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## EVALUATION OF SENSORY MARKETING IN COFFEE SHOPS FROM AN EXPERIENTIAL VALUE PERSPECTIVE AMONG UNIVERSITY STUDENTS

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### ABSTRACT

This research aimed to examine the effect of sensory marketing in coffee shops on experiential value among university students. The research was conducted in the relational screening model. The sample of the research consisted of a total of 388 volunteer participants selected by convenience sampling method among university students in Turkey. In the research, primary data was collected using a demographic information form, Sensory Marketing Scale and Experiential Value Scale. SPSS was used in the analyzes carried out in the research. Regression analyzes were conducted to test the research hypotheses. As a result of the research, it was determined that sensory marketing had a positive and significant effect on experiential value. In the analysis of the sub-dimensions, it was determined that all dimensions of sensory marketing had positive and significant effects on experiential value. As a conclusion, sensory marketing contributes to experiential value both in general and in all its dimensions.

**Keywords:** Sensory marketing, Experiential marketing, Consumer experience, Experiential value

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## ÜNİVERSİTE ÖĞRENCİLERİNDE KAHVE MAĞAZALARINDAKİ DUYUSAL PAZARLAMANIN DENEYİMSEL DEĞER AÇISINDAN DEĞERLENDİRİLMESİ

Hasan Seluk ETİ<sup>2</sup>

### ÖZ

Bu arařtırmada, üniversite öğrencilerinde kahve mağazalarındaki duyuşal pazarlamanın deneyimsel deęer üzerindeki etkisinin incelenmesi amaçlanmıştır. Arařtırma iliřkisel tarama modelinde yürütülmüřtür. Arařtırmanın örneklemini Türkiye'deki üniversite öğrencileri arasından kolayda örnekleme yöntemi ile seçilen toplam 388 gönüllü katılımcı oluşturmuřtur. Arařtırmada demografik bilgi formu, Duyusal Pazarlama Öleęi ve Deneyimsel Deęer Öleęi kullanılarak birincil veri toplanmıştır. Arařtırmada gerekleřtirilen analizlerde SPSS v26 programı kullanılmıştır. Arařtırma hipotezlerini test etmek üzere regresyon analizleri gerekleřtirilmiştir. Arařtırma sonucunda, duyuşal pazarlamanın deneyimsel deęer üzerinde pozitif yönde ve anlamlı bir etkisinin olduęu tespit edilmiştir. Alt boyutlara yönelik analizlerde duyuşal pazarlamanın bütün boyutlarının deneyimsel deęer üzerinde pozitif yönde ve anlamlı etkilerinin olduęu belirlenmiştir. Bu bulgulara göre, duyuşal pazarlamanın hem genel olarak hem de bütün boyutları ile deneyimsel deęere katkı saęladığı sonucuna ulařılmıştır.

**Anahtar Kelimeler:** Duyusal pazarlama, Deneyimsel pazarlama, Tüketici deneyimi, Deneyimsel deęer

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## **Introduction**

In today's competitive business world, consumer preferences and behaviors are constantly changing. Consumers are reported to seek and purchase emotional experiences in addition to their purchases, rather than just goods and services (Randhir et al., 2016). The way products and services are presented is an important factor shaping consumer experiences. Enterprises seek differentiation to go beyond simply offering consumers a product or service and to make these experiences special and meaningful (Lindstrom, 2007; Molitor, 2007; Hultén, Broweus, & VanDijk, 2009). In this context, sensory marketing stands out as an important strategy that influences experiential value (Hussain, 2019; Hulten, 2020; Soo, 2021).

Sensory marketing represents a strategy in marketing that emphasizes engaging the five senses of consumers (vision, auditory, olfactory, gustatory, and tactile) to enhance the way products and services are presented and experienced (Solomon, 2007; Linstrom, 2010). On the other hand, experiential value is defined as the additional value a product or service offers to consumers, encompassing aspects such as emotional fulfillment, aesthetic enjoyment, authenticity, or personal significance beyond mere experiences (Park, Lim, & Kim, 2013).

