



Research Paper

The Influence of Multisensory Brand Experience on Economic Performance of the Foodservice Sector in Ghana

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Abstract

Multi-sensory brand experience which is related to the five human senses is relatively an emerging concept in the marketing literature in the developing economies. The model is importance in generating customer value, sensory experiences, and the brand as an image. Different sensory impressions impact positively on consumer behaviour in relation to perceptions of goods and services. The purpose of this study is to examine the outcomes of the sensorial strategies on firm performance by incorporating profitability, market share and sales growth features to the study. This is to explore the usefulness of the multi-sensory brand experience concept, and to provide insight into the foodservice sector in the Ghanaian context. In building a competitive edge towards uniqueness, foodservices substantially invest in sensorial strategy as a value creator. The study was conducted with a survey sample of 300 customers and 40 foodservice managers, following a hypothetic deductive approach and testing the hypotheses developed. Structural equation model was estimated using data from the survey of foodservices in Greater Accra Region of Ghana. The results of the study reveal that multi-sensory brand experience is a successful marketing tool in promoting foodservice businesses. The findings also indicates that, multi-sensory brand experience adoption enhances firms' performance within the Ghanaian market, which is envisaged to boost investor confidence and to attract and build more relationships with customers. The study contributes to the marketing literature by examining the effectiveness of multi-sensory brand experience in the Ghanaian setting.

Key words: Multisensory brand experience, Economic Performance, Foodservice Sector

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I. Introduction

In the world where there is continuous increase in competition and sophisticated marketing mix, firms need to be strategic to be able to build relationship with the consumers. This will enable them to differentiate their businesses from competitors in order to create a bounding shopping experience and increase performance. An examination of the previous studies indicates that the issue of multi-sensory brand experience and performance have received less attention within the foodservice sector in the Sub-Saharan Africa. The authors explored comprehensively, the foodservice characteristics from an emerging market perspective regarding the study area. The data collection of the study was done in Ghana where the landscape of the foodservice industry and customers are totally different from that of the western world. Addressing the multi-sensory brand experience tactics in the Ghanaian context seems important to fully understanding this concept, and that is a significant contribution of this study. A review of the foodservice revealed that, traditional food, fast food, casual restaurants and fine dining restaurants are the major types of foodservice centers in Ghana. Most Ghanaian food joints are places where people sit, relax, and chat while eating or a place where people socialise (Asiedu, Abankwa & Anderson, 1999). This research focuses on the globally recognised standard foodservice centers where people eat with cutlery, fingers or both, together with drinks, and mostly in the company of other people, while taking the Ghanaian culture into consideration. Prior research indicates that the type of restaurant

also affects multi-sensory brand experience significantly (Iglesias et al., 2019). This stems from the fact that, there are differences in environments, culture of the people, structures as well as the size of the firm.

Regarding the universal application of the multi-sensory brand experience by practitioners, different views and interpretations about the concept in terms of context, and cultural background have been found. Divergent views from empirical studies were reported from both the developed world and the developing countries. Studies conducted in the United States, Spain, China and the UK have all demonstrated a positive influence of multi-sensory brand experience on business performance (Iglesias et al., 2019; Satti et al., 2021), whereas mixed results are reported among France and other developing countries such as South Africa, Kenya, Egypt and Uganda (Akyildiz & Argan, 2010; Ali & Ahmed 2019; Maradufu, et al., 2017). The mixed results arose from the different definitions and operationalisation of multi-sensory brand experience tactics. Multi-sensory brand experience refers to “a marketing technique that aims to seduce the consumer by using his/her senses to influence feelings and behaviour on their preference” (Schmitt, et al., 2015; McDonnell, 2002). Multi-sensory brand experience is now recognised as an integral part of the shopping experience to help firms in their strategic positioning, relational tool and transactional approach. It is a powerful means to attract and retain consumers using the power of the senses, and as long as they perceive it as an honest effort to improve their shopping experience and not a way to manipulate them (Hulten et al., 2015). This will enable firms to create a competitive advantage, leading to a priority platform for a resilience business model. Today, marketers have identified that the more customer senses are appealed, the stronger the message would be and therefore, influence through one or more of the senses; sight, sounds, smell, touch, and taste. Multi-sensory brand experience is applied in different industries, particularly in the service sector where services cannot be touched, tasted, felt or seen.

Brakus et al. (2009) noted that the mostly used sense is “sight” (visual marketing), highly stimulated by the environment through colours and shapes, for example through the logo and atmosphere. Different methods of appealing to the five human senses comprising of website design, brochures, colours, theme and architecture design are examples that shops use to appeal to the sight experience (Orth, Limon & Rose, 2010). Next, through sounds (auditory marketing) which makes customers remember the brand, jingles and music, are used to stimulate the sound experience (Garlin & Owen, 2006). The textures, fabrics (touch) used are stimulating to show the luxury and comfort where the customers become more bound to the brand without direct consciousness (Peck & Childers, 2008). In terms of the taste, foodservices try to build brand loyalty and gain customer satisfaction. These activities have helped to increase competitiveness and generated greater efficiency in the marketing of foodservice products and services. Spence & Gallace (2011), believe that 75% of the emotions are generated by smell (olfactory marketing), where both natural and artificial smells are used by companies. Smell is appealed through a unique aroma whereas, taste (gustative marketing) is mainly done through samples, tasting, and making blind-tests (Driver & Noesselt, 2008). The final sense is the touch (tactile marketing) where customers are attracted by quality and comfort through the materials used (Klosse et al., 2004).

The gap in the literature is that, although multi-sensory brand experience affects all five human senses, prior researchers were mostly focusing on one or two senses. A great number of these studies had limited their research to single sensory factors, especially, sight and sound, therefore, dodging the interaction of all five sensory cues (Satti et al., 2021). Thus, there is insufficient research work that measure the degree of taste, smell and touch marketing in the Ghanaian context. The other vital senses - smell, touch and taste have been largely neglected, despite the fact that a customer uses every sense before making purchase decision (Krishna & Schwarz, 2014; Maradufu, et al., 2017). This approach does not present a comprehensive understanding of the foodservice phenomenon but rather leads to confusion in the minds of readers. Krishna, Cian & Sokolova (2016) provided evidence that because the relationship between the variables have not been adequately investigated in literature, the relationships cannot be generalised across the globe. This also points to a gap in literature that needs to be filled. Thus, the objective of this investigation is to confirm the relationship between the growing uses of multi-sensory brand experience among foodservice operators. The study provides a very comprehensive conceptual model of the Ghana foodservice industry and also seeks to extend knowledge beyond what is already known. The study results could be used as a guideline for future researchers and academics in explaining the relationship and the level of impact of multi-multi-sensory brand experience on business growth.

