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**Multisensory Marketing, its impact on companies sales in Baku.**

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## ABSTRACT

Set up An association with the moving outskirts of the every one comprehensive community, necessities with meet those tents for their exists will make settled and the bushing holder by methodologies to those parts of the as generally gotten affirmation necessities. Human relationship for those outside reality is the fly dependent upon window orchestrated in the globule holder of the situation of the gateways about discernment. The globule holder of the bit of five feeling organs known as the portals for discernment What's more impact the generally government funded What's more fills in Concerning illustration those vehicle it need been consigned. Tasting, touch, perceiving and listening to depends upon the affectability of the see that powers human cerebrum investigate vulnerabilities Furthermore stylish worries impacts person face of the directorate around this surprising business to zone Also professionally utilized. At those start of this entertainers Also Along these lines promoting masters publicizing workplaces What's more promoters. The viewpoint for this headway Also proposed should insistence. This feeling of the publicizing skeleton to pick the describing the globule holder of the plausibility of the structure of the parts of the universe outside their affirmation limits, headway makes and the bushing Also area that extends at the client relations the middle of the correspondence about multi-dimensional undertaking with settle on a territory about examine.

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## **INTRODUCTION**

The last change in the market structure, portrayed by an extensive variety of products and ventures, delivered an adjustment in the customer thought and in the promoting instruments utilized by organizations to address their issues.

Considering likewise the less demanding access to worldwide markets, the principle shopper needs are to a great extent fulfilled and organizations need to act with new factors and to bring out the concealed needs. It is in this new situation that we can recognize another part of the customer, that from a subject who experiences turns into the hero.

In the conventional vision the "uninvolved" purchaser was viewed as the protest of the organization's promoting techniques: it had as its target situating and item entrance in the market however did not consider the limit of shoppers to receive a "self-referential system"<sup>1</sup>. This implies now purchasers choose for themselves their own inclinations and are not simple protests in the hands of the traditional vision of promoting. This progression's undertones going from a best down model in which won the market was changed by the organization, to a base up display in which the purchaser turns into the organizer of the business showcasing. The purchaser subsequently moves toward becoming "dynamic" and with whom the organization needs to bargain, from the minute they make items or administrations until the point that the time when they set costs.

This adjustment in the buyers part should essentially trigger a difference in mindset in organizations that will likewise bring about an authoritative change. The past arrangement of customer approach, CRM (client relationship administration), concentrated solely on procedures and frameworks that store the historical backdrop of relations with clients is currently upheld by another approach: the CEM (client encounter administration) that then again underlines the part human and authoritative, enhancing the association with the client. In this sense, the organization works through three instruments:

1. preparing on singular abilities for client relations (graciousness, viability, commitment);

2. mechanical apparatuses that encourage the production of a confiding in relationship;
3. business association that goes about as aid the formation of relation<sup>2</sup>.

Subsequent to recognizing the new part of buyers is important to recognize two dreams of purchasing conduct: the conventional one, "Instrumentally introduction", which distinguishes a procedure of levelheaded buy in view of neglected needs that drive the purchaser toward the demonstration of purchasing. The second one called "hedonic introduction", is rather a procedure in view of the scan for joy in the season of procurement, the buyer, for this situation, is searching for new purchaser encounters, he imagines eliteness, uniqueness and passionate contribution in their purchases<sup>3</sup>.

It is simply from this new need goes to another bearing for advertising, the multi-tangible showcasing.

With the utilization of tactile incitement, the organization will utilize deals and correspondence strategies in view of vital requesting of all the customer five detects. Not just the visual and sound-related, which normally are utilized basically in outlining an offering point, yet in addition the taste and smell. These are two approaches to summon feelings substantially more grounded than the others. Truth be told, smells are incitements capable, because of their capacity to engrave an enduring memory.

Extraordinary and delayed presentation to these encounters makes a profound and individual connection amongst the client and the organization, which along these lines stays on the short rundown of organizations that the purchaser lean towards for its purchases<sup>4</sup>.

With this approach, organizations endeavor to make in the purchaser a shopping background that includes the tangible measurement. We talk about this situation about the "experience economy": remarkable occasions arranged by an organization, for example, a showy execution, which includes people on an individual level bringing out constructive impressions. The focuses whereupon organizations can act for this situation are not anymore those conventional like item, value, advancement, and place, however, wind up fun, feeling and dream. Clients are viewed as passionate and normal creatures: the buy happens because of a decision that isn't just judicious yet in addition enthusiastic.

The experience itself can be separated into stages: the experience of foresight, described by research and arranging when client characterize the level of desire that he might want to see satisfied by the utilization encounter. The second is the phase of genuine acquiring background, the aftereffect of decisions and of contemplations made in the principal stage. The third is the phase in which real utilization of the item happens.

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## CHAPTER 1

### 3.1 The meaning of Multisensory Marketing

The most important success is inseparable from a marketing communications application one of the conditions of application of the message that consumers upon request is required to be detected. Perceived wrong or not at all a message not detected

the brand will not be of benefit. Therefore, detection, branding and marketing communication is extremely important in the sense of place. Detection; how an individual world what he saw, how to appeal to the five senses, and exposure to stimulant How do you interpret a concept. The environment in which the individual create a picture and description of the organization and the chosen during refers to the individual interpretation stage effort. Therefore, people can exhibit an original structure that can change the person (Schiffman and Kanuk, 2004:158). The selection and organization of sensory stimulus detection, with a meaningful all be brought into the process. This process occurs when a person's real information.

In other words, we know that how the world we perceive them (Özcan, 2007:71).

One important exception is the relationship between the senses and emotions. The language of the senses. So in other words, every sensation, positive and negative cases

correspond to the feelings, and those feelings is effective decision-making. For example, positive view glamour and attraction means that the negative outlook is the primary repulsiveness.

Positive voice, excitement, joy and movement; do not leave the cooling off and negative sound. Positive is a negative smell, desire and joy, anger and aggression. Sense of touch control of honor, pride and positive cases; in cases where negative is recessive, and gloominess. Dysphonia When the full satisfaction and happiness, positive negative cases is dissatisfaction and results in gloominess (West, 2012:169). Detection is not only what we do five activity.

We are five senses organs makes sense of information from comments, and our outside world We work to understand. But the important thing is for us five senses organs

The role of the senses in brand: Starbucks and coffee world brands...

isn't the real world; interpret information from our five senses organs, I mean

We perceive the world. For this reason, we ourselves, the other perception of the outside world people, our environment and how we evaluate products and offered us perceive effects (King, 2007:68). Therefore, when run with all the senses and he has disbelieved in the senses at the same time the results would be much stronger (Roberts, 2007:107). The same situation is also valid in terms of brand communications and marketing can be said. So in other words, a combination of the senses for brands operated time, that the results for the brand attitudes and behavior will be more positive.

Lindstrom (2010:141) as they read, especially visual image with another, for example sound or smell-it's much more efficient, much more when you match it's catchy. Therefore the full emotional impact consumer brands in order to create, rather than overwhelm, the consumer only logo at the same time fragrance spray and delivering

music to our ears strains more discovering that they can get good results. Due to this exact situation the concept of sensory branding.