Sensory stimuli have been identified as capable of shaping consumers' emotional responses and experiences. Within this context, sensory marketing is noted for its potential to offer consumers unique and enriched experiences, thereby enhancing experiential value (Solomon, 2007; Hulten, 2017). However, upon reviewing the literature, it appears that the relationship between sensory marketing and experiential value has only been examined in one study (Soo, 2021). Additionally, the connection between the senses as components of experiential marketing and experiential value has been addressed in a limited number of studies (Chen & Hsieh, 2010; Nigam, 2012; Keng et al., 2013; Jahromi et al., 2015; Shah et al., 2018). In this context, it can be stated that there is an important gap in the literature regarding the exploration of the relationship between sensory marketing and experiential value.

Coffee shops are also incorporating creative and sensory approaches in their coffee offerings and store atmospheres to attract and retain young and experiential consumer groups, especially university students. These types of enterprises aim to make consumers' coffee-drinking experience richer and more satisfying by focusing on sensory stimuli such as aesthetics, sound, smell, taste and touch, going beyond the mere consumption of a beverage. In this context, this study aims to examine the effects of sensory marketing in coffee stores on experiential value among university students. In accordance with this purpose, we seek an answer to the question of how sensory marketing has an impact on experiential value. The research is considered to be important in terms of revealing the importance of sensory marketing for enterprises and contributing to the gap in the literature.

## **Literature Review**

In this part of the study, first the concepts of sensory marketing and experiential value are introduced, and then the relationship between these variables are discussed.

## **Sensory Marketing**

Sensory marketing is a marketing strategy that focuses on using consumers' five senses (sight, hearing, smell, taste, touch) to improve the presentation and consumption experience of products and services (Solomon, 2007; Linstrom, 2010). Sensory marketing is based on the use of sensory stimuli to reach consumers more effectively and make products more attractive (Hulten, 2020). Sensory marketing aims to make products more attractive, enjoyable or memorable by stimulating the consumer's senses (Krishna, 2012).

Sensory marketing involves the use of all senses (Hulten, 2020). In this context, the use of the sense of sight involves providing a visually impressive experience to the consumer by using visual elements such as product packaging, design, color selection, logos, banners and advertising visuals (Randhir et al., 2016). The use of hearing involves using auditory elements such as music, sound effects, brand jingles and speech to create an emotional connection with the consumer and encourage them to remember the product (Krishna, 2012). The use of the sense of taste involves highlighting the taste profile, flavor experience and tasting characteristics for food and beverage products (Hultén, 2017). The use of the sense of smell involves triggering consumers' positive emotional responses and memories by using specific scents in stores or products (Esmailpour and Zakipour, 2016). The use of the sense of touch focuses on the textural properties of products and the tactile experience for similar purposes (Hulten, 2017).

## **Experiential Value**

Experiential value refers to the value that a product or service provides to consumers beyond the experiences, emotional satisfaction, aesthetic pleasure, authenticity or personal meaning (Park, Lim, & Kim, 2013). Experiential value is not only limited to the basic functionality or benefits of the product; but also includes the feelings of satisfaction, enjoyment, enthusiasm and fulfillment that the consumer feels while having these experiences (Pine and Gilmore, 2011). Experiential value is important in terms of creating emotional connections to the consumer, providing a unique experience and encouraging the product or service to have a personal story or meaning (Hultén et al, 2009; Wu and Liang, 2009).

Mathwick et al. (2001) discussed experiential value across four fundamental dimensions: aesthetic value, entertainment value, service excellence, and return on investment value. Aesthetic value denotes the pleasure consumers derive from the sensory attributes of a product or service, such as visual, auditory, tactile, and olfactory qualities. This dimension underscores the importance of consumer experiences being satisfying not only functionally but also sensorially. Entertainment value pertains to the enjoyable and fun aspects of the experience offered to consumers. Given that consumers shop not only to fulfill a need but also for enjoyment, entertainment value occupies a significant position. Service excellence focuses on consumers' perceptions of service quality, playing a crucial role in enhancing customer satisfaction and loyalty. Lastly, return on investment value represents the perceived value in return for the consumer's financial or emotional investment. This dimension encompasses the satisfaction and value obtained in exchange for the consumer's expended resources, such as time, effort, and money (Mathwick et al., 2001).

