

The Impact of Sensory Marketing on Customer Satisfaction: Evidence from the Refectories of the Universities in Quetta, Balochistan

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ABSTRACT

Sensory marketing involves enhancing customer satisfaction by triggering their five senses, while customer satisfaction denotes the propensity of customers to remain content with the firm's offerings. The purpose of this study is to unfold the relationship between sensory marketing and customer satisfaction. The research methodology employed in this study is quantitative, utilizing a self-administered questionnaire to collect data from students at universities in Quetta, Balochistan. A convenience sampling technique was used to collect data from students visiting the university's cafeteria. The data were analyzed using SPSS software, employing correlation and regression analysis. The study concluded that sensory marketing has a significant positive impact on customer satisfaction; therefore, organizations should benefit from employing sensory marketing techniques to enhance their customers' experience and satisfaction.

Keywords: Sensory Marketing, Customer Satisfaction. University Refectories, Quetta, Pakistan.

INTRODUCTION

Schmitt (1999) first proposed the concept of sensory marketing, which involves utilizing the five senses—sound, sight, touch, taste, and smell to evoke customers' emotions rather than their rational judgment (Mushtaq et al., 2025). Krishna (2012) depicted sensory marketing as a marketing strategy that can influence consumers' judgment, discernment, feelings, and activities, notwithstanding their five senses. Erdil (2015) described the mechanism of sensory marketing as the creation of stimuli derived from external environmental elements designed to engage consumers' senses. These environmental factors shape consumer emotions and perceptions of a product or company, impacting their purchase intentions and behaviors. According to Lindstrom (2006), external environmental stimuli influence all five human senses, with sight having the most substantial impact on initial development in human beings, which helps establish perceptions about particular products. Several other studies have also established that sight is the most evolved human sense for attracting clients; therefore, the best sense for reaching clients with sensory marketing messages is "seeing" (Shahid et al., 2022; Antunes & Verissimo, 2024; Lyu & Huang, 2024). Lindstrom (2006) asserted that smell is an indispensable sense that is inherently connected to the act of breathing, making it impossible for human beings to avoid or ignore. Amongst all human senses, smell has the most instantaneous and direct impact on memory, often evoking emotional responses and triggering recollections of past experiences. Krishna (2012) highlighted that auditory perception is shaped not only by the presence of sound but also by its pitch, speed, and intonation, all of which contribute to how messages are interpreted and retained by consumers. In the

context of sensory marketing, these olfactory and auditory cues work synergistically with other sensory inputs to create immersive brand experiences, influence consumer emotions, and strengthen brand recall. A notable amount of information is taken in through "sound," which also has a long-term impact on memory (Broweus & Dijk, 2009). 'Taste' distinguishes between sweet, sour, salty, and other flavors (Ikeda, 2002; Chen & Schmidt, 2025).

Touch is a sense that is felt through the skin. 'Touch' occurs when something or someone comes into contact with a person, creating rapport between both, which alters an individual's emotions and significantly affects communication (Hultén, Broweus, & Van Dijk, 2009). The five senses work in unison when people eat, as food is tied to more than taste, including sight, texture, smell, and the sound of crunchy chewing (Krishna, 2012; Pandey & Tripathi, 2025). The considerable emotional consequences of these senses on customers were revealed (Helmefalk & Hultén, 2017). These senses, collectively as well as individually, empower customers to recognize a specific brand or product in various consumption-related decision-making contexts, thus making "sensory marketing" a significant and crucial marketing tactic (Krishna, Cian, & Nilufer, 2017). Based on the significance of sensory marketing in enhancing customer satisfaction, this study aims to explore the strategic integration of sensory marketing within the given context, examining how multi-sensory stimuli influenced by external environmental factors can shape consumer perceptions, emotions, and behaviors, thereby offering valuable insights for improving customer satisfaction (Chen & Schmidt, 2025).

