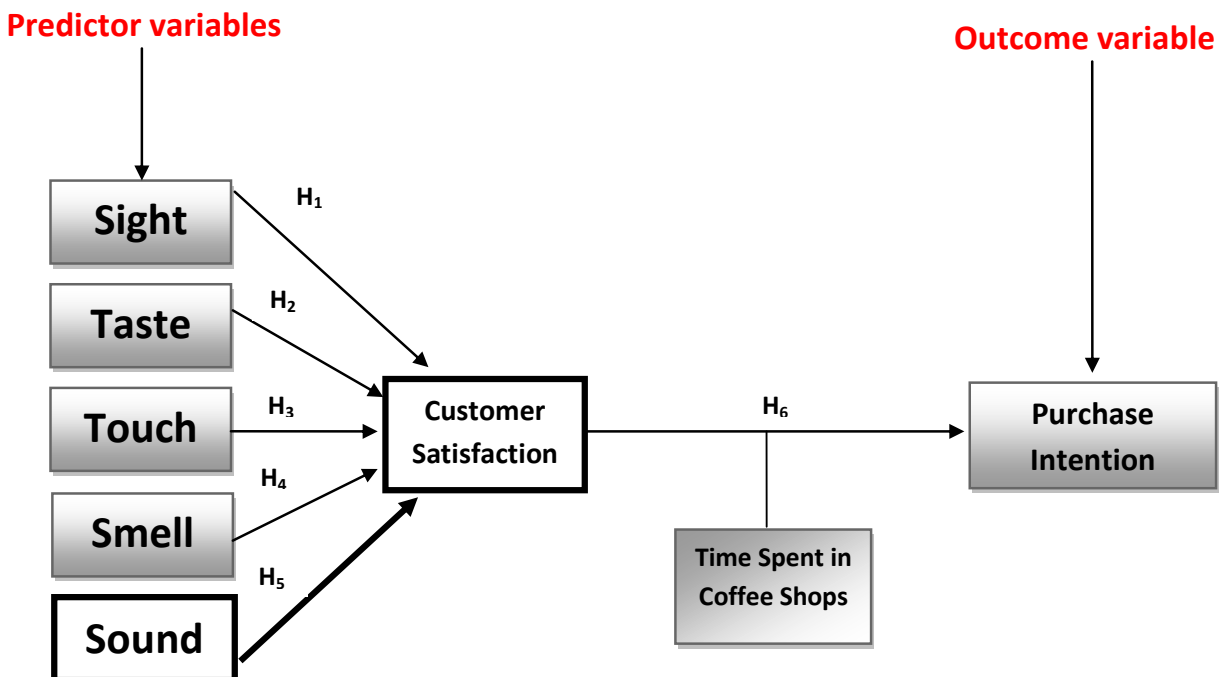
Music in-store has been witnessed for creating a hike in sales if the customer is satisfied (Tan, 2008; Bainbridge, 1998). Spence (2012) states that consumers' product experiences can be enhanced by using sound symbolism in the purchase process. For instance, the speech sounds contained by brand names have a direct relationship with a brands success (Spence, 2012). According to Spangenberg, Grohmann and Sprott (2005), some of the sensory cues also play a cause and effect role.



A customer is more satisfied in doing their evaluations when a scent is noticed with the presence of background music in the environment. Soars (2009) states that sound has an influential role on satisfaction and purchase intention if the type of music played in-store is not the one that will force the customer to get out.

*H5: There is a positive relationship between sound and customer satisfaction.*

**Figure 3.6: Sound Positively Influences Customer Satisfaction**



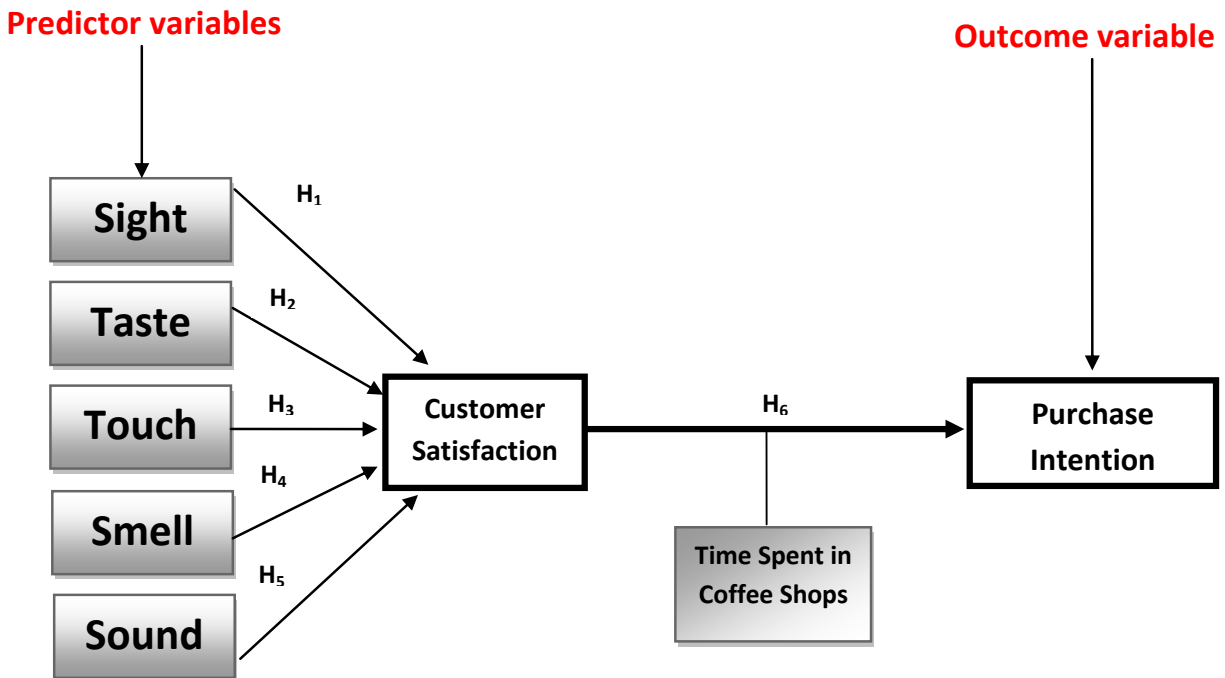
### 3.3.1.6 Customer Satisfaction and Purchase Intention (Hypothesis 6)

Customer satisfaction has a direct relationship with purchase intention (Tuu and Olsen, 2012). Studies have emphasized that marketers should be aware of the strength of customer satisfaction and when using strategies to predict purchase behavior (Tuu and Olsen, 2012). Many other studies have also explored the relationship between customer satisfaction and purchase intention or consumer behavior in several contexts (Tong and Hawley, 2009; Oliver 1997).

Starbucks and Seattle are two famous international coffee brands who have utilized this strategy and noticed improved results with a hike in sales and geographic expansion (Tsai, 2005).

H6: *There is a positive relationship between customer satisfaction and purchase intention.*

**Figure 3.7: Customer Satisfaction Positively Influences Purchase Intention**



### 3.4 Conclusion

In conclusion, this chapter provided a detailed discussion on the conceptual model and hypotheses development. The model was developed by adapting the models from the two studies including Lindstorm (2005), who provided vast literature on sensory branding in general and Krishna (2012) who reviewed this topic and built the Conceptual Framework of Sensory Marketing. The six hypotheses that were developed using the conceptual model were also discussed in this chapter and positive relationships between the constructs were proposed for testing. From the development of the hypotheses it was also noted that a few other studies have analysed relationships in the sensory branding sphere under the same context. However, many studies have limited the approach to reviewing only a few sensory aspects whereas this study aims to address all the five senses having an impact on purchase intention. The next chapter will

now discuss the research methodology that has been used for the study to test the relationships which will be followed by an analysis and results chapters showing the outcomes obtained using the hypotheses and the testing methods.

## **CHAPTER 4: RESEARCH DESIGN AND METHODOLOGY**

### **4.1 Introduction**

This chapter reflects on the research design and methodology that has been used to study and test the conceptual model of this research. This chapter will discuss topics including the overall research strategy or philosophy, sampling design, data collection and the data analyses techniques used for the study.

### **4.2 Research Strategy**

This section will provide a justification on the research strategy used in this study by discussing the research philosophy, research design, measurement instruments as well as the statistical techniques used to analyze the data.

#### **4.2.1 Research Philosophy**

Research philosophy refers to the different ways used for the development of knowledge (Guba and Lincoln, 1994). It is divided into four categories:

1. Positivism
2. Post-Positivism
3. Critical Theory
4. Constructivism

The positivism and post-positivism follow a quantitative research methodology; however post-positivism may include aspects of qualitative research methods (Collins, 2010). The critical and constructivism theories are qualitative in nature (Guba and Lincoln, 1994). This study adopts a positivist research philosophy as it is a deductive (quantitative) study where relationship will be analysed through hypotheses testing between dependent and independent variables. This is a quantitative study where literature review is discussed from where a conceptual model is developed to test the relationships between variables.

#### **4.2.2 Research Design**

Research design is broadly divided into two main approaches that are Deductive or Inductive research approaches. The Deductive approach involves empirical investigation of the present theoretical literature whereas Inductive research uses empirical research to draw theoretical hypotheses (Malhotra and Birks, 2007).

The Deductive or Inductive research design is then classified into two types. The first one is Exploratory Design which is an approach used to understand concepts or problems that are usually difficult to measure. The Exploratory design can be further divided into Qualitative and Quantitative research methods (Malhotra and Birks, 2007). The second one is Conclusive Design which is used when the research deals with phenomena that are clearly defined. The Conclusive Design and consists of two types namely Descriptive and Causal research methods (Malhotra and Birks, 2007).

#### **4.2.3 Quantitative and Qualitative Research**

Quantitative research involves the collection of numerical data which is analysed mathematically to obtain results (Malhotra and Birks, 2012). On the contrary, qualitative research is more of an exploratory method which analyses reasons, opinions and motivations behind a selected concept or relationship (Malhotra and Birks, 2012).

#### **4.2.4 Research Approach Adopted for this Study**

For the purpose of this study a deductive, descriptive and quantitative research method will be used. Firstly, an extensive review of the theoretical literature was conducted followed by an empirical investigation of the conceptual and theoretical structures. Using the literature a conceptual model or framework was developed which consisted of relationships between the dependent and independent variables that were tested as hypotheses. The main hypotheses was to test the relationships between the five senses variables and customer satisfaction and then between customer satisfaction and purchase intention. A quantitative method was used as numerical data was collected by using selection items or questions which were distributed as surveys to respondents. Each variable was coded using the numerical data and this was analysed for results of the relationship in the study.

#### **4.2.5 Rationale for using Quantitative Research**

Quantitative research method is commonly used by various studies to statistically analyze information to test relationships between variables. It is feasible when a large number of respondents and numerical data are involved. This research intends to examine the relationship of the independent variables Sight, Taste, Touch, Smell and Sound with Customer Satisfaction and Customer Satisfaction with Purchase Intention which is the dependent variable.

### **4.3 Sampling Design**

The sampling design section below discusses the population, sample selection method as well as the sampling size technique implemented for the study.

#### **4.3.1 Population of Interest**

A population is the larger group or universe from which the smaller group selected for a study is drawn (Bryman and Bell, 2007). The target population of interest for this study is made up of South African male and female consumers. The sample or subset of the population will include male and females students on Wits University campus including coffee drinkers and general customers who buy at any of the coffee shops in the South African market.

#### **4.3.2 Sample Selection**

Sample selection can be done via two approaches known as probability sampling and non-probability sampling. The Probability Sampling method for data collection is a systematic way of sampling in which every element of the population has a chance of being included in the sample (Malhotra and Birks, 2012). Probability sampling aims to minimize errors in the validity of study (Bryman and Bell, 2007). Among the different techniques the Non-Probability Sampling method has been used as it is suitable for the population of this study which has no differentiated levels, sections or classes and gives an equal chance of being selected to be included in the sample (Malhotra and Birks, 2012). Also for the purpose of this study, no set sampling frame was in place used for analyses as a result a Non-Probability Sampling method was used.

#### **4.3.3 Sample Size**

Sample size is basically the number of respondents or elements in a research project (Malhotra and Birks, 2012). It is determined based on the nature and purpose of the study and is also affected by resource constraints. For Quantitative and Descriptive studies usually a large sample size is required but due to time and cost constraints a sample size of 400 respondents was determined for this study. This large sample size was selected to have a sufficient representation of the selected population.

### **4.4 Data Collection Method**

For the present study data was collected by distributing face-to-face survey questionnaires to Wits University students including both coffee drinkers and non-coffee drinkers who visit the

coffee shops in South Africa to buy food or beverages. This pre-requirement was met by using a set of screening questions in the questionnaire. The distribution was mainly be face-to-face where questionnaires were physically handed out to students at the Wits University campus. Some questionnaires were also distributed online to certain respondents who provided verbal consent to receive the survey online instead of completing a physical one. Initially the aim was to conduct the research at selected coffee shops in Johannesburg to target their customers specifically, however due to the issue of disruption of trade the coffee shops owners were not able to provide permission for this kind of research activity in store. Out of the 400 survey questionnaires distributed, 367 were usable for the study as the other 33 were partially completed or had gaps which would have caused discrepancies in the statistical analyses affecting the results and final outcome of the study.

#### **4.4.1 The Measurement Instrument**

The measurement instrument for this study is a self-administered questionnaire which was prepared for online and manual distribution. The questionnaire was prepared using existing scales based on the constructs of the study. To obtain precision and accuracy a pilot study was conducted where the questionnaire was distributed to a smaller group of respondents and the results were interpreted.

#### **4.4.2 Questionnaire Design**

The questionnaire was made up of two main sections. The questionnaire includes a demographic information section for respondents including fields such as age group, gender and highest academic level of education. The demographic section is followed by the screening questions. The second section consisted of 7 point Likert-type scaled questions on the variables of Sight, Touch, Taste, Smell, Sound, Customer Satisfaction and Purchase Intention. The Likert scale started from 1 being Strongly Disagree going on to 7 being Strongly Agree. The respondents were asked to rank the sensory experiences they have had at the most visited coffee shops triggered through the five senses as well as the satisfaction they received, which led to an intention to purchase at the coffee shop.

#### **4.4.3 Measurement Scales**

The questionnaire items were adapted from existing scales (7-point Likert type) from previous studied literature that could be applied in the context of this study. For the purpose of this study,

the scales were adapted to be 7-item Likert scales (1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree; 7 – Strongly agree).

#### **4.4.3.1 Independent variables**

An independent variable is a predictor variable which is used to describe another variable and predict relationship with that variable (Kleinbaum, Kupper, Nizam & Rosenberg, 2014). The following scales have been adapted and modified to be used for the independent variables

##### **a) Sight**

The sense of sight was measured using Fisher’s (1994) 7-item Likert scale for sight. The dimensions of the scale were adapted and changed to suit to the context of the current study. This scale was adapted to be ranging from 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree to 7 – Strongly agree to suit to this study. Following are the items that were used to measure the sense of sight.