## **The Relationship between Sensory Marketing and Experiential Value**

Sensory stimuli can shape consumers' emotional responses and experiences. In this context, sensory marketing can enhance experiential value by providing consumers with unique and rich experiences (Solomon, 2007; Hulten, 2017). As an example, a restaurant's delicious food, carefully selected music, pleasant decoration and beautiful presentations enrich the consumer's dining experience. Sensory marketing can enhance aesthetic and emotional values of products or services, such as visual appeal, auditory pleasure, satisfying smell, delicious taste or textural sensation. Moreover, sensory marketing has the capacity to deliver authentic and personalized experiences (Hultén et al, 2009). For example, a luxury fashion brand can enhance experiential value by offering customers specially designed fabrics, perfumes or store atmosphere. As a result, sensory marketing can enhance experiential value by providing consumers with rich, emotional and authentic experiences (Solomon, 2007; Hulten, 2017).

In parallel, in the study conducted by Soo (2021) in the restaurants of hotels with four stars and above in South Korea, it was determined that all dimensions of sensory marketing (vision, hearing, smell, taste, touch) had positive and significant effects on experiential value. In a similar study conducted by Chen and Hsieh (2010) with health tourism customers in Taiwan, it was determined that senses as a component of experiential marketing had a positive effect on experiential value. Similarly, there are other studies (Nigam, 2012; Keng, Tran, & Le Thi, 2013; Jahromi, Adibzadeh, & Nakhae, 2015; Shah et al., 2018) in which senses are considered as a component of experiential marketing and found to positively affect experiential value.

### **Method**

In this section of the study, information about the research method including research design, research model and hypotheses, population and sample, data collection process, data collection tools and analysis method are presented.

#### **Research Design**

This study, which aims to examine the effects of sensory marketing in coffee stores on experiential value among university students, follows a quantitative research paradigm. Objective approaches are incorporated in quantitative research based on positivism (Creswell & Creswell, 2017). Quantitative research is a method based on measurement and observation, aiming for repeatable and objective findings. Quantitative research, which emphasizes a scientific approach free from value judgments, uses statistical and mathematical models for data analysis (Johnson & Christensen, 2008). In other words, quantitative research is an attempt to explain the relationships between variables using mathematical methods (Patton, 2005). The results obtained in quantitative research in which numerical data are transformed into meaningful interpretations are objective, unbiased and free from personal interpretations (Johnson & Christensen, 2008). Thus, the quantitative research paradigm facilitates the creation of insights applicable to similar contexts (Creswell & Poth, 2018). As a result, a quantitative research paradigm is an appropriate choice for the purpose of this study because it enables the collection and statistical analysis of numerical data.

Additionally, a descriptive cross-sectional design was followed in this study. A descriptive cross-sectional design is used to examine events, situations or relationships over a period of time. In this design, data are usually collected at a specific point in time and then

analyzed to understand the status or relationships of the variables under study (Hair et al., 2019). This study examines the effects of sensory marketing in coffee stores on experiential value among university students. Therefore, a cross-sectional design was used to understand the status of sensory marketing and experiential value over a period of time and to examine the relationships between them. Additionally, the cross-sectional design enables data to be collected quickly and efficiently. Other research designs, such as longitudinal or experimental designs, may require more time and resources (Creswell & Creswell, 2017). Considering the time constraints and limitations in the data collection process, a cross-sectional design was considered appropriate for this study and this design was selected.

### Research Model and Hypotheses

This study, which aims to examine the effects of sensory marketing in coffee stores on experiential value among university students, was conducted in the relational survey model. The correlational survey model examines the existence and severity of co-variance between two variables. (Karasar, 2022). While sensory marketing and its dimensions constitute the independent variables of the research, experiential value constitutes the dependent variable of the research. The research model is presented in Figure 1.