Isolate boosts from neighborhood jolts towards individuals' tangible organs it is composed genuinely as far as perceivability and sounds good to its detects. Sense organs the way toward making these boosts taken from the air is characterized as important recognition. In this manner, a few protests that develop through sense detects the procedure must be comprehended as far as. He the purification procedure is the procedure of sincerely connecting from the person's items and the wellspring of these information. The outcome is a psychological connection between the lan objects. Hence, saw,

the all of a sudden comprehended question is put in the graph of the connection of the person with the universe (Özer, 2012: 151). This view of human life and significant process it winds up important to sit at specific spots with the experience. At the point when sensation is tangible data is deciphered. Individuals see questions as opposed to seeing stimulant groups. Protest recognition is, to some extent, a procedure characterized by inborn authoritative patterns. A story shape discovery propensity to gather inclinations, articles, or propensity to fill missing things (Morgan, 1993: 268). One perceptual process, for example, the procedure of bit by bit uniting parts of the Resin Gather. Fruition of all uncovers the full picture. It's approaching. People utilize all sense organs to see the occasions in the outside world; accordingly, perceptual recognitions, for example, visual observation, sound-related discernment and different discernments there. In this discernment, there is a fixation on visual observation (Özkalp, 2003: 59). Individuals perceive, assess and translate their condition, particularly the visual organ. Much data is set in my psyche with visual impressions and cautious impressions. Buddha the earth gives a less demanding and more lasting comprehension. It is an essential for the person to move in a specific heading; know the elective presence toward this path what's more, it is important to see this diverse information. Thus, in a specific time of the buyer, seen data about

subject and substance to achieve preference (Inceoğlu, 2004: 71). Subjects that individuals don't know or don't know frightening or irritating. Solace and trust in the items you see and see while human is learning and thinking in security. "Tactile data that we feel and use to learn and recognition. "When we feel, the sentiment the organs the brilliance of a light, the pitch of a manner of speaking, the temperature of the glass or needle we encounter numerous crude occasions like the torment we feel on the sun. Tangible experience is acknowledged as crude material; yet life isn't only a progression of faculties. Feelings in regular day to day existence are always going ahead during the time spent translation. Rather than a tone of songs in the center, a chilly, blustery sentiment rain remarks can. This influences translations of the sentiments we to have made important. process recognition (Morgan, 1993: 265). By assessing these emotions, we have to get particular target data to bring it publicists while presenting your items, it is conceivable to send this data they are found. With regards to item promoting, buyer discernment it is a procedure that is assessed out of learning. To act by the buyer the procedure is identified with how he sees reality. Therefore, the idea of discernment the part of useful and buyer practices must be known and comprehended (Kavas, 1997: 87). Subsequently, commercials are powerful on buyers and achieve customer observation. Purchaser assumes an imperative part in achieving discernment.

Promoting correspondence is a type of social correspondence with respect to the necessities society addresses through the market. It is characterized as the aggregate of the exercises attempted to make also, showcase a thought of an organization and its item, and dispersing the thought among different gatherings of individuals, e.g. the current and the potential customers, the organization's partners, what's more, other-wider- social gatherings which can be focused on (Szymoniuk 2006, p. 13).

Organization to-condition/condition to-organization correspondence is a dynamic marvel, what's more, we have seen the consistent advancement of new types of promoting correspondence from electronic correspondence (Internet and portable

devices<sup>1</sup> to the most recent, frequently unconventional, types of correspondence, for example, viral marketing<sup>2</sup>, buzz marketing<sup>3</sup> , guerrilla marketing<sup>4</sup> , and advergames. One of the most recent intriguing patterns is supplementing showcasing correspondence with impacting clients' detects, which is known as tactile promoting. As of now, an ever increasing number of logical productions are being committed to tactile showcasing, i.e. forming customer choices by tactile boosts (Krishna, Schwarz 2014, pp. 159-160). As opposed to customary showcasing procedures, tactile advertising considers more significant estimations of behavioral, passionate, intellectual, tactile, and representative nature. As various items have a tendency to be advanced through both verbal and non-verbal means, it is fitting to break down how the faculties can assist speak with customers (Hultén 2011, pp. 256-273).

Tactile showcasing depends on an all encompassing methodology towards the five faculties and its point is to give clients particular jolts. Sight enables us to see hues, light and its force, the plan and the graphical properties of different articles, bundling, stylistic theme, messages implied for us, and other key themes. On account of hearing, we perceive sound trademarks or on the other hand signature melodies, get voice or melodic messages, and spotlight on sounds. Notice causes us feel aromas related with brands, their sort, force, or consistence with an item's character. Touch enables us to perceive shapes, surfaces, temperature changes, weight, and delicate quality. To wrap things up – taste. In tangible advertising, it ought to for a message beneficiary be commensurate to the joy of utilizing an item or an administration (Krishna 2012, pp. 332-351).

### **3.2 The features of Multisensory Marketing**

How do our faculties can influence which items we like and which ones we don't care for

It might sound very odd and for some even unreasonable, in any case, that connection item buyer through the depiction of the first and our affectability to get and process data from the earth in which we live makes it is a characteristic procedure as dependably has been and, besides, it impacts our day by day decisions.

All things considered, the post-present day shopper needs to communicate with the world through his own. Thus, the human faculties collaborate constantly between them inciting an entire view of a brand, of an item.

The word tactile means identifying with sensation or the faculties, and the word sexy is comparable in importance, identifying with a delight of the faculties just like the word arousing; feel and other tangible recognitions influence what we like and what we purchase. In the past most brands didn't understand the tactile parts of items; they didn't consider the energy of faculties and how they influence our decision, in actuality.

Anyway, just as of late, showcasing specialists have brought up their consideration currently taking a gander at it tactile as-pects of items. Tactile advertising is a capable thing that, once fortified, can orientate the buyer decision, the word tangible means identifying with sensation or the faculties, and the word arousing is comparative in mean-ing, identifying with a satisfaction of the faculties just like the word sexy; feel and other tactile observations influence what we like and what we purchase.

Between the boost and the reaction, the cerebrum matches examples to the jolt to decide the required reaction. This procedure happens intuitively and prompts a scope of enthusiastic sentiments that direct the last reaction.

The subjective piece of the mind at that point post-supports the reaction and tunes the example coordinating:

Tactile advertising will hold on since faculties can influence the showcasing of items from numerous points of view; for example, sense can be utilized as an image (

Ferrari's red shading auto). Actually, tactile parts of items influence us in ways we had never envisioned.

Another sensorial method to expand item bid is by simply stressing the current sensorial part of an item. Along these lines Ax dull enticement antiperspirant's new and highlights a man made of chocolate that the young ladies can't get enough of ("Become as overwhelming as chocolate"). Indeed, even specialized items need to inspire our faculties embracing names like BlackBerry, Chocolate, and Touch. Things being what they are, how would we respond by utilizing our 5 faculties in the showcasing procedure?

### ***Sight as a type of multisensory marketing***

Until these days, the most imperative variable utilized by brands to create acknowledgment and build up a personality in the market is the feeling of sight. We can acknowledge logos, corporate hues, characters and other graphical apparatuses with which one can distinguish a particular item. The utilization of the logo isn't so vital (at any rate for a few brands), however, the affiliations incited by fortifying the sight sense through hues can advance the company mark leaving an awed sign on purchaser's memory. A fascinating illustration may be the blue and yellow shades of Ryanair that remind the organization name with a programmed dismissal of the boost.

Sight has been a compelling apparatus in showcasing and promoting for a considerable length of time. Be it a snappy logo, a beautiful notice or a sleek cover, locate has commanded over every single other sense in client's basic leadership process. Sight is by and large seen to be the most effective of the human detects, and it is likewise the most tempting. The technique of sight has been without hesitation in the tourism business as far back as its origin and obviously, the first to be focused by the brand administrators. Perception is utilized as a successful procedure in tourism advertising and correspondence before a traveler settles on the choice to visit the goal. Aside from customary representation procedures like promoting, visual and verbal personality, plan and style, tourism advertisers can likewise express tasteful

components through electronic media. An immense number of lodgings, eateries, travel specialists, for instance, give a virtual voyage through their on location areas by giving a 360degree all encompassing perspective on their site.

### *Sound as a type of multisensory marketing*

Maybe the second most utilized variable in showcasing and promoting is the feeling of hearing. All things considered, a large number of the sounds got from the utilization of certain specific item start to be exploited over-used to add to an utilization encounter and in this manner an upgraded review and buyer affiliation. for example, the pringles crunchy sound or even the exotic one of Magnum adv. All things considered, bunches of brands have related with their logo a sort of impossible to miss sound that, really, influence the customer at whatever point it is been tuned in (BMW sound in adv crusade).