**Table 4.1: Sense of Sight Scale**

<i>The inside of the coffee shop is bright.</i>
<i>The inside of the coffee shop is colourful.</i>
<i>The inside of the coffee shop is stimulating.</i>
<i>The inside of the coffee shop is lively.</i>
<i>The inside of the coffee shop is cheerful.</i>
<i>The inside of the coffee shop is interesting.</i>
<i>The inside of the coffee shop is comfortable.</i>
<i>The inside of the coffee shop is relaxed.</i>

##### **b) Touch**

The sense of touch was measured by using Peck and Childers’s (2003) 3 point Need for Touch scale. This scale consists of 12 items that were changed to be measured on a 7 point Likert scale ranging from 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree to 7 – Strongly agree to suit to this study. Following are the items that were used to measure the sense of touch.



**Table 4.2: Sense of Touch Scale**

<i>I can't help touching all kinds of products.</i>
<i>Touching products can be fun.</i>
<i>I place more trust in products that I can touch before purchasing it.</i>
<i>I feel more comfortable purchasing a product after physically examining it.</i>
<i>It is important for me to handle all kinds of products.</i>
<i>I am reluctant to purchase the product if I can't touch it before purchasing it.</i>
<i>I like to touch products even if I have no intention of buying them.</i>
<i>I feel more confident making a purchase after touching a product.</i>
<i>I like to touch lots of products when browsing a coffee shop.</i>
<i>The only way to make sure a product is worth buying is to actually touch it.</i>
<i>There are many products that I would only buy if I could handle them before purchase.</i>
<i>I find myself touching all kinds of products in coffee shops.</i>

**c) Taste**

The sense of taste was measured by using Liem, Aydin and Zandstra's (2012) 7 point-scale which was adapted to measure the sense of taste for the coffee shop experience. This scale was adapted to be ranging from 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree to 7 – Strongly agree to suit to this study. Following are the items that were used to measure the sense of taste.

**Table 4.3: Sense of Taste Scale**

<i>Their coffee tastes good.</i>
<i>I like their coffee.</i>
<i>I enjoy having a taste of their coffee.</i>

**d) Smell**

The sense of smell or scent was measured by using Spangenberg, Crowley, and Henderson's (1996) scale for Scent or Smell. This scale was adapted to be ranging from 1 – Strongly disagree;

2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree to 7 – Strongly agree to suit to this study. Following are the items that were used to measure the sense of smell.

**Table 4.4: Sense of Smell Scale**

<i>My favourite coffee shop has a pleasant scent.</i>
<i>My favourite coffee shop has an intense scent (aroma).</i>
<i>My favourite coffee shop has a familiar scent.</i>

#### **e) Sound**

For the multisensory element of Sound an original 7 point Likert type scale was developed that was pre-tested among the pilot group of respondents and was found reliable. This scale was ranging from 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree to 7 – Strongly agree to suit to this study. Following are the items that were used to measure the sense of sound.

**Table 4.5: Sense of Sound Scale**

<i>I often notice the music that plays in the coffee shop.</i>
<i>The music that plays in store is important to me.</i>
<i>The in-store music needs to suit my taste.</i>
<i>The in-store music needs to reflect the brand's signature.</i>
<i>Pleasant music creates a favourable atmosphere.</i>
<i>Pleasant music will make me browse the store for longer.</i>
<i>Music that is not my taste will make me browse the store for shorter.</i>
<i>Loud music in the coffee shop annoys me.</i>
<i>I like loud music in the coffee shop as it creates a pleasant in-store experience.</i>

#### **4.4.3.2 Mediating Variable**

The aim of mediating variables is to disclose if the mediator has a direct effect on the relationship between the independent and dependent variable (Pearl, 2011). This section

discusses the mediating variable that has been used in the conceptual model of this study which is customer satisfaction. The relationship between customer satisfaction and purchase intention was studied.

#### **a) Customer Satisfaction**

The mediating variable customer satisfaction was measured by using Sahina, Zehir and Kitapçı's (2011) 5-item Likert scale for customer satisfaction. This scale was adapted and modified to a 7 point Likert type scale ranging from 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree to 7 – Strongly agree to suit to the present study. Following are the items that were used to measure customer satisfaction.

**Table 4.6: Customer Satisfaction Scale**

<i>I am very satisfied with the service provided by this coffee brand.</i>
<i>I am very satisfied with this coffee brand.</i>
<i>I am very happy with this coffee brand.</i>
<i>This coffee brand does a good job of satisfying my needs.</i>
<i>The service and products provided by this coffee brand are very satisfactory.</i>
<i>I believe that using this coffee brand is usually a very satisfying experience.</i>
<i>I made the right decision when I decided to use this coffee brand.</i>
<i>I am addicted to this coffee brand in some way.</i>

#### **4.4.3.3 Dependent Variable**

The dependent variable also known as the outcome variable is the one under investigation dependent on the independent or predictor variables (Kleinbaum et al., 2014). The dependent or outcome variable for this study is purchase intention which is discussed below.

#### **a) Purchase Intention**

The dependent variable purchase intention was measured by using Bian & Forsythe's (2012) 7-point scale for purchase intention. This scale was adapted to range from 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neutral; 5 – Slightly agree; 6 – Agree to 7 – Strongly agree to suit to the present study. Following are the items that were used to measure purchase intention.

**Table 4.7: Purchase Intention Scale**

<i>If I were going to purchase at a coffee shop, I would consider buying this coffee brand.</i>
<i>If I were shopping to buy from a coffee brand, the likelihood I would purchase this brand is high.</i>
<i>My willingness to buy this brand would be high if I were shopping for a coffee brand.</i>
<i>The probability of me considering to buy this coffee brand is high.</i>

#### **4.4.4 Pre-testing (Piloting) the Instrument**

In order to minimize errors and to achieve face validity, a pilot study was conducted after the research instrument was developed. The pilot group consisted of randomly selected 20 respondents to who were requested to complete the survey questionnaire and results were analysed. This pilot study served as a pre-test of the questionnaire to check that it was sufficient to meet the purpose of the study. The Cronbach alpha coefficient results obtained from the pilot study were reliable and are listed in table 4.8 below:

**Table 4.8: Pilot Study Cronbach Alpha Coefficient**

<b>Research Construct</b>	<b>Cronbach's Alpha Coefficient</b>
Sight	0.643
Touch	0.951
Taste	0.947
Smell	0.726
Sound	0.842
Customer Satisfaction	0.906
Purchase intention	0.988

#### **4.5 Statistical Modelling**

This section discusses the descriptive statistics, structural equation modelling and other measurement techniques used for the study.

#### **4.5.1 Descriptive Statistics**

Descriptive statistics were used as the questionnaire comprised of a demographics section including age, gender and education level. The data collected on the demographics was presented and profiled using frequency tables that were created via SPSS (Statistical Package for the Social Sciences).

#### **4.5.2 Measurement Model**

The measurement model section discusses the various techniques that were used to test the reliability and validity of the measurement instrument.

##### **4.5.2.1 Cronbach Alpha Coefficient**

A thorough assessment of the questionnaires variable scales was carried out to ensure they were reliable and valid to be used for the study. Reliability refers to the degree of consistency obtained when repeated measurements are taken on a scale (Malhotra and Birks, 2007). Reliability was ensured through the use of Correlations of Cronbach Coefficient Alpha. The scale is considered reliable when the value of Cronbach Coefficient Alpha is higher than 0.7 (Hair, Bush and Ortinau, 2009).

##### **4.5.2.2 Composite Reliability**

Composite Reliability (CR) index will be used to measure internal reliability of the instrument, which should be greater than 0.7 to be acceptable (Hair et al., 2009). Composite Reliability is calculated by using the following formula:

$$CR_{\eta} = (\sum \gamma_i)^2 / [(\sum \gamma_i)^2 + \sum \epsilon_i]$$

Where,

Composite Reliability = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (summation of error variances)}.

##### **4.5.2.3 Average Value Extracted**

The Average Value Extracted (AVE) is an indicator of the total amount of variance in the tested variables. The Average Variance Extracted (AVE) has to be greater than 0.4 to be considered

acceptable and reliable (Fraering & Minor, 2006). To calculate the Average Variance Extracted (AVE), the following formula can be used.

Average Variance Extracted (AVE):  $V_{\eta} = \sum \lambda_i^2 / (\sum \lambda_i^2 + \sum \epsilon_i)$

Where,

$AVE = \{(\text{summation of the squared of factor loadings}) / \{(\text{summation of the squared of factor loadings}) + (\text{summation of error variances})\}$ .

#### **4.5.2.4 Convergent Validity**

Validity is the extent to which true differences are reflected on the characteristics that are under investigation in a research project (Malhotra and Birks, 2007). Validity for the scales will be ensured through the Convergent validity technique of Item Loading to check correlations between scales in the same direction with other measures of the same construct (Schwab, 2006). Discriminant validity will also be used to determine the heterogeneity between different constructs through correlation matrix, which requires a value of less than 0.8 to be acceptable (Malhotra, 1996; Schwab, 2006).

Convergent validity is an indicator of validity and identifies the correlation between scales following the same direction (Schwab, 2006). For convergent validity to be acceptable it is recommended to be higher than 0.5 (Schwab, 2006).

#### **4.5.2.5 Discriminant Validity**

Discriminant validity is used to predict uniqueness of the measurement scores of a construct (Schwab, 2006). A value less than 0.8 should be obtained to achieve higher discriminant validity (O'Rourke & Hatcher, 2013).

#### **4.5.2.6 Confirmatory Factor Analysis**

A confirmatory factor analysis (CFA) is a technique used to measure validity by confirming the theoretical hypothesis of a relationship between measurement factors (Netemeyer, Bearden & Sharma, 2003). To show a strong association via confirmatory factor analysis, the values obtained should be more than 0.6.

### **4.5.3 Structural Equation Modelling (SEM)**

Structural Equation Modelling (SEM) is a statistical framework used for modeling multifaceted or complex relationships between direct and indirect research constructs or variables (Byrne, 2012). It is a confirmatory approach which can incorporate multiple variables in a model to test linear relations between them (Rigdon, 1998). For this study SEM in AMOS 23 (Analysis of Moment Structures) system will be used for data analysis to recognize the patterns of correlation between variables (Chinomona, 2013).

To evaluate the overall model fit to the sample data of the study, the following model fit indicators are recommended to be used.

#### **4.5.3.1 Chi-square**

The Chi-square test is used to evaluate the overall fit of a conceptual model. An acceptable range of a chi-square test should be from 5.0 to 2.0 to indicate a good model fit (Tabachnick and Fidell, 2007).

#### **4.5.3.2 Goodness of fit Index (GFI)**

The values of Goodness-of-Fit Index (GFI) can be used as an alternative to the Chi-square test. For an appropriate model, the GFI should range between 0 and 1, to indicate a good model fit (Sharma, Mukherjee, Kumar, and Dillon, 2005).

#### **4.5.3.3 Root Mean Square Error of Approximation (RMSEA)**

The Root Mean Square Error of Approximation (RMSEA) is another measure of model fit and its value ranges between 0 and 1. For an acceptable model fit the RMSEA is preferred to be higher than 0.6 (Suhr, 2014).

### **4.6 Ethical Considerations**

To remain in line with ethical practices of research, the participants were informed that all information was kept strictly confidential. They were also informed that their participation in this study was completely voluntary and respondents were allowed to withdraw from the study at any stage. The data is not intended to be sold to a third party and has been used for academic

purposes only. Lastly, all the information obtained has been kept strictly anonymous and will be maintained the same way.

#### **4.7 Conclusion**

This chapter extensively discussed the research philosophy and strategy that was followed to handle the data used. It also focused on the methodology used for data collection via a measurement instrument. It ended with an overview of the different statistical techniques used to analyse the data as well as the ethical standards taken in to considerations.



## **CHAPTER 5: DATA ANALYSIS**

### **5.1 Introduction**

This chapter outlines the statistical analysis of the data as well as the outcome or results attained from the data collected which explains how multi-sensory branding influence the purchase intention of consumers at coffee shops in Johannesburg.

A comprehensive discussion of the descriptive statistics is provided, followed by the analysis of the reliability and validity of the measurement instrument and the model fit that is also presented.

### **5.2 Descriptive Statistics**

This section provides an outline of the demographic profile of the respondents captured via the questionnaire. Firstly, a discussion of their age, gender and education is presented. This is followed by a breakdown of the number of coffee drinker versus non-coffee drinkers. This also includes an overview of their favorite or most visited coffee shop, reason for visiting the coffee shop as well as the estimated time spent at the coffee shop.

#### **5.2.1 Demographic Profile of Respondents**

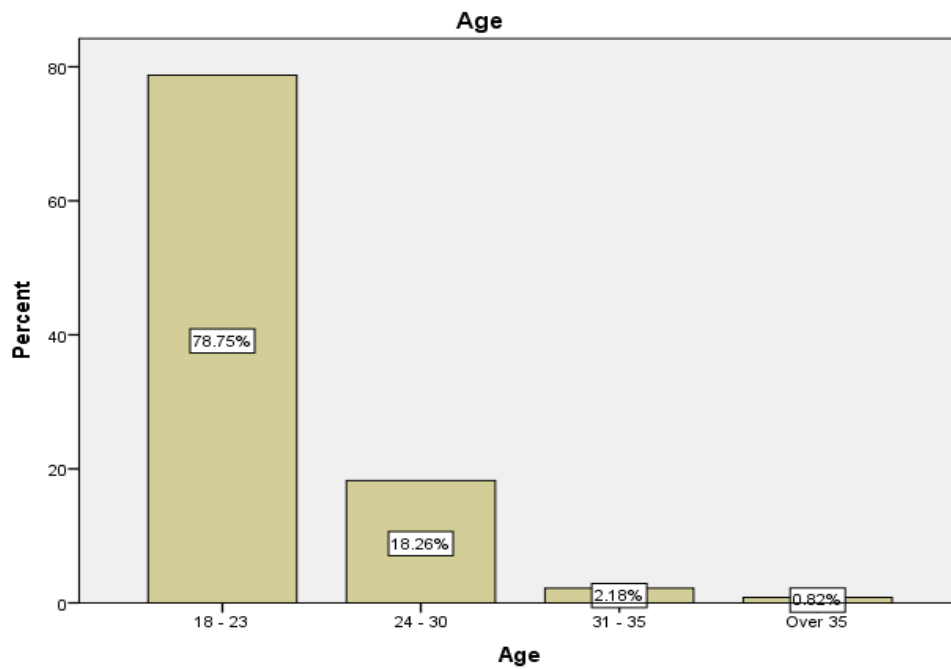
For the demographic profile of the respondents of the study, the factors that are considered include age, gender and education.

##### **5.2.1.1 Age**

The age groups among the sample of respondents are presented in figure 5.1 which is followed by a discussion of this demographic factor.

78% of the respondents are between the ages of 18 and 23, with 18% between 24 and 30, and over 2% being older than 31 years of age and above.