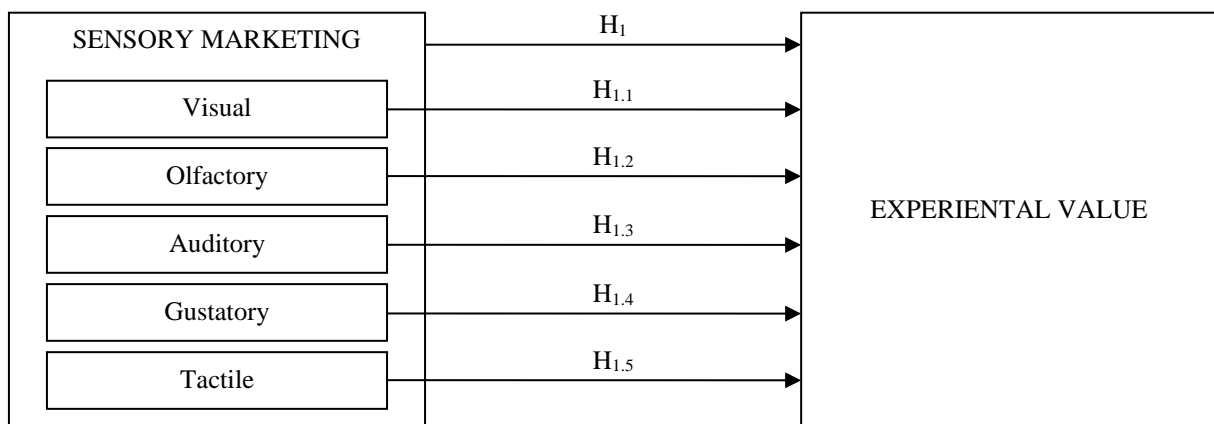


Figure 1. Research model.

The following hypotheses will be tested within the scope of the research.

H<sub>1</sub>: Sensory marketing has a positive and significant effect on experiential value.

H<sub>1.1</sub> The visual dimension of sensory marketing has a positive and significant effect on experiential value.

H<sub>1.2</sub> The olfactory dimension of sensory marketing has a positive and significant effect on experiential value.

H<sub>1.3</sub> The auditory dimension of sensory marketing has a positive and significant effect on experiential value.

H<sub>1.4</sub> The gustatory dimension of sensory marketing has a positive and significant effect on experiential value.

H<sub>1.5</sub> The textural dimension of sensory marketing has a positive and significant effect on experiential value.

## Population and Sample

The population of the study consists of university students in Turkey. According to the most recent data published by YÖK, there are 6,950,142 university students in Turkey (YÖK, 2023). Convenience sampling method was used to select the research sampling. Convenience sampling is a sampling method in which researchers choose the fastest and most convenient way to reach participants. This method involves researchers selecting the sample group from people or sources that they can easily access or reach (Creswell & Creswell, 2017). In this study, considering time and cost constraints, convenience sampling method was preferred for easy, fast and economic data collection.

Sample size may vary depending on the design of the study, population size, confidence level, margin of error and the analyses used. In this context, there are different approaches to determine the required sample size. Bell, Bryman and Harley (2022) state that a sample of 100-200 people is sufficient for social research. According to another perspective, in studies using multivariate regression analysis, the sample size should include 15-20 observations for each of the independent variables (Siddiqui, 2013). According to this perspective, a sample of at least  $5 \times 20 = 100$  people is required for this research, which includes five independent variables. According to a formulation in which the sample size is calculated according to the population size and confidence level (Rahi, 2017), the minimum sample size that can represent the population of this study, which consists of approximately seven million students, with a 95% confidence level and a 5% margin of error is calculated as 384. A total of 388 participants were reached in the study. As it has been seen that this size meets the mentioned criteria, it has been concluded that an adequate sample size has been reached.

The distribution of the sample according to demographic characteristics is presented in Table 1. 199 women (51.3%) and 189 men (48.7%) participated in the study. The average age of the participants was 19.95 (SD=1.13). It is observed that the sample consists mostly of participants who are 20 years old (n=136; 35.1%), have undergraduate education (n=311; 80.2%) and perceive their financial status to be moderate (n=307; 79.1%). Participants generally reported rarely (n=150; 38.7%) or sometimes (n=166; 42.8%) going to coffee shops, while a slightly lower proportion of participants reported frequently going to coffee shops (n=72; 18.6%).

### *Distribution of the Sample According to Demographic Characteristics*

**Table 1.**

	n	%
Gender		
Female	199	51,3
Male	189	48,7
Age ( $\bar{x}=19,95$ ; $ss=1,13$ )		
18	34	8,8
19	109	28,1
20	136	35,1

	21	62	16,0
	22	47	12,1
Level of education			
	Associate's Degree	71	18,3
	Bachelor's Degree	311	80,2
	Post Graduate	6	1,5
Economic status			
	Poor	34	8,8
	Normal	307	79,1
	Good	47	12,1
Frequency of visiting a coffee shop			
	Rarely (several times a year)	150	38,7
	Sometimes (a few times a month)	166	42,8
	Frequently (several times a week)	72	18,6

### Data Collection Process and Data Collection Instruments

The data were collected from university students who volunteered to participate in the study. The data collection process lasted for one month between September 15, 2023 and October 15, 2023. An online survey form was prepared using Google Forms to collect data. The link to the survey form was sent to the participants via various platforms such as social media, WhatsApp and e-mail. Participants took approximately 10 minutes to complete the survey form. This data collection method was preferred to ensure that data is collected quickly, reliably, efficiently and with minimal data loss.