A sound technique considers that the client responds with feeling when music and voice is available. The Sound articulations, for example, jingles, voice and music offer potential outcomes to make a sound ordeal. At the point when sound is utilized intentionally, a firm has awesome chances to make signature sound that describes its image. The retail industry to a great extent relies upon this type of promoting for review in the present mess of items. Beat aside, organizations pick music to articulate their image personality. Abercrombie and Fitch<sup>TM</sup> utilize uproarious peppy music with a overwhelming bass and wipe out holes between tracks, making an energetic dance club like air in its adolescent centered dress shops (Hulten2009). Victoria's Secret<sup>TM</sup>, then again, plays established music to summon a feeling of upscale eliteness for its image (Martin Lindstrom, 2005). Brands burn through a great many dollars on their items to enhance their image esteem, towards the finish of the 1990s, Daimler Chrysler made a 10-design division whose sole assignment was to make the perfect sound for the opening and shutting of an auto entryway (Martin Lindstrom, 2005). In the tourism business, sound methodology can be an effective instrument to

make preeminent tangible experience and lift review. The sound of bagpipers, for instance, helps us to remember Scotland. For eateries more worried about expanding the spend-per-client proportion, slower music makes longer eating circumstances, prompting a 29 percent expansion in the normal charge as per one investigation (Martin Lindstrom, 2005). Goa has its one of a kind old stories which is supported by customary music and move. This music and beat is particular and can be emphatically connected with the Goan custom and culture. For an all encompassing background Goan music can be played in the foundation by specialist co-ops whether in an eatery, or in visit vehicles, in clubhouse or shopping arcades. In actuality, even at air terminals and railroad stations music can be utilized to build up the Goan encounter.

### ***Touch as a type of multisensory marketing***

The feeling of touch is frequently called the close sense or the proximal sense. Alternate detects act through some medium; vision, smell and hearing all work through the air, while for taste the wetness of spit must be available. Just with the feeling of touch do individuals normally just feel things that really come into contact with them. Touch can be reached out past its ordinary body limits. Almost certainly marks perceive our solitary sensi-tivity and normal propensity to feel our condition as a methods for association and inclusion with it. An exceed expectations loaned case of this is given by iPod's touch or iTouch as it is more generally known. Here the item name itself focused on a tactile part of the item and offered proprietorship to iTouch of that sense, the feeling of touch."touch your motion pictures, photographs and that's only the tip of the iceberg"

Most firms have not yet understood the essentialness of animating the human faculties for practical advertising, yet brands that add to extraordinary touch encounters have great chances to make a character and picture around a item regarding material showcasing (Tangible Promoting: 2009). Consolidating the feeling

of touch in marking correspondences of specific items isn't troublesome. This can be accomplished, for instance, by giving clients the support and chance to deal with items, for example, in retail condition – as opposed to setting up 'Don't TOUCH' signs.

### *Taste as a type of multisensory marketing*

Taste is the sensation created when a substance in the mouth responds synthetically with receptors of taste buds. Taste, decides flavors, the tactile impressions of nourishment. In reality it has such a wide significance for nourishment organizations in light of the fact that fortifying the feeling of taste it is conceivable to remember that sort of flavor associat-ed to a particular brand. Organizations, for example, Mcdonald's or even CocaCola, have been influencing tremendous to contribute ment to distinguish their individual items in a single particular taste. In any case, the inclusion of the feeling of taste in business procedures has left their living space, with the goal that it might geologically contrast for some particular items.

The sensorial technique of taste is difficult to present in the tourism business as a result of its substantial attributes.

In spite of the fact that it holds a colossal hugeness in the Nourishment and drink industry, it can be used by alternate areas of tourism also. Taste encounters of various types can add to making a picture of a brand. It doesn't matter whether a firm or a brand normally pulls in with its items. (Bertil H., 2009). Goa is known for its unmistakable cooking styles, well known for its crisp fish and formulas like 'Vindaloo'. Taste-buds are empowered by the review for any individual who has had a before encounter as the sharp flavors are hard to overlook.

Additionally, Goa is acclaimed for its blending of different drinks like wine and cashew Feni, which are normally taken as gifts by the visitors. This can be an open

door for the advertisers to offer their item by giving an inspecting of the refreshment to invigorate taste buds, empowering their deals and making an affair.

### *Smell as a type of multisensory marketing*

The human nose can recognize more than 10,000 unique smells, other than being the most touchy of the faculties; it has an enormous suggestive energy of recollections and encounters throughout the years. Not everything ap-employs to all items, yet unquestionably it merits testing a little and ensuring what we are improving the situation our image. How about we think about lemon dishwashing cleanser; the lemon influences individuals to feel clean. The early association may have been built up in light of lemon's causticity and its utilization in prior circumstances. At the point when individuals began asso-ciating the lemon fragrance with a sentiment tidiness, even an alternate incitement more situated on tasting, couldn't block the apparent connection from holding on, so a lemon aroma still designates "more clean".

Another sensorial method to expand item claim is by simply underscoring the current sensorial part of an item. In this manner Ax dull enticement antiperspirant's new and highlights a man made of chocolate that the young ladies can't get enough of ("Become as overwhelming as chocolate"). Indeed, even specialized items need to bring out our faculties embracing names like BlackBerry, Chocolate and Touch.

As conclusion, jolt prompts sentiments/enthusiastic which prompts intellectual idea and we have to un-derstand how and what passionate reactions originate from various boost notwithstanding the normal highlights and advantages that individuals will contend drive their choices. Faculties are agreed with sentiments and without this passionate evaluation individuals would discover relatively difficult to take choices.

A sound system considers that the client responds with feeling when music and voice is available. The sound articulations, for example, jingles, voice and music offer conceivable outcomes to make a sound affair. At the point when sound is utilized

deliberately, a firm has awesome chances to make signature sound that portrays its image. The retail industry generally relies upon this type of publicizing for review in the present mess of items. Rhythm aside, organizations pick music to articulate their image character.

### **3.3 Advantages of Multisensory Marketing**

The essential capacity of sense organs in the human personality is a plan for the outside world to make. People have the fixation of gaining pictures through different organs by making them significant for him. This point is accomplished through different organs impressions give a psychological perspective to an alternate piece of the truth.

On account of publicizing, a working correspondence process and the procedure proceeds through the notices of customers items are being attempted to be seen. This recognition has been items that are publicized in view of their experience, are to be persuaded that they are items that can be utilized. In the examinations and in the writing seeks, the publicists, through the sense organs it is very great that individuals have a tendency to lean toward data learned with codes that are framed in the brain. With this strategy, the advertisement is well-known to the item and to give huge points of interest. Albeit each person in the objective gathering is the same sponsors are not ready to utilize tactile codes (images) endeavor to achieve their organs. This period of endeavors is tended to in after generation advertising since the item is currently on racks or in the store, holding up to be bought. Shopper outer appearance, shading, example, model or notice, freshness to the store, In the event that you will be a markete nourishment, perhaps you will have an opportunity to take a gander at the taste. Garments on the texture by touching, and by picking natural product it will see its essence and receive the item so. Blossoms or will notice the excellence item require, incline toward the most fragrant one and get it. The shading and shade of

Pecheten will be chosen among the most engaging the visual taste. The towel gives the mildest sentiment the floor coverings, the shade of the auto and the most alluring the brand/(display) that gives a charming inclination will be favored. Humankind utilizing five detects it sees the transmission from the business in general through publicizing through the commitments of its own understanding and learning. The visual, sound-related, smell, material and classy faculties of the item the intended interest group, the promoting office itself, the promoter code the message. Tending to the sentiments of the intended interest group if a buy activity happens particularly bundling, scent, shading, quality, delicateness, freshness, and so forth., - while the awed promotion is thought to be a win marker, the sponsor and publicist the criticism of the encoded message to center around the tangible impression of the obtaining activity (criticism). Location process is deciphered in various ways. As per a few communicators, to animate tactile organs and to cheat the apparent purchaser as a technique for misleading. As per a few communicators and specialists it should be utilized to advise and influence individuals. Scientists and science the "psychological mistreatment" that has prompted the gathering of men has been an issue for a long time, has turned out to be one of the best issues talked about. Another critical issue emerging from the examines is that the present customers they have been presented to an exceptional promoting message that interests to their faculties. in the end publicists to appear as something else, to convey these exceptional promoting messages to the purchaser; buyer with the point of getting them through the calligraphy of the sense organs. In this manner to utilize their tender loving care meticulousness, and to be effortlessly encompassed by mess contamination they lean toward the strategy for sending messages specifically to individuals' observations so as to be recognized It is comprehended. With regards to promoting gathering, sponsors' touching, smell and taste are considered esteem. Then again, mental individuals who have abused their feelings in the the gathering's conviction that they are illegal are likewise imperative It is imagined that it ought to be situated between.