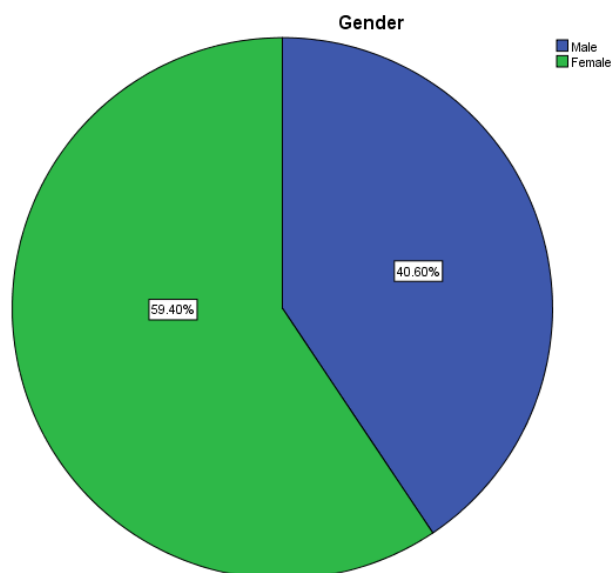
**Figure 5.1: Age Profile**



### 5.2.1.2 Gender

The results of the gender profile are presented in figure 5.2 which is followed by an explanation of the same.

**Figure 5.2: Gender Profile**

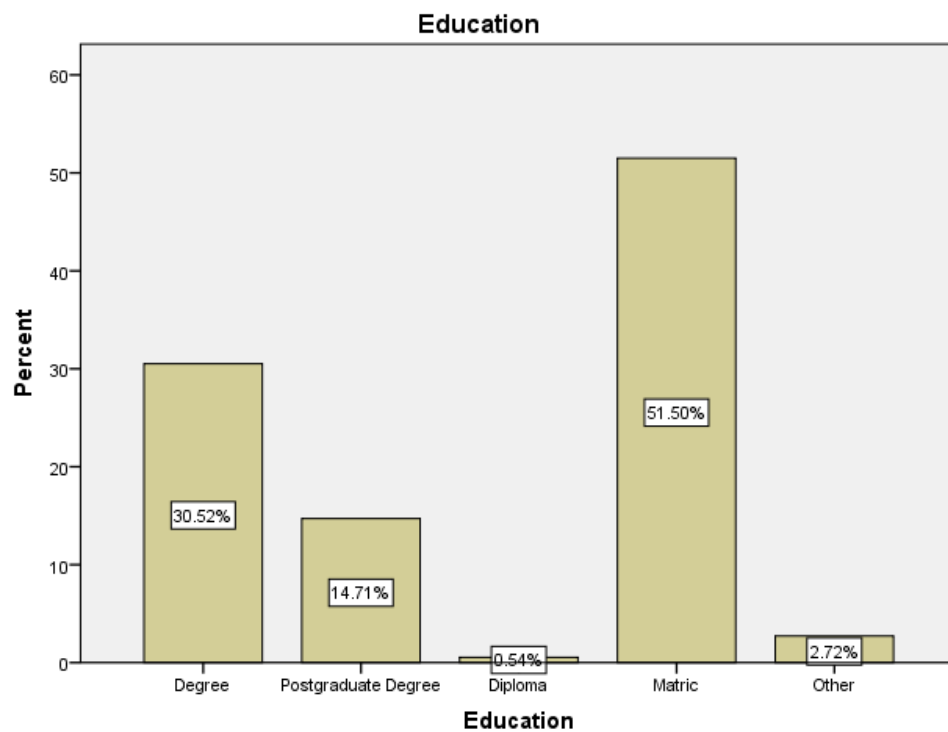


Approximately 60% of the total respondents were females and 40% were males.

### 5.2.1.3 Education

The education profile of the respondents is presented in Figure 5.3 below and is followed by a discussion thereon.

**Figure 5.3: Education Profile**

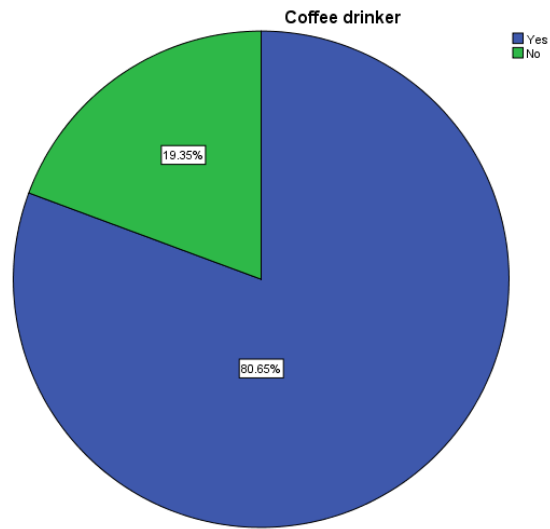


In terms of the education profile, majority of the respondents (51.50%) are educated on a matric level, while 30.52% and 14.71% respectively either have a graduate degree, or postgraduate degree. The remainder, which accounts for about 3.26% of participants, have diplomas and other qualifications.

### 5.2.1.4 Coffee Drinker Profile

The coffee drinker profile depicted in the figure 5.4 below shows that over 80% of the respondents were coffee drinker as opposed to the 19% non-coffee drinkers.

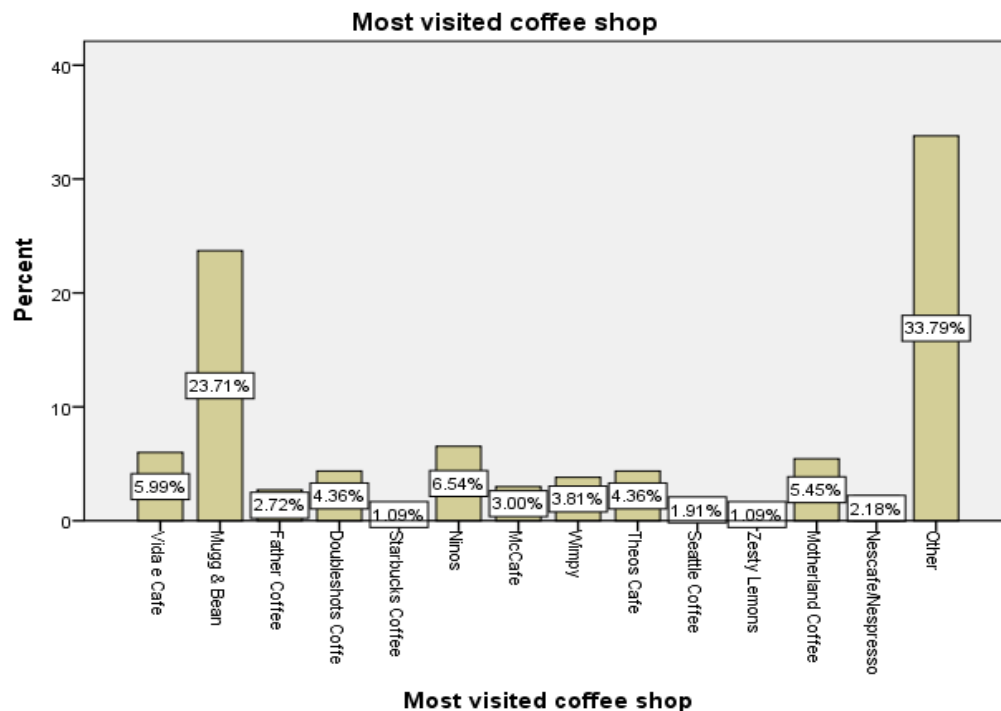
**Figure 5.4: Coffee Drinker Profile**



#### 5.2.1.5 Most Visited Coffee Shop

As presented in the figure 5.5 below, the most visited famous coffee shops include Mugg & Bean, Ninos, Vida e caffe and others.

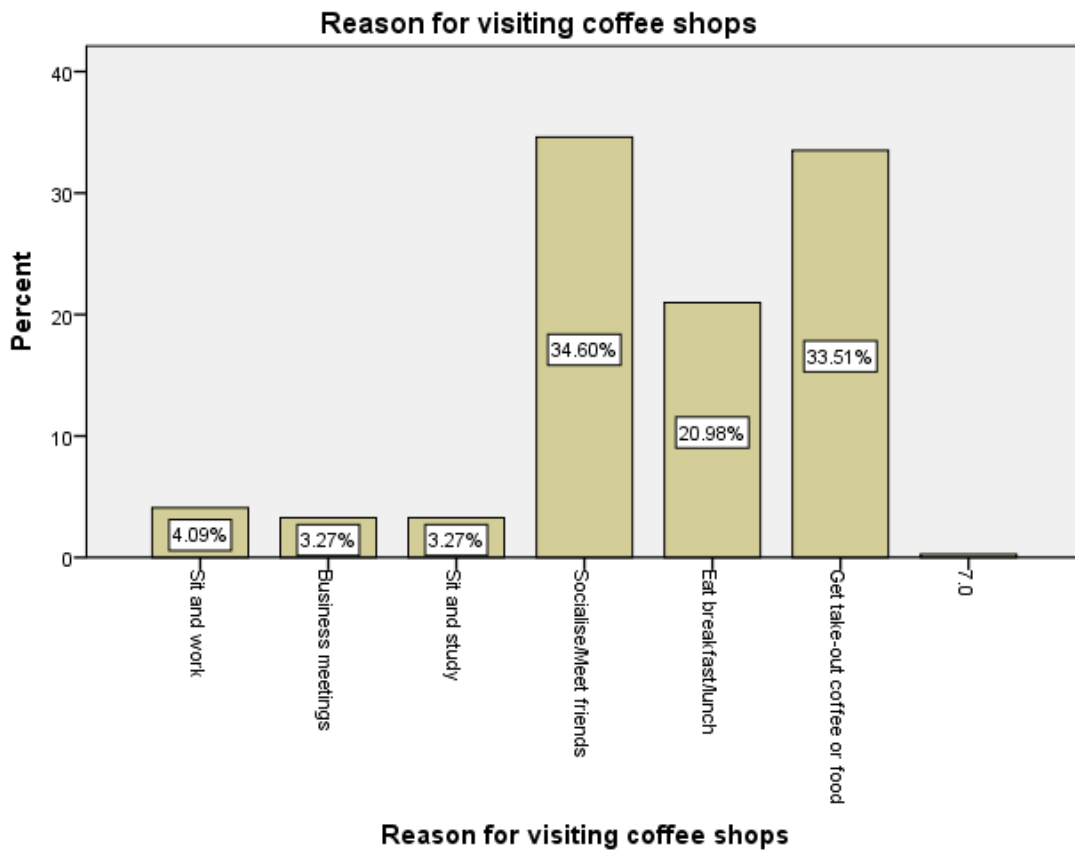
**Figure 5.5: Most Visited Coffee Shop**



### 5.2.1.6 Reason for visiting a Coffee Shop

As presented in the figure 5.6 below, the main reasons identified for visiting coffee shops includes socializing (34.60%) and to get take-out food or coffee (33.51%). This is followed by the purpose of eating breakfast or lunch (20.98%).

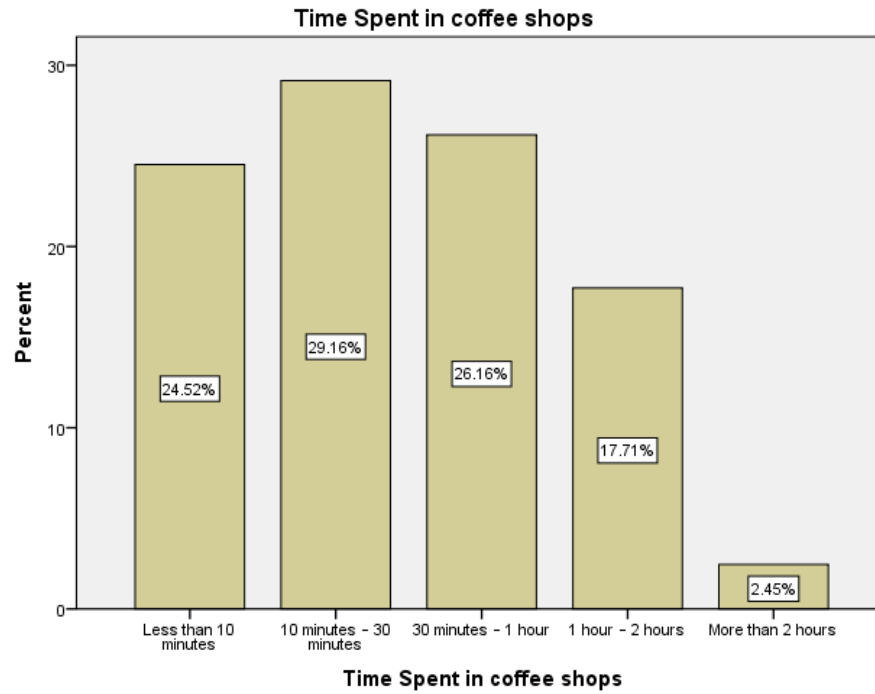
**Figure 5.6: Reason for visiting a Coffee Shop**



### 5.2.1.7 Time Spent in Coffee Shops

As presented in the figure 5.7 below, 29.16% of people spend 10 – 30 minutes, 26.16% of people spend 30 minutes – 1 hours, 24.52% of people spend less than 10 minutes with over 19% spending an 1 hour and above in coffee shops.

**Figure 5.7: Time Spent in Coffee Shops**



## 5.2.2 Demographic Profile Summary

Table 5.1 (below) presents a summary of the main demographic profiles; gender, age, education and time spent in coffee shops, by the participants as discussed above.

**Table 5.1: Sample Demographic Characteristics**

Gender			Age		
	Frequency	Percent		Frequency	Percent
Male	149	41%	18 - 23	289	79%
			24 - 30	67	18%
Female	218	59%	31 - 35	8	2%
			Over 35	3	1%
Total	367	100%	Total	367	100%
Time Spent in coffee shops			Education		
	Frequency	Percent		Frequency	Percent

Less than 10 minutes	90	25%	Degree	112	31%
10 minutes – 30 minutes	107	29%	Postgraduate Degree	54	15%
30 minutes – 1 hour	96	26%	Diploma	2	1%
1 hour – 2 hours	65	18%	Matric	189	52%
More than 2 hours	9	3%	Other	10	3%
Total	367	100%	Total	367	100%

### 5.3 Measurement Instrument Assessment

The constructs under study in this research, namely sight (SI), touch (TH), taste (TA), smell (SM), sound (SO), customer satisfaction (CS) and purchase intention (PI), were measured. In this section, the results of the reliability and validity of the measurement instrument are analysed, justified and discussed and these results are presented in Table 5.2.