The data collection process of the research was carried out entirely on a voluntary basis. An informed consent form was given to all participants at the beginning of the survey. In this informed consent form, participants were informed about the purpose of the study. Besides, it was clearly stated that participation in the research was completely voluntary and that they could withdraw from the research at any time without giving any reason. Moreover, in order to ensure the anonymity of the participants, it was stated that identity information was not requested; the data would be kept strictly confidential and would only be used for scientific purposes. All participants stated that they were informed about the study and that they participated voluntarily. After the data collection process was completed, the data were downloaded to the researcher's computer and encrypted and protected.

The primary data were collected by using demographic information form, Sensory Marketing Scale and Experiential Value Scale. The demographic information form includes five questions in total, prepared by the researcher, regarding the participants' gender, age, education level, economic status and frequency of visiting coffee shops. Information on the other data collection instruments are presented below.

Sensory Marketing Scale was developed by Zhao et al (2019) and the Turkish adaptation study was carried out by Ertem (2022). The scale has five dimensions: visual, olfactory, auditory, gustatory and tactile. Each of the dimensions contains three items and there are 15



items in total in the scale. The scale is a five-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, 5=Strongly Agree). Scores obtained from the scale reflect the perceived level of sensory marketing. In the Turkish adaptation study, the reliability coefficients of the scale were reported for visual dimension  $\alpha$  as =0.873, for olfactory dimension  $\alpha$  as =0.860, for auditory dimension  $\alpha$  as =0.898, for gustatory dimension  $\alpha$  as =0.781 and for tactile dimension  $\alpha$  as =0.762 (Ertem, 2022). The results of the validity and reliability analysis of the scale in this study are presented in Table 2. As observed in Table 2, the KMO test result is above 0.50 (0.753) and Bartlett's test result is significant ( $p < 0.05$ ). These results indicate that the data set is suitable for factor analysis (Gürbüz & Şahin, 2014). The 15 items in the scale loaded under five factors in line with the original scale. It is observed that the factor loadings of the items are above 0.50. The five-factor structure explains 79.675% of the total variance. On the other hand, the Cronbach alpha reliability coefficient of the overall scale was 0.822, while the reliability coefficients of the scale dimensions ranged between 0.816 and 0.917. In general, reliability coefficients above 0.80 indicate that the scale in question is highly reliable (Gürbüz & Şahin, 2014). According to these results, it was concluded that the five-factor Sensory Marketing Scale consisting of 15 items is a valid and reliable measurement instrument.

*Sensory Marketing Scale Validity and Reliability Analysis Results*

**Table 1.**

Dimension	Item	Factor Loads					Variance	$\alpha$
		Factor1	Factor2	Factor3	Factor4	Factor5		
Visual	Item1	,831					29,844	,846
	Item2	,882						
	Item3	,885						
Olfactory	Item4		,840				14,335	,816
	Item5		,854					
	Item6		,843					
Auditory	Item7			,918			13,082	,917
	Item8			,906				
	Item9			,913				
Gustatory	Item10				,843		12,104	,841
	Item11				,869			
	Item12				,817			
Tactile	Item13					,908	10,309	,878
	Item14					,892		
	Item15					,825		

