

The effect of sensory marketing factors on customer loyalty during Covid 19: Exploring the mediating role of customer satisfaction

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ABSTRACT

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The loyalty of the customers is very important for the survival of the organizations. Therefore, the prime objective of the present study was to examine the effect of sensory factors namely visual factors, auditory factors, and touch factors on customer satisfaction and loyalty. For this purpose, data were collected from the respondents of restaurants in the UAE in the form of survey questionnaires. A convenience sampling technique was adopted for this purpose. The usable response rate from the data collected was 75.78%. For the analysis of the data gathered PLS-SEM was used for which smart PLS was used as the tool to examine the data. The findings of the study revealed that visual factors play a very important role in developing customer satisfaction and loyalty. The same was the findings regarding the positive role of the other two sensory factors. Moreover, the mediating role of customer satisfaction was also confirmed in the present study. The gaps filled by the study are mentioned and discussed. These results can be used by academicians and policymakers as well.

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1. Introduction

Sensory marketing is the marketing strategy that engages the senses of consumers to influence situation behaviour, judgement and perception. Sensory marketing is designed to attract one or more of five senses namely taste, touch, sound, smell and sight. One of the functions of sensory marketing is also to attract the combination of different senses of the human being (Ghosh & Sarkar, 2016). On the other hand, Kim, Lee, and Kim (2020) Pointed that sensory marketing is very important to compete in the market. On the other hand, researchers pointed out that in the organizational process the role of customers is very important. Customers are the aspect that organizations think about before making any kind of strategy. At this stage organizations decide the customers they are going to target and the way they are going to reach those customers. After assessment of these important points organizations decide regarding the segments to be targeted in market, product and creation of awareness. Thus, there is a lot of importance of the customers not only for the organization but also for the business environment (Lemon & Verhoef, 2016). Customers aim to get maximum satisfaction from the services or the products that are bought by these customers. Those organizations win the marketplace that develops successful customer relationships with their current as well as targeted customers. The feedback of the customers is the basis of quality services regarding services or products being used by the customers. It is important to note that if a high level of quality is provided to customers, the satisfaction level will also be high. It is also very important for organizations to research the customers because customers are vital for the success of the organization. At all stages of the product, it is important to research the customers (Seoki Lee, Sun, Wu, & Xiao, 2018).

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Researchers have pointed out that the profitability of the organization will increase along with the higher level of retention if the customers are satisfied with the performance of the organization because a satisfied customer is always a loyal customer. Therefore, every organization works hard on the daily basis to develop satisfaction among the customers as such customers will be brand loyal. The customers will choose to purchase the brand for which they are having a positive perception in their mind. Therefore, organizations should develop a positive perception in the minds of the customers to develop loyalty among the customers. On the other hand, relationship development with customers is the key to understanding the purchase decision of the customers (MARTEY, 2020).

In current business, the competition level among the organizations is very high. Therefore, every organization aims to attract more and more customers by developing loyalty among the customers because it is key for the success of the organization. Information regarding the level of loyalty among the customers is a sign of the progress of the organization regarding the relationship of the organization with the customers. Thus, it is strategically important for the organizations to understand the customers' needs. The success of the organization is dependent upon the long-term relationship with the customers along with increased frequency and transaction volume are most of the time profitable. Thus, a consistent effort to develop and enhance the loyalty among the customer is very important. Thus, sensory factors of the organizations must be settled in a way customer loyalty is developed among consumers. Moreover, the loyalty of the customers can be supported through reactions and preferences regarding the services and products (Albattat & Romli, 2017). Additionally, the loyalty of the customers will develop purchases in a regular manner that will lead to the generation of more income (Sudari, Tarofder, Khatibi, & Tham, 2019).

Thus, the main objective of the present study is to assess the relationship among three sensory marketing factors, customer satisfaction and Customers loyalty. Furthermore, the present study examined the mediating role of customer satisfaction among sensory marketing factors and loyalty. On the other hand, the present model of the study is underpinned by the SOR model (Mehrabian & Russell, 1974).