**Table 5.2: Accuracy Analysis Statistics**

Research Construct		Descriptive Statistics				Cronbach's Test		C.R. Value	AVE Value	Highest Shared Variance	Factor Loading
		Mean Value		Standard Deviation		Item - total	a value				
SI	SI1	4.451	5.084	1.560	1.387	0.405	0.836	0.825	0.386	0.147	0.363
	SI2	4.253		1.512		0.511					0.445
	SI3	5.057		1.379		0.699					0.820
	SI4	5.250		1.356		0.723					0.756
	SI5	5.236		1.354		0.609					0.719
	SI6	5.160		1.343		0.570					0.711
	SI7	5.625		1.298		0.541					0.515
	SI8	5.636		1.293		0.501					0.480
TH	TH1	2.921	3.865	1.616	1.702	0.502	0.915	0.915	0.477	0.110	0.436
	TH2	3.454		1.668		0.617					0.661
	TH3	4.223		1.747		0.710					0.761

	TH4	4.940		1.592		0.613					0.657
	TH5	4.052		1.600		0.659					0.710
	TH6	3.772		1.710		0.718					0.739
	TH7	4.073		1.881		0.636					0.737
	TH8	4.546		1.766		0.753					0.805
	TH9	3.302		1.564		0.655					0.653
	TH10	3.829		1.819		0.699					0.749
	TH11	4.204		1.779		0.693					0.728
	TH12	3.063		1.686		0.620					0.573
TA	TA1	5.736	5.718	1.431	1.421	0.934	0.965	0.966	0.905	0.534	0.962
	TA2	5.747		1.394		0.949					0.981
	TA3	5.671		1.438		0.894					0.909
SM	SM1	5.810	5.534	1.191	1.237	0.630	0.776	0.777	0.540	0.402	0.812
	SM2	5.424		1.300		0.646					0.753
	SM3	5.367		1.219		0.564					0.628
SO	SO1	4.568	4.751	1.703	1.586	0.570	0.851	0.835	0.422	0.063	0.617
	SO2	4.092		1.623		0.659					0.629
	SO3	4.245		1.665		0.689					0.741
	SO4	4.872		1.576		0.605					0.688
	SO5	5.723		1.291		0.570					0.603
	SO6	5.147		1.599		0.618					0.632
	SO7	4.611		1.644		0.577					0.624
CS	CS1	5.628	5.302	1.167	1.266	0.691	0.930	0.942	0.676	1.000	0.735
	CS2	5.440		1.262		0.867					0.888
	CS3	5.454		1.196		0.874					0.898
	CS4	5.432		1.172		0.860					0.890
	CS5	5.492		1.151		0.842					0.852
	CS6	5.435		1.184		0.858					0.882
	CS7	5.348		1.261		0.811					0.854
	CS8	4.188		1.733		0.456					0.497
PI	PI1	5.380	5.370	1.346	1.339	0.852	0.944	0.947	0.817	1.000	0.906
	PI2	5.375		1.310		0.904					0.933
	PI3	5.340		1.300		0.866					0.912
	PI4	5.386		1.400		0.844					0.863



### 5.3.1 Testing for Reliability

The reliability of the measurement instrument is examined by using the three tests Cronbach Alpha Coefficient, Composite reliability (CR) and Average Value Extracted (AVE). These tests are discussed below.

#### 5.3.1.1 Cronbach Alpha Coefficient

The Cronbach Alpha Coefficient tests were run to check the reliability of all the variables of the study. The Cronbach Alpha Coefficient value has to be higher than 0.7 for the scale to be considered reliable (Hair, Bush and Ortinau, 2009). The results of the present study show that all the values obtained are higher than 0.7 ranging between 0.836 and 0.965 with the SM variable having the lowest value of 0.776. This is evident of the fact that the measures used for the study are reliable. Further details of the Cronbach values are presented in Appendix 2.

#### 5.3.1.2 Composite Reliability (CR)

Reliability was also examined using the Composite Reliability (CR) Index which was calculated by using the CR formula and the values are presented in the table 5.3 below. The CR values obtained for the measures are between 0.777 and 0.966 and meet the threshold of CR index to be greater than 0.7 for it to be accepted as reliable (Hair, et al., 2009). The below table 5.3 provide a graphic representation on the CR Estimates which is followed by the manual calculation of each variables CR value.

**Table 5.3: Composite Reliability Estimates**

				Composite reliability (CR)			
				$(\sum \lambda Y_i)^2$	summation of error terms		$CR\eta = (\sum \lambda y_i)^2 / [(\sum \lambda y_i)^2 + (\sum \epsilon_i)]$
					$\epsilon_i$	$\sum \epsilon_i$	CR
SI	<---	SI1	0.363	23.126	0.868	4.908	0.825
	<---	SI2	0.445		0.802		
	<---	SI3	0.820		0.328		
	<---	SI4	0.756		0.428		
	<---	SI5	0.719		0.483		
	<---	SI6	0.711		0.494		
	<---	SI7	0.515		0.735		

	<---	SI8	0.480		0.770		
TH	<---	TH1	0.436	67.388	0.810	6.275	0.915
	<---	TH2	0.661		0.563		
	<---	TH3	0.761		0.421		
	<---	TH4	0.657		0.568		
	<---	TH5	0.710		0.496		
	<---	TH6	0.739		0.454		
	<---	TH7	0.737		0.457		
	<---	TH8	0.805		0.352		
	<---	TH9	0.653		0.574		
	<---	TH10	0.749		0.439		
	<---	TH11	0.728		0.470		
	<---	TH12	0.573		0.672		
TA	<---	TA1	0.962	8.134	0.075	0.286	0.966
	<---	TA2	0.981		0.038		
	<---	TA3	0.909		0.174		
SM	<---	SM1	0.812	4.809	0.341	1.379	0.777
	<---	SM2	0.753		0.433		
	<---	SM3	0.628		0.606		
SO	<---	SO1	0.617	20.557	0.619	4.049	0.835
	<---	SO2	0.629		0.604		
	<---	SO3	0.741		0.451		
	<---	SO4	0.688		0.527		
	<---	SO5	0.603		0.636		
	<---	SO6	0.632		0.601		
	<---	SO7	0.624		0.611		
CS	<---	CS1	0.735	42.198	0.460	2.593	0.942
	<---	CS2	0.888		0.211		
	<---	CS3	0.898		0.194		
	<---	CS4	0.890		0.208		
	<---	CS5	0.852		0.274		
	<---	CS6	0.882		0.222		
	<---	CS7	0.854		0.271		
	<---	CS8	0.497		0.753		
PI	<---	PI1	0.906	13.061	0.179	0.732	0.947
	<---	PI2	0.933		0.130		
	<---	PI3	0.912		0.168		
	<---	PI4	0.863		0.255		

**(a) Sight**

$$(\Sigma \gamma y_i)^2 = (0.363+0.445+0.820+0.756+0.719+0.711+0.515+0.480)^2 = 23.126$$

$$\Sigma \epsilon_i = [(1-0.363^2)+(1-0.445^2)+(1-0.820^2)+(1-0.756^2)+(1-0.719^2)+(1-0.711^2)+(1-0.515^2)+(1-0.480^2)] = 4.908$$

$$CR = 23.126 / (23.126+4.908) = 0.825$$

**(b) Touch**

$$(\Sigma \gamma y_i)^2 = (0.436+0.661+0.761+0.657+0.710+0.739+0.737+0.805+0.653+0.749+0.728+0.573)^2 = 67.388$$

$$\Sigma \epsilon_i = [(1-0.436^2)+(1-0.661^2)+(1-0.761^2)+(1-0.657^2)+(1-0.710^2)+(1-0.739^2)+(1-0.737^2)+(1-0.805^2)+(1-0.653^2)+(1-0.749^2)+(1-0.728^2)+(1-0.573^2)] = 6.275$$

$$CR = 67.388 / (67.388+6.275) = 0.915$$

**(c) Taste**

$$(\Sigma \gamma y_i)^2 = (0.962+0.981+0.909)^2 = 8.134$$

$$\Sigma \epsilon_i = [(1-0.962^2)+(1-0.981^2)+(1-0.909^2)] = 0.286$$

$$CR = 8.134 / (8.134+0.286) = 0.966$$

**(d) Smell**

$$(\Sigma \gamma y_i)^2 = (0.812+0.753+0.628)^2 = 4.809$$

$$\Sigma \epsilon_i = [(1-0.812^2)+(1-0.753^2)+(1-0.628^2)] = 1.379$$

$$CR = 4.809 / (4.809+1.379) = 0.777$$

**(e) Sound**

$$(\Sigma \gamma y_i)^2 = (0.617+0.629+0.741+0.688+0.603+0.632+0.624)^2 = 20.557$$

$$\Sigma \epsilon_i = [(1-0.617^2)+(1-0.629^2)+(1-0.741^2)+(1-0.688^2)+(1-0.603^2)+(1-0.632^2)+(1-0.624^2)] = 4.049$$

$$CR = 20.557 / (20.557 + 4.049) = 0.835$$

**(f) Customer satisfaction**

$$(\sum \gamma_{yi})^2 = (0.735 + 0.888 + 0.898 + 0.890 + 0.852 + 0.882 + 0.854 + 0.497)^2 = 42.198$$

$$\sum \epsilon_i = [(1 - 0.735^2) + (1 - 0.888^2) + (1 - 0.898^2) + (1 - 0.890^2) + (1 - 0.852^2) + (1 - 0.882^2) + (1 - 0.854^2) + (1 - 0.497^2)] = 2.593$$

$$CR = 42.198 / (42.198 + 2.593) = 0.942$$

**(g) Purchase intention**

$$(\sum \gamma_{yi})^2 = (0.906 + 0.933 + 0.912 + 0.863)^2 = 13.061$$

$$\sum \epsilon_i = [(1 - 0.906^2) + (1 - 0.933^2) + (1 - 0.912^2) + (1 - 0.863^2)] = 0.732$$

$$CR = 13.061 / (13.061 + 0.732) = 0.947$$

**5.3.1.3 Average Value Extracted (AVE)**

To examine the overall amount of variance the Average Value Extracted (AVE) estimate was calculated for each variable. The Average Variance Extracted (AVE) has to be greater than 0.4 to be accepted (Fraering & Minor, 2006). The AVE results obtained indicate that the values are greater than 0.4 for all the variables ranging from 0.477 to 0.905 except for the sight (SI) variable with the value of 0.386 which was still close to 0.4. The manual calculation of AVE for each variable is shown below table 5.4.

**Table 5.4: Average Value Extracted Estimates**

Average Value Extracted			Estimate	$\lambda_{yi}^2$	$\sum \lambda_{yi}^2$	$\epsilon_i$	$\sum \epsilon_i$	$\sum \lambda_{yi}^2 / (\sum \lambda_{yi}^2 + \sum \epsilon_i)$
SI	<---	SI1	0.363	0.132	3.092	0.868	4.908	0.386
	<---	SI2	0.445	0.198		0.802		
	<---	SI3	0.820	0.672		0.328		
	<---	SI4	0.756	0.572		0.428		
	<---	SI5	0.719	0.517		0.483		
	<---	SI6	0.711	0.506		0.494		
	<---	SI7	0.515	0.265		0.735		

	<---	SI8	0.480	0.230		0.770		
TH	<---	TH1	0.436	0.190	5.725	0.810	6.275	0.477
	<---	TH2	0.661	0.437		0.563		
	<---	TH3	0.761	0.579		0.421		
	<---	TH4	0.657	0.432		0.568		
	<---	TH5	0.710	0.504		0.496		
	<---	TH6	0.739	0.546		0.454		
	<---	TH7	0.737	0.543		0.457		
	<---	TH8	0.805	0.648		0.352		
	<---	TH9	0.653	0.426		0.574		
	<---	TH10	0.749	0.561		0.439		
	<---	TH11	0.728	0.530		0.470		
	<---	TH12	0.573	0.328		0.672		
TA	<---	TA1	0.962	0.925	2.714	0.075	0.286	0.905
	<---	TA2	0.981	0.962		0.038		
	<---	TA3	0.909	0.826		0.174		
SM	<---	SM1	0.812	0.659	1.621	0.341	1.379	0.540
	<---	SM2	0.753	0.567		0.433		
	<---	SM3	0.628	0.394		0.606		
SO	<---	SO1	0.617	0.381	2.951	0.619	4.049	0.422
	<---	SO2	0.629	0.396		0.604		
	<---	SO3	0.741	0.549		0.451		
	<---	SO4	0.688	0.473		0.527		
	<---	SO5	0.603	0.364		0.636		
	<---	SO6	0.632	0.399		0.601		
	<---	SO7	0.624	0.389		0.611		
CS	<---	CS1	0.735	0.540	5.407	0.460	2.593	0.676
	<---	CS2	0.888	0.789		0.211		
	<---	CS3	0.898	0.806		0.194		
	<---	CS4	0.890	0.792		0.208		
	<---	CS5	0.852	0.726		0.274		
	<---	CS6	0.882	0.778		0.222		
	<---	CS7	0.854	0.729		0.271		
	<---	CS8	0.497	0.247		0.753		
PI	<---	PI1	0.906	0.821	3.268	0.179	0.732	0.817
	<---	PI2	0.933	0.870		0.130		
	<---	PI3	0.912	0.832		0.168		
	<---	PI4	0.863	0.745		0.255		

**(a) Sight**

$$(\sum \gamma_i)^2 = (0.363^2 + 0.445^2 + 0.820^2 + 0.756^2 + 0.719^2 + 0.711^2 + 0.515^2 + 0.480^2) = 3.092$$

$$\sum \epsilon_i = [(1-0.363^2) + (1-0.445^2) + (1-0.820^2) + (1-0.756^2) + (1-0.719^2) + (1-0.711^2) + (1-0.515^2) + (1-0.480^2)] = 4.908$$

$$AVE = 3.092 / (3.092 + 4.908) = 0.386$$

**(b) Touch**

$$(\sum \gamma_i)^2 = (0.436^2 + 0.661^2 + 0.761^2 + 0.657^2 + 0.710^2 + 0.739^2 + 0.737^2 + 0.805^2 + 0.653^2 + 0.749^2 + 0.728^2 + 0.573^2) = 5.725$$

$$\sum \epsilon_i = [(1-0.436^2) + (1-0.661^2) + (1-0.761^2) + (1-0.657^2) + (1-0.710^2) + (1-0.739^2) + (1-0.737^2) + (1-0.805^2) + (1-0.653^2) + (1-0.749^2) + (1-0.728^2) + (1-0.573^2)] = 6.275$$

$$AVE = 5.725 / (5.725 + 6.275) = 0.477$$

**(a) Taste**

$$(\sum \gamma_i)^2 = (0.962^2 + 0.981^2 + 0.909^2) = 2.714$$

$$\sum \epsilon_i = [(1-0.962^2) + (1-0.981^2) + (1-0.909^2)] = 0.286$$

$$AVE = 2.714 / (2.714 + 0.286) = 0.905$$

**(b) Smell**

$$(\sum \gamma_i)^2 = (0.812^2 + 0.753^2 + 0.628^2) = 1.621$$

$$\sum \epsilon_i = [(1-0.812^2) + (1-0.753^2) + (1-0.628^2)] = 1.379$$

$$AVE = 1.621 / (1.621 + 1.379) = 0.540$$

**(c) Sound**

$$(\sum \gamma_i)^2 = (0.617^2 + 0.629^2 + 0.741^2 + 0.688^2 + 0.603^2 + 0.632^2 + 0.624^2) = 2.951$$

$$\sum \epsilon_i = [(1-0.617^2) + (1-0.629^2) + (1-0.741^2) + (1-0.688^2) + (1-0.603^2) + (1-0.632^2) + (1-0.624^2)] = 4.049$$

$$AVE = 2.951 / (2.951 + 4.049) = 0.422$$

**(d) Customer satisfaction**

$$(\sum \gamma_{yi})^2 = (0.735^2 + 0.888^2 + 0.898^2 + 0.890^2 + 0.852^2 + 0.882^2 + 0.854^2 + 0.497^2) = 5.407$$

$$\sum \epsilon_i = [(1 - 0.735^2) + (1 - 0.888^2) + (1 - 0.898^2) + (1 - 0.890^2) + (1 - 0.852^2) + (1 - 0.882^2) + (1 - 0.854^2) + (1 - 0.497^2)] = 2.593$$

$$AVE = 5.407 / (5.407 + 2.593) = 0.676$$

**(e) Purchase intention**

$$(\sum \gamma_{yi})^2 = (0.906^2 + 0.933^2 + 0.912^2 + 0.863^2) = 3.268$$

$$\sum \epsilon_i = [(1 - 0.906^2) + (1 - 0.933^2) + (1 - 0.912^2) + (1 - 0.863^2)] = 0.732$$

$$AVE = 3.268 / (3.268 + 0.732) = 0.817$$

The results from the above reliability tests show that majority of the scales of the measurement instrument are internally consistent and reliable.