## CHAPTER 2

### 4.1 Application of Multisensory Marketing in the world

It is usually acknowledged that brands are accomplices in a dyadic association with buyers and that brand identity impacts the relationship buyers set up with brands. This view features the all encompassing character of the brand and is in agreement with the asserted requirement for a social utilization approach (Keller, 2003). The creative approach of Fournier (1998) has grounded the idea of customer mark connections in a relational relationship illustration, by finishing up that they are a wellspring of self-adequacy, confidence what's more, self-personality. Expanding on Fournier's investigation, Aaker et al. (2004) built up a calculated model to clarify buyer mark connections, proposing that demonstrations of transgression and brand identity play a noticeable part in the relationship quality arrangement. Brand identity is construct to a great extent in light of deductions from perceptions of practices that the brand creates as a accomplice in an association with the client. This connection is dynamic and shaped by both physical and mental components of the item and the signs of brand personality (Batra et al., 1993; Kapferer, 1994). In addition, Fournier and Lee (2009) guarantee the need for a more adaptable brand relationship that permits people to embrace new parts as lives, ages and qualities change. The procedure depends on a balance between buyer identity and brand identity. Contemporary buyers look for new utilization encounters in their regular day to day existences and the utilization process has been influenced by the steady requirement for curiosity, symbolism, feeling and fun. A few researchers (Cova, 1999; Brown, 1999) advocate that individualization as a way of life communicates contemporary societal culture and that self-satisfaction is connected to the personal satisfaction and welfare, regarding evolving utilization designs. In contemporary society, "the implications of items are never again settled or connected to their capacities, yet are free-drifting as every individual may attribute the implications he/she wants to the

protest" (Cova, 1999, p. 77). It is clear that these intellectual and enthusiastic needs must be satisfied if mark identity is constructed consistently on sensorial techniques that produce one of a kind and exceptional multi-tactile brand-encounters in a B2B or then again B2C relationship setting. Every individual sees and encounters benefit, the two merchandise and administration segments, through the faculties. It is in the human cerebrum that the tactile data is put away (tangible memory) and a picture is made as far as mental originations and creative energy (here and now memory) to be additionally initiated by long haul memory. This picture is the consequence of the positive or negative tangible encounters a person gets from an administration that is synonymous with the brand (Grönroos, 2007). Hultén et al. (2009) consider that every individual has a subjective encounter, which can be depicted as "involvement rationale", and that rationale is individual and individual in light of how singular human faculties see and translate the multi-tangible brand-understanding. Moreover, a tactile showcasing model promotes that a firm should treat its clients personally and by and by. Keeping in mind the end goal to produce client esteem, firms ought to make mark encounters and tangible climates, in which feelings can be communicated and recollections initiated further (Hultén et al., 2009). Multi-tactile brand-encounters should speak to the human personality and faculties, giving an utilization encounter coordinated towards "dreams, sentiments and having fun" (Holbrook and Hirschmann, 1982), with items getting to be "ancient rarities around which clients have encounters" (Prahalad and Ramasvamy, 2000). A fundamental suspicion in a tactile advertising model is that multi-tangible brand-encounters just happens at the point when cooperations happen amongst people and firms, in light of an incitement of the five faculties in creating client esteem, encounters and brand as picture. Deeping and individualizing new tactile encounters of various types "can expand the quality of client treatment, which can prompt more grounded mark acknowledgment and brand picture in the long haul" (Hultén et al., 2009, p. 13). This view is in agreement with Lindstrom (2005), who advocates that the enthusiastic connection between the shopper and the brand can be improved through a multi-sensorial correspondence stage. Additionally, the client's passionate disposition will be

improved and more extraordinary, in view of the engaging level of the brand involvement and the quantity of faculties engaged with the tactile incitement. In this respect, a tactile showcasing model proposes both a value-based and a social approach, so as to treat "clients through sensorial procedures to achieve a preeminent tactile affair" (operation. cit., p. 14) in light of a dyadic connection between the purchaser also, the brand in a B2B or B2C mark relationship setting.

Cruel worldwide conditions make it essential for each firm to endeavor to infiltrate the group and commotion of brands, by coming nearer to its clients (Bertil H., 2009). With the business sectors flooding with items and administrations, conventional types of showcasing like mass advertising and relationship promoting are insufficient. For a considerable length of time, locate has overwhelmed the showcasing hones. The other imperative detects Notice, Sound, Touch, and Taste have been generally dismissed, in spite of the way that a client utilizes each sense before settling on a choice about a brand. As indicated by specialists, Tangible Advertising perceives the significance of intersection the boundaries to mass showcasing.

It contacts clients in a more individual and private route by putting the human mind, with its five detects, at the focal point of advertising. The mind of an individual registers a brand, and a picture is made as far as mental originations and mental pictures. This picture is an aftereffect of the encounters an individual has with a firm or a brand.

Every individual has a subjective ordeal that is called "encounter rationale". It is an aftereffect of how the person's five human faculties see and decipher an affair, either independently or together (Hulten, Broweus and Van, 2008). Vision is the most vital and convincing feeling of smell being the second most imperative one, trailed by hearing, taste and touch (Lindstrom and Kotler , 2005). Sight is in this way customarily saw as the most tempting sense and the most clear one utilized by brands. Sound then again can enable us to produce temperaments by making sentiments and

feelings. Taste and smell are firmly associated, despite the fact that scent is 10,000 times more touchy as it taps directly into our memory (Kennedy 2008).

Singapore Carriers, for instance, coordinates the fragrance in the lodge (smell) with the inside shading plan and the outfits worn by flight orderlies (locate) to make an interesting sensorial affair for their clients (Joshua G. 2008). Bellagio inn and gambling club in Las Vegas supplanted its new cashless models (short tasteful clang of falling coins) with the first opening machines since they lost clients.

By going past the conventional showcasing media of sight and sound, brands can set up a more grounded and dependable passionate association with clients. There are contemplates demonstrating that odoured regions increment the use of space machines (Hirsch 1995), that encompassing aroma positively affects social associations (Zemke and Shoemaker, 2006), that lining is seen less distressing in scented territories (Mc Donnell, 2002) and so forth. There are additionally thinks about that demonstrate a positive connection between's the use of fragrance and the expansion of offers (Sprangenberg et. al., 1996; Morrin what's more, Chebat, 2005).