1.2 Research Objectives

The research objectives for this study are:

- To investigate the relationship between multi-sensory brand experience and economic performance.
- To analyse the impact of multi-sensory brand experience on foodservice operators in the Ghanaian context.
- To provide recommendations to marketing professionals in the foodservice industry.

II. Literature Review

2.1 Multisensory brand experience

Multi-sensory brand experience takes place when more than one of the five human senses contributes to the perception of sensory experiences (Shah, 2018). A Multi-sensory brand experience supports individual value creation and refers to how individuals react when a firm interacts, and supports their purchase and consumption processes through the involvement of the five human senses in generating customer value, experiences, and brand as image. Multi-sensory brand experience concept is in relation to the human mind and senses (smell, sound, sight, taste, and touch) used in generating customer value, experiences, and image. The concept can be traced back to Europe in the 1990s. Since its appearance in the 1990s, the concept has become a prominent topic in marketing literature (Horng & Chen, 1998). Subsequently, a lot of work has been published in this area. Tracking the development of consumer buying behaviour and their perception of brand value, offer space for new marketing strategies, including multi-sensory brand experience. The concept is very important to enhancing a firm's economic performance. Multi-sensory brand experience, as suggested by Schmitt (1999), is a marketing strategy that stimulates consumer emotions instead of their rational judgment by appealing to the five human senses. The theory of "grounded cognition" is one of the based theories for multi-sensory brand experience (Krishna, 2011). Fodor (1975) and Anderson (1983) remain some of the earlier researchers who conducted research on the grounded cognition theory. Mahon (2015), noted that grounded cognition is a standard theory that assume that knowledge resides in a semantic memory system separate from the brain's modal systems for perception (vision, audition), action (movement, proprioception), and introspection (mental states, affect). From this perspective, a module for cognition operates separately and independently of other modules for vision, audition, action, emotion, and so forth. Cognition has traditionally been viewed as a module in the brain ((Newen, Bruin & Gallagher, 2018).

According to Barsalou (2019), the grounded cognition emerges from the interactions between perception, action, the body, the environment, and other agents, typically during goal achievement. The model offers one way of understanding how the modalities, the body, and the environment become integrated into the mental processes such as remembering, thinking, and understanding language are based on the physical interactions that people have with their environment. Considering the grounded cognition theory, the five senses (sight, smell, sound, taste, and touch) are influenced by perceptions, emotions, and cognitive responses among other things. Researchers have demonstrated that the study of cognition is essential for the understanding of human behaviour. Multi-sensory brand experience technics can rely on the grounded cognition to generate a positive reaction from consumers. The theory of grounded cognition provides the right scaffold on which to build the discussion of multi-sensory brand experience. As stated by Krishna (2011), research on each of the five senses, focusing on key elements that can generate future big step insights within each of them. Begins with haptics including work on person-product, person-person and person-product haptic interaction and also a discussion of disgust. Smell is discussed with a concentration on perception and learning. This is followed by work on audition and then on taste, vision receives little attention given the enormous work in advertising in the past. The grounded cognition provides the right scaffold on which to build our discussion of the five senses, in other words, the senses grounded in cognition. Numerous studies discussed how grounded cognition focusses on situated action, social interaction, and the environment (Pecher & Zwaan, 2005). It is important to note that "grounded cognition" reflects the assumption that cognition is typically grounded in multiple ways, including simulations, situated action, and, on occasion, bodily states. Multi-sensory brand experience is based on the concept that, humans are most likely to form, memorise, and discover the mind when all five senses are involved (Xie, Poon, & Zhang, 2017).

2.2 Elements of Multi-sensory brand experience

According to LeFebvre (2010), the idea behind multi-sensory brand experience is that humans get more aware of brands when all five senses are incorporated. Lindstorm et al. (2010), have stated that "the brand building of the future will move from a two-sensory approach to a multisensory approach" and he also states that "a total sensory experience would at least double, if not triple, the consumer's ability to memorise the brand". Each of the five senses provide an experience whereas all the five senses together create a whole perspective of a "sensory experience" (Hultén et al, 2009). The components of multi-sensory brand experience are discussed next:

2.2.1 Sight marketing influence

Empirical studies relating to sight impressions have been discussed by Gera, Mittal, Batra, & Prasad, (2017). The sense of sight is the most powerful one for detecting changes and differences in the environment and is the most used sense in perceiving goods or services. In studying sensory, emotional, and thinking capacity of the human brain, studies show that vision, for example, can interact with such senses as hearing, touch, and olfaction (Calvert & Thesen, 2004). Another study has demonstrated that various techniques identify

the five senses merging in the human brain, indicating that one sense can be affected by relations with other senses (Driver & Noesselt, 2008). According to Henderson, Cote, Leong, and Schmitt (2003), quoted that the use of graphic information can make it easier for a product to stand out in the large amount of marketing messages, having a positive impact on the customers' consideration of a possible purchase (Kahn & Deng, 2010). Further, visual sense has been shown to be of great significance when verbal material is absent, creating a perception of quality which has a direct impact on the building of a strong brand (Henderson et al., 2003). Furthermore, researchers have also deduced the visualised brands and other visual cues. It has been suggested that an unappealing product design might result in people searching for, expecting, and detecting problems, as well as observing details instead of ignoring small issues. A visually attractive product design may improve creativity in problem solving, as well as having an impact on mood. It can affect consumers in both a positive and a negative way without processing any other information (Ali & Raza, 2017). This is also emphasised by Henderson et al. (2003), who argued that the sense of sight, beside the purpose of receiving attention, can elicit an emotional response towards a product and other things. A sight strategy stresses the meaning of such sensory expressions as colour, light, and theme, as well as graphics, exterior, and interior. All are underlined in picturing a brand's identity and values.

2.2.2 Sound marketing influence

Sound can be parted into two ways: wanted and unwanted sound. Rossing, Moore, and Wheeler (2002) explained that there are more to the world of sound in the environment than music—namely noise. The authors elaborate this reasoning, and state that noise has been said to have an impact on communication as well as produce different psychological as well as physiological impact. Sound has been since long in the field of marketing (Hultén et al., 2009) and has been identified as a vital component that triggers and influences the consumer's mood, behaviour, and preferences (Alpert & Alpert, 1989). According to Kellaris & Kent (1991), music has the reputation to be the “shorthand of emotions” and has been used to provoke emotional responses in the consumer. With this in mind, music has been identified to play an important role in the lives of the consumers. Moreover, companies need to be aware of what type of music they are playing, using liked music with the aim to affect customer's general assessment of the store environment and the experience of it.