### **5.3.2 Testing for Validity**

To test for the validity of the instrument the three used include convergent validity (Factor loadings) and discriminant validity (Correlation matrix, Average Value Extracted and Shared Value).

#### **5.3.2.1 Convergent Validity**

Convergent validity aims to test the correspondence between two measurement constructs. To obtain convergent validity the factor loadings estimates are recommended to be greater than 0.5 (Schwab, 2006).

For the purpose of this study, Confirmatory Factor Analysis (CFA) was used to obtain the factor loadings, to test the hypotheses determining relationships between the measurement variables. The table 5.5 below presents the factor loading estimate values obtained for each items of the variables of the study.

**Table 5.5: Factor Loading Estimates**

Construct			Loading
SI	<---	SI1	0.363
	<---	SI2	0.445
	<---	SI3	0.820
	<---	SI4	0.756
	<---	SI5	0.719
	<---	SI6	0.711
	<---	SI7	0.515
	<---	SI8	0.480
TH	<---	TH1	0.436
	<---	TH2	0.661
	<---	TH3	0.761
	<---	TH4	0.657
	<---	TH5	0.710
	<---	TH6	0.739
	<---	TH7	0.737
	<---	TH8	0.805
	<---	TH9	0.653
	<---	TH10	0.749
	<---	TH11	0.728
	<---	TH12	0.573
TA	<---	TA1	0.962
	<---	TA2	0.981
	<---	TA3	0.909
SM	<---	SM1	0.812
	<---	SM2	0.753
	<---	SM3	0.628
SO	<---	SO1	0.617
	<---	SO2	0.629
	<---	SO3	0.741
	<---	SO4	0.688
	<---	SO5	0.603
	<---	SO6	0.632
	<---	SO7	0.624
CS	<---	CS1	0.735
	<---	CS2	0.888
	<---	CS3	0.898
	<---	CS4	0.890



	<---	CS5	0.852
	<---	CS6	0.882
	<---	CS7	0.854
	<---	CS8	0.497
	<---	PI1	0.906
	<---	PI2	0.933
	<---	PI3	0.912
	<---	PI4	0.863

The table shows that majority of the factor loadings are higher than the recommended value of 0.5, with only 5 item loading value being below 0.5. This evidence supports the fact that over 50 percent of the items variance has correspondence with their associated variable and implies that convergent validity exists.

### 5.3.2.2 Discriminant Validity

#### *Correlation Matrix*

To determine the uniqueness of constructs through discriminant validity, correlation matrix is used which should achieve values that deviate from 1 (O'Rourke & Hatcher, 2013).

**Table 5.6: Correlations Matrix**

	SI	TH	TA	SM	SO	CS	PI
SI	1						
TH	0.165 <sup>**</sup>	1					
TA	0.333 <sup>**</sup>	0.083	1				
SM	0.384 <sup>**</sup>	0.105 <sup>*</sup>	0.576 <sup>**</sup>	1			
SO	0.298 <sup>**</sup>	0.332 <sup>**</sup>	0.144 <sup>**</sup>	0.210 <sup>**</sup>	1		
CS	0.367 <sup>**</sup>	0.114 <sup>*</sup>	0.731 <sup>**</sup>	0.634 <sup>**</sup>	0.250 <sup>**</sup>	1	

PI	0.317**	0.165**	0.621**	0.459**	0.186**	0.743**	1
----	---------	---------	---------	---------	---------	---------	---

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

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

The values of the inter-correlations in the table above are all less than 0.08, which indicates that discriminant validity exists and all correlations are significant. The highest distinction of 0.743 is noticed between the two constructs PI (purchase intention) and CS (customer satisfaction); followed by a distinction of 0.731 between CS (customer satisfaction) and TA (taste). These values indicate weak linear relationships between the constructs.

#### ***Average Value Extracted (AVE) and Shared Variance (SV)***

Discriminant validity is further determined by using the correlation matrix to obtain Average Value Extracted and Highest Shared Variance from the correlation values. For the Average Variance Extracted (AVE) to be acceptable, its value has to be greater than 0.4 (Fraering & Minor, 2006). Highest Shared Variance (HSV) is calculated by squaring the correlation values from which the highest value obtained is selected as the HSV which are presented in the table below.

**Table 5.7: Highest Shared Variance**

	SI	TH	TA	SM	SO	CS	PI
SI	1						
TH	0.027	1					
TA	0.111	0.007	1				
SM	0.147	0.011	0.332	1			
SO	0.089	0.110	0.021	0.044	1		
CS	0.135	0.013	0.534	0.402	0.063	1	
PI	0.100	0.027	0.386	0.211	0.035	0.552	1

Discriminant validity persists when the AVE value is greater than the HSV value. For instance reviewing the table 5.8 below on AVE is it noted that the AVE value of the TH variable is 0.477 which is higher than its HSV value of 0.110.

**Table 5.8: Average Value Extracted (AVE) and Highest Shared Variance (SV)**

<b>Construct</b>		<b>AVE Value</b>	<b>Highest Shared Variance</b>
SI	SI1	0.386	0.147
	SI2		
	SI3		
	SI4		
	SI5		
	SI6		
	SI7		
	SI8		
TH	TH1	0.477	0.110
	TH2		
	TH3		
	TH4		
	TH5		
	TH6		
	TH7		
	TH8		
	TH9		
	TH10		
	TH11		
	TH12		
TA	TA1	0.905	0.534
	TA2		
	TA3		
SM	SM1	0.540	0.402
	SM2		
	SM3		
SO	SO1	0.422	0.063
	SO2		
	SO3		

	SO4		
	SO5		
	SO6		
	SO7		
CS	CS1	0.676	1.000
	CS2		
	CS3		
	CS4		
	CS5		
	CS6		
	CS7		
	CS8		
PI	PI1	0.817	1.000
	PI2		
	PI3		
	PI4		

## 5.4 Structural Equation Modelling

As discussed in the methodology, this study has used structural equation modelling (SEM) in AMOS 23 (Analysis of Moment Structures) system to analyse the data and the model. It is a confirmatory approach which can incorporate multiple variables in a model to test linear relations between them (Rigdon, 1998).

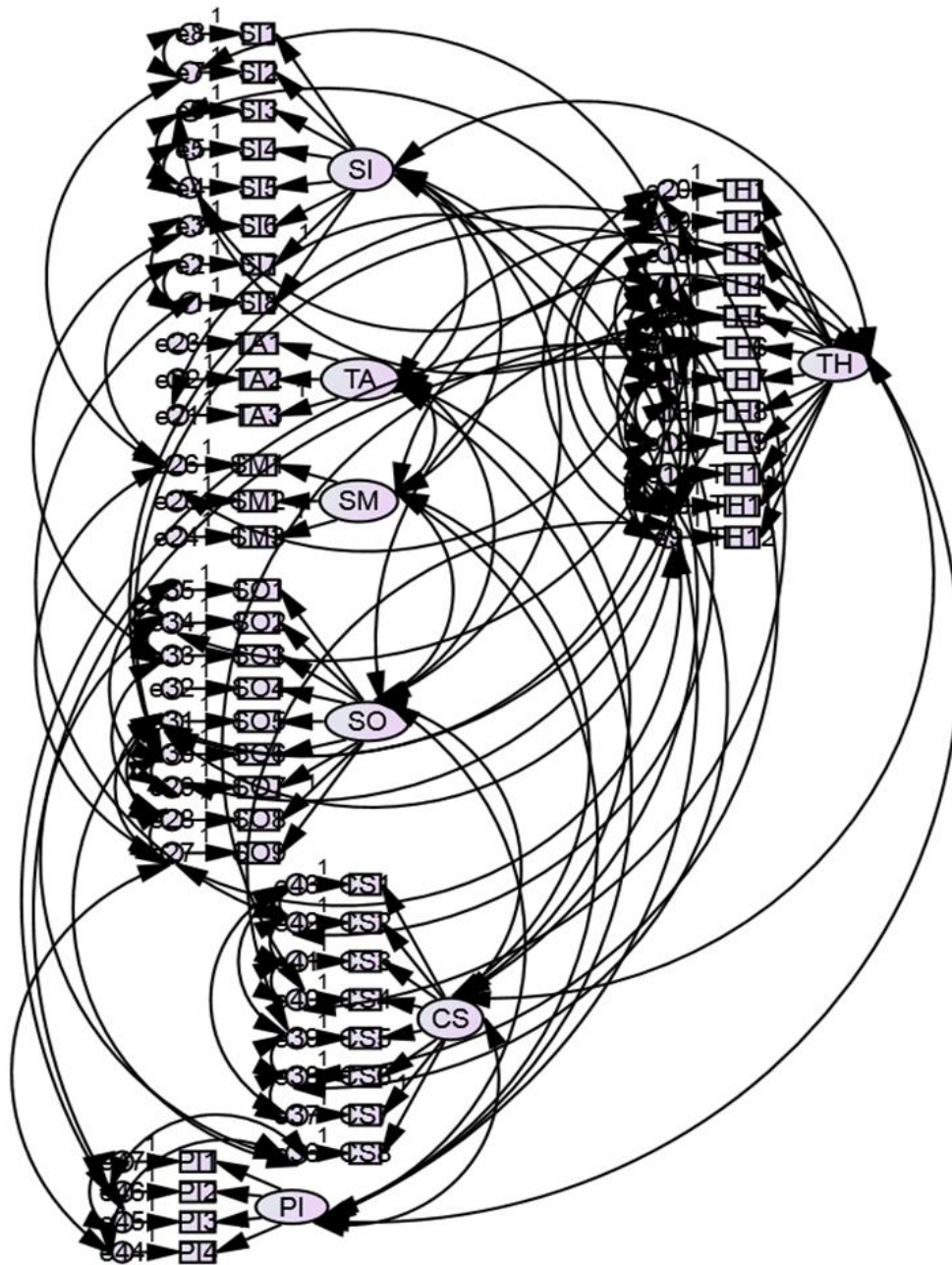
### 5.4.1 Model Fit Assessment

Model Fit Assessment is required to determine that the model of the study suitably fits the data collected. There are a number of different indices that are used to analyse the of model fit so it can be ascertained to what degree is the model fit acceptable or to prove that it is a good model fit.

It should also be noted that items SO8 and SO9 from the SO variable were removed before the SEM test was carried out as these items indicated very low values of factor loading estimates.

The CFA model of this study is presented in the figure 5.8 below.

Figure 5.8: CFA Model



#### 5.4.2 Model Fit Indices

The model fit analysis can be further examined by using various model fit indices. The indices mainly used for this study include the Chi-square CMIN/DF, Baseline Comparison Index and the Root Mean Square Error of Approximation.

#### 5.4.2.1 Chi-square Index

The Chi-square CMIN/DF Index is represented in the table 5.9 below:

**Table 5.9: Chi-square Index**

CMIN					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	204	1513.581	831	0	1.821
Saturated model	1035	0	0		
Independence model	45	13946.18	990	0	14.087

From the table the CMIN/DF value obtained is 1.821 which is acceptable and indicates a good model fit, as the threshold of Chi-square to be acceptable should be less than 2.

#### 5.4.2.2 Baseline Comparison Index

The baseline comparison index is represented in the table 5.10 below:

**Table 5.10: Baseline Comparison Index**

Baseline Comparisons					
Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	0.891	0.871	0.948	0.937	0.947
Saturated model	1		1		1
Independence model	0	0	0	0	0

From the baseline comparison indices, the CFI, TLI and IFI values are all greater than over 0.9 and meeting the threshold. The NFI and RFI values are close to 0.9 and hence indicate a good model fit.

#### 5.4.2.3 Root Mean Square Error of Approximation

The root mean square error of approximation index is represented in the table 5.11 below:

**Table 5.11: RMSEA Index**

RMSEA				
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.047	0.044	0.051	0.879
Independence model	0.189	0.186	0.192	0

For the RMSEA to be acceptable the RMSEA value should be below 0.06 and as evident in the table the RMSEA value obtained for this study in 0.047, indicating a good model fit.

### 5.5 Path Modeling and Hypotheses Testing

This section provides the results of the hypotheses statements and the path coefficients. The table also reflects the nature of the strength between the variables. In terms of detecting the hypotheses being supported or not, p-values are examined. The hypotheses with three asterisks (\*\*\*) are the ones supported at a 99% level of significance level.