2. Literature Review

2.1 Sensory Marketing

Sensory is referred to as what people taste, smell, hear, see and feel when they are exposed to external stimuli of a certain environment. Sensory marketing provides consumers with an experience due to which a favourable image is created in the mind of the customers regarding the brand or business. The expectations of the customers can be influenced by the marketers through the adoption of sensory marketing from the strategic perspective. The marketers can create tangibility for the potential set of customers by giving information that is based on human senses (Petit, Velasco, & Spence, 2019).

According to studies, the sensory stimulus most of the time affects the long term as well as short term memory of the customers. Therefore, the sensory stimulus reacts as the main source of organizational components that develop a positive relationship with loyalty and customer satisfaction. On the other hand, studies have pointed out that sensory marketing plays an important role in the hotel industry. The emphasis of sensory marketing is towards the enjoyable experience and sensory factors of the products that are desired by the consumers (Jang & Lee, 2019). In this regard, scholars pointed out that customer satisfaction is influenced by sensory factors on a long-run basis. On the other hand, it is also mentioned that the consumer behaviour of the customers is affected positively through the use of sensory marketing in the hotel industry. Therefore, sensory marketing is used by several researchers in past research conducted in retailing, healthy eating, and destination branding sectors (Cornil & Chandon, 2016).

In the context of the hospitality industry, organizations must focus on attracting more customers by providing them with facilities. In this perspective, sensory marketing holds strategic importance. The products of tourism and hospitality are considered as hedonic products that are most of the time recognized as the capacity to allow a high level of sensory experience. Whereas past empirical studies on the role of certain sensory cues to develop customer loyalty are very few. It is because the intangible factors of the hotel industry challenge the marketers most of the time (Kim et al., 2020).

2.2 Sight Factors

One of the most prominent and developed sights of the human being is the sense of sight. This sense of sight is also termed by the authors as the sense of vision. Researchers also state that vision can be treated as one of the key factors to find differences and discover changes in the environment. Whereas it is one of the key senses to detect the services and products. In the past, most of the researchers have focused on the sense of vision to assess the effect of different factors on consumer behaviour (Hussain, 2019).

Most of the past studies regarding sensory marketing factors have examined the effect of pictures, colours and other visual factors in their research. Past studies have pointed out that warm colours increase the blood pressure in humans whereas the blood pressure is reduced because of cool colours like green and blue. On the other hand, it was revealed by scholars that the usage of yellow colours increases the usage of any product. For example, if yellow colours are used in the telephone booth,

the frequency of phone calls is increased. On the other hand, the hunger of the customers in café is increased because of orange colours (Pentz & Gerber, 2013). Therefore, colours play a very important role in stimulating any stimuli (Moreira, Fortes, & Santiago, 2017).

2.3 Touch Factors

Touch factors are also known as tactile factors in sensory marketing. Touch perception is the sense of a human being which is different from hearing and sight because it is not localized to any single body part. It is because the human can feel through different body parts having skin including bottom, chest, face, head, legs, arms, toes, fingers and hands. Researchers mentioned that tactile sense is based on several different complex sensations along with different human body parts which are much more sensitive than others (Pramudya & Seo, 2019).

Researchers also mentioned that touch stimuli or factors have a vital effect on behaviour. In this aspect, studies have revealed that the children who are massaged gain weight 50% more faster than the other children who are not massaged. Moreover, the heart rate of a person is also affected by the touch factor. Moreover, scholars noted that the quality of any product is determined by the scholars by touch factor (Pentz & Gerber, 2013).

2.4 Sound Factors

In terms of perceptual power, the sense of hearing among humans is considered secondary in comparison with the visual sense. The hearing system of human beings can convey a different kind of information after picking it up from the environment. The mood of relaxation in humans can be altered by sound factors. Moreover, the mood of stimulation or relaxation is also created by the factor of sound. Additionally, marketers use different kinds of music and sound factors to affect the mood of the customers (Neese, 2015). Moreover, the music used by the advertisers on the regular basis as the themes in the background create a positive association for the brands. Additionally, the feelings and emotions of customers can be associated with sound factors as they affect the experience of the brand. Whereas it is important for the researchers to pre-test before launching any sound stimuli and link it to the service or product (Jillson, 2014).