It is explained more enlightened by the tourism company: The paper draws on the discoveries that customary tourism showcasing strategies are not adequate to make mindfulness furthermore, inspiration among voyagers to a movement to a specific place, given the messiness of sprouting goals. With the approach and prominence of the computerized media, potential explorers and sightseers are presented to a plenty of alternatives. The monstrous number of vacationer goals prompt harder rivalry and jumbling, bringing about an advertisement avoidance. In this way, to pick up an edge over contenders, new and creative promoting techniques must be produced by advertisers and brand directors. To stay aware of the requests and desires of the clients, the tourism industry needs a change in perspective from 2-D (sight and sound) to 5-D showcasing. To make sentiments of credibility and experience among clients and clients, a between an average blend of sound, locate, notice, touch and taste ought to be empowered with tourism advertising. The connection between

multi-tangible promoting and tourism is straightforward, yet by and large subtle: encounters advise us faculties, the faculties being connected to our memory and recollections tap directly into our enthusiastic makeups. Along these lines, the tourism supervisor who can create applicable and focused on sensorial encounters can take advantage of vacationers' feelings, making positive and durable recollections which guests can later recover to make the positive-word-of mouth about the administration and goal, with families and companions.

## **4.2. Application of Multisensory Marketing in Azerbaijan**

As we examine in detail the nature of multisensory marketing, its components, the impact on consumers as well as the world's applications, let's look at how the multisensory marketing is now being used by local and global companies in Azerbaijan. Considering the 5 feature of Multisensory Marketing, let's take a look at the multistensor marketing experience in the Starbucks example before you can record basic information about each one.

Starbucks is the world's biggest chain of cafés, with around 40 million guests for every day. A visit to Starbucks is considerably more than a measure of espresso. By utilizing a tactile promoting system the organization makes a more profound and more individual association with its clients. This is accomplished by including all five human faculties to offer the client a add up to tactile involvement. As right on time as the 1980s Starbucks built up a system for making and conveying a tangible ordeal to shoppers as an approach to reinforce the brand. Giving the brand advance stylish and passionate qualities and measurements were viewed as fundamental to making a perspective of the chain as a third place outside of home and work.<sup>3</sup> A visit to Starbucks ought to be an affair for the psyche and the heart. The moving condition makes it agreeable to peruse a book or talk with companions. The green and yellow of the inside, together with wonderful lighting, offer a mitigating and soothing visual

experience. The unwinding music is chosen with accuracy and care by the Starbucks Content Group to make the "sound of Starbucks." Add to this the odor and taste of the naturally ground espresso, and also the agreeable surface, robustness, and state of the easy chairs, and you have the qualities of the tangible experience of the brand. Starbucks utilizes a tactile promoting structure in making an air where encounters can be molded, feelings can be communicated, what's more, recollections can be made.

### *The influence of companies on the people's minds through the vision authorities in Azerbaijan*

Representation as a technique for the sight sense implies making brand mindfulness and building up a picture of an item or a brand that thus hones the client's tangible encounters. The photo a firm needs to pass on of itself at that point adds to its personality and is the reason for the picture clients has of it.

Chief Jörgen Appelqvist, organizer, and proprietor of the Swedish design

retailer Gina Tricot calls attention to the centrality of a methodology for the sight sense: "What the eyes see is critical. I say that the eyes purchase 70 or 80 percent of what individuals purchase. This is gigantic, tremendously essential to tolerate as a top priority."

A firm's or a brand's personality, as a recognizing trademark, is regularly communicated through various stylish components in promoting

for example, promoting, visual and verbal character, plan, and style, yet additionally through electronic media, Internet landing pages, or representatives. As a rule – for instance, on account of wares – an envisioned personality can enable clients to perceive a brand.

Sight is by and large held to be the most intense of the human detects, and it is likewise the most alluring. The sight sense and the visual framework let us find changes and contrasts when we see another outline, an alternate the bundle, or another shop sub-par. A photo is framed on the retina of the eye, where complexities and contrasts are fortified concerning shading and shape, for instance. Each a photo framed is contrasted and past encounters and recollections; each new picture has a relationship to prior tactile encounters. Therefore, a sight methodology rests upon various visual sights articulations, every one of which, alone or together, can elucidate products and ventures and additionally the administration scene. Articulations, for example, plan, bundling, and style are regularly more intently connected with products than with administrations. Then again, articulations, for example, shading, light, and topic can happen in the two merchandise and administration experiences, which is additionally valid for articulations, for example, realistic, outside, and inside.

One of the topics we will talk about in a wider range is colors. Because the colors are greatly superior to human psychology. For example, McDonald's café-restaurant ranges tend to dominate red and yellow colors. Red is also a color that quickly attracts the yellow color, but as quickly as it draws. That's why it attracts people's attention quickly, but consumers can not sit down for a long time. Also, red color opens the appetite of people, which is a multisensory marketing strategy.

### ***The influence of companies in Azerbaijan on the people's perception through the sense of hearing***

The sound has dependably been of extraordinary significance in the public arena. A great many people connect a significance to sound, and music as a wellspring of

motivation is frequently utilized as an approach to shape a man's personality. From birth, babies accomplish a superior comprehension and view of reality through sound.

An ever-increasing number of firms are understanding that sound can be a system to reinforce the personality and picture of a brand. Sound articulations, for example, jingles, voice, and music offer conceivable outcomes to make a sound affair. Such articulations can likewise be utilized to make heedfulness around an item or a brand or to strengthen a picked subject.

Sound – frequently through music – is thought about when benefit scenes, for example, shops and grocery stores are attempting to make a decent environment. At the point when sound is utilized intentionally, a firm has extraordinary chances to make a marked sound that portrays its image. It

is likewise conceivable to utilize and enlist a lawful sound brand, as shown by the brand Hemglass in Sweden and Hjem-Is in Denmark. Merchants who offer and convey dessert to Scandinavian family units play an outstanding jingle from the amplifier of their van to advise clients the time has come to purchase frozen yogurt.

A sound system considers the way that clients respond

with sentiments to music and voices. In making a sound affair it is essential to have an all-encompassing perspective of a firm whereby all sounds, from the switchboard to the voices of the representatives, are considered. Utilizing a craftsman or music maker can be alluring as a method for communicating the personality of a brand in another, interesting way. This requires endeavoring to wind up more individual or individualized. Computerized innovation offers conceivable outcomes for a firm to adjust and control sound to make worthy acoustics in the administration condition.

Making a sound ordeal can require the disposal of sound that is exasperating. This disposal can be accomplished with "sound dividers," which control sound between various spaces.

If we go on with the same example, Mc Donald's uses rhythmic music to help consumers quit consuming products and leave their rest. Rhythmic music accelerates people's blood circulation, which in turn stimulates more energy and psychological hurdles. Thus, rhythmic music causes both the same consumer to buy more, as well as quickly leave its space, thus speeding up customer turnover. But they do not always use rhythmic music to increase the consumer's interest rate. For example, in the Nargiz Café, which is a brand of Azerbaijan, they use mostly quiet and high-quality music. It causes the people to relax, as well as feel elegant and spend more money. Of course, in both cases, revenues can be upgraded and brands should use these methods most appropriate to their strategies and concepts.

### ***The influence of companies in Azerbaijan on the people's perception through the sense of touching***

The touch sensor is the material sense by which we have physical contact with the encompassing scene and can explore three-dimensional items. The touch sense additionally adds to building a frame sense that lets us know whether a protest is sharp, hard, or round, say. In such manner, it isn't essential for us to touch the question itself. We can recall and remember how something feels through basically taking a gander at it or pondering it. Most firms have not yet understood the noteworthiness of the human faculties for a maintainable promoting, yet marks that add to special touch encounters have great chances to make a personality and picture around an item as far as material showcasing. Brands can be elucidated through material sense articulations, for example, material and surface in item and

administration scenes, and furthermore through temperature and weight. One illustration is that overwhelming articles for the most part are related with high caliber. Other sense articulations of significance for the touch encounter are frame and steadiness, of which the notable green Coca-Cola bottle is a fantastic case as far as its remarkable shape.

For physical cooperation with clients to be conceivable requires that a firm's items are accessible in physical shape. Clients must have the alternative to touch, press, turn, and reverse distinctive items. The consolation of touching can prompt clients being willing to interface with items they more often than not don't take note. It expands the odds for motivation purchasing or spontaneous buys. The touch encounter is likewise of significance in buying and devouring administrations. This reality is frequently perceived, for instance, through delicate seats for comfort at a movement organization and through hard seats and tables at a fast-food eatery.

At last, it is critical to take note of that computerized innovation offers expanded conceivable outcomes to make sensible touch encounters amid item improvement. Computerized innovation can create a touch involvement through reproduced weight and vibrations, for instance, for air ship, autos, or computer games. Innovation is additionally accessible that extends the skin when a computerized question is touched, which makes it conceivable to reproduce the feeling of touching something that is envisioned on a screen.

The best example of wearing can be clothing brands. For example, the majority of the clothes of the Massium Duty clothing brand in Azerbaijan are fluffy and soft. Touching that piece gives a person a sense of satisfaction. With another approach, we can say that washing powder has a great effect on tissue. We will not use that detergent powder if we use the detergent powder coating. This is a consequence of multisensory marketing on the sale of companies. These brands, as well as those who wish to wash the powder, should calculate the degree of saltiness and hardness of

water in Azerbaijan, and calculate how it can affect the mixing of water with powder. The world-famous brands such as Ariel, OMO, are well-used brands for both their perfume and their quality, as well as the white ones as well as their softness.

### ***The influence of companies in Azerbaijan on the people's perception through the sense of tasting***

The taste sense is one of our most particular enthusiastic faculties. This reality is frequently communicated in regular day to day existence through ideas, for example, sweet, harsh, and a matter of taste. We utilize the taste buds on the tongue to detect tastes, despite the fact that there are additionally taste buds in the sense of taste and in the throat. To reinforce a firm's or a brand's personality, taste encounters of various types can add to making a picture of an item or a brand. It doesn't make a difference whether a firm or a brand normally draws in the taste sensation with its items. In this manner, tastes can fill in as a zest for a brand to give it additionally measurements.

At the point when firms are giving beverage and sustenance, this is a typical way

to collaborate with clients and encourage their tactile encounters. It can likewise occur in circumstances where match firms contend with items that are comparative as far as cost and quality. In these cases, tastes can separate one firm's image if, for instance, sustenance, drink, or dessert shop is added to draw in clients and stand out enough to be noticed. Since articulations, for example, name, introduction, and information are imperative and add to the taste encounters of clients. Learning about how, for instance, unique tastes and taste structures respond together can make the tangible experience of the individual more profound and more significant. It is likewise vital to think about how sustenance and drink are exhibited to clients. It has been demonstrated that clear names can expand the offer of specific dishes by about 30 percent at eateries. In addition, a taste experience can be reliant on how

extraordinary faculties – for instance, notice, sight, and touch – connect in an advantageous interaction, which can prompt cooperative energies

for a considerably more grounded taste involvement. In such manner way of life and the earth – for instance, the character of an eatery – is of significance, just like they want for the client's pleasure.

The taste an individual sees involves substantially more than just the brand's real taste; it incorporates fragrance, sound, outline, and surface. Consequently, the idea of "taste" is regularly more identified with the client's entire tangible experience than to exactly what is placed in the mouth.

One of the best examples of Azerbaijan in the field of taste is Hurgun brand. Here you can buy dried fruits and desserts of all kinds in different shaped dishes and khaps. Generally, cafés and restaurants tend to be trends, and tasting is one of the most important factors. The main factor that surrounds a cafe over others is whether or not the food is delicious. If the restaurant has its own special dish, it is a great advantage for her. As an example of an unsuccessful example of tasting sense, we can say that the Gosha Gala restored in Mardakan. This restaurant's vision sense, sound sense, touch sensation, smell sense are well developed, but the food is far from its competitors. For this reason, it is not a favorite place, even though it is interesting and pleasing to the person.

### ***The influence of companies in Azerbaijan on the people's perception through the sense of smelling***

The odor sense is firmly identified with our enthusiastic life, and fragrances can emphatically influence our feelings. A person can recollect more than 10,000 distinct aromas and the impression of a fragrance experienced before is sufficient for us to connect it with prior recollections. Fragrances can add to tangible encounters that make enduring memory pictures in the client and construct mindfulness and make a

picture of a brand both briefly and long haul. This can occur through here and now showcasing exercises, where the part of the fragrance is to make consideration around an item or a brand, or long-haul systems, where the fragrance turns into a noteworthy component of the character of a firm. Certain articulations with respect to the synthesis of a fragrance are unequivocal for our fragrance encounters. Among these are the regular association of a fragrance to an item – its item compatibility – and the force of an aroma. These articulations are imperative when aromas that appear to be connected to items have a tendency to contribute all the more intentionally in a positive the route to the tangible experience. Contrasts between men what's more, ladies with respect to the view of fragrances clarify why sex as an articulation additionally is of incredible significance in considering a fitting sensorial technique for the scent sense. Interestingly, unobtrusive fragrances can influence an individual all the more unknowingly In an administration circumstance, for instance, fragrances can build the prosperity of clients and add to a decent environment. Fragrances can likewise positively affect clients' dedication to a firm. The fragrances of vanilla and clementine, specifically, influence clients' conduct by making them unwittingly remain longer in benefit scenes, for example, shops or markets than they would some way or another have done. Aromas additionally enhance the review and the acknowledgment of a brand. A few firms endeavor to interface specific aromas to their brands through what are called signature fragrances. This association can likewise be made through a legitimate aroma mark, whereby a firm utilizes a fragrance alone as an enlisted exchange stamp. One preferred standpoint can be that the firm never again needs to utilize visual logotypes in its promoting methodology and strategies.

There are many things effect on see, if you are a missile, the width and height of the earth are so simple to look at, but as elegant as it can look, color harmony, fitting of things, fitting the product to the eye and so on. We can say some factors.

Geometrical figures are one of the most important factors affecting the psychology of a person. For example, placing square or rectangular tables in café-restaurants

increases the severity of space. Stellar shapes, as well as relatively uncomfortable, ie wooden stellar, increase the rate of people working. But on the contrary, circular stellar people can spend more time, rest and time in such places as it creates a more sincere and comfortable environment. Places such as tables are more suitable for relaxation and leisure time with friends.

Our good example is Ideal cosmetic and perfume stores. The good fragrance that comes into the store leads women to other worlds. All of these fragrances are sparkingly selected expensive fragrances. Which women feel when they hear that, and they get those perfume to enter the world of luury life. Another example is coffee shops. When you go near the coffee shop, the fragrance of coffee beans affects human health. The key factor in attracting consumers to a coffee shop or a store is odd. However, coffeeshop owners, for example, may not have been worried about the outsiders in the coffee shop after a while, though the Gloria Jeans coffee shop's manageri attracts sharp coffee fragrances from outside consumers. That is, smell can pull people away from your object and away from it.

## **Chapter 3**

### **5.1 Hypothesis of the thesis**

#### ***H1: The impact of multisensory marketing on the number of customers***

Because of the dynamic advancement of a lots of types of showcasing correspondence and methods for passing on promoting messages, the effect of sensations decreases. The more incitement we get, the harder it is to point out clients' particular messages (Lindstrom 2009, p. 133). The present market circumstance powers shoppers to persistently channel data also, skirt the unnecessary information. It is evaluated that items have just 0.06 second to snatch potential clients'

consideration in a general store. It is bundling architects' undertaking to make the best utilization existing apart from everything else, engaging buyers' sight and touch (Hill 2010, p. 184).

### ***H2: The impact of Multisensory marketing on company sales***

The concept of multi-sensory marketing is partly connected with the experiential approach to marketing. It is defined as “marketing that engages the consumer’s senses and affects their behavior” (Krishna, 2010). This concept hasn’t been adopted on the worldwide scale, although already few decades ago it was believed that customers strive mainly for novelty, imagery, emotion and fun (Holbrook and Hirschmann, 1982). With all these factors multisensory marketing impact on company’s sales.

### ***H3: The impact of multisensory marketing on companies revenues***

Multisensory marketing effect to the companies revenues which give money for upgrading marketing tactics. Sometime it bring a lots of money but in Azerbaijan majority of the time it could’nt bring enough money for company.

## **5.2. Evaluation of the research results**

The main purpose of the survey is to reveal the real situation of multisensory marketing use in Azerbaijan companies. For this aim, a simple questionnaire with 8 questions was designed. The reason for the limited number of questions is the managers in Azerbaijani companies are reluctant to answer the questions either in written or orally. For this reason the number of questions were restricted with 8 in order to get the main hypothesis. The survey was conducted in 5 companies in Azerbaijan: They are Coffee Maffie Coffeeshop, Felix Creatib agency, The Times education, 156 Evacuation? The Orange Creative Agency. 10 respondents from each company was chosen and they represented marketing and sales departments.

Limitations.

While conducting the research, major big companies in Azerbaijan rejected the survey and the rest were reluctant to answer. So the number of questions reduced to 8 for this purpose.

Results

The questionnaire was conducted and the results of the research was analyzed with the help of SPSS 16th program.

The results are as follows:

The questionnaire's reliability statistics table show us that the research conducted is very reliable.

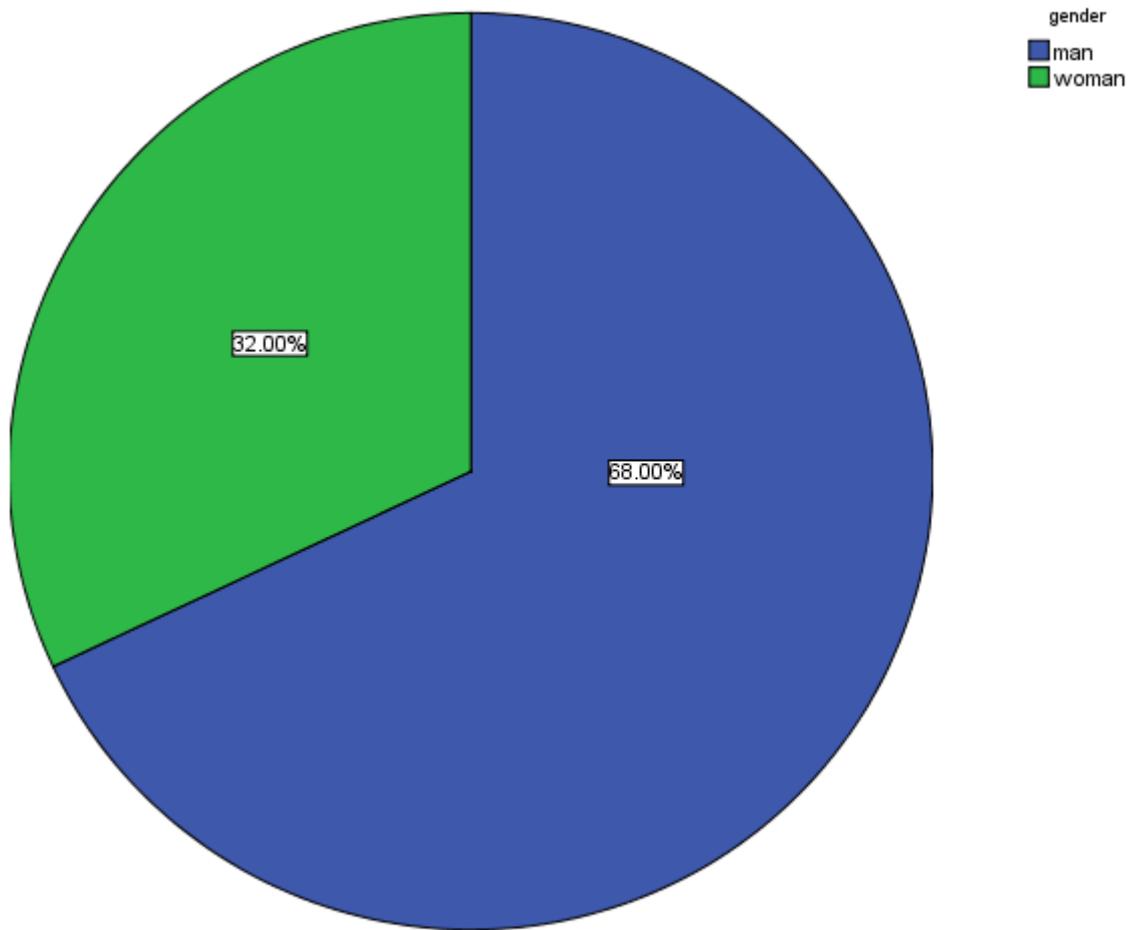
**Reliability Statistics**

Cronbach's Alpha	N of Items
.994	3

According to the table Cronbach's Alpha is .994, it means that the results are 99% reliable.

After reliability statistics, the frequency tables were prepared for the evaluation of demographics of the respondents.

First demographic issue is the gender. The pie chart below depicts the respondents' gender.



From the pie chart we can see that the majority of the respondents that is 68% are men. The rest 32% are women. The table below also indicates the gender issue in numbers. From the table we understand that 68% constitutes to 34 men and 32% constitutes to 16 women.

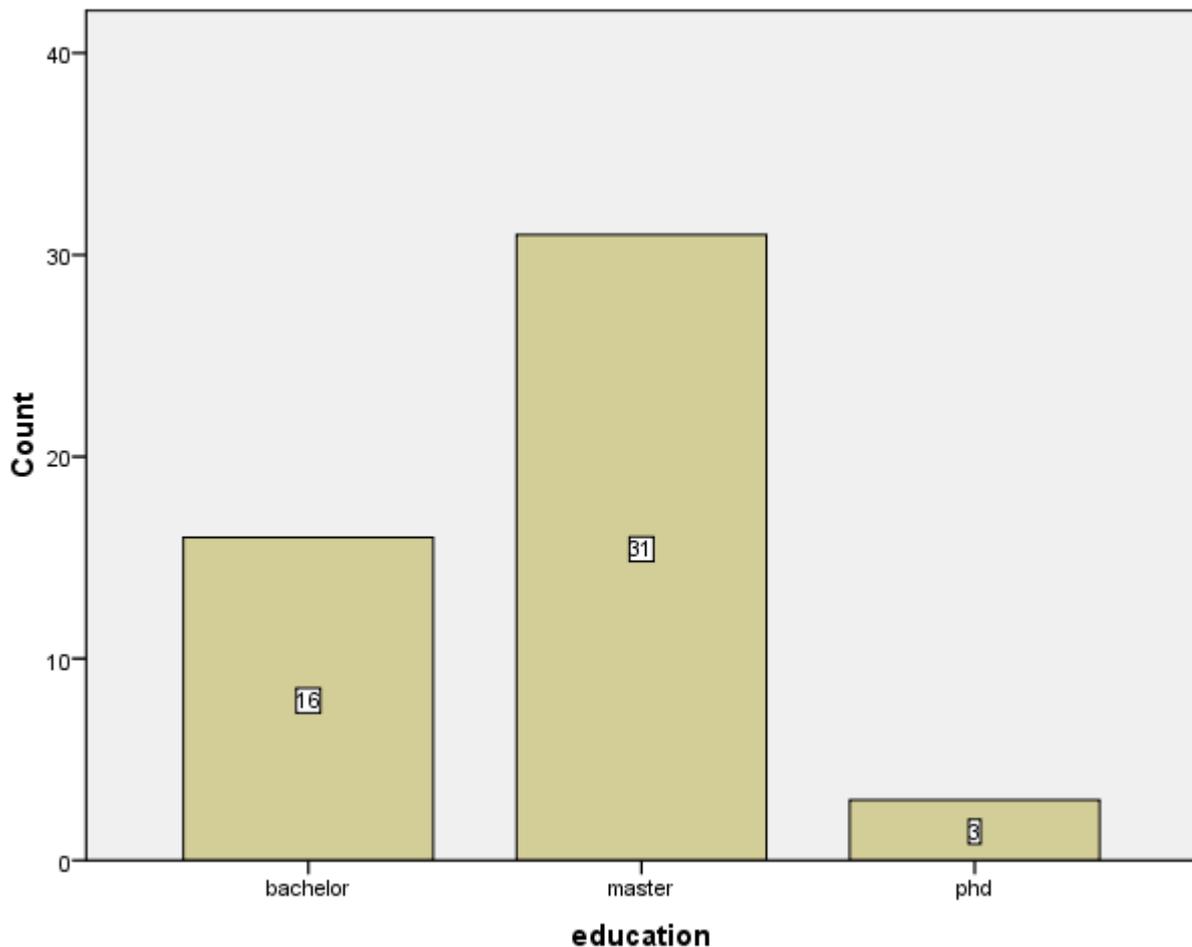
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid man	34	68.0	68.0	68.0
woman	16	32.0	32.0	100.0
Total	50	100.0	100.0	

Another table indicates the age of the respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-30	21	42.0	42.0	42.0
	31-35	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

The majority of the respondents that is 29 persons that is 58% are between the age of 31-35. The rest 21 persons that is 42 % are between the age of 26-30. The age issue is very important from the experience of the respondents in relation to the hypotheses.

The bar chart below indicates the education level which is also important from perceptual of multisensory marketing.



According to the bar chart 31 of the respondents have master degree. 16 of the respondents have bachelor and 3 of the respondents hold phd degree. This indicates

that the respondents are highly educated and experienced in their field and their responses are of high importance.

Next table indicates the experience of the respondents in the companies that they work.

**experience**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5	13	26.0	26.0	26.0
	6-10	31	62.0	62.0	88.0
	11-15	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

From the table, 31 of the respondents that is 62 % have been working in the company for more than 6 years. Next majority is 13 persons which constitutes 26 %. And 6 of the respondents have more than 11 years of experience. Taking into consideration their work experience we can claim that their responses will be trustworthy.

When comes to the use of multisensory marketing in their company the table below shows us the exact information.

**useofmm**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	37	74.0	74.0	74.0
	no	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

According to the table, we can see that 37 of 50 respondents indicated that their company use multisensory marketing. But 13 out of 50 that is 26 % indicated that their company don't use multisensory marketing. But together with this, the negative answers come from small companies that enter into the market newly and their marketing concept has not been formed.

Hypotheses testing

First hypothesis to be tested is whether using multisensory marketing will increase the number of customers. For this purposes we conducted regression analysis.

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.940	1	5.940	77.478	.000 <sup>a</sup>
	Residual	3.680	48	.077		
	Total	9.620	49			

a. Predictors: (Constant), h1

b. Dependent Variable: useofmm

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.540	.091		5.955	.000
	h1	.300	.034	.786	8.802	.000

a. Dependent Variable: useofmm

The table above shows us that use of multisensory marketing increases the number of customers. Whereas, the significant level is .000, it shows us that there is a relationship. That is why the first hypothesis is substantiated. After regression analysis we conducted the correlational analysis to see the level of relationship.

**Correlations**

		useofmm	h1
useofmm	Pearson Correlation	1	.786**
	Sig. (2-tailed)		.000
	N	50	50
h1	Pearson Correlation	.786**	1
	Sig. (2-tailed)	.000	
	N	50	50

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

In the correlational table, sig.(2-tailed) is .000 which shows us the relationship and the correlational coefficient is .786. It shows us the relationship is high and positive.

With other words, the use of multisensory marketing has an impact on the number of customers.

Second hypothesis is there is relationship with the use multisensory marketing and the company's sales.

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.947	1	5.947	77.713	.000 <sup>a</sup>
	Residual	3.673	48	.077		
	Total	9.620	49			

a. Predictors: (Constant), h2

b. Dependent Variable: useofmm

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.584	.086		6.780	.000
	h2	.289	.033	.786	8.816	.000

a. Dependent Variable: useofmm

The table above shows that there is relationship with the use of multisensory marketing and increase in sales. As the significant level is .000 the hypothesis is substantiated.

Besides, the correlational analysis also indicates the degree of relationship with the use of multisensory marketing and increase in sales.

**Correlations**

		useofmm	h2
useofmm	Pearson Correlation	1	.786**
	Sig. (2-tailed)		.000
	N	50	50
h2	Pearson Correlation	.786**	1
	Sig. (2-tailed)	.000	
	N	50	50

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

The sig, (2-tailed) is .000 which accepts the relationship and correlational coefficient is .786. It indicates the positive and high relationship with the use of multisensory marketing and the increase in sales.

Last hypothesis is there is relationship with the use of multisensory marketing and increase in company's revenues.

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.127	1	6.127	84.209	.000 <sup>a</sup>
	Residual	3.493	48	.073		
	Total	9.620	49			

a. Predictors: (Constant), h3

b. Dependent Variable: useofmm

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.578	.084		6.916	.000
	h3	.294	.032	.798	9.177	.000

a. Dependent Variable: useofmm

The regressional analysis result is .000 which means that there is relationship with two variables. As the significant level is .000 the hypothesis is substantiated. As the matter of fact we have to look at the correlational analysis.

**Correlations**

		useofmm	h3
useofmm	Pearson Correlation	1	.798**
	Sig. (2-tailed)		.000
	N	50	50
h3	Pearson Correlation	.798**	1
	Sig. (2-tailed)	.000	
	N	50	50

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

The table above shows that the correlational coefficient is .798 and significant level is .000 which indicates that there is positive and strong relationship between use of multisensory marketing and increase of company's revenue.

### **5.3 Impact of Multisensory Marketing on companies' sales**

The idea of multi-tactile promoting is mostly associated with the experiential way to deal with promoting. It is characterized as "advertising that connects with the customer's detects also, influences their conduct" (Krishna, 2010). This idea hasn't been embraced on the overall scale, albeit officially couple of decades back it was trusted that clients endeavor for the most part for curiosity, symbolism, feeling and fun (Holbrook and Hirschmann, 1982).

Accordingly as opposed to through physical items, these necessities and needs could be satisfied by impalpable encounters. Multi-tangible promoting exercises bids in this case to clients better, since they target particularly the enthusiastic level of clients' discernment. Through tangible experience picked up at the same time with additional than one sense, mark mindfulness and the liking with the item or administration is supported.

To affirm this discoveries, the genuine trial was directed with the end goal of this work. Its outcomes on the client impression of the administration offering as per sound-related tactile jolts are exhibited in the accompanying part of this paper.

## Conclusion

One thing Goa needs is the consistency of its picture. There are differing conclusions of whether it is a fun place, a place for family occasion or a place for drugs and illegal exercises. The general population here are warm and inviting which makes an obliging situation for guests yet it could likewise be deciphered as a help to 'break free'. Goa ought to portray its image personality in coinciding to its objective market and build up a typical logo that speaks to

Goa in all its showcasing and special exercises. This picture ought to be at that point reflected in the administrations gave alongside their neighborliness. Shared trait can be accomplished through presenting workshops for authorized traveleguides, restoring the educational programs of the lodging administration organizations, legitimizing a brand logo and controlling the exercises of all related partners. Alongside picture building if the energy of the five faculties is presented in promoting and publicizing Goa can make an aggressive market that will leave the clients overpowered and charmed. The model could be an essential foundation to make a system for the Goan tourism industry to bring a radical move in its current 2-D model to a 5-D demonstrate. The possibility of our paper is to improve the request and to enhance the accessibility of tourism benefits through new kinds of advertising correspondence including bury average arrangements and different faculties.