**Table 5.12: Hypotheses Results and Path Coefficients**

Path Coefficient	Hypothesis	Estimate	P-Value	Result
Sight --> Customer Satisfaction	H1	0.073	0.236	Supported and not significant

Taste --> Customer Satisfaction	H2	0.500	***	Supported and significant at level of significance $p < 0.01$
Touch --> Customer Satisfaction	H3	0.002	0.955	Supported and not significant
Smell --> Customer Satisfaction	H4	0.460	***	Supported and significant at level of significance $p < 0.01$
Sound --> Customer Satisfaction	H5	0.107	0.01	Supported and significant at level of significance $p < 0.01$
Customer Satisfaction --> Purchase Intention	H6	0.787	***	Supported and significant at level of significance $p < 0.01$

\*\*\* Significant at a 0.01 significance level

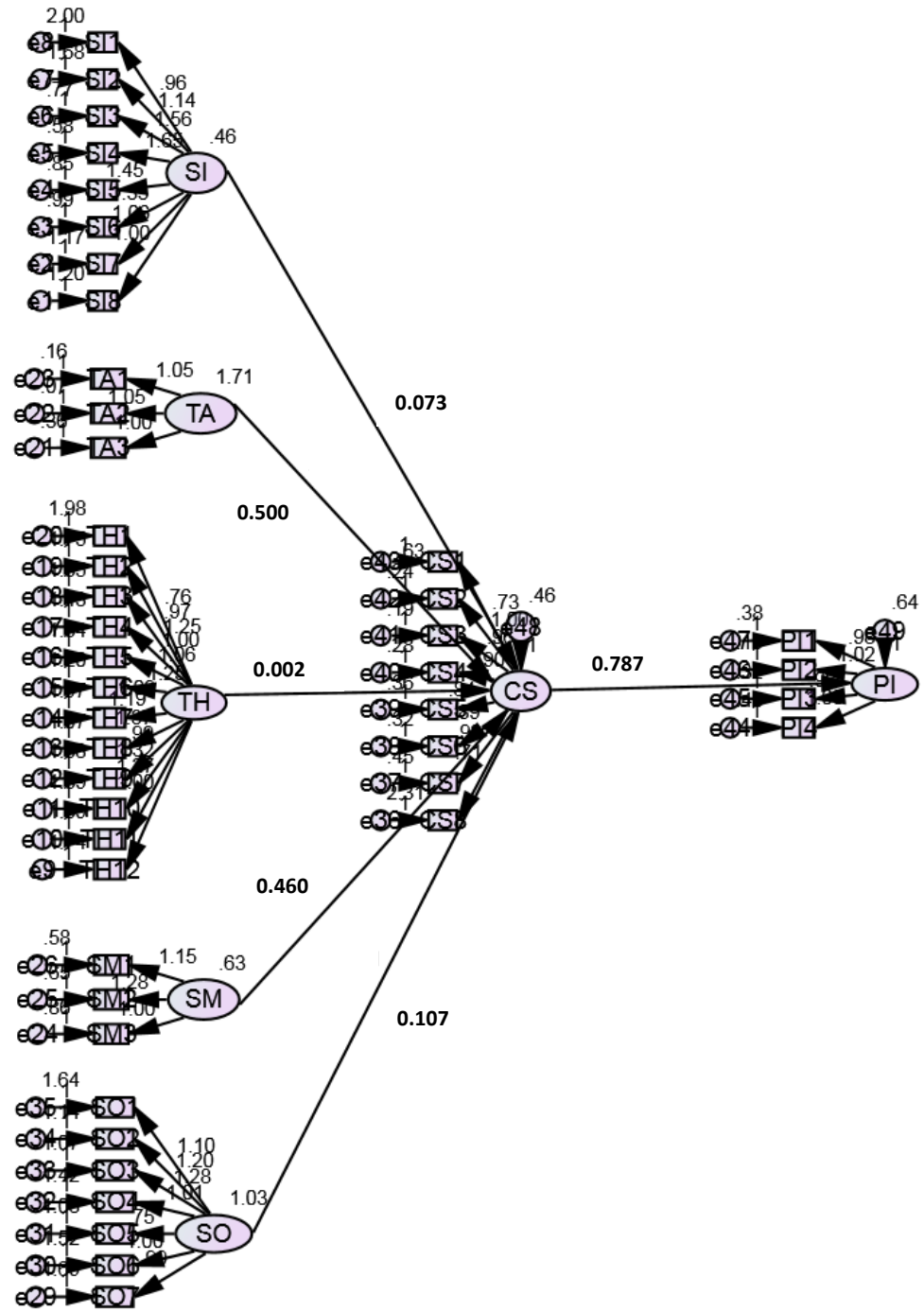
Looking at the results in Table 5.12 (above), it was found that of all the six hypotheses, four (H2, H4, H5 and H6) were supported and significant at a 0.01 significance level. The other two correlations (H1 and H3) were supported but were not significant. The strongest relationship was found to be hypothesis 6, which tested customer satisfaction and purchase intention (0.787) indicating that customer satisfaction has a strong positive influence on purchase intention.

Furthermore, the other two hypotheses that also indicated strong relationships are the ones between taste and customer satisfaction (0.500) and smell and customer satisfaction (0.460) respectively. Sound and customer satisfaction also had a significant relationship (0.107). The weakest relationships were found to be hypothesis one (sight and customer satisfaction) and hypothesis three (touch and customer satisfaction). The latter estimate for hypothesis one was 0.073 and hypothesis three was 0.002. This indicates that sight and touch have a weak impact on customer satisfaction.

Following from the hypotheses testing and the findings presented above, the below Figure 5.9 presents the proposed model.



Figures 5.9: Proposed Conceptual Model



## 5.6 Summary of Hypotheses Results

**H<sub>1</sub>: There is a positive relationship between *sight* and *customer satisfaction* in coffee shops.**

From the findings it is known that the first hypothesis (H1) is supported but is insignificant which indicates that there is a positive relationship exists between the two variables, however the strength of the relationship is weak. In other words, sight has a positive influence on customer satisfaction but does not have a strong affect. This means that appealing visual cues in a coffee shop is likely to satisfy consumers triggering an intention to purchase but not to a greater extent. The path coefficient obtained is 0.073 explaining a moderate to weak strength of the correlation.

**H<sub>2</sub>: There is a positive relationship between *taste* and *customer satisfaction* in coffee shops.**

Hypothesis 2 (H2) also reflects a positive relationship and therefore the hypothesis between taste and customer satisfaction is supported and is significant. In other words, a positive or favorable taste is likely to increase the satisfaction levels that customers have with the brand. The path coefficient (0.500) of the relationship indicates a moderate to strong strength of relationship between these two variables.

**H<sub>2</sub>: There is a positive relationship between *touch* and *customer satisfaction* in coffee shops.**

Similarly, Hypothesis 3 (H3) is also supported, indicating that there is a positive relationship between touch and customer satisfaction, however the relationship is insignificant. This can be interpreted to indicate that the sense of touch impacts customer satisfaction in a coffee shop and it may lead to purchase a brand when in contact with it but not to a greater extent. Hence, the strength of the relationship is weak (0.002).

**H<sub>4</sub>: There is a positive relationship between *smell* and *customer satisfaction* in coffee shops.**

Likewise to the first three hypotheses, Hypothesis 4 was also supported, indicating a positive relationship between smell and customer satisfaction. This states that, if the in-store scent is pleasant, customers are more likely to be satisfied to visit the coffee shop again and purchase from there. The strength of the relationship was indicated by a path coefficient of 0.460 indicating a significant relationship.

**H<sub>5</sub>: There is a positive relationship between *sound* and *customer satisfaction* in coffee shops.**

The fifth hypothesis was also found to be significant and was therefore supported, by proposing that sound influences customer satisfaction. In other words, if the coffee shops have good music in the outlet which can please the customers, it can have a positive impact on their satisfaction. However, the strength of this relationship is moderate as explained by the path coefficient of 0.107.

**H<sub>6</sub>: There is a positive relationship between *customer satisfaction* and *purchase intention* of consumers in coffee shops.**

The results for Hypothesis 6 indicated that there is a positive relationship between customer satisfaction and purchase intention. Therefore, H<sub>6</sub> is supported. This also means that customers, who are satisfied with a brand, are more likely to have the intention to purchase it. The path coefficient reflected a strong relationship between customer satisfaction and purchase intention which is 0.787.

## **5.7 Conclusion**

In conclusion, this chapter provided an overview of the statistical analysis, reliability and validity of the measurement instruments, model fit, hypotheses testing and results obtained from the data collected on the effect of multi-sensory branding on purchase intention of consumers in Johannesburg.

## CHAPTER 6: DISCUSSION OF FINDINGS

### 6.1 Introduction

This chapter provides a discussion of the research findings achieved highlighting its importance in light of the previous literature reviewed. The chapter will first describe the main findings of the study by discussing the results of each hypothesis, followed by an application of the results to marketing practice and a summary of findings.

### 6.2 Main Findings

This section discusses the findings of the impact that multi-sensory branding (the five senses) has on customer satisfaction which as a result has an effect on the purchase intention of consumers at coffee shops in Johannesburg. The below table 6.1 presents a summary of the results of the hypotheses.

**Table 6.1: Results of Research Hypotheses**

No.	Hypothesis	Result
H1	There is a positive relationship between <i>sight</i> and <i>customer satisfaction</i> in coffee shops.	Supported*
H2	There is a positive relationship between <i>taste</i> and <i>customer satisfaction</i> in coffee shops.	Supported*
H3	There is a positive relationship between <i>touch</i> and <i>customer satisfaction</i> in coffee shops.	Supported*
H4	There is a positive relationship between <i>smell</i> and <i>customer satisfaction</i> in coffee shops.	Supported*
H5	There is a positive relationship between <i>sound</i> and <i>customer satisfaction</i> in coffee shops.	Supported*
H6	There is a positive relationship between <i>customer satisfaction</i> and <i>purchase intention</i> of consumers in coffee shops.	Supported*

#### 6.2.1 Sight and Customer Satisfaction

H1: There is a positive relationship between *sight* and *customer satisfaction* in coffee shops.

The findings for Hypothesis 1 indicated a positive but weak relationship between the sense of sight and customer satisfaction. By creating an attractive and eye-catching interior of a coffee shop through sensory cue of sight, one can influence the brands satisfaction. In other words, the use of bright colour, visual arts and merchandise, clear and customer friendly design and layout in store, marketers can create a positive impact on consumer's satisfaction level towards the brand although the impact would be of a less extent in comparison to other sensory cues. From closer examination of the strength of the relationship between sight and customer satisfaction, the findings indicated a relatively weak relationship ( $\beta = 0.073$ ). This means that, targeting the consumers sense of sight does have an impact on satisfaction, however it is not exceptionally strong.

The findings on the existence of the relationship between sight and customer satisfaction also supports previous studies emphasising the fact that most of the research on sensory branding has focused on vision as the main sensory cue to create a pleasant in-store environment which will evoke positive customer satisfaction (Elder and Krishna, 2010). It has also been proved that if the visual or sight cue are made attractive by using color to convey marketing messages, a positive reaction can be created which may satisfy the consumer to make purchase decision (Tan, 2008; Miller and Kahn 2005).

Therefore, retailers should investigate the sense of sight in the context of coffee shops as it is the best way to avoid the competitive clutter and for the brand to stand out and influence satisfaction to purchase by directing customers to the shop. As per findings of the first Hypothesis, retailers should be aware that if a consumer has entered a coffee shop, how the multi-sensory aspect of vision or sight can be utilized to create the highest level of satisfaction for them which will ultimately land on to buying behavior in-store.

In summary, the sense of sight can be explored as a key driver of satisfaction. The above results show that there is a positive but insignificant relationship between sight and customer satisfaction.

### **6.2.2 Taste and Customer Satisfaction**

H2: There is a positive relationship between *taste* and *customer satisfaction* in coffee shops.

A significant positive relationship was found between the sense of taste and customer satisfaction, where the research suggests that the better the taste of coffee or other food and beverages are the coffee shops, the more likely that consumers will be satisfied with the brand and purchase more of it. Hence, leading to a positive purchase intention. The path model for the relationship between the variables of taste and satisfaction was of a similar strength ( $\beta = 0.500$ ) as of the relationship between smell and satisfaction. Therefore, although not highly strong, marketers can still accept that taste of a product has a moderately strong influence on satisfaction. Therefore food retail brands can leverage on this aspect by improving the taste of their product offerings to encourage satisfaction.

Previous literature on taste revealed similar findings by identifying it as the sensory aspect that allows consumers to create their own satisfaction and unique experience (Soars, 2009). Researchers have also highlighted the fact that there are limitations in the research conducted on testing the relationship of the sensory aspect of taste with purchase and satisfaction, and advises that future research should focus on exploring this relationship widely (Peck and Childers, 2008; Wansink, 2003)

To summarise, the findings from the hypothesis that tested the relationship between taste and customer satisfaction is supported as well as significant. In other words, the better the taste, the more likely that product will be able to satisfy a need towards the brand.

### **6.2.3 Touch and Customer Satisfaction**

H3: There is a positive relationship between *touch* and *customer satisfaction* in coffee shops.

As evident from the findings, there is positive relationship between the sense of touch and customer satisfaction. Therefore, the more opportunities of physical touch-points available to a customer in a coffee shop, the more likely it is that it will influence satisfaction with what they are planning to purchase. This satisfaction is expected to lead to an increased probability of purchase intention. The examination of the path modeling results, indicated that although a relationship between these two variables were found, it was relatively very weak ( $\beta = 0.002$ ).

This finding supports previous research that investigated the impact of touch on customer satisfaction, where feel and texture is considered to be very critical aspect when studying the

influence of the sense of touch (Tan, 2008). Many consumers feel satisfied of making a purchase when they have physically felt the product (Barclay and Ogden, 2015). According to Spence and Gallace (2011), the power of the sense of touch has been under-acknowledged when reviewing evaluation of products and deriving satisfaction to purchase.

For example, many consumers prefer feeling the material or trying on when buying clothing. This allows them physical interaction with the product. Although online retailers have tried to make clothing shopping very convenient but the in-store shopping trend remains to rise as the aspect of touch involved in it. In summary, the targeting through the sense of touch influences brand satisfaction, but the extent to which it evokes purchase intention is comparatively weak.

#### **6.2.4 Smell and Customer Satisfaction**

H4: There is a positive relationship between *smell* and *customer satisfaction* in coffee shops.

Hypothesis 4 proposed a positive relationship between the sense of smell and customer satisfaction. Findings from the analysis indicated that smell has a positive influence on customer satisfaction. In other words, the more pleasant the smell in a coffee shop or another store the more likely will be the consumers to be satisfied with the internal environment of the coffee shop and will visit again and again to purchase coffee or other snacks. The strength of the relationship was indicated through the path modeling and the findings showed a moderate to weak relationship between smell and customer satisfaction. The path coefficient for H4 was confirmed at  $\beta = 0.460$ , which in comparison to the other path coefficients, was the third highest. This means that smell has a slightly stronger influence on satisfaction.

The findings coincide with what other researchers have said about the importance of smell or scent. According to Soars (2009) the ability of the sense of smell to evoke emotions is directly linked to the success of coffee shop outlets (Soars, 2009). Lindstrom (2005) also states that when an emotional contact is created via the sense of smell, it will end up with the customer making a decision based on the smell showing whether they are satisfied or not and quicker decision is made. The relationship between these two variables has also been closely examined by Tan (2008).

From a practical perspective, retailers need to invest in sensory cue of smells in-store, to influence consumer satisfaction. For example, they can spray pleasant aromas and scents in the store make the environment appealing to emotions, forcing the customer to spend more time in the store. This cue works best in a coffee shop setting as the smell of crushed coffee beans and hot coffee can be smelt which does not allow coffee lovers to leave the café without buying the product. Therefore, it can be concluded from the findings that retailers should invest in creating a pleasant and fresh smelling environment in stores in order to create positive customer satisfaction. In summary, the sense of smell is a predictor of customer satisfaction as it was found that it has a positive influence on customer satisfaction, thus supporting the proposed hypothesis.

### **6.2.5 Sound and Customer Satisfaction**

H5: There is a positive relationship between *sound* and *customer satisfaction* in coffee shops.