KMO=0,753; Bartlett:  $\chi^2(105)=3451,380$ ;  $p=0,000$

Total Variance Explained=79.675; Scale Overall Cronbach Alpha=0.822

The Experiential Value Scale was developed by Erdem (2019) by utilizing the studies of Mathwick, Malhotra, and Rigdon (2001) and Tsai and Wang (2017). The scale, which has 13 questions in total, includes four dimensions: aesthetic value (items 1-3), entertainment value (items 4-6), return on investment value (items 7-10) and service excellence (items 11-13). The scale is a five-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, 5=Strongly Agree). The scores obtained from the scale reflect the level of the related experiential value. In the scale development study, the reliability coefficient of the scale was reported for the overall scale as  $\alpha=0.872$ , for the aesthetic value dimension as  $\alpha=0.737$ , for the entertainment value dimension as  $\alpha=0.876$ , for the return on investment dimension as  $\alpha=0.856$ , and for the service excellence dimension as  $\alpha=0.789$  (Erdem, 2019). The results of the validity and reliability analysis conducted for the scale in this study are presented in Table 3. As seen in Table 3, the KMO test result is above 0.50 (0.840) and Bartlett's test result is significant ( $p<0.05$ ). These results indicate that the data set is suitable for factor analysis (Gürbüz & Şahin, 2014). The 13 items in the scale loaded under four factors in line with the original scale. It is observed that the factor loadings of the items are above 0.50. The four-factor structure explains 83.257% of the total variance. On the other hand, the Cronbach alpha reliability coefficient of the overall scale was 0.900, while the reliability coefficients of the scale dimensions ranged between 0.839 and 0.953. In general, reliability coefficients above 0.80 indicate that the scale in question is highly reliable (Gürbüz & Şahin, 2014). According to these results, it was concluded that the four-factor Experiential Value Scale consisting of 13 items is a valid and reliable measurement tool. In this study, the experiential value variable was analyzed not on the basis of sub-dimensions but on the scale as a whole.

### *Experiential Value Scale Validity and Reliability Analysis Results*

**Table 2.**

Dimension	Item	Factor Loads				Variance	$\alpha$
		Factor1	Factor2	Factor3	Factor4		
Aesthetic Value	Item1	,822				25,122	,879
	Item2	,814					
	Item3	,862					
Entertainment Value	Item4		,857			21,701	,953
	Item5		,910				
	Item6		,902				
Value of Return on InvestmentClick to apply	Item7			,764		19,051	,919
	Item8			,873			
	Item9			,888			
	Item10			,864			
Service Excellence	Item11				,790	17,382	,839
	Item12				,871		
	Item13				,817		

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KMO=0,840; Bartlett:  $\chi^2(78)=4461,150$ ;  $p=0,000$

Total Variance Explained=83,257; Scale Overall Cronbach Alpha=0,900

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### Method of Analysis

SPSS v26 program was used in the analyses conducted in the research. Regression analysis was conducted to test the research hypotheses. Before the regression analyses, it was examined whether the normality assumption was met. The results of the analysis conducted in this context are presented in

#### *Results of Normal Distribution Analysis*

**Table 3.**

Variant	N	Skewness	Kurtosis
SENSORY MARKETING	388	-,608	-,360
Visual	388	-,597	,790
Olfactory	388	-,229	-,463
Auditory	388	-,845	,896
Gustatory	388	-,455	-,626
Tactile	388	-,878	,157
Experiential Value	388	-1.034	,580

Skewness and kurtosis are statistical concepts that provide information regarding the symmetry and density of data distributions. Skewness is a statistical measure used to assess the symmetry of a data distribution. Positive skewness indicates that the data distribution is skewed to the right, while negative skewness indicates that it is skewed to the left. Kurtosis indicates how steep or flat the density of a data distribution is. Positive kurtosis in a data distribution indicates that the current distribution has a higher and narrower peak than the peak of a normal distribution. Negative kurtosis indicates that the distribution has a wider and flatter peak than the normal distribution. In general, skewness and kurtosis values between -1.5 and +1.5 are accepted as indicators that the data are normally distributed (Leech, Barrett, & Morgan, 2005). In this context, as observed in Table 4, the skewness and kurtosis values of the variables were found to be within the specified limits and it was concluded that the normality assumption was met.

Besides, the linearity assumption was also examined prior to the regression analyses. Accordingly, the results of Pearson correlation analysis conducted to examine the relationships between the variables are presented in Table 5.

*Results of Pearson Correlation Analysis***Table 4.**

Variant	SENSOR Y MARKET ING	Visual	Olfactory	Auditory	Gustatory	Tactile	Experiential Value
SENSORY MARKETING	1						
Visual	,509**	1					
Olfactory	,564**	,192**	1				
Auditory	,606**	,207**	,186**	1			
Gustatory	,678**	,209**	,161**	,250**	1		
Tactile	,668**	,190**	,139**	,239**	,352**	1	
Experiential Value	,484**	,396**	,255**	,316**	,290**	,265**	1

\*\*p&lt;0,01

The correlation coefficient indicates the direction (positive or negative) and strength (weak or strong) of the relationship between variables. Correlation coefficients can take values between -1 and 1. A negative correlation coefficient indicates an inversely proportional relationship between the variables, indicating that one of the variables increases while the other decreases. In negative correlations, the closer the coefficient is to -1, the stronger the relationship. A positive correlation coefficient indicates a directly proportional relationship between the variables, indicating that when one variable increases, the other also increases. In positive correlations, the closer the coefficient is to 1, the stronger the relationship. Correlation coefficients are generally classified as follows (Schober, Boer, & Schwarte, 2018):

- Negligible relationship between 0.00-0.10,
- Weak relationship between 0.10-0.39,
- Moderate relationship between 0.40-0.69,
- Strong relationship between 0.70-0.89,
- Very strong relationship between 0.90-1.00.

In this context, Table 5 shows the presence of a moderate, positive and significant relationship between sensory marketing and experiential value ( $r=0.484$ ;  $p<0.01$ ). On the other hand, when the relationships between sensory marketing dimensions and experiential value were examined, it was observed that while experiential value was moderately related with the visual dimension ( $r=0.396$ ;  $p<0.01$ ), it was weakly, positively and significantly related with the olfactory ( $r=0.255$ ;  $p<0.01$ ), auditory ( $r=0.316$ ;  $p<0.01$ ), gustatory ( $r=0.290$ ;  $p<0.01$ ) and tactile ( $r=0.265$ ;  $p<0.01$ ) dimensions. These results indicate that the linearity assumption is met.

## Results

This section of the study reports the findings of the analyses conducted to test the research hypotheses.

### The Impact of Sensory Marketing on Experiential Value

In order to test the first hypothesis of the study, the impact of sensory marketing on experiential value was examined. The results of the simple linear regression analysis conducted in this direction are presented in Table 6. As observed in Table 6, the regression model was significant ( $F=117.925$ ;  $p<0.01$ ) and explained 23.4% of the variance in the experiential value. Sensory marketing has a positive and significant effect on experiential value ( $\beta=0.484$ ;  $p<0.01$ ). The results obtained support hypothesis  $H_1$ .

#### *The Impact of Sensory Marketing on Experiential Value*

**Table 5.**

Independent Variable	$\beta$	t	p
SENSORY MARKETING	,484	10,859	,000

Dependent Variable: Experiential Value  
Model:  $F=117,925$ ;  $R^2=0,234$ ;  $p=0,000$

### The Impact of Sensory Marketing Dimensions on Experiential Value

Within the scope of testing the sub-hypotheses of the research, the effects of sensory marketing dimensions on experiential value were examined. The results of the multivariate regression analysis conducted in this direction are presented in Table 7. As observed in Table 7, the regression model was significant ( $F=27,960$ ;  $p<0.01$ ) and explained 25.8% of the variance in the experiential value. Visual ( $\beta=0.288$ ;  $p<0.01$ ), olfactory ( $\beta=0.131$ ;  $p<0.01$ ), auditory ( $\beta=0.175$ ;  $p<0.01$ ), gustatory ( $\beta=0.128$ ;  $p<0.01$ ) and tactile ( $\beta=0.105$ ;  $p<0.01$ ) dimensions of sensory marketing have positive and significant effects on experiential value. Additionally, tolerance values above 0.1 and VIF values below 10 indicate that there is no multicollinearity problem between variables (Gürbüz & Şahin, 2014). The results obtained support hypotheses  $H_{1.1}$ - $H_{1.5}$ .

#### *The Effects of Sensory Marketing Dimensions on Experiential Value*

**Table 6.**

	Independent Variable	$\beta$	t	p	Tolerance	VIF
$H_{1.1}$	Visual	,288	6,254	,000	,903	1,107
$H_{1.2}$	Olfactory	,131	2,890	,004	,929	1,076
$H_{1.3}$	Auditory	,175	3,748	,000	,879	1,138
$H_{1.4}$	Gustatory	,128	2,660	,008	,828	1,208
$H_{1.5}$	Tactile	,105	2,203	,028	,840	1,190

Dependent Variable: Experiential Value

Model:  $F=27,960$ ;  $R^2=0,258$ ;  $p=0,000$

### **Discussion, Conclusion and Recommendations**

This study aims to examine the effect of sensory marketing in coffee stores on experiential value among university students. The research was conducted in the relational survey model. The sample of the study consisted of a total of 388 voluntary participants selected by convenience sampling method among university students in Turkey. The primary data were collected by using demographic information form, Sensory Marketing Scale and Experiential Value Scale. The SPSS v26 program was used in the analyses conducted in the research. Regression analyses were carried out to test the research hypotheses. As a result of the research, it was determined that sensory marketing has a positive and significant effect on experiential value. In the analysis of the sub-dimensions, it was determined that all dimensions of sensory marketing had positive and significant effects on experiential value. According to these findings, it has been concluded that sensory marketing contributes to experiential value both in general and in all its dimensions.

It is observed that this result is in line with the literature. It is stated that sensory stimuli can shape consumers' emotional responses and experiences, and in this context, sensory marketing can increase experiential value by providing consumers with unique and rich experiences (Solomon, 2007; Hulten, 2017). Sensory marketing may enhance aesthetic and emotional values of products or services, such as visual appeal, auditory pleasure, satisfying smell, delicious taste or textural sensation. Sensory marketing can also increase experiential value by providing unique and personalized experiences (Solomon, 2007; Hultén et al., 2009; Hulten, 2017).

It is seen that previous studies in the literature also reached results parallel to the findings in this study. For example, Soo (2021) found that all dimensions of sensory marketing (visual, auditory, olfactory, gustatory, tactile) had positive and significant effects on experiential value in the study conducted by Soo (2021) in the restaurants of hotels with four or more stars in South Korea. In a similar study conducted by Chen and Hsieh (2010) with health tourism customers in Taiwan, it was determined that senses as a component of experiential marketing had a positive effect on experiential value. Similarly, there are other studies (Nigam, 2012; Keng, Tran, &. 2013; Jahromi, Adibzadeh, & Nakhae, 2015; Shah et al., 2018) in which senses are considered as a component of experiential marketing and found to positively affect experiential value. In this framework, it can be stated that the results of this study are in line with the previous studies in the literature.

On the other hand, the relationship between sensory marketing and experiential value has been examined in only one study (Soo, 2021) and the relationship between senses as a component of experiential marketing and experiential value has been the subject of a limited number of studies (Chen & Hsieh, 2010; Nigam, 2012; Keng et al., 2013; Jahromi et al., 2015; Shah et al., 2018). In this context, this study is considered to provide an important contribution to the gap in the literature on the relationship between sensory marketing and experiential value.

This study confirmed that the five sensory elements of sensory marketing are important antecedent variables that can lead to experiential value for coffee shops to differentiate from the competition. In this context, it is suggested that coffee shops should create a marketing strategy that maximizes the sensory stimulation of customers and, in particular, consider all five

senses together rather than being limited to a single sense to create positive experiential value for customers.

The study has some limitations and suggestions for future research based on these limitations. First of all, this study is limited to a sample of university students. In addition, convenience sampling method was used in the study, which may limit the generalizability of the findings to a wider population. In this context, it is recommended to use different sample groups and different sampling methods in future research. Another limitation of the study is that the data were collected in a single time period by adopting a cross-sectional design. In future research, it is recommended to collect long-term data with a longitudinal design and examine the change of variables over time. The fact that the research data were collected with self-report scales is also a limitation due to the risk of bias in the responses and formalized results regarding the variables. In future studies, it is recommended to collect data through qualitative methods such as interviews or focus group discussions instead of self-report scales to reach more in-depth conclusions on the relationships between sensory marketing and experiential value. As another limitation, the dimensions of experiential value were not addressed in the study. Future research could examine the effects of sensory marketing on different experiential value dimensions to reach more detailed results. Furthermore, the study is limited to examining the effects of sensory marketing on experiential value and other possible outcomes are not examined in the study. In this context, future studies can examine the effects of sensory marketing on variables such as customer satisfaction, customer loyalty, purchase intention, etc. and the mediating role of experiential value in these relationships. In addition, the moderating role of variables such as demographic factors that may have an impact on the relationship between sensory marketing and experiential value can be examined. Consideration of these limitations and suggestions for future research will contribute to a more comprehensive understanding of the relationships between sensory marketing and experiential value.

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