2.2.3 Smell marketing influence

Smell is an important element of our experience. We sniff the milk in the refrigerator before drinking it; we sniff if there is the single warning of smoke, and then behave accordingly. Our sense of smell keeps us safe by helping us to choose fresh food and avoid rotten food. Each piece of fruit and cut of meat that finds its way into our shopping trolley has passed the sniff and feel test. Impulsively, we inspect for doubtful tears in the packaging and we wait, subconsciously for the clicking of the seal when we open a soda or a can of peanuts. In this literature, as a cue or stimulus, scent can produce an effect in an individual's mind, affecting on the actual behaviour, without the person being aware of the process. In this concern, three different aspects of using scents have been emphasised in the research, the presence of a scent, its pleasantness, and it's fit with environmental and service elements (Hapsari, Clemes, & Dean, 2016). In fact, a number of studies have demonstrated the positive effects of scents on buying intentions and store image. Moreover, research discloses that the existence of scent affects customer performance in terms of intentions to visit and return to a store and also establishes a positive perception of a particular commercial environment. Various readings have considered the appeal of scents arising from an object, or a service associated with it being perceived as pleasant or unpleasant (Tek & Özgül, 2008). It is obvious from research that pleasant scents have positive properties on time spent in a store, the number of times products are inspected, in addition to, the total time devoted to product assessment (Morrin & Ratneswhar, 2003).

It is also assumed that, pleasant scents result in pleasant (unpleasant) affective consumer responses, in turn resulting in approach (avoidance) behaviour educated through the emotional response (Morrin, Krishna, & Lwin, 2010). Furthermore, research directs that arousing a pleasant scent is a cheap and effective way of improving customer shopping behaviour and creating increased cash outflow (Spangenberg et al., 1996a). On the whole, these effects may influence on consumer behaviour, leading them to spend more money, when they experience the pleasant smell of a retail atmosphere. Agreement between scent and products improves product evaluations (Han, Back, & Barrett, 2009). It is apparent that consumers evaluate products more positively when the smell is considered typical for the product. On the other hand, it is also useful considering appropriateness between smell and the total service environment (Ward et al., 2003). A smell strategy is applied to permit a scent to become a component of a brand's identity and image. Scents add in creating memory pictures, a positive atmosphere, and well-being among both customers and employees (Oh & Kim, 2017).

2.2.4 Taste marketing influence

Taste is much more multifaceted than the experience of basic flavours on the tongue, it also encompasses our other senses to a larger degree than most people realise according to Liu, Chou, & Chen,

(2016). The taste sense is the most important and most developed of all senses. Very few of our taste preferences are biologically preset. Much rather they are linked with some sort of experience. Once a flavour or food is accepted, this can also influence the preference for and acceptance of new flavours or foods. If the sensory properties of a food are linked with negative sensations or reactions (nausea, vomiting during or after consumption), an aversion against this food develops that may remain for the rest of one's life. Nonetheless, positive sensations may also shape the preference for a food. Taste is particularly significant when talking about food products—the actual taste of the product—sweet, sour, spicy, salty, fruity, and colourless—and our more general taste in food. In the case of manufactured foods, the major will depend very much on the next, which is, in turn, full of cultural tones—lifestyle, aspirations, childhood influences, and perceptions of the body (Wiedmann, Labenz, Haase, & Hennigs, 2018). Understanding how our taste for food develops and what it says about us is, therefore, a feature of the growing discipline of cultural studies which is worth examining by the marketing expert. It is about discovering the deeper layers of our disposition to food in general and cultural differences that might prepare food manufacturers for both marketing and research issues.

2.2.5 Touch marketing influence

The tactile sense (or the sense of touch) is the first of our human senses to develop and the largest sensory organ (Gallace, Zeeden, Röder, & Spence, 2010). Additionally, the tactile sense is considered as one of our most intimate senses, involving physical interaction with the skin, with the hands playing a vital part as our “principal source of input to the touch perceptual system” (Peck & Childers, 2008). Research has established that consumers like to assess products and collect information about them through touch (McCabe & Nowlis, 2003). It has also been proposed that it should be beneficial for retailers to let consumers touch and interact with products in retail settings (Grohmann, Spangenberg, & Sprott, 2007). Researches have also shown that consumers desire store atmosphere that allow them to examine products tangibly (Krishna & Morris, 2008) and to pick up, touch, and choose between products that are exposed (McCabe & Nowlis, 2003). Touching products has been shown to exert a positive impact on shopper attitudes and behaviour, as well as on purchase intentions (Citrin et al., 2003; Peck & Wiggins, 2006) and is associated with effective product placement in stores. Moreover, research has demonstrated that for some people, the effects of touch are stronger than for others (Peck & Childers, 2008). By using touch, a positive affective response might result in more positive attitudes towards a product (Peck & Wiggins, 2006).

In this context, touch means gaining information about the product and its characteristics, such as form, hardness, texture, or weight. Peck and Wiggins (2006) drew attention to the touch that has possibly noteworthy consequences for store atmospherics, in the form of in-store and point-of-purchase displays. Researchers claim that displays can encourage touch and result in an interaction with products that customers would otherwise have ignored. This could increase instinct and unforeseen purchases (Peck & Childers, 2008). Ghosh and Sarkar (2016) showed how information gained through touching influences emotion and consumer. Haptic information, or by the hands, is important for the assessment of products that differ in terms of material properties related to texture, hardness, temperature, and weight. The authors develop and propose a conceptual framework to illustrate that salience of haptic information varies significantly across products, consumers, and situations. The authors conduct two tests to assess how these factors interact to impair or improve the achievement and practice of touching information or touch by hands. A touch strategy targets at consolidating the identity and image of a brand through a physical and psychological interaction with customers. Touching products makes it easier to recall them merely by looking at them.

2.3 Relationship between Multi-sensory brand experience and Economic Performance

Hultén et al. (2011) expresses the importance of human senses on consumers' purchasing process by emphasising the significance of recognising the human senses in terms of consumer behaviour. According to Hultén et al. (2009), multi-sensory brand experience model emphasises on measures taken by a firm to treat customers intimately and personally, whereas to generate customer value, they should give brand experiences and sensory atmospheres. Sayadi et al. (2015) explains that a customer is often driven towards a particular brand due to its sensory experience and multi-sensory brand experience is used to create subconscious triggers which affect consumer perception and choices. They also pointed out that today's customer does not have sufficient time to get attracted to products via advertisements, and therefore multi-sensory brand experience is very important to enrich the experience of the brand. Uddin (2011) has mentioned that it is important to concentrate on sight and sound in order to share the identity of a brand. Nevertheless, it is also required to combine the other senses to create an emotional atmosphere to give a memorable experience of the brand to the customer. The framework of Wakefield and Blodgett (1999) shows the components of environmental dimensions which contain all the multi-sensory brand experience elements. With the elements, customer perceives a certain quality of the product, the customer behaviour could get affected such as making a repeat purchase. Some studies have shown a different perspective on the relationship between multi-sensory brand experience and consumer behaviour.

The study of Grębosz&Wrońska (2013) shows that the sensory cues have a positive impact on consumer preference, but combination of different cues together could build a worse impact which could lead to damaging the evaluations of the products or the environment. In other words, unmatched circumstances could result in risky consequences. Pentz and Gerber's (2013) study on brandy shows negative result as multi-sensory brand experience has made the consumers reduce their preference due to too much appeal. In conclusion the researchers say that for specific product categories, consumers could experience sensory overloads and therefore could result in reduced consumer experience. In the foodservice sector, there is a large number of published papers describing how multi-sensory brand experience have changed the industry, and how firms and consumers can benefit from their application (Michopoulou&Buhalis, 2008). Multi-sensory brand experience has been seen as a major contributor to the development of firms via a knowledge base that improves the performance of the marketing functions, particularly foodservice and trade marketing (Yu & Law, 2000; O'Connor & Frew, 2002). On the one hand, brand experience are determinants of cost advantages and product service differentiation (Porter, 2008); their application in an organisation allows improvements in coordination and control of activities and more effective decision-making. On the other hand, multi-sensory brand experiences are key contributors to the foodservice sector, as they allow for vast possibilities of interconnection and interactivity with interest groups (Michopoulou&Buhalis, 2008).

Economic performance refers to the level of firm's achievement regarding sales and revenue generation. They are measured by profitability, market share and sales growth in this study. Superior financial performance is a way to satisfy investors (Chakravarthy, 1996) and can be represented by profitability, sales growth and market value. These three aspects complement each other. In order to ensure long-term activity, increase competitiveness and attract investments, it has become topical for many businesses to create a system for evaluating non-financial performance indicators. Performance measurement system as defined as a set of financial and non-financial measures to support enterprise in decision-making by collecting, processing and analysing quantified information regarding its performance (Tangen, 2004). A subset of this category is a strategic performance, whose typical feature is the designed to support decision making by managers through non-financial indicators covering different perspectives and which in combination, enables to transform strategy into a comprehensive set of performance measures (Chenhall, 2003). By this, the authors of the paper pay attention to the existing problems of measuring financial indicators. These factors are key determinants of the success of the foodservice business. Weaver and Lawton (2008), suggests that customer-service excellence, employee enrichment, and effective networking are the core perceived strengths that comprise a theme of "relationship building". But most of the literature do not provide empirical analyses and lack a formalised, reliable research framework. To find empirical evidence of the varied ways in which relationships and multi-sensory brand experience can enhance the business performance of firms, we must widen the scope beyond the financial indicators. In general, the published research provides empirical evidence that users of multi-sensory brand experience win market share through the expansion of their operations (Baldwin & Sabourin, 2001). This is due to the fact that multi-sensory brand experience plays an increasingly important role in the management of customer relationships, allowing interactive relationship to the expectations of customers. For a better understanding of the purpose of this research, we display the frame of the intensity and number of relationships in the study. A model using profitability, sales growth and market share indicators is proposed with the specific aim of obtaining a deeper analysis of the relative roles played by each.

2.4 Research Hypotheses

In this context, our first hypothesis is formulated as follows:

H1: *There is a significant direct relationship between sight experience and economic performance.*

H2: *There is a significant direct relationship between sound experience and economic performance.*

H3: *There is a significant direct relationship between smell experience and economic performance.*

H4: *There is a significant direct relationship between taste experience and economic performance.*

H5: *There is a significant direct relationship between touch experience and economic performance.*

2.5 The Conceptual Model of the Study

The theoretical model from which we develop our empirical analysis is depicted in Figure 1. The relationship criteria, which are relevant to the business performance of firms operating in the food and beverage sector. There has been a large increase in the number of suppliers of different types (hotels, foodservices, event centres), and the strategies of suppliers to gain a foothold in a competitive market succeed via multi-sensory brand experience in establishing and developing relations with sector intermediaries. Then, the changes in intensity and number brought by multi-sensory brand experience are expected to be associated with improvements in the business performance. That is, they jointly comprise the basis for understanding the contribution of multi-sensory brand experience to business performance. The components of business performance are varied and their selection for measurement purposes is dependent on the context and scope of the analysis. In a marketing context, common measurements include study objectives, such as increase in sales

and market share, cash flow, gross margin, and profits (Morgan et al., 2003). In this study, and in line with Wu, Li, & Li, (2018), the economic performance focuses on analysis of financial measures such as profitability, sales growth and market share. The choice of the economic performance indicators is of the researchers' judgment that they are more appropriate and can easily be quantified in assessing the performance of foodservice providers in Ghana. These indicators are items in the questionnaire asking respondents to judge their company's performance for the dependent variable. Prior researchers such as Lusch and Brown (1996) used a compound indicator made up of sales growth, market share, and market development. These three components have been used later, separately, in analysing the effect of alliances on financial performance (Kandemir et al., 2006). The formulated research question is: "What is the association between the multi-sensory brand experience elements and economic performance of businesses? The conceptual model is generated with the support of literature review and the hypotheses that were developed accordingly. This helps in removing the ambiguity in the study variables by defining all relevant variables in a way to be objectively measured as depicted in figure 1.

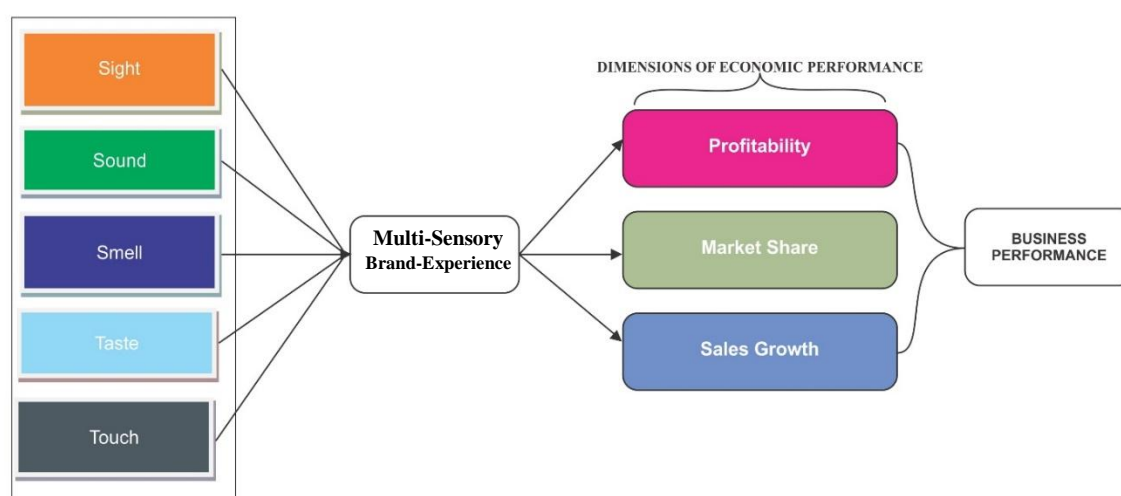


Figure 1: Conceptual Framework of Multi-sensory brand experience

III. Research Methods

3.1 Research Design and Data Collection

The researcher has followed the sequence and made choices in methodology as elaborated by the research model of Saunders, Lewis, & Thornhill, (2012). Accordingly, the positivism philosophy is adopted as the study is done using quantitative techniques and then developing logical calculations to build explanatory theories. As the study develops hypotheses on an existing theory and due to quantitative data gathering, structured approach, correlational relationships, and the moving from theory data, the deductive approach is applied, whereas the strategy is survey based. Study used quantitative data method with the findings based on the data collected through structured questionnaire where numerical data was collected and analysed applying statistical tests. The questionnaires were distributed among the foodservice managers in Greater Accra Region using convenience sampling. The total number of respondents in the sample was 300. The study population consists of the food and drink lovers and all those who visit the foodservices which include the leisure customers, working crowd, couples, students and others who visit for dining and take-away, relaxation, studying, working and other purposes. The majority would be young adults between the ages of 15-24, adults between the ages of 25-50 and above age 50. The questionnaire consisted of questions to understand the demographic background of the respondents and questions on perception towards multi-sensory brand experience practiced in the shops, based on the indicators developed in the operationalisation of variables of conceptual framework. The questions related to the conceptual framework were presented on a 7-point Likert scale where 7=strongly agree and 1 = strongly disagree. The Data analysis was conducted using SPSS (Statistical Package for the Social Sciences) software for gathered numerical data with descriptive statistics, correlation analysis and simple linear regression analysis.

3.2 Data Collection Method

In this study data was collected via questionnaire, which is made of two main sections. The first section of the questionnaire contains the socio-demographic profile of the respondents such as age, gender, educational level, income level etc. The second section consists of the multi-sensory brand experience indicators proposed by Schmitt (1999); Lindstrom (2011); Kim (2013) and the non-economic performance by Ragavan&Mageh (2013); Yi (1990). The study made use of 56 items from 6 constructs namely; Sight (6 Items); Sound (4 Items); Smell (4 Items); Taste (4 Items); Touch (5 Items) and Economic Performance (13 Items) on the seven- point Likert scale of the range from 1-strongly disagree to 7-strongly agree.

3.3 Participants

A total of 482 questionnaires were distributed of which only 381 questionnaires were usable for analysis (approximately 79% response rate). The questionnaires were distributed to every customer who came to the selected foodservices used for the study during the business hours (8.00-14.00) from Monday to Sunday morning (8.00-2pm). Those who decided not to complete the questionnaire were eliminated from the study. The data collection took one-month.

3.4 Data analysis technique

The data gathered were collected and analysed using structural equation modelling (SEM) supported by Analysis of Moment of Structures (AMOS 23.0) with maximum likelihood estimation to test the proposed hypotheses. SEM is a second-generation multivariate technique that combines multiple regressions with confirmatory factor analysis to estimate simultaneously a series of interrelated dependence relationships. SEM is a widespread technique in several fields including marketing, psychology, social sciences, and information systems (Hull et al., 1991; Methlie&Nysveen, 1999; Seibert et al., 2001).

IV. Discussion of Results

4.1 Socio-demographic profile of participants

The result in Table 1 below shows the demographic profile of respondents (customers and management). The study used 38 management staff, 44.7% were males and the remaining 55.3% females. Out of the total of 38, 68.4% were married and 31.6% single. The result suggests that, 10.5% were junior high school leavers, 36.8% were senior high school graduates, 44.7% have obtained undergraduate certification whilst 36.8% with postgraduate certification. The result suggests that 28.9% were chief executive officers, 26.3% were general managers, 15.8% were accountants and the remaining 28.9% were administrators. The result showed that 2.6% of the managerial staff have been in operation for at most 2 years, 18.4% have worked for the company between 2.5 years, and 42.1% have worked for between 6-10 years whilst 36.8% have more than 10 years working experience with the company. In the case of the customers, out of the total of 331 respondents, 61.6% of them were males and 38.4% representing females. The result shows that 33.5% were within the age group 20-29 years, 36.9% were within 30-39 years, 20.8% between 40-49 years, and 6.9% between 50-59 years, whilst those above age 60 represents 1.8%. The result shows that 46.2% were married and 53.8% represent those who were single. From the Table 4.1, 2.7% of the respondents have been had primary education, 3% have had junior high school education, 19.6% have had senior high school education, those with undergraduate background formed 54.1% whilst postgraduate formed 20.5%. The analysis shows that 33.5% earn below GH¢2000, 30.8% earn between GH¢2100-3000, 17.8% earn between GH¢3100-4000, 11.2% represent those who earn between GH¢4100-5000 whereas 6.6% represent those who earn above GH¢6000.

It could be estimated from the result that 7.6% of respondents visit to sit there and work, 12.4% for business meetings, 3.9% to sit and study, 22.4% to socialise, 39.9% to eat whilst the remaining 13.9% represent those who visit for entertainment purposes. As indicated in the result, 23.9% heard of the foodservice through advertisement, 12.7% through company website, 50.5% through friends, and relatives and the remaining 13% representing those who heard of the foodservices through marketers. The result shows that, 2.4% spend less than 10 minutes at the foodservice when they visit, 16% spend 10-30 minutes, 38.7% spend 30 minutes -1hour, 37.2% spend 1 hour -2 hours whilst 5.7% spend more than 2 hours at the facility for their food and beverages. Respondents were further asked how often they visit their foodservices and the result shows that, 3.3% many times every day, 10.3% about once a day, 23.3% few times a week, 29.9% once a week, 24.8% a couple of times a month whilst 8.5% indicating rarely. Finally, they respondents were asked to indicate their profession and it was realized that 9.7% were business owners, 10% were students, 27.2% were self-employed, 26.3% were civil servants 24.2% works at the private sector whilst 2.7% represent those who have retired from active services.

4.2 Descriptive and normality statistics

In this study eight constructs were used and grouped under two main heading namely multi-sensory brand experience variables (Sight, Sound, Smell, Taste and Touch) and economic performance indicators

(Profitability, Market Share and Sales Growth). Table 2 shows the descriptive statistics of the items using mean and standard deviation. As evident as showed in the result, the estimated mean and deviation of all items ranged from 3.86 to 5.25 and (SD=1.117 to 1.65). The high values of the means obtained suggest high level of agreement to the questions asked. The standard deviation obtained for the study items were quite high than 0.50 on a 5-point scale a sign of high level of variance for the analysis of the data. The normality of the study items was assessed using skewness and kurtosis. According to (Kline, 2005; Norman & Streiner, 2008; Byrne, 2010) indicated normality is determined when skewness and kurtosis values fall within 3.00 and 8.00, respectively. As indicated in the result all the items have skewness (-1.41 to 1.41) and kurtosis (-0.65 to 2.17) within the required values as shown in the Table 2. Hence normality of the items was achieved.

Table 1: Socio-Demographic profile of sample

Variable			Variable		
<i>Customers</i>	<i>N=331</i>	<i>%</i>	<i>Customers</i>	<i>N=331</i>	<i>%</i>
<i>Gender</i>			<i>How You Heard of The Foodservice</i>		
Male	204	61.6	Through advertisement	79	23.9
Female	127	38.4	Through company website	42	12.7
<i>Age Group</i>			Through friends & relatives	167	50.5
20-29 years	111	33.5	Through marketeters	43	13
30-39 years	122	36.9	<i>Duration In Foodservice</i>		
40-49 years	69	20.8	Less than 10minutes	8	2.4
50-59 years	23	6.9	10Minutes to 30Minutes	53	16
60 years	6	1.8	30Minutes to 1Hour	128	38.7
<i>Marital Status</i>			1hour to 2hours	123	37.2
Married	153	46.2	More than 2Hours	19	5.7
Single	178	53.8	<i>How Often Do You Visit theFoodservice</i>		
<i>Educational Level</i>			Many times, everyday	11	3.3
Primary School	9	2.7	About once a day	34	10.3
Junior High School	10	3	Few times a week	77	23.3
Senior High School	65	19.6	Once a week	99	29.9
Undergraduate	179	54.1	A couple of times a month	82	24.8
Post graduate	68	20.5	Rarely	28	8.5
<i>Monthly Household Income</i>			<i>What Is Your profession</i>		
Below GH¢2000	111	33.5	Business Owner	32	9.7
Gh¢2100-gh¢3000	102	30.8	Student	33	10
Gh¢3100-gh¢4000	59	17.8	Self-Employed	90	27.2
Gh¢4100-gh¢5000	37	11.2	Civil Servant	87	26.3
Above GH¢6000	22	6.6	Works for private sector	80	24.2
<i>Reason For Visit</i>			Retired	9	2.7
To sit there and work	25	7.6			
For business meetings	41	12.4			
To sit & study	13	3.9			
To socialise	74	22.4			
To eat	132	39.9			
For entertainment	46	13.9			
<i>Management</i>	<i>N=38</i>	<i>%</i>	<i>Management</i>	<i>N=38</i>	<i>%</i>
<i>Variable</i>			<i>Variable</i>		
<i>Gender</i>			<i>What is your designation?</i>		
Male	17	44.7	CEO	11	28.9
Female	21	55.3	General Manager	10	26.3
<i>Marital status</i>					

Married	26	68.4	Accountant	6	15.8
Single	12	31.6	Administrator	11	28.9
<i>Educational level</i>			<i>How long has your company been in operation?</i>		
Junior High School	4	10.5	Under 2years	1	2.6
Senior High School	14	36.8	2-5years	7	18.4
Undergraduate	17	44.7	6-10years	16	42.1
Post Graduate	3	7.9	Above 10years	14	36.8

Table 2 Descriptive and normality statistics for items

Variable	M	SD	Skewness	Kurtosis	Variable	M	SD	Skewness	Kurtosis
Sight Experience					Touch Experience				
SE1	4.92	1.46	-0.89	0.61	ToE1	4.72	1.42	-0.94	0.66
SE2	5.13	1.30	-0.74	0.39	ToE2	4.85	1.36	-0.80	0.91
SE3	5.12	1.39	-1.01	0.90	ToE3	4.62	1.56	-0.66	-0.09
SE4	5.19	1.35	-0.98	0.92	ToE4	4.61	1.57	-0.62	-0.19
SE5	5.21	1.33	-0.87	0.63	ToE5	4.66	1.65	-0.71	-0.21
SE6	5.01	1.37	-0.86	0.67	Profitability				
Sound Experience					PROF1	4.08	1.41	0.59	-0.07
SoE1	4.96	1.28	-1.06	1.51	PROF2	4.02	1.36	0.44	-0.14
SoE2	5.15	1.29	-0.88	0.82	PROF3	3.86	1.30	0.43	-0.65
SoE3	5.25	1.31	-1.31	1.85	PROF4	4.00	1.33	0.32	-0.58
SoE4	5.19	1.39	-1.10	1.25	Market Share				
Smell Experience					MS1	4.66	1.20	1.00	1.25
SmE1	5.01	1.28	-1.27	1.97	MS2	4.47	1.21	0.84	0.25
SmE2	5.08	1.27	-0.85	0.76	MS3	4.37	1.20	1.00	0.58
SmE3	5.15	1.33	-1.16	1.64	MS4	4.32	1.29	1.22	1.20
SmE4	5.18	1.41	-1.13	1.13	MS5	4.25	1.20	1.24	1.61
Taste Experience					Sales Growth				
TE1	5.21	1.33	-1.21	1.45	SG1	4.13	1.24	1.41	1.61
TE2	5.19	1.26	-1.07	1.34	SG2	4.63	1.17	0.93	0.50
TE3	5.19	1.37	-1.41	2.17	SG3	4.57	1.18	0.79	0.09
TE4	5.06	1.38	-1.09	1.24	SG4	4.50	1.17	1.27	1.69

4.3 Confirmatory Factor Analysis

4.3.1 Item loading, Reliability and Validity

The result obtained shows that all items have good, standardised loading above 0.70. Items that were loading low were removed from the model for further analysis to improve upon the model. The reliability of the constructs was examined using the composite reliability (CR). The CR offers a more retrospective approach of overall reliability and estimates consistency of the construct itself including the stability and equivalence of the construct (Hair, Black, Babin, Anderson, & Tatham, 2010). The CR takes values ranged from 0.00 to 1.00, values above 0.70 are considered acceptable for measuring internal consistency (Hair et al., 2010). Also, the construct validity was examined in two main approaches; convergent validity which measures the average variance extracted. Table 3 displays the result, and it takes values ranged from (0.526 to 0.759), as all the values were above 0.50 (Hair et al., 2010) indicating convergent validity of the constructs. The second aspect of the validity is discriminant which measures the independency of the constructs. The independency of the constructs is examined by comparing the square root of the AVE to all inter factor correlations and once the AVE square is more than the correlation, then discriminant validity is achieved. The result obtained as indicated in Table 3 shows that the square root of the AVE were more than any inter-factor correlations, hence discriminant validity is achieved.

Table 3 Correlation among constructs

		CR	AVE	1	2	3	4	5	6
1	Sound	0.908	0.715	<i>0.845</i>					
2	Smell	0.926	0.759	-0.077	<i>0.871</i>				
3	Sight	0.926	0.759	-0.548***	0.196***	<i>0.871</i>			

4	Taste	0.769	0.526	-0.184**	0.410***	0.233***	0.725		
5	Touch	0.916	0.732	-0.249***	0.189***	0.132*	0.279***	0.855	
6	Economic Performance	0.789	0.569	-0.356***	0.276***	0.224***	0.520***	0.52***	0.754

Significance of Correlations: (* $p < 0.050$), (** $p < 0.010$).

4.3.2 Structural Model

The model adequacy was examined using several fit indices. Table 4 shows the result of the model fit indices, it could be observed that fit indices such as: Chi-square/df = 1.757, CFI = 0.968, GFI = 0.911, NFI=0.931, IFI=0.968 and RMSEA = 0.045. The overall values provided evidence of a good model fit. All of the model-fit indices exceed the respective common acceptance levels suggested by previous research, following the suggested cut-off value, demonstrating that the model exhibited a good fit with the data collected (Barbara, 2010). Thus, it was possible to proceed to examine the path coefficients.

Table 4 Model fit indices

Measure	Estimate	Threshold
Chi-square (χ^2)	499.064	--
df	284	--
χ^2/df	1.757	Between 1 and 3
Comparative Fit Index (CFI)	0.968	>0.95
SRMR	0.050	<0.08
Root Mean Square Error of Approximation (RMSEA)	0.045	<0.06
Goodness of fit index (GFI)	0.911	>0.90
Normed Fit Index (NFI)	0.930	>0.90
Relative Fit Index (RFI)	0.920	>0.90
Incremental Fit Index (IFI)	0.968	>0.90
Tucker-Lewis Index (TLI)	0.964	>0.90

4.3.3 Testing of formulated hypotheses

Five main hypotheses were formulated for the study. Hypothesis 1 to 5 postulates the relationship between multi-sensory brand experience indicators and their relationship with economic performance. As evident from the Figure 1, the 64.5% of the variance in economic performance has been explained, indicating that the explanatory power of the model may be considered satisfactory and that the model fits the data and is appropriate to test the formulated hypotheses. As evident in Table 5, Sight has inverse but no significant relationship with economic performance ($\beta = -0.018$). Hence hypothesis one is not supporting. The result reveals that Sound ($\beta = -0.253$), Smell ($\beta = 0.101$), Taste ($\beta = 0.393$) and Touch ($\beta = 0.315$) were found to have statistical and significant influence on economic performance (see Table 5) for details. However, the impact that Sound has on economic performance is inversely related, while hypotheses 3 to 5 showed positive influence on economic performance. Figure 1 shows the extracted path coefficient from the main model as indicated in Figure 2. In all, four out of the five hypotheses were statistically significant on influencing economic performance, at 5% significance level.

Table 5: Summary of hypotheses

				β	S.E.	C.R.	P-value	Remarks
H1	Economic_Performance	<---	Sight	-0.018	0.019	-0.381	0.703	Not Support
H2	Economic_Performance	<---	Sound	-0.253	0.027	-4.458	0.000	Support
H3	Economic_Performance	<---	Smell	0.101	0.025	2.028	0.043	Support
H4	Economic_Performance	<---	Taste	0.393	0.042	5.325	0.000	Support
H5	Economic_Performance	<---	Touch	0.315	0.032	5.089	0.000	Support

Note: β = standardised beta coefficients; S.E. = standard error; C.R. = critical ratio; * $p < 0.05$

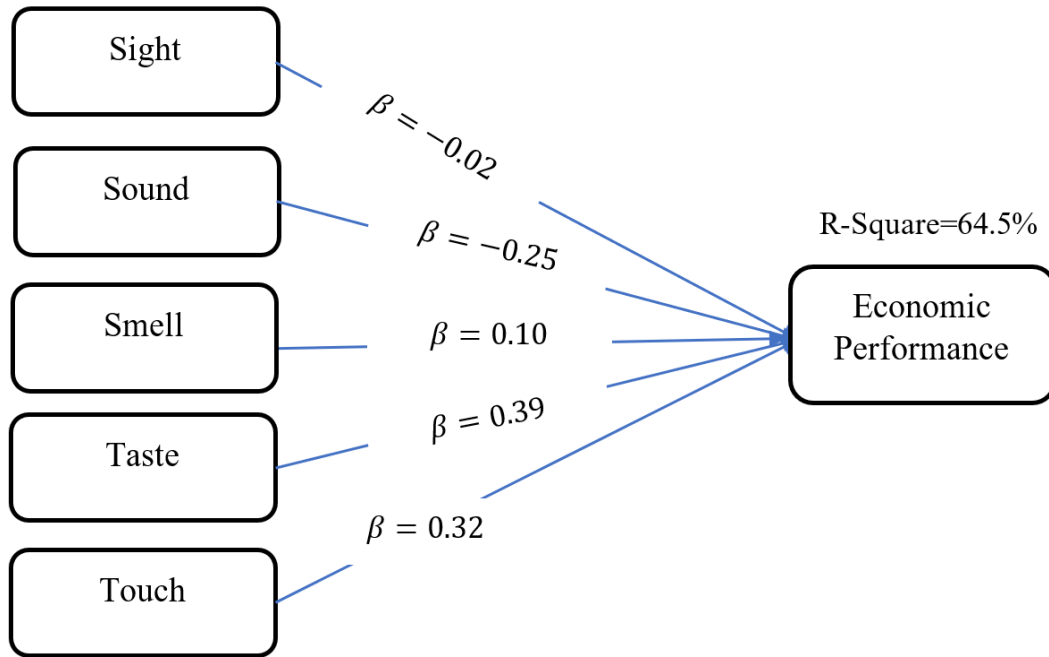


Figure 2 Extracted path coefficient(Standardised beta)

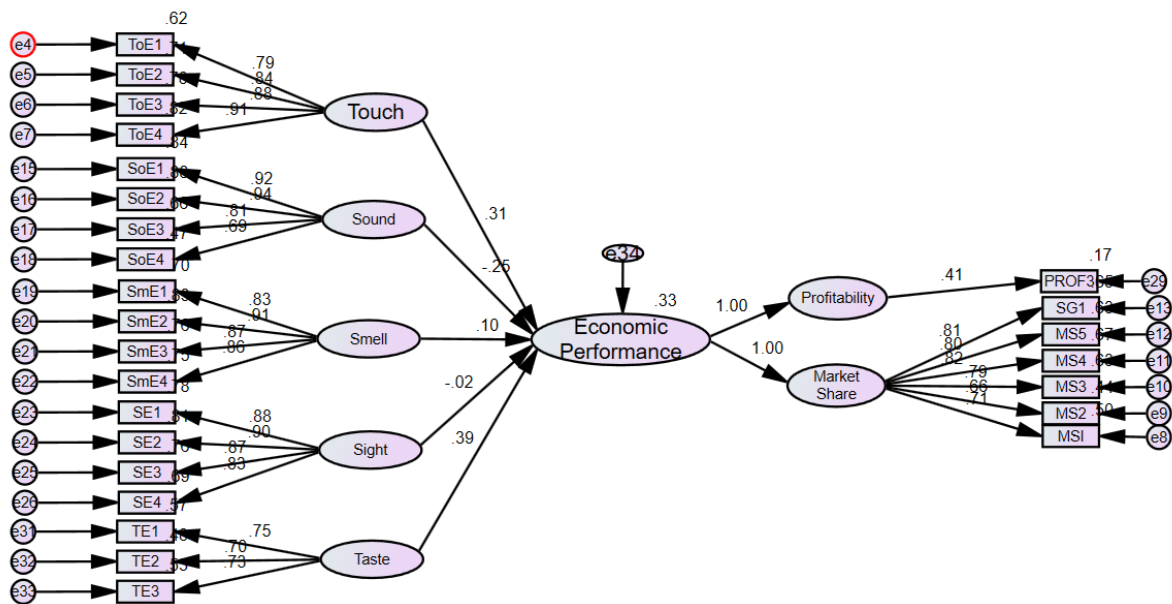


Figure 3: Full path coefficient model(standardized beta)

4.4 Theoretical and Managerial Implications

This study establishes a critical linkage between multi-sensory brand experience and economic performance. Therefore, this study contributes new knowledge to the relationship between multi-sensory brand experience and its consequences on economic performance in several ways. First, the study demonstrates that the relationship between multi-sensory brand experience and economic performance is well established. In addition, this research also implies that multi-sensory brand experience is crucial in explaining the need for undertaking performance measurement. This study also suggests important implications for foodservice managers who seek to foster high-quality customer relationships via multi-sensory brand experience initiatives. As human sense activation has increased firm reputation through multi-sensory brand experience, foodservice managers therefore should consistently monitor whether their multi-sensory brand experience activities have positive impact on performance. Therefore, foodservice executives should pay attention to multi-sensory brand experience activities as a more efficient means of raising positive consumer attitudes toward organisations. Finally, many companies have already recognised the crucial role of multi-sensory brand experience and are

heavily investing in multi-sensory brand experience initiatives to enhance business performance. In this case, various multi-sensory brand experience initiatives (e.g., sponsorship, brand communities, product placement, product launches, street events, road shows, exhibitions and pop-up stores, product sampling events) could be implemented.

4.5 Conclusion and Recommendations for Future Studies

The primary objective of this study was to examine the relationship between multi-sensory brand experience and economic performance. The study found that there is a direct and positive relationship between multi-sensory brand experience and economic performance. The study also shows that people visit food services for different purposes including dine-in, take-away food and beverages, studying, socialisation, relaxation, and business meetings or work. The results of the study have opportunities for future researchers to look at. This study is an original piece of work with its primary data collected directly from beneficiaries of the foodservice operators. Investigations were done to determine whether multi-sensory brand experience and performance were correlated and relevant. The level of interaction between these variables compared and confirmed with theoretical findings. By filling these gaps, new knowledge is provided regarding brand management in a developing country perspective, leading to sustainable improvement in the marketing literature.

The research is explorative in nature, which was undertaken to help understand the collision of multi-sensory brand experience on economic performance, as there is inadequate study in this area, having the hope that it will motivate other researchers to do more study relating to multi-sensory brand experience and financial performance. This study has contributed to the literature on multi-sensory brand experience, profitability, sales growth and market share. It has also highlighted the significant impact of multi-sensory brand experience by providing a critical analysis and the manipulation of the five senses to drive economic performance. Realising the importance of this study, future research could explore this area of study with a variety of other related topics on multi-sensory brand experience. Future research could address the contradictory study highlighting the importance of multi-sensory brand experience in a virtual or online platform. Future studies can adapt the model of the current study and test the effect of multi-sensory brand experience on other dependent variables such as business failure, sustainability and business growth. The limitations of this study offer several opportunities for upcoming researchers. Future research could examine customers of other countries or conduct cross-national research to generalize these findings. Finally, conclusions about causal relationships could not be generalized because the participants were selected from a single industry for a period of three months. Therefore, strategic performance factors as well as longitudinal designs could be employed to investigate these relationships in future studies.

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