Upon testing the relationship between the sense of sound and customer satisfaction, the findings indicated sound does have an impact on customer satisfaction. In other words, the satisfaction developed from efforts made through the sound cue contributes to consumers levels of satisfaction. Hence retailers will benefit from using the sound branding techniques when attempting to build purchase intention via customer satisfaction.

Similarly, past studies have indicated sound has a significant influence on customer satisfaction in-store and music has been witnessed for creating an increase in sales if the customer is satisfied (Tan, 2008; Bainbridge, 1998). Also, product experiences can be enhanced by using sound symbolism in the retail environment (Spence, 2012). This includes in-store music, slogans and advertising with music etc. Soars (2009) also agrees that sound has an influential role on satisfaction and purchase intention.

However, the strength of the relationship between sound and customer satisfaction was not found to be very strong with an estimate of 0.107, marketers can utilise the sound sensory cues to create the ultimate experience and purchase by leveraging on this sense along with another one. In summary, sound has a significant influence on customer satisfaction. The findings of the present study indicated that there is relationship between the two variables, and therefore, the proposed hypothesis was supported.



### 6.2.6 Customer Satisfaction and Purchase Intention

H6: There is a positive relationship between *customer satisfaction* and *purchase intention*.

Upon reviewing the findings of the study on the last relationship, it was indicated that there is a significant, positive relationship between customer satisfaction and purchase intention, and Hypothesis 6 is therefore supported. This means that satisfied customers are more likely to make a purchase when targeted through the cues of multi-sensory branding. Customer satisfaction is therefore a true predictor of purchase intention. The path coefficient indicated a strong relationship ( $\beta = 0.787$ ) between customer satisfaction and purchase intention. In fact, this relationship has been found as the strongest when comparing all hypotheses in the present study.

Consumer behavior concepts show that a consumer can initially develop purchase intentions based on various other factors, but they will only continue to make the same purchases again based on the development of satisfaction towards a specific brand. Previous studies have also highlighted the importance of the relationship between customer satisfaction and purchase intention by stating that marketers should be aware of the strength of this relationship when using strategies to predict purchase behavior (Tuu and Oslen, 2012). Several studies have explored the relationship between customer satisfaction and purchase intention in different contexts and have achieved positive results (Tong and Hawley, 2009; Oliver 1997).

From a practical perspective, it is advised that retailers can create the ultimate satisfaction from the in-store experience by means of creating multi-sensory branding cues, such as the music, scent, sight, smell and touch, to trigger purchase intention. This will result in customer being loyal and returning back to the store. To conclude, customer satisfaction has a positive and strong influence on purchase intention.

### 6.3 Summary of Findings

To summarize the main findings of the study, it has been indicated that all of the six hypotheses are supported. The first hypothesis, H1 was supported, which indicates that sight has a positive influence on customer satisfaction, however it was not significant. From the second hypothesis, upon testing H2, it was found that taste has a significant effect on customer satisfaction and the hypothesis was supported. For the third hypothesis H3, it was found that touch influences

customer satisfaction and there is a positive relationship but is not significant. From the findings of the fourth hypothesis, it is evident that there is a positive relationship between smell in-store and customer satisfaction (H4). Furthermore, H5 and H6 were significant, thus indicating that sound influences customer satisfaction and finally, customer satisfaction influences purchase intention.

The above-mentioned hypotheses (H1 – H6), were also supported by the current literature, as revealed similar findings as did previous literature. It is therefore confirmed that there is a positive relationship between the variables with two relationships (H1 and H3) being insignificant.

Regarding the strengths of the relationships, the following results were revealed: the strongest relationship was found to be the impact of customer satisfaction on purchase intention (0.787), followed by taste and customer satisfaction (0.500), smell on customer satisfaction (0.460) and lastly sound and customer satisfaction (0.107). The weakest relationships were found to be between touch and customer satisfaction (0.002); and sight and customer satisfaction (0.073). These results indicate that marketers need to be careful when investing to implement strategies through sensory cues as they need to consider the holistic approach of using multi-sensory branding incorporating all the five sense in the efforts to be created.

## **6.4 Conclusion**

The present chapter provided the research results from the data analysis and the outcomes of the hypotheses proposed in the study. The findings were in line with the previous literature reviewed. The next chapter will describe the conclusion, contributions, limitations and future research.

## **CHAPTER 7: CONCLUSION, RECOMMENDATIONS AND CONTRIBUTION**

### **7.1 Introduction**

This is the last chapter of the study which provides a discussion on the main findings, managerial implications, the contributions and the limitations of the study. In the end some recommendations for future research have been provided.

### **7.2 Conclusion of Main Findings**

To conclude, the main findings of this study show that all six hypotheses were supported but only 4 on them were significant. Therefore, the five senses of sight, touch, taste, smell and sound have a positive influence on customer satisfaction. Customer satisfaction ultimately has a positive influence on purchase intention. It is also noted that the strength of these relationships differ significantly. From the findings it is evident that the strongest relationship exists between customer satisfaction and purchase intention. This provides implications for marketers, mainly coffee shop owners to pay significant attention to the multi-sensory branding cues to draw customers' satisfaction with their brand. By creating customer satisfaction, consumers are likely to purchase products.

The second strongest relationships were found to be between the sense of taste and customer satisfaction. In other words, by using the taste of a food product or improving the taste, a marketer can leverage on creating positive satisfaction and making the customer buy the product based on its good taste. When taste will have a positive influence on customer satisfaction, it will influence purchase intention.

Thirdly, a positive relationship between the sense of smell and customer satisfaction was found which indicates that marketing efforts to attract the consumer through the sense of smell can have an influence on satisfaction. Therefore, by achieving customer satisfaction via smell, a favourable attitude towards the intention to purchase can be created. Retailers' should therefore prioritise the utilisation of smell or scent in-store, especially in the case of coffee shops, to derive customer satisfaction resulting in buying behaviour. Thus this relationship indicates that if a smell is favourable to the customer pleases their sense of smell, it is likely that the customer is satisfied with the in-store environment and prone to consider purchasing a product. This can also prove to be a crucial method to initiate the process of revisiting the store more often.

Weak relationships were found to be between sight, sound, touch and customer satisfaction. Out of these three relationships, the one between touch and customer satisfaction has been the weakest based on the estimates obtained in the results. It is also noted that the relationship between sight and touch with customer satisfaction have been supported but were not significant. This finding indicates that although these relationships are significant and positive, they might not work very well practically due to the weak path coefficients obtained. To put this into perspective, sensory branding through the three senses of sight, sound and touch may affect the customers' satisfaction but this may not lead to them having an intention to purchase. Therefore, if marketers initiate efforts to focus on sight, sound and touch, they might also have to consider alternative ways that can be incorporated to achieve the objective.

### **7.3 Managerial Implications**

The research conducted through this study offers a number of practical managerial implications for coffee shops owners, marketers as well as other retailers. Firstly, the results of the study provide some general information as a guide for companies to use multi-sensory branding in developing their marketing strategies specifically in the retail industry. This contribution will assist different types of business as it will help them understand the important role and implementation of multi-sensory branding. As the coffee shop or café industry in South Africa is becoming extremely competitive, creating a unique experience in these spaces is of utmost importance. The factors discussed in this study, mainly the sense of sight, touch, taste, smell and sound are all in control of a company and these dimensions can be manipulated accordingly to achieve the desired outcome. International coffee brands such as *Vida e Caffè*, Starbucks Coffee and Seattle Coffee Company are the best examples of brands that have fully utilised and invested in the implementation of marketing through sensory cues in their outlets and stores (Thompson and Arsel, 2004; Soars, 2009).

Transmitting these concepts into the context of coffee shops for the purpose of this study, it is suggested that local coffee shops can use an all-round approach of combining the multiple senses to create targeting strategies through them. The ambience can be made magnificent by using the right type and volume of music should be played which should not let the consumer to run away instead force them to spend more time in-store. Of the quality measures, it is also crucial that the taste of coffee or other snacks should go through a scrutiny process and any improvements to

enhance the taste should be undertaken. The aim of the marketer should be to make the customer feel relaxed and comfortable when they visit a coffee shop. This can be attributed to the sense of smell which is uncontrollable and can do wonders if used in the correct way. Pleasant aromas, smell of freshly ground coffee beans can attract coffee lovers easily forcing them to stay at the store and purchase more. Using the multiple senses in one setting can guarantee that the brand can achieve remarkable results and increase in sales.

Multi-sensory branding techniques have the potential to offer customers a unique and personalised experience. Marketers must aim to provide opportunities to consumers to directly involve in the experience as customer engagement is the key to the sensory brand engagement concept as discussed in the literature review earlier in the study (Barclay and Ogden, 2015). Another important benefit of using multi-sensory branding is that the customer is provided with various options to choose from which allows each brand to stand out distinctively for the clutter when they have incorporated this concept into their working patterns. It is also important to create as many touch points with the customer as possible, incorporating the strategies for attracting the multiple senses. Although, noting the weak relationships between sight, touch and customer satisfaction, the findings suggest that these two sensory cues should be implemented and explored in combination with other multi-sensory aspects.

Since, it is evident from the study that customer satisfaction has a positive influence on purchase Intention, it is the responsibility of marketers or retailers to ensure that a consistent approach is developed to have satisfaction at the positive level. Moreover, highlighting the results of this study it has been noted that they have provided coffee shop owners, and marketers with a great deal of understanding and ideas on the role of multi-sensory branding on purchase intention at coffee shops in Johannesburg.

## **7.4 Contributions**

The contributions of this study are divided into three aspects of conceptual, theoretical and practical, contributions which are discussed below.

### **7.4.1 Conceptual Contribution**

Academically, the present study has aimed to conduct in-depth research and an extensive literature review to study the main constructs of the conceptual model of the study which are the

five senses: sight, touch, taste, smell, sound as well as customer satisfaction and purchase intention. Previous studies have explored this area of marketing and the aim is to gain a more comprehensive understanding the variables. The main dependent or outcome variable of purchase intention was also reviewed in the light of previous literature and models prepared to analyse it. The effect of the five senses on customer satisfaction in coffee shops in South Africa, and the influence of these on purchase intention will be discussed. Finally, this study aims to add to research on previous literature in the same context and the different theories on sensory branding that are being reviewed in line with the current framework or conceptual model. Previous studies on store environment have explored this phenomenon in a broad, global context, however this study has mainly focused on multi-sensory branding in the South African context.

#### **7.4.2 Theoretical Contribution**

Theoretically this study contributes to existing literature in the field of multi-sensory branding specially in the retail category of coffee shops. The research contributes to marketing literature, by studying the topics of multi-sensory branding, customer satisfaction and purchase intention. This research also contributes to study the different relationships there we tested, mainly, the theory of the relationship between the constructs of customer satisfaction and purchase intention. Although similar studies and researches have been conducted to understand multi-sensory branding in the retail sphere space, very few have explored multi-sensory branding in a South African context. Secondly, the present research also contributes to academic literature as it demonstrates evidence of multiple senses as (predictor) of purchase intention (outcome or dependent). The findings of the study have identified the nature of relationship between multi-sensory branding and purchase intention at coffee shops which has been clarified. The study has also advised researchers conducting studies under the same umbrella of topics, to create models integrating all the five senses in predicting behaviour and purchase intention.

#### **7.4.3 Marketing Contribution**

Highlighting the practical perspective or marketing contributions of this study, it is reflected that the results of the study make a significant contribution in the South African coffee shop setting. The study has looked at the preferences of South African male and female consumers at their most visited or favourite coffee shop. This will help the coffee shop marketers to predict their

customers' behaviour and the importance of multi-sensory branding on purchase intention. The investigations attempted in the study through various different dimensions will help them create unique, distinctive, and emotion evoking marketing strategies to attract more people in future.

The study has also emphasised on the fact that as targeting strategies are improved through the implementation of multi-sensory branding, customers have led to spend more time in the retail outlet ending up purchasing the product. Furthermore, consumers are more likely to be satisfied in a coffee shop with bright coloured and attractive interior, relaxing and comfortable ambience, pleasant smell in-store, moderate and lively music, good tasting food and drinks as well as a good number of direct touch points within their reach, makes the whole experience a memorable one.

This study has also expanded on the purchase intention of South African coffee consumers on their responses to sensory stimuli. It helps South African marketers to identify opportunities and create sensory linkages to analyse how consumers differentiate and position brand images in their minds. They will also benefit by learning the importance of dealing personally with consumers, providing them opportunities of trial and personal use by incorporating experience attributes in brands. If these recommendations are successfully implemented, businesses will see a huge spike in sales, profit and share of the customers' wallet.

## **7.5 Limitations**

As discussed above, this study has made significant theoretical and marketing contributions to literature and practitioners; it does have some limitations to it. The first limitation is that this study was conducted in the context of coffee shops or cafes, which limits the findings of the results to the food chain industry, influencing the generalisability of the results to other contexts. Another limitation to note is that although this study was conducted in a South African context but only in Johannesburg, its results cannot be applied to the respondents in other cities as they might have a different approach to the specific products or scenarios in discussion. Furthermore, the sample that was used was limited to male and female university students, whose buying behaviour may be limited and other wider audiences could be reached. Also, all respondents differ vastly from one another based on their demographic profiles and psychographic groups. The last limitation is that the questionnaire used for data collection for the study was designed in

English, which is not the first language of the majority of the respondents being students on university campus, as English is considered the second or third language of preference. This discrepancy might have resulted in the possibility of misunderstanding the questions, as well as the respondent being disrupted by their surrounding environments.

## **7.6 Future Research**

The results of the study also have opportunities for future researchers to look at. This study has contributed to the literature on multi-sensory branding, brand satisfaction, purchase intention and consumer behaviour. It has also highlighted the significant impact of multi-sensory branding by providing a critical analysis and the manipulation of the five senses to drive satisfaction and influence purchase intention. Realising the importance of this study, future research could explore this study with a variety of other related topics on sensory branding. For example, a possible topic for future research could address the contradictory study highlighting the importance of sensory branding in-store versus the shopping experience on a virtual or online platform. Future studies can adapt the model of the current study and test the effect of multi-sensory branding on other dependent variables such brand loyalty, brand recall, brand image or brand equity instead of purchase intention. Also time spent was one of the constructs reviewed in this study via descriptive statistics; however it can be used as a mediating construct of the model with a pre-developed scale the effect of which could be testing via structural equation modelling indices. Finally, Experiential marketing through targeting the multiple senses could also be explored for a different product or contextual setting apart from cafes and restaurants.



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## APPENDIX 1: Questionnaire



Date: 15 June 2015

Good Day,

My name is Muntaha Anvar and I am a Masters student in the Marketing Division at the University of the Witwatersrand, Johannesburg. I am conducting research on the marketing concept of Multi-sensory branding. Multi-sensory branding is a technique where the five human senses (smell, sound, sight, taste and touch) are involved in the purchase and consumption processes to create brand image, customer perceptions, value and experiences.