2.5 Customer Satisfaction

To achieve organizational goals, the organization needs to pursue customer satisfaction. It became more important to achieve customer satisfaction in the current competitive market of the tourism and hospitality industry. There are several different options from which customers can make the choice. Where the cost of switching from one product or service provider is also not very high. Whereas researchers also argued that satisfying the desires and needs of the customers is one of the important and basic organizational principles. On the other hand, to increase profitability and create loyalty among customers, achieving customer loyalty one of the key factors is to develop customer satisfaction (Yulisetiari, Susanto, & Saputra, 2020). So, one of the major tasks is to define and explain satisfaction among customers for the decision-makers of the tourism and hospitality industry. There are two different perspectives to define satisfaction among the customers namely cumulative aspect and transactional aspect. The transactional aspect of customer satisfaction is referred to as the assessment of customers based on the value that is obtained from the finished goods. Whereas, cumulative includes the overall customer experience that begins from the purchase of product till the consumption experience linked to the future, present and past performance (Namini, 2016).

Customers always develop their expectations before using or experiencing any kind of service and product. On the other hand, customers can have experience regarding the service or product. Therefore, these factors are included in the whole service or product experience. Thus, the cumulative aspects have more consistency in terms of experiential marketing. So, in past studies, customer satisfaction is defined as the purchase emotional and evaluation recognition of all the processes of purchasing (Aka, Kehinde, & Ogunnaiké, 2016; Yulisetiari et al., 2020).

2.6 Customer Loyalty

According to scholars, loyalty of the customers is to attract the right customers, persuade them to purchase, frequent purchase and in high quantity, and to recommend the service of the product to the more customers. It is revealed that when there is a sense of satisfaction among the customers, the loyalty of the customer will exist for the service or product. As a result, such customers will spread positive WOM and will have repurchase intention. On the other hand, studies are of the view that customer loyalty includes the recommendation of the service or product, cross-purchase, repurchase and commitment towards the organization or the brand (Ngoma & Ntale, 2019).

Whereas, scholars also indicated that there exist three basic characteristics of customers loyalty as the customers can spend more money to purchase a company or a service; believe that the service or product being purchased is valuable, and encourage others to use the same service or product of the organization (Öztürk, 2015).

3. Relationship Building

3.1 Customer Satisfaction and Customer Loyalty

One of the ways to examine the failure or the success of the loyalty process is through customer satisfaction. It is one of the ways to understand the track of the organization is by creating a long-term relationship with the organization. Therefore, researchers pointed out that customer loyalty is created by applying the strategies of the organization on a long-term basis (ZAID, PALILATI, MADJID, & BUA, 2021). Researchers conducted studies in the hospitality sector to examine the direct effect of customers satisfaction on loyalty and found a positive significant relationship among the variables. The satisfaction of the service or product will be more if the evaluation of the product is positive (Ferdous & Mim, 2021).

H₁. *Customer satisfaction is positively related to Customer Loyalty.*

3.2 Sensory marketing and Customer Satisfaction

Sensory marketing factors are important to create satisfaction among the customers. In this aspect, studies proposed a framework on the strategic basis that included human senses. Sense experience in this study was referred to as the object that affects the human sense by providing sensory experience through smell, taste, touch, sound and sight factors. Therefore, Moreira et al. (2017) defined sensory marketing as the technique of marketing that can be used by the researchers to communicate through five human senses with customers. Sensory marketing deals with the experience of the customers, enhances the level of association among organization and customers and makes the customer delight. Therefore, it is different from the traditional way of marketing (Liu, Bogicevic, & Mattila, 2018). The value is added to the service through sensory marketing as the product's essence is extracted and this experience is inserted into experiences that help in the decision-making process of the customers.

From the perspective of the service provider, the multi-sensory experience is the outcome of the mental state. It includes special thoughts regarding the communication among service providers and customers. Therefore, it contributes towards the service process and makes the experience the image in the mind of the customers. This perspective is termed as the thoughts, opinions, beliefs and feelings of the customers regarding the complete experience of the service or product. Therefore, satisfaction is considered as the judgement of the customers regarding displeasure versus pleasure (Satti, Babar, & Ahmad, 2021).

Customer satisfaction and the experience are influenced by the sensory attributes of the service or product especially in the hotel industry (Dzhandzhugazova, Blinova, Orlova, & Romanova, 2016). In this regard, it is revealed that sensory marketing and the satisfaction of the customers have a positive association. Whereas Satti et al. (2021) examined the role of different sensory factors in a hotel setting and found them vital to create satisfaction among customers.

3.3 Visual factors- Customer Satisfaction

Zaw (2021) mentioned that this era is the era of a visual-based world and we are surrounded by visual factors. It is because the visual sense of humans is considered as the sense that is most seductive, having a lot of power to affect the decision of the decision-maker even if there is no logic. Under visual factors of sensory marketing, the light pattern is modified into the industry due to which capability among customers is developed to perceive distances, movements, dimensions, and colours of the object. These feelings impact several different factors like selection of products, and the service provider, and create satisfaction for the service or the product. Moreover, it creates pleasure for the customers and helps in the decision-making process as well. This relationship is important because one of the key objectives of the service provider is to create a better customer experience. In this regard, scholars make the point that the needs of the customers are satisfied through complex experiences which are filtered in the form of visual stimuli (Ali, Perumal, & Shaari, 2020). Zaw (2021) pointed out that the visual aspect of sensory marketing is known as visual stimuli. It includes size, light and colours that are perceived by a customer. To improve the satisfaction among the customers, visual factors play a very critical role. The study conducted by Kantabutra (2008) revealed that visual stimuli play a very important role to develop satisfaction among the customers. Moreover, the findings of another study also revealed that the satisfaction level of the customers is affected significantly by the visual factors in the wedding decoration (Umbas, 2015). This finding is aligned with the findings of many other studies that discovered sight as the important factor to create a memorable experience.

H₂. *Visual factors are positively related to customer satisfaction.*

H₅. *Customer satisfaction significantly mediates the relationship between Visual factors and Loyalty.*

3.4 Sense of Touch- Customer Satisfaction

For a long time, touch stimuli are considered as the important factor to stimulate negative or positive emotions. A certain emotional response is created when a portion of food is touched when a customer starts eating the food at the restaurant. If

the touch cues are present in the product, the customer can identify the usefulness of the service or product, evaluate performance or perceive the quality of the product and develop the association with it. A customer can develop a sense of comfort or pleasure when touching the product through touch factors (Ridwan et al., 2021). The preference of the customer is enhanced for the food when the hand or mouth of the customer feels the food. Thus, a certain level of satisfaction can be created and intention to purchase the product can be developed. Therefore, touch elements are being recognized as an important tool of marketing. Moreover, emotions and touch factors are closely related to each other. Thus, satisfaction of the restaurant customers is affected positively if the touch cues are handled properly (Pramudya & Seo, 2019).

H3. *Touch factors are positively related to customer satisfaction.*

H6. *Customer satisfaction significantly mediates the relationship between Touch factors and Loyalty.*

3.5 Auditory factors- Customer Satisfaction

Past scholars have interpreted sound cues in terms of volume, genre and tempo of the music available at different locations where service is being provided. Based upon these sound factors the level of satisfaction, product evaluation, purchasing behaviour and time spent at a certain outlet is affected (Raab, Zemke, Hertzman, & Singh, 2013). For the same reason, music is used by the retailers to incline the customers positively and affect the mood of the customers positively to develop customer satisfaction. The in-store music being used by the retailers affects the mood of the customers which can influence customer satisfaction (Zeeshan & Obaid, 2013).

Music is referred to as the factor that affects the consumption level of the human being. At the very basic level music is being taught in terms of its effect on the sales of products and services. In terms of store experience, light music creates positive evaluation and develops satisfaction among the customers regarding the services and products. Additionally, scholars examined the effect on satisfaction by the music and found the significant positive effect of music on satisfaction (Roschk, Loureiro, & Breitsohl, 2017).

H4. *Auditory factors are positively related to customer satisfaction.*

H7. *Customer satisfaction significantly mediates the relationship between Auditory factors and Loyalty.*

Based on the above literature, the following framework is developed

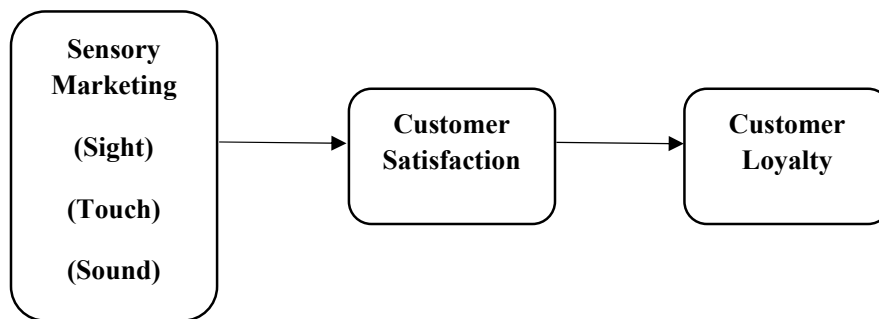


Fig. 1. Research framework

4. Research Methodology

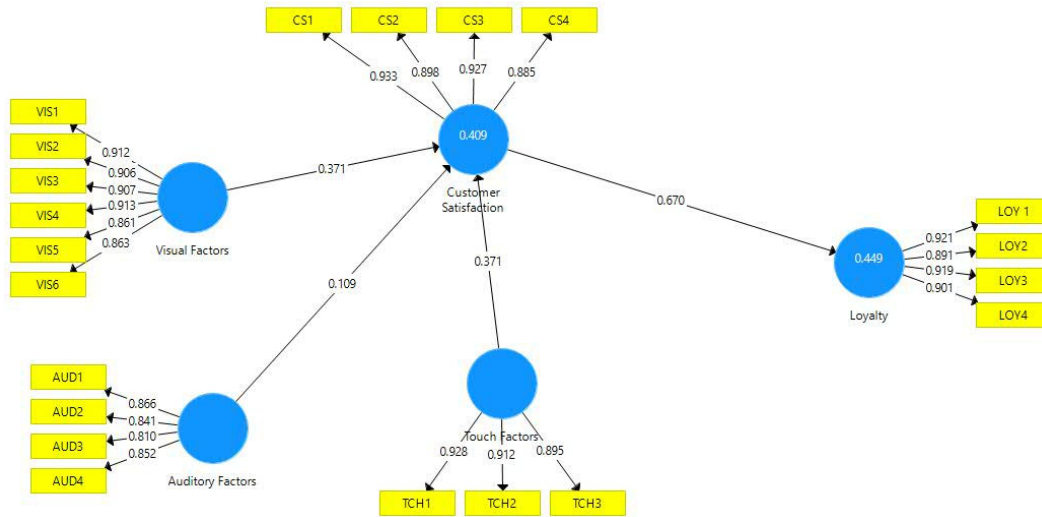
Survey methodology was used in the present research. The data was collected from restaurant visitors in the UAE. So, these restaurant visitors were the target population. For this purpose, convenience sampling was used for the collection of data. The minimum age of the respondent from whom we collected data was 18 years. Initially, the respondents were asked regarding their experience of the restaurants. Later their willingness was asked to fill the questionnaire. If the respondents agreed to fill the questionnaire, they were given the questionnaire. The questionnaire was divided into two parts. The first part was regarding the demographics in which the age and gender of the respondents were asked. The second part of the questionnaire was having questions regarding the variables of the study. The items of the study were collected from past studies. The items of the sensory factors were collected from the (Lee, Heere, & Chung, 2013). Moreover, the items of loyalty were adopted from Lee et al. (2013). In the end, the items of satisfaction were adopted from (Rindfleisch & Moonman, 2003).

The questionnaire was distributed among 384 respondents and 312 questionnaires were received back. These 291 questionnaires were usable showing a response rate of 75.78%. Among these respondents 56% of the respondents had the age between 18 to 25 years, 28% had the age between 25 and 35 years. The remaining were more than 35 years old. Among these respondents, 58% were male respondents whereas 42% were females. The second part of the questionnaire was designed using Likert

5 scale in which 1 was showing strong disagreement whereas 5 reflected strongly agreed. 3 was for the neutral opinion of the researcher. For the analysis of the data gathered Smart PLS was used.

5. Results

The present study applied SmartPLS as a tool for the analysis through PLS-SEM. Smart PLS is the software used by the researchers to assess the model proposed for research. To test the hypothesis and proposed research model, the analysis was conducted in two stages. The first stage is the measurement model whereas the second stage is the structural model (Sarstedt, Ringle, & Hair, 2017).



Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

Fig. 2. Measurement Model

The first stage of the analysis is based on the measurement model. At this stage, Composite reliability and Cronbach Alpha was evaluated to examine the reliability of the data. Moreover, factor loading was also examined. The researchers mentioned that the minimum benchmark for the factor loading is 0.50 (Bagozzi & Yi, 1988). It is evident from table 1 and figures 2 that this criterion is fulfilled.

Table 1

Factor Loading

	AUD	CS	LOY	TCH	VIS
AUD1	0.866				
AUD2	0.841				
AUD3	0.810				
AUD4	0.852				
CS1		0.933			
CS2		0.898			
CS3		0.927			
CS4		0.885			
LOY 1			0.921		
LOY2			0.891		
LOY3			0.919		
LOY4			0.901		
TCH1				0.928	
TCH2				0.912	
TCH3				0.895	
VIS1					0.912
VIS2					0.906
VIS3					0.907
VIS4					0.913
VIS5					0.861
VIS6					0.863

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

Later, the Cronbach Alpha and CR were evaluated which also fulfilled the benchmark of 0.70 in the present study as mentioned in Table 2 (Anderson, Babin, Black, & Hair, 2010). Thus, the internal consistency of all the variables was achieved. Later, it

is recommended to examine the AVE for which the minimum criteria are 0.50 (Bagozzi & Yi, 1988). Moreover, as all of the criteria of AVE and factor loading are fulfilled, therefore convergent validity was achieved.

Table 2
Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AUD	0.864	0.871	0.907	0.710
CS	0.931	0.932	0.951	0.829
LOY	0.929	0.930	0.949	0.825
TCH	0.898	0.898	0.936	0.831
VIS	0.950	0.952	0.960	0.799

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

After assessing internal consistency and reliability, discriminant validity was examined. For this purpose, Fornell and Larcker (1981) criteria were adopted. In this method, the square root of values of AVE was compared. In other words, the value of AVE at the diagonal must be more than the remaining values of AVE. Values of Table 3 shows this criterion is fulfilled as well.

Table 3
Fornell and Larcker

	AUD	CS	LOY	TCH	VIS
AUD	0.843				
CS	0.274	0.911			
LOY	0.314	0.670	0.908		
TCH	0.234	0.512	0.576	0.911	
VIS	0.213	0.510	0.503	0.312	0.894

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

Before assessing the structural model in the present study, the value of VIF is examined to verify the multicollinearity of the data. For this purpose, the value of VIF must be less than 5. The values mentioned in table 4 shows this criterion is fulfilled as well. The values of VIF shows there is no multicollinearity issue in the present study. Thus, the measurement model of the present study is established.

Table 4
VIF

	CS	LOY
AUD	1.083	
CS		1.000
TCH	1.145	
VIS	1.134	

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

After establishing the measurement model, the present study assessed the structural model to assess the proposed hypothesis. For this purpose, the bootstrapping procedure was adopted with 5000 resamplings. The t-values were used to examine the hypothesis at the significance level of 5%. As all of the proposed hypotheses were one-tailed therefore, the benchmark t value is 1.645 for the hypothesis to be accepted. The values mentioned in table 5 shows that all proposed hypotheses are accepted.

Table 5
Direct Results

HYP	Relationship	Beta	SD	T-value	P Values	Decision
H1	CS → LOY	0.670	0.043	15.412	0.000	Supported
H2	VIS → CS	0.371	0.055	6.684	0.000	Supported
H3	TCH → CS	0.371	0.060	6.134	0.000	Supported
H4	AUD → CS	0.109	0.048	2.249	0.012	Supported

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

Later the values of the indirect hypothesis were examined. The values in table 6 revealed that all indirect hypotheses are accepted as well.

Table 6
Indirect Results

HYP	Relationship	Beta	SD	T Value	P Values	Decision
H5	VIS → CS → LOY	0.249	0.041	6.068	0.000	Supported
H6	TCH → CS → LOY	0.248	0.046	5.437	0.000	Supported
H7	AUD → CS → LOY	0.073	0.033	2.193	0.014	Supported

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

While assessing the structural model, it is key to examine the value of explained variance also known as R square. R2 reflects the effect size showing the variation in the outcome variable because of the independent variable. According to Chin (1998), the value of 0.19 is considered weak, 0.33 is moderate while the value of 0.67 is substantial. According to the values mentioned in table 7 below, the R square in the present study is moderate.

Table 7
R-Square

	Original Sample (O)
CS	0.409
LOY	0.449

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

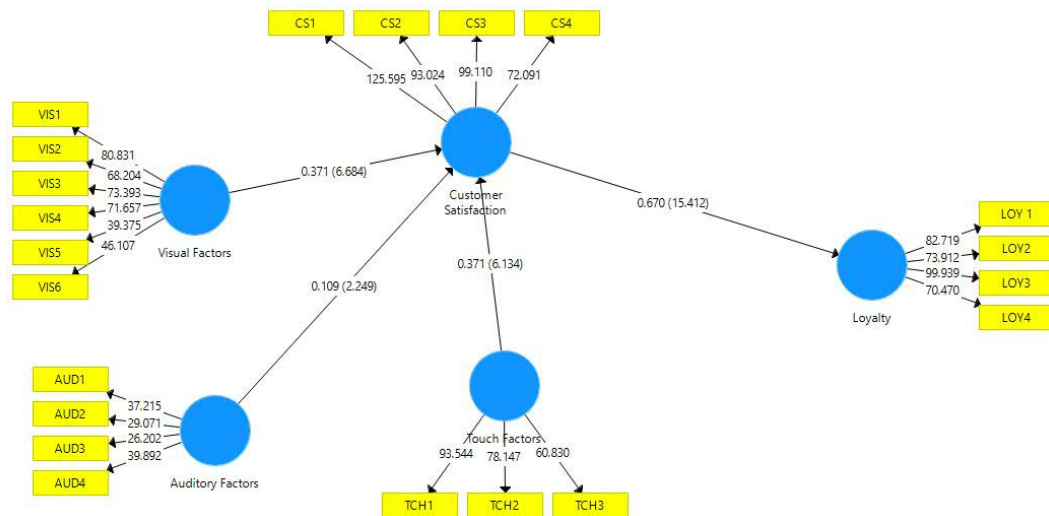


Fig. 3. Structural Model

Note: AUD= Auditory factors, VIS= visual factors, TCH= touch factors, CS= customer satisfaction, LOY= Loyalty

6. Discussion and Conclusion

Retention of the customers is important for the survival of the organizations. The customers who are retained by the organizations are very cost-effective. Thus the profit of the organization is increased. Moreover, such an organization can survive and compete in the market for a longer period. Therefore, this research was conducted to examine the sensory factors that can help in improving customer satisfaction and develop customer loyalty. The findings of the study support the claim that auditory factors in the restaurants of the UAE play a very important role to satisfy the customers. The visitors tend to stay more and spend more money in these restaurants having good quality and light music. The findings of the study are in line with the findings of (Roschk, Loureiro, & Breitsohl, 2017).

On the other hand, the customers also prefer touch factors as the evaluation criteria of the restaurants. The comfort of seats, the leg space and such other factors are key to evaluate the services of restaurants. The findings of the study are in line with the findings of (Pramudya & Seo, 2019). Additionally, the respondents of the present study mentioned that visual factors used by the restaurants are vital to developing satisfaction. Customers give importance to space and layout. Moreover, the colour scheme also plays a major role in evaluating the restaurant services. These findings are in line with the findings of (Umbas, 2015).

The findings of the study also revealed that customer satisfaction mediates the relationship among visual sensory factors, touch sensory factors, auditory sensory factors and customer loyalty. These findings are supported by the SOR model proposed by Mehrabian and Russel (1974). This study also has few limitations like other studies. Past studies can add other sensory factors like taste stimuli in the same model. Moreover, this model can also be tested in other sectors of the UAE like airline sectors as well. These findings will be beneficial for the policymakers of the restaurant sector to develop a strategy to retain them by using different sensory factors. Academicians can also use this study for future studies. These findings fill the gap of limited studies conducted regarding sensory factors examined in the restaurant sector of the UAE.

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