Problem Statement

Although sensory marketing has proven to have a significant impact on consumer satisfaction, universities situated in Quetta, Balochistan, should refrain from engaging in sensory marketing in their food-related service offerings. The refectories of institutions often overlook or underestimate the importance of sensory marketing, which shapes customers' perceptions and behaviors. These dining facilities often neglect key sensory dimensions, such as controlling strong food odors, maintaining cleanliness, and providing a visually appealing outlook with comfortable tactile experiences that significantly contribute to consumer satisfaction. Issues such as unhygienic conditions, unpleasant aromas, and inadequate seating comfort create an unappealing dining environment. Moreover, the lack of awareness and understanding of sensory marketing principles among refectory staff and chefs further exacerbates these shortcomings, eventually lowering customer satisfaction and limiting the potential for customer loyalty.

Significance of the study

Sensory marketing is used in every field of business. Companies producing food-related products and restaurants specializing in delicious recipes should be familiar with sensory marketing. The results of this study will reveal the significance of sensory marketing for university cafeteria contractors and staff. Through the findings of this study, they will be able to enhance customer satisfaction and their profitability.

Objective of the Study

The primary objective of this study is to investigate the relationship between consumer experience, as perceived through the five senses, and customer satisfaction at the University of Balochistan. It is also important to understand whether sensory marketing contributes to consumer satisfaction. The objective is to identify the impact of sensory marketing on consumer satisfaction and to provide insights that restaurant and canteen marketers and management can use to adapt their offerings to the same genre.

Limitations of the study

The study is subject to various constraints, including time, data availability, and resource limitations. The interview-based study is a time-consuming process; therefore, a quantitative study was conducted among students of the universities situated at Quetta; who regularly visit the university's cafeterias. Therefore, this study may lack generalizability. A further limitation is the use of a small sample size, achieved through a non-probability-based convenience sampling technique due to time and resource constraints.

LITERATURE REVIEW

Sensory Marketing

From a marketing perspective, marketers utilize human psychology as a strategy to promote their services or products by creating an environment that appeals to customers' senses at the time of sale. The formulation of a standard definition for sensory marketing is as follows: the collection of factors under the producer's and/or distributor's control that are used to create a particular multi-sensory environment around goods or services, either through the features of the good/service, or through favorable communication, or through the environment at the point of sale (Barros, 2004). Kotler (1973) mentioned that "the development of a consumption atmosphere that causes particular emotional responses in the customer, such as pleasure or excitement that can boost their likelihood of buying, is how the term 'atmosphere' is defined.

The Impact of Sensory Marketing on Customers' Visual (Sight) Sensory Marketing

Since the synchronization between the brain and the eyes appears to function more effectively than any other system ever created, vision is the dominant and most significant sense among the others (Banda & Montewka, 2003). The brain and the eyes share quick coordination. A visual objective is visible to anyone. Eighty percent of the information transmitted through this sense is obtained through sight, which is crucial (Herz & Engen, 1996). Studies on memory recall show that whether a consumer sees a company name has little bearing on their ability to recognize it. A written message in color or black and white can be known by the consumer up to 78% of the time. Natural light or artificial light can enhance the pleasurable sensations at the point of sale, where the buyer spends time, depending on the resources and intensity (Rieunier, 2000). Another study found that the five senses converge through various methods in the human brain, suggesting that relationships with one sense can impact another (Driver & Noesselt, 2008). The inclusion of graphic information (Henderson et al., 2003) can make it easier for a product to stand out in the sea of marketing communications, thereby better aligning with customers' needs (Deng, Michalski, & Kahn, 2010).

Auditory (Sound) Sensory Marketing

To help the consumer, remember that a message often incorporates music in advertising. However, since the study focused on music's impact on behavior at the point of sale, for instance, it plays a significant role for sensory marketing managers. According to the success of a marketing environment, the subjectivity of a potential consumer must be able to handle its capacity (Célier, 2004). The environment is energized by music, which is a crucial selling factor. Customer perception is influenced by various factors, including the lighting environment, decor, speakers, and a large flat-screen TV. Background music plays a significant role in attracting customers and enhancing the ambiance. In a bar, music energizes increased consumer consumption, and undesirable sounds can be distinguished. Rossing et al. (2002) noted that there are other types of sounds in the environment than music, such as noise. The authors explain this rationale,

noting that there is evidence that noise affects communication and has numerous psychological and physiological effects (Rossing et al., 2002). In addition, Hul et al (1997) note that an individual's music preference affects whether advertising has a positive or negative influence on the consumer. Companies must be mindful of the music they play and use preferred music to influence customers' perceptions of the in-store environment (Cameron & Caza, 2004; Chen & Chen, 2023).

Olfactory (Smell) Sensory Marketing

According to scientific studies, smell generates 75% of our emotions (Lindstrom, 2005). Scientific studies have shown that 75% of emotions are aroused by smell. This is the reason why fragrance has been used so frequently in all professional settings. While we can close our eyes, muffle our ears, turn off the phone, and refuse to taste, smell is a component of the air that we breathe (Lindstrom, 2005). A whopping 45% of brand communication involves the sense of scent (Kotler & Lindstrom, 2005). However, the use of olfactory marketing in the fast food sector involves the use of a synthetic odor to energize the consumer. However, numerous studies have demonstrated that smell can alter consumer behavior. In a study by Krishna et al. (2010), the researchers concluded that scent has a longer-lasting effect than taste and that fragrant objects are perceived as more beautiful than non-fragrant ones.

Our sense of smell plays a significant role in our experiences. Before consuming milk from the refrigerator, we give it a quick sniff; if we detect even the slightest hint of smoke, we take appropriate action. By assisting us in selecting fresh food and avoiding spoiled or rotten food, our sense of smell helps keep us safe. Our shopping cart only contains fruit and meat that has passed the sniff and feel inspection. When we open a can of peanuts or a beverage, we unconsciously check the packaging for suspicious tears and wait for the seal to snap. In this literature, without the individual being aware of the process, fragrance can operate as a cue or stimulus in the mind, affecting the actual behavior (Ward, Davies, & Kooijman, 2003). It is also believed that pleasant scents elicit favorable (or unfavorable) affective consumer reactions, which in turn produce approachable (or avoidable) behavior that is learned through the emotional reaction (Morrin, Krishna, & Lwin, 2010; Williams & Ito, 2025).

Additionally, research indicates that evoking a pleasing aroma is an inexpensive and efficient strategy to enhance consumer shopping behavior and improve cash outflow (Spangenberg et al., 1996). Overall, these impacts may influence consumer behavior, encouraging them to spend more money when exposed to the pleasant aroma of a shop environment. It is evident that when the smell is perceived as usual for the product, customers tend to judge the product more favorably. However, it is also helpful to consider how well the smell aligns with the overall service atmosphere (Khan et al., 2023; Ward et al., 2003).

Gustative (Taste) Sensory Marketing

In many studies, taste has been used in toys, infant formula, cigarettes, and medicine. Taste marketing essentially focuses on the intrinsic qualities of a product and is an efficient approach to identifying the product in the market (Célier, 2004). Manufacturers have been utilizing this sense extensively to cater to local preferences, thanks to scientific advancements; for instance, German consumers prefer sweet-salty mixes, whereas British consumers tend to opt for softly sour foods (Célier, 2004). Scientists are now familiar with the flavor combinations of green, red, yellow, and blue, which include flavors such as salty, sweet, bitter, and sour (Célier, 2004). The manner in which food and beverages are served is instinctual and crucial for the overall taste experience (Klosse et al., 2004). By giving a food or meal a catchy name, restaurant managers and marketing specialists can attract more consumers. Numerous studies have demonstrated that this organized approach has resulted in a 27% increase in restaurant sales. (Wansink et al., 2005).

Such promotional tactics encourage consumers to purchase a product immediately after trying or liking it (Rieunier, 2000). Spence (2010) asserts that taste is far more complex than the perception of fundamental sensations on the human tongue and that it involves other senses to a greater extent than most people realize. The most significant and developed sense is the sense of taste (Gupta & Singh, 2024). We have very few biologically predetermined tastes and preferences. It is much preferable if they are connected to some form of experience. The liking for and acceptance of new flavors or foods can also be influenced by how well-liked a flavor or food is if a food's sensory characteristics are associated with unpleasant feelings or emotions. An aversion to this cuisine may form and last the rest of one's life. However, pleasant feelings may also influence a person's eating preferences. The flavor of the product—fruity, spicy, salty, sour, sweet, and colorless—as well as our overall food preferences, are essential when discussing food goods. When it comes to manufactured meals, one major factor will significantly impact the following, which in turn will be heavily influenced by cultural factors, including lifestyle, aspirations, and early influences (Lee & Lee, 2023; Park & Giovanni, 2025).

Tactile (Touch) Sensory Marketing

25% of touch senses are tied to brand creation (Kotler & Lindstrom, 2005). Touching the products has a favorable impact on consumers' behavior and shopping attitudes (Peck & Wiggins, 2006). Peck and Wiggins (2006) suggest that customers can interact with touch-screen electronics by touching them. One factor could be that brands like computers or mobile devices cannot be judged just by sight (Hultén, 2013). Brand-building-related flavors hold a 31% stake (Kotler & Lindstrom, 2005). Marketers attempt to take into account the feeling that is cast off by physical contact while developing a product (pen, clothing, steering wheel, perfume bottle, crackers pack, etc.) According to Rieunier (2000), the weight and size of the cutlery, the comfort of the chair, and the napkin's softness have an impact on the customer's perspective at the point of sale.

The most incredible sensory organ in the human body, and the first sense to emerge, is the tactile sense (Gallace et al., 2010). Additionally, our hands play a crucial role as our "primary source of information to the touch perception system," making the touch sense one of our most intimate senses, as it involves actual contact with the skin (Peck & Childers, 2003; Williams & Ito, 2025).

Consumers tend to evaluate and learn about products by touch, according to research (McCabe & Nowlis, 2003). It has also been recommended that allowing customers to touch and engage with things in retail settings might be advantageous for businesses (Grohmann, Spangenberg, & Sprott, 2007). Consumers want a store environment that enables them to view products in person and pick up, touch, and decide among the displayed items, according to studies (Krishna & Morris, 2008). (McCabe & Nowlis, 2003). Touching products has been linked to successful product placement in stores and has been demonstrated to have a beneficial influence on consumer attitudes, behavior, and buying intentions (Citrin et al., 2003; Peck & Wiggins, 2006). A positive affective reaction via touch may lead to more favorable sentiments toward a product (Peck & Wiggins, 2006). Touch is a key aspect of learning more about the product and its attributes, such as hardness, shape, weight, or texture. In-store and point-of-purchase displays are one touch that Peck and Wiggins (2006) identified as potentially having noticeable effects on retail ambiance. Displays, according to researchers, can entice touch and cause a buyer to interact with a product they might not have otherwise. This can lead to more impulsive and unanticipated purchases. (Peck & Childers, 2008). Peck and Childers (2003) demonstrated how information obtained through touch affects customer behavior and emotion. To show how the relevance of haptic information differs dramatically among users, products, and contexts (Wang & Chen, 2024; Park & Giovanni, 2025).

Sensory marketing and customer satisfaction

The similarity of services and products makes it difficult for businesses, particularly in the service sector, to differentiate themselves from rivals. Therefore, marketing researchers have concentrated more on efficiently managing services that would lead to consumer satisfaction (Bonuke et al., 2017). For this reason, interest in and focus on sensory marketing — i.e., how to captivate people through an understanding of the five senses is growing. The service sector and the food business may use a holistic communication approach that incorporates all five senses, including touch.

Sight, taste, smell, and hearing, in order to fill the trending marketing requirement and paradigm (Brakus, Schmitt, & Zarantonello, 2009). Additionally, the use of sensory marketing techniques in the food industry leads to favorable consumer behavior and perception by providing an opportunity for a comprehensive experience (Turley & Milliman, 2000). Consumers are allegedly influenced by sensory cues such as scents in stores, background music, touch, flavors, and colors (Compeau, Grewal, & Monroe, 1998), as well as background music (Sprott et al., 2006). According to those researchers, food businesses can affect customers and capture their senses and interest by creating the best store products and designs, such as cozy furnishings, distinctive colors and design, and background music that evokes an exceptional atmosphere and positive emotions, as well as scents and delightful combinations of ingredients that can increase the experience of customers' taste (Shah, 2018). According to research conducted in the field of experimental marketing, gastronomic encounters strengthen consumers' emotional bonds with brands (Xie, Poon, & Zhang, 2017). Customer satisfaction is greater when emotional intensity is higher (Rauyruen & Miller, 2007; Park & Giovanni, 2025). A supplier should start by analyzing how to create value for the client before looking at how to serve the customer. According to the value-in-use concept (Grönroos, 2006), using products or services can add value for consumers. A multi-sensory brand experience is produced by psychological reactions and mental processes that are based on the human senses. A person's unique, subjective understanding and interpretation of a multi-sensory brand experience is referred to as experiential sense. Customer happiness and service quality are the two main. Principles in marketing theory and practice (Gera, 2017). Today's constantly rising rivalry forces businesses to maintain their competitive advantages more effectively, which is why they provide their clients with high-quality service that boosts consumer satisfaction (Ali & Raza, 2017).

Based on the literature review, the following theoretical framework and hypotheses have been developed.

H1: Sensory marketing has a significant impact on customer satisfaction.

RESEARCH METHODOLOGY

The study utilized a descriptive and correlational research design. The design was selected to systematically describe the students' perceptions of the sensory marketing mix and to statistically examine the relationships between these sensory dimensions and overall customer satisfaction. This approach is well-suited for studies that aim to quantify phenomena and test hypotheses without manipulating variables (Sekaran & Bougie, 2016). The target population for this study was defined as all undergraduate and postgraduate students enrolled in the public and private universities of Quetta, Balochistan, who are regular users of university refectory services. Given the constraints of time and accessibility, a non-probability convenience sampling technique was employed to recruit participants. This method was deemed appropriate for this exploratory research, as it allows for the selection of respondents who are most readily available (Etikan, Musa, & Alkassim, 2016).

A total of 300 students constituted the final sample for this study. Sensory marketing has been measured by using 17 items suggested by D. Kim and Perdue (2013) and Chua et al. (2019). Customer satisfaction is measured by using five items suggested by Zeithaml et al. (1996). Survey respondents are evaluated on a 7-point Likert scale (1 = very strongly disagree, 7 = very strongly agree).

This sample size is considered robust for quantitative analyses such as ANOVA and correlational analysis, as it provides sufficient statistical power to detect medium-effect sizes and ensures the stability of the variance-covariance matrix (Hair, Black, Babin, & Anderson, 2019). Participants were briefed on the study's purpose, and verbal informed consent was obtained prior to administering the questionnaire. Data was collected using a structured, self-administered questionnaire. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 26. The following statistical techniques were employed, consistent with the methodologies outlined by Pallant (2020). The internal consistency of the Sensory Marketing and Customer Satisfaction scales was assessed using Cronbach's Alpha. A coefficient value of 0.70 or higher was considered acceptable, indicating good reliability (Nunnally & Bernstein, 1994). Correlational analysis was used to examine the strength and direction of the linear relationships between each of the five sensory marketing dimensions and the overall customer satisfaction score. Ethical principles were strictly adhered to throughout the research process. Participation was entirely voluntary and anonymous. Informed consent was obtained from all participants, who were informed of their right to withdraw at any time. The confidentiality of all responses was guaranteed, and the data was stored securely and used solely for this academic research.

RESULTS & ANALYSIS

The reliability analysis of Sensory Marketing Scales was conducted using the Cronbach's Alpha coefficient for all variables included in the analysis. The variables used in the analysis are SI1, SI2, SI3, SI4, SI5, SM1, SM2, SM3, SM4, TO1, TO2, TO3, TO4, SO1, SO2, SO3, and SO4. The results of the reliability analysis exhibit a Cronbach's Alpha coefficient value of 0.827, indicating a high level of internal consistency reliability. The analysis included a total of 17 items (variables). In summary, the reliability analysis suggests that the set of variables included in the analysis demonstrates a high level of internal consistency, with a Cronbach's Alpha coefficient of 0.827. This indicates that the variables collectively measure the underlying construct reliably.

Table 1: Case Processing Summary

Cases	N	%
Valid	300	100.0
Excluded	0	.0
Total	300	100.

a. Listwise deletion based on all variables in the procedure.

The reliability analysis of the Customer Satisfaction Scale was conducted using the Cronbach's Alpha coefficient for the variables SAT1, SAT2, SAT3, SAT4, and SAT5. The results of the reliability analysis indicate a Cronbach's Alpha coefficient value of 0.822, indicating a good level of internal consistency reliability. The analysis included a total of 5 items (variables). In summary, the reliability analysis indicates that the set of variables included in the analysis exhibits a high level of internal consistency, with a Cronbach's Alpha coefficient of 0.822. This indicates that the variables collectively measure the underlying construct reliably.

Based on the correlation analysis between sensory marketing (SM) and customer satisfaction (CS), the following results reveal that the Pearson correlation coefficient between SM and CS is 0.490. This

value indicates a moderate positive correlation between SM and CS. The p-value associated with the correlation coefficient is 0.006. Since this p-value is less than the significance level of 0.01, the correlation is considered statistically significant. In summary, the correlation analysis indicates a statistically significant moderate positive correlation ($r = 0.490$, $p < 0.01$) between sensory marketing and customer satisfaction. This suggests that higher levels of sensory marketing are associated with increased customer satisfaction.

Table 2: Correlation

		SM	CS
SM	Pearson Correlation	1	.490**
	Sig (2-tailed)		.006
	N	300	300
CS	Pearson Correlation	.490**	1
	Sig (2-tailed)	.006	
	N	300	300

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

The regression analysis results show that the correlation coefficient (R) between SM (Sensory Marketing) and CS (Customer Satisfaction) is 0.490, indicating a moderate positive relationship.

The coefficient of determination (R Square) is 0.240, meaning that approximately 24% of the variance in CS can be explained by the predictor variable, SM. The adjusted R-squared takes into account the number of predictors and degrees of freedom, resulting in a value of 0.213.

Table 3: Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.490 a	.240	.213	1.3699 9

a. Predictors: (Constant), SM

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 a	.240	.213	1.3699 9

a. Predictors: (Constant), SM

b.

The standard error of the estimate is 1.36999, indicating the average distance between the observed and predicted values of CS. The regression model is statistically significant, as indicated by the ANOVA table. The regression sum of squares is 16.622, with 1 degree of freedom (df), resulting in a mean square of 16.622. The residual sum of squares is 52.552, with 28 df, resulting in a mean square of 1.877. The F-statistic is 8.856, and the associated p-value is 0.006, indicating a significant relationship between the predictors and the dependent variable (Park & Giovanni, 2025).

Table 4: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	16.622	1	16.622	8.856	.006
Residual	52.552	28	1.877		b
Total	69.175	29			

a. Dependent Variable: CS

b. Predictors: (Constant), SM

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	16.622	1	16.622	8.856	.006
Residual	52.552	28	1.877		b
Total	69.175	29			

a. Dependent Variable: CS

b. Predictors: (Constant), SM

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.851	.800		1.064	.296
SM	1.007	.338	.490	2.976	.006

a. Dependent Variable: CS

The intercept (Constant) is 0.851, but it is not statistically significant ($p = 0.296$). The coefficient for the predictor variable SM is 1.007, indicating that for each unit increase in SM, there is a predicted increase of 1.007 units in CS. The standardized coefficient (Beta) for SM is 0.490, suggesting that SM has a moderate positive impact on CS. The t-statistic for SM is 2.976, and the associated p-value is 0.006, indicating that the relationship between SM and CS is statistically significant. In summary, the regression analysis reveals a statistically significant relationship between sensory marketing (SM) and customer satisfaction (CS). The predictor variable SM has a positive impact on CS, with higher levels of SM associated with higher levels of customer satisfaction (Mohsin et al., 2021; Baek et al., 2020; Ragneskog et al., 2018; Lee & Vanderbilt, 2025)

CONCLUSION

Sensory marketing and customer satisfaction are emerging research domains. The study reveals a significant positive correlation between sensory marketing (SM) and customer satisfaction (CS), suggesting that higher levels of sensory marketing are associated with greater customer satisfaction. Sensory marketing (SM) significantly predicts customer satisfaction (CS), with a positive coefficient indicating that an increase in sensory marketing is associated with an increase in customer satisfaction. Overall, the data suggest a positive relationship between sensory marketing and customer satisfaction, as supported by the correlation, regression, and reliability analyses. The findings suggest that sensory

marketing plays a crucial role in influencing customer satisfaction, and organizations that effectively implement sensory marketing strategies are more likely to achieve higher levels of customer satisfaction (Wang & Chen, 2024; Lee & Lee, 2023; Khan et al., 2023; Chen & Chen, 2023; Gupta & Singh, 2024).

PRACTICAL IMPLICATION

The findings of this study suggest that the university cafeterias should consider implementing sensory marketing techniques to increase customer satisfaction. They can enhance it by creating a multi-sensory environment that incorporates visuals, pleasant background music, appealing scents, and tactile experiences through comfortable seating and displays. By doing so, they can create a more enjoyable and memorable eating experience for their customers, leading to increased satisfaction and loyalty.

Menu Design and Presentation: Sensory marketing can also be applied to menu design and presentation. The cafeterias can use appealing visual displays, appetizing food images, and descriptive language to entice customers' taste buds and increase their anticipation of the meal.

Training and Awareness: The canteen staff and management should be provided with training and awareness sessions on the importance of sensory marketing. They should be educated about the various sensory cues and how they can be strategically utilized to positively influence customers (Lee & Vanderbilt, 2025).

FUTURE RESEARCH

Future research could conduct a comparative study between cafeterias that have implemented sensory marketing techniques and those that have not. This would help to measure the actual impact of sensory marketing on customer satisfaction and identify the key factors that contribute to its effectiveness. Long-Term Effects: Understanding the impact of sensory marketing on customer behavior over time provides valuable insights for retaining customers in the long term and building brand loyalty. Extending to Other Industries: This study focuses on the cafeterias of Universities in Quetta City. However, it can also be applied to other industries, such as restaurants, retail stores, and hospitality establishments. In conclusion, the practical implications of this study emphasize the importance of implementing sensory marketing techniques in the university cafeterias to enhance customer satisfaction (Williams & Ito, 2025).

Furthermore, future research should continue to explore the effectiveness of sensory marketing in diverse contexts and industries while considering the impact of cultural influences. By continuing to explore the world of sensory marketing, businesses can create more immersive and enjoyable experiences for their customers, ultimately leading to increased satisfaction and success.

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