As consumers, you are invited to take part in this survey. The purpose of this survey is to find out the influence of multi-sensory branding on purchase intention of consumers at coffee shops in South Africa. Your response is important and there are no right or wrong answers. This survey is both confidential and anonymous. Anonymity and confidentiality are guaranteed by not needing to enter your name on the questionnaire. Your participation is completely voluntary and involves no risk, penalty, or loss of benefits whether or not you participate. You may withdraw from the survey at any stage.

The first part of the survey comprises of a demographics section. Please indicate the extent to which you agree with each statement, by ticking in the appropriate box. The second part of the survey captures responses on the influences on purchase intention. Please tick whichever boxes are applicable. The entire survey should take between 15 to 20 minutes to complete.

Thank you for considering participating. Should you have any questions, or should you wish to obtain a copy of the results of the survey, please contact me or my supervisor on the following details:

A handwritten signature in black ink, appearing to read "Muntaha".

Muntaha Anvar  
Masters Student (450146)  
Email: Muntaha.Anvar@students.wits.ac.za  
Cell: +27 72 267 0996

A handwritten signature in black ink, appearing to read "Marike".

Marike Venter  
Supervisor  
Email: Marike.Venter@wits.ac.za  
Tel: +27 11 717 8067

Division of Marketing  
School of Economic and Business Sciences  
University of the Witwatersrand, Johannesburg

**Please answer the following questions by marking the appropriate answer(s) with an X.**

**Section A: Demographic Information**

This section includes general biographical questions. Please mark an X in the appropriate block:

**A1. Please indicate your age**

1	18 - 23	
2	24 - 30	
3	31 - 35	
4	Over 35	

**A2. Gender**

1	Male	
2	Female	

**A3. Please indicate your highest academic level**

1	Degree	
2	Postgraduate Degree	
3	Diploma	
4	Matric	
5	Primary School	
6	Other (Please specify):	

**A4. Do you drink coffee? Please indicate below:**

1	Yes	
2	No	

**A5. What is your most visited coffee shop? Please indicate below:**

---



**A6. Reason for visiting coffee shops**

What is your main reason for visiting a coffee shop? Please tick ONE only.

1	I visit coffee shops to sit there and work	
2	I visit coffee shops for business meetings (e.g. with clients or colleagues)	
3	I sit and study in coffee shops	
4	I socialise in coffee shops (meeting a friend/s)	
5	I visit coffee shops to eat breakfast/lunch	
6	I visit coffee shops to get take-out coffee or food.	

**A7. Time Spent in coffee shops:**

On average, when visiting a coffee shop, how much time do you spend in the coffee shop? Please tick ONE only.

1	Less than 10 minutes	
2	10 minutes – 30 minutes	
3	30 minutes – 1 hour	
4	1 hour – 2 hours	
5	More than 2 hours	

**Please read the following statements and mark an X in the appropriate block to rate your level of agreement or disagreement:**

**Section B: Sight**

Answer the following questions in relation to your favourite coffee shop:

		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
B1	The inside of the coffee shop is bright	1	2	3	4	5	6	7
B2	The inside of the coffee shop is colourful	1	2	3	4	5	6	7
B3	The inside of the coffee shop is stimulating	1	2	3	4	5	6	7
B4	The inside of the coffee shop is lively	1	2	3	4	5	6	7
B5	The inside of the coffee shop is cheerful	1	2	3	4	5	6	7
B6	The inside of the coffee shop is interesting	1	2	3	4	5	6	7

B7	The inside of the coffee shop is comfortable	1	2	3	4	5	6	7
B8	The inside of the coffee shop is relaxed	1	2	3	4	5	6	7

### **Section C: Touch**

When visiting my favourite coffee shop:

		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
C1	I can't help touching all kinds of products	1	2	3	4	5	6	7
C2	Touching products can be fun	1	2	3	4	5	6	7
C3	I place more trust in products that I can touch before purchasing it	1	2	3	4	5	6	7
C4	I feel more comfortable purchasing a product after physically examining it	1	2	3	4	5	6	7
C5	It is important for me to handle all kinds of products	1	2	3	4	5	6	7
C6	I am reluctant to purchase the product if I can't touch it before purchasing it	1	2	3	4	5	6	7
C7	I like to touch products even if I have no intention of buying them	1	2	3	4	5	6	7
C8	I feel more confident making a purchase after touching a product	1	2	3	4	5	6	7
C9	I like to touch lots of products when browsing a coffee shop	1	2	3	4	5	6	7
C10	The only way to make sure a product is worth buying is to actually touch it	1	2	3	4	5	6	7
C11	There are many products that I would only buy if I could handle them before purchase	1	2	3	4	5	6	7
C12	I find myself touching all kinds of products in coffee shops	1	2	3	4	5	6	7

### **Section D: Taste**

Answer the following questions in relation to your favourite coffee shop:

		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
D1	Their coffee tastes good	1	2	3	4	5	6	7
D2	I like their coffee	1	2	3	4	5	6	7
D3	I enjoy having a taste of their coffee	1	2	3	4	5	6	7

### **Section E: Smell**

Please indicate your level of agreeableness regarding the scent in your favourite coffee shop:

		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
E1	My favourite coffee shop has a pleasant scent	1	2	3	4	5	6	7
E2	My favourite coffee shop has an intense scent (aroma)	1	2	3	4	5	6	7
E3	My favourite coffee shop has a familiar scent	1	2	3	4	5	6	7

### **Section F: Sound**

This section will explore the influence of sound on purchase intention in coffee shops.

		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
F1	I often notice the music that plays in the coffee shop	1	2	3	4	5	6	7
F2	The music that plays in store is important to me	1	2	3	4	5	6	7
F3	The in-store music needs to suit my taste	1	2	3	4	5	6	7
F4	The in-store music needs to reflect the brand's signature	1	2	3	4	5	6	7
F5	Pleasant music creates a favourable atmosphere	1	2	3	4	5	6	7
F6	Pleasant music will make me browse the store for longer	1	2	3	4	5	6	7
F7	Music that is not my taste will make me browse the store for shorter	1	2	3	4	5	6	7
F8	Loud music in the coffee shop annoys me	1	2	3	4	5	6	7
F9	I like loud music in the coffee shop as it creates a pleasant in-store experience	1	2	3	4	5	6	7

### **Section G: Customer Satisfaction**

Answer the questions below in relation to your favourite coffee shop:

		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
G1	I am very satisfied with the service provided by this coffee brand.	1	2	3	4	5	6	7
G2	I am very satisfied with this coffee brand.	1	2	3	4	5	6	7
G3	I am very happy with this coffee brand.	1	2	3	4	5	6	7

G4	This coffee brand does a good job of satisfying my needs.	1	2	3	4	5	6	7
G5	The service and products provided by this coffee brand are very satisfactory.	1	2	3	4	5	6	7
G6	I believe that using this coffee brand is usually a very satisfying experience.	1	2	3	4	5	6	7
G7	I made the right decision when I decided to use this coffee brand.	1	2	3	4	5	6	7
G8	I am addicted to this coffee brand in some way.	1	2	3	4	5	6	7

### **Section H: Purchase Intention**

This section explores your intention to purchase a product from your favourite coffee shop:

		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
H1	If I were going to purchase at a coffee shop, I would consider buying this coffee brand.	1	2	3	4	5	6	7
H2	If I were shopping to buy from a coffee brand, the likelihood I would purchase this brand is high	1	2	3	4	5	6	7
H3	My willingness to buy this brand would be high if I were shopping for a coffee brand	1	2	3	4	5	6	7
H4	The probability of me considering to buy this coffee brand is high	1	2	3	4	5	6	7

Thank you for your time in completing this survey.

## APPENDIX 2: Statistical Data

### Cronbach Coefficient Alpha's

#### Reliability Statistics

Cronbach's Alpha	N of Items
.836	8

#### Item Statistics

	Mean	Std. Deviation	N
SI1	4.451	1.5600	368
SI2	4.253	1.5124	368
SI3	5.057	1.3789	368
SI4	5.250	1.3562	368
SI5	5.236	1.3536	368
SI6	5.160	1.3426	368
SI7	5.625	1.2979	368
SI8	5.636	1.2926	368

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SI1	36.217	46.547	.405	.840
SI2	36.416	44.952	.511	.825
SI3	35.611	43.039	.699	.799
SI4	35.418	42.903	.723	.796
SI5	35.432	44.731	.609	.811
SI6	35.508	45.471	.570	.816
SI7	35.043	46.347	.541	.820
SI8	35.033	47.034	.501	.825

#### Reliability Statistics

Cronbach's Alpha	N of Items
.915	12

#### Item Statistics

	Mean	Std. Deviation	N
TH1	2.921	1.6163	368
TH2	3.454	1.6681	368
TH3	4.223	1.7467	368
TH4	4.940	1.5925	368
TH5	4.052	1.6004	368
TH6	3.772	1.7097	368
TH7	4.073	1.8814	368
TH8	4.546	1.7665	368
TH9	3.302	1.5638	368
TH10	3.829	1.8189	368
TH11	4.204	1.7792	368
TH12	3.063	1.6863	368

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TH1	43.457	191.584	.502	.915
TH2	42.924	185.814	.617	.910
TH3	42.155	180.295	.710	.906
TH4	41.438	187.397	.613	.910
TH5	42.326	185.365	.659	.908
TH6	42.606	180.714	.718	.905
TH7	42.304	180.893	.636	.909
TH8	41.832	178.042	.753	.904
TH9	43.076	186.245	.655	.908
TH10	42.549	179.262	.699	.906
TH11	42.174	180.346	.693	.907
TH12	43.315	185.323	.620	.910

#### Reliability Statistics

Cronbach's Alpha	N of Items
.965	3

#### Item Statistics

	Mean	Std. Deviation	N
TA1	5.736	1.4309	368
TA2	5.747	1.3943	368
TA3	5.671	1.4383	368

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TA1	11.418	7.590	.934	.943
TA2	11.408	7.708	.949	.932
TA3	11.484	7.765	.894	.972



#### Reliability Statistics

Cronbach's Alpha	N of Items
.776	3

#### Item Statistics

	Mean	Std. Deviation	N
SM1	5.810	1.1911	368
SM2	5.424	1.2996	368
SM3	5.367	1.2191	368

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SM1	10.791	4.809	.630	.679

SM2	11.177	4.337	.646	.660
SM3	11.234	4.970	.564	.749



### Reliability Statistics

Cronbach's Alpha	N of Items
.851	7

### Item Statistics

	Mean	Std. Deviation	N
SO1	4.568	1.7029	368
SO2	4.092	1.6231	368
SO3	4.245	1.6655	368
SO4	4.872	1.5755	368
SO5	5.723	1.2911	368
SO6	5.147	1.5988	368
SO7	4.611	1.6436	368

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SO1	28.690	48.934	.570	.837
SO2	29.166	47.959	.659	.823
SO3	29.014	46.924	.689	.818
SO4	28.386	49.529	.605	.831
SO5	27.535	53.034	.570	.837
SO6	28.111	49.031	.618	.829
SO7	28.647	49.395	.577	.835



### Reliability Statistics

Cronbach's Alpha	N of Items
.930	8



### Item Statistics

	Mean	Std. Deviation	N
CS1	5.628	1.1672	368
CS2	5.440	1.2622	368
CS3	5.454	1.1963	368
CS4	5.432	1.1722	368
CS5	5.492	1.1507	368
CS6	5.435	1.1839	368
CS7	5.348	1.2609	368
CS8	4.188	1.7329	368

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	36.788	56.576	.691	.925
CS2	36.976	52.607	.867	.912
CS3	36.962	53.366	.874	.912
CS4	36.984	53.902	.860	.913
CS5	36.924	54.457	.842	.915
CS6	36.981	53.768	.858	.913
CS7	37.068	53.524	.811	.916
CS8	38.228	55.327	.456	.954



### Reliability Statistics

Cronbach's Alpha	N of Items
.944	4

### Item Statistics

	Mean	Std. Deviation	N
PI1	5.380	1.3458	368
PI2	5.375	1.3105	368
PI3	5.340	1.3003	368
PI4	5.386	1.3999	368

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	16.101	14.151	.852	.931
PI2	16.106	14.002	.904	.915
PI3	16.141	14.361	.866	.927
PI4	16.095	13.841	.844	.934



### P – Values

				Estimate	P	Label
CS	<---	SI	H1	0.052	0.239	par_39
CS	<---	TH	H3	0.002	0.955	par_40
CS	<---	SM	H4	0.328	***	par_41
CS	<---	SO	H5	0.076	0.014	par_42
CS	<---	TA	H2	0.356	***	par_43
PI	<---	CS	H6	1.104	***	par_44

### Pearson Correlations

Correlations								
		SI	TH	TA	SM	SO	CS	PI
SI	Pearson Correlation	1	.165**	.333**	.384**	.298**	.367**	.317**
	Sig. (2-tailed)		.002	.000	.000	.000	.000	.000
	N	368	368	368	368	368	368	368

TH	Pearson Correlation	.165**	1	.083	.105*	.332**	.114*	.165**
	Sig. (2-tailed)	.002		.112	.044	.000	.029	.001
	N	368	368	368	368	368	368	368
TA	Pearson Correlation	.333**	.083	1	.576**	.144**	.731**	.621**
	Sig. (2-tailed)	.000	.112		.000	.006	.000	.000
	N	368	368	368	368	368	368	368
SM	Pearson Correlation	.384**	.105*	.576**	1	.210**	.634**	.459**
	Sig. (2-tailed)	.000	.044	.000		.000	.000	.000
	N	368	368	368	368	368	368	368
SO	Pearson Correlation	.298**	.332**	.144**	.210**	1	.250**	.186**
	Sig. (2-tailed)	.000	.000	.006	.000		.000	.000
	N	368	368	368	368	368	368	368
CS	Pearson Correlation	.367**	.114*	.731**	.634**	.250**	1	.743**
	Sig. (2-tailed)	.000	.029	.000	.000	.000		.000
	N	368	368	368	368	368	368	368
PI	Pearson Correlation	.317**	.165**	.621**	.459**	.186**	.743**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	
	N	368	368	368	368	368	368	368
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

### APPENDIX 3: Ethical Clearance Certificate



Research Office

**HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)**  
R14/49 Anvar

**CLEARANCE CERTIFICATE**

**PROTOCOL NUMBER: H15/08/02**

**PROJECT TITLE**

The effect of multi-sensory branding on purchase intention at coffee shops in South Africa

**INVESTIGATOR(S)**

Ms M Anvar

**SCHOOL/DEPARTMENT**

Economics and Business Sciences/

**DATE CONSIDERED**

21 August 2015

**DECISION OF THE COMMITTEE**

Approved unconditionally

**EXPIRY DATE**

02 September 2018

**DATE**

03 September 2015

**CHAIRPERSON**

  
(Professor J Knight)

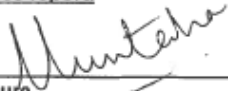
cc: Supervisor : Ms M Venter

**DECLARATION OF INVESTIGATOR(S)**

To be completed in duplicate and **ONE COPY** returned to the Secretary at Room 10005, 10th Floor, Senate House, University.

I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee. **I agree to completion of a yearly progress report.**

Signature



Date

5, 09, 2015

**PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES**