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**INVESTIGATING THE EFFECTS OF SENSORY
MARKETING ON CUSTOMER DECISION-MAKING
PROCESS OF TOYOTA COMPANY IN THE NORTH
IRAQ**

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**KUZEY IRAK'TA TOYOTA FİRMASININ MÜŞTERİ KARAR
VERMESİ SÜRECİNE DUYUSAL PAZARLAMANIN
ETKİLERİNİN İNCELENMESİ**

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**THESIS ACCEPTANCE AND APPROVAL
BINGOL UNIVERSITY**




SOCIAL SCIENCES INSTITUTE

This work entitled [**Investigating the Effects of Sensory Marketing on Customer Decision-Making Process (Case Study: Toyota Company)**], prepared by [**KAMARAN**], was found to be successful as a result of the thesis defense examination held on the date of (.../.../2019) and accepted by our juror as the Master's Degree in the Department of Business Administration.

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CONFIRMATION

The jury determined in the (... /... / 2019) have accepted this thesis. Session of the Board of Directors of the Institute of Social Sciences of Bingol University.

Doç. Dr. Yaşar BAŞ

Director of the Institute

PREFACE

First of all, I am grateful to the Almighty God for establishing me to complete this research (Thesis). My sincere gratitude to my teacher and research supervisor (Assist. Prof. Dr. Müslüm Polat) for the help, advice, guidance, provision and support he offers me during my two years of research study. My father and mother, I cannot adequately express how thankful I am for the hardships you have been going through in raising me up, and the support and advices you offering me is beyond the measures, and I am hugely indebted to you.

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ABSTRACT

The main goal of this research is to determine the effect of sensory marketing on the decision making process of customers. The research was followed by Vila-López, N., & Rodríguez-Molina, M. model, which was presented in 2013. The type of research is descriptive survey type. According to the data analysis method, the type of correlation and research method is field type. In this study, the independent variable is the sensory marketing variable. The variables of surprise, participation, immersion, emotional event experience, and brand experience and brand personality are mediating variables and dependent variable consumer behavior. The realm of this research is the company Cihan Motors (Toyota Sales Representative in Iraq).

The statistical population of this research includes customers and buyers of Toyota products in the province of Erbil. In the customer group, 400 questionnaires were distributed in order to reach the desired sample size and return the desired number. Considering that the purpose of this study is to investigate the effect of sensory marketing on customer decision making, AMOS software is one of the most important programs for estimating parameters, performing a meaningful test, and the fitting of structural equation models with final variables (which is unreliable). Observation and direct measurement) are used. In this research, immersion is the most important experience of emotional event and the brand experience has a significant effect on emotional events. Brand experience affects brand personality and brand personality, in turn, affects brand reputation.

Keywords: Sensory Marketing, Decision Making Process, Consumer Behavior, Structural Relationships.

ÖZET

Bu çalışmanın ana amacı duyusal pazarlama tekniklerinin müşterilerin karar verme süreçleri üzerine etkisinin belirlenmesidir. Çalışma 2013 yılında yayımlanan Vila-López, ve Rodríguez-Molina, modelini esas almaktadır. Çalışma tanımlayıcı anket türündedir. Veri analiz yöntemine göre ise çalışma korelasyon esaslı saha tipi çalışmadır. Bu çalışmadaki bağımsız değişken duyusal pazarlama değişkenidir. Şaşırtma, katılım, sürükleyicilik, duygusal tecrübeler, marka tecrübesi ve marka kişiliği ise aracı değişkenlerdir. Son olarak, bağımlı değişken ise tüketici davranışıdır. Çalışma evreni ise Cihan Motors şirkettir (Irak'taki Toyota Satış Temsilciliği).

Çalışmanın istatistik evreni Erbil ilindeki Toyota müşterileri ve kullanıcılarıdır. Müşteri grubuna 400 adet anket dağıtılarak arzu edilen örnek grubu büyüklüğü elde edilmiştir. Çalışmanın amaçları doğrultusunda duyusal pazarlamanın müşteri karar süreçleri üzerine etkileri, parametre hesaplamaları konusunda en önemli programlardan birisi olan AMOS yazılımı kullanılarak araştırılmıştır. Bu program anlam testleri yürütmekte ve nihai değişkenler üzerinden yapısal denklem modelleri geliştirmekte kullanılmaktadır. Bu araştırmada, sürükleyicilik değişkeninin en önemli duygusal olay olduğu, marka tecrübesinin ise duygusal olaylar üzerinde önemli etkisi olduğu tespit edilmiştir. Marka deneyimi marka kişiliği üzerinde etkiliyken, marka kişiliği ise marka tanınırlılığını etkilemektedir.

Anahtar Kelimeler: Duyusal Pazarlama, Karar Verme Süreci, Tüketici Davranışları, Yapısal İlişkiler

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LIST OF ABBREVIATIONS

Abbreviations

| | |
|--------------|---|
| SPSS | Statistical package for social sciences |
| GFI | Goodness of fit index |
| AMOS | Analysis of moment structure |
| KMO | Kaiser Mayer olkin |
| RMSEA | Root mean square error of approximation |
| NFI | Normed fit index |
| IFI | Incremental fit index |
| CFI | Comparative fit index |

INTRODUCTION

In a sense, marketing today is not a very active venture. Many new products fail and most of the advertising activities are not distinctly recognized in the minds of the customer (Ebrahimi et al., 2015). The fact is that most marketing, advertising, and branding strategies are a guessing game. To this day, marketers and advertisers have not really understood what went about our behavior, so they had to rely on luck, accident, and coincidence or had to repeat the old tricks every now and then. But now that we know about 90% of consumers' purchase behavior is unconscious, it is time to change the classical marketing template (Lindstrom, M. 2010). The market has undergone a significant change, in which the sale and promotion of products and services have been transformed into "sales through experience" (Joy, A., & Sherry Jr, J. F. 2003).

Over the past years, marketing executives have become more aware of the fact that the customers are becoming more influential in purchase decisions than the products or services themselves. For a long time, human senses in marketing have been ignored despite knowing that it could be of great importance. Today, sensory marketing is distinguished from the classically massive and relational marketing, with the advent of the importance of the five senses of humans (Grębosz, M., & Wrońska, B. 2012).

A person facilitates the collection of information from the environment and the process of sensory marketing tries to integrate each person into the solution. A decision process relies on reminders, conditions, reactions, feelings, memories, and specific actions. Therefore, behavioral economists nowadays increasingly seek to understand the concept of "sensory marketing" and recognize the importance of this new concept. They believe that changes in shopping behavior are caused by a positive emotional response (Yoon, S. J., & Park, J. E. 2012). In this initial chapter, the problem, and the necessity and innovation of the research have been discussed in order to be able to better investigate the effects of sensory marketing on the customer decision-making process. The goals and hypotheses of the proposed research, the conceptual model, and the main concepts of the research are defined next.

CHAPTER ONE

SENSORY MARKETING AND LITERATURE REVIEW

The competitive environment, an increasing number of brands, and growing customer expectations of the modern markets have become a serious challenge for companies in the areas of customer care and customer retention. Traditional marketing foundations and models are probably not responsive enough to meet the demands of today's marketplace, and new solutions must be presented to keep up with the pace. One such solution seems to be provided by the sensory marketing approach. This solution involves the use of empirical programs to enhance, attract and retain customers, and to cause more impact on their behavior. In this chapter, we introduce sensory marketing, and its theoretical effects on the purchase behavior, and make some categorizations of each of the terms. Following this, the existing literature research related to the subject is examined.

1.1. EXPERIENTIAL MARKETING

The five senses of human beings are critical for the generation of the sense of “experience” for individuals, which includes the experiences of various processes of buying and consuming services or products. Through these senses, a consumer gains insight and understands the companies, and their products and services served under various brands. For this reason, recognizing more human senses and including them in marketing campaigns can make the marketing studies of a company more successful, and help create personalized sensory experiences for their consumers (Hultén, B., Broweus, N., & Van Dijk, M. 2009). Paying attention to the five senses of human beings in the marketing process indicates that companies should be aware of the internal process of consumer behavior. Vendors are confronted not only with the specific challenges of understanding and anticipating the feelings and experiences of customers but also by creating service environments that foster the desired emotions and eliminate the undesirable feelings to penetrate the emotional lines of the customers. Given the dynamism of the environment and competition, the struggle for survival and success in the business world is very complex; the loss of valuable customers can lead to significant losses in terms of growth and profitability.

Hence, businesses have shifted some of their focus from customer acquisition to customer retention. As a result, many companies are doing their best to satisfy their existing customers (Kumar, 2014).

The sensory marketing center with this sensory marketing approach is both the left and right hemispheres of the human brain, where mental states, processes, and psychological responses occur, resulting in individual sensory experiences (Hultén, B., Broweus, & Van Dijk, 2009). Through sensory marketing, messages that reach the right hemisphere (emotion) of the brain stimulate the consumer's senses, resulting in an emotional bond between the customer and the product. This bond, in theory, makes the customer want to buy the product (Costa, et al., 2012).

Our definitions of brands are made through five senses. By appealing to the senses, brands can communicate with the memory and emotions of consumers. Sensory stimuli help identify a product from our long-term memory and shape our decision to buy (Carmona Mulford et al., 2013). Sensory marketing is defined as a group of key levers controlled by, the manufacturer (or the distributor) and creates a specific multidisciplinary space around the product or service. With this approach, the focus shifts in the marketplace of the product, or the product's association with individuals, (Filser, 2003). Senses and experiences gained through them are personal, and as the sensory marketing enables the creation and transfer of an image of the company to the customer through senses, it allows the company to differentiate itself from competitors in the market (Calter John, 2011).

On its core, sensory marketing is about how to motivate audiences to increase their willingness to buy a service or product (Consoli, 2010). Sensory marketing as a way of measuring and explaining consumer sentiment, investing in new market opportunities, an opportunity to maximize product profitability, ensure first and repeat purchases (loyalty), and long-term success of the product definition (Valenti, C., & Riviere, J. 2008).

Sensory marketing is the process of identifying and satisfying the needs and interests of the customer in a lucrative way to engage them in the two-way communication that brings the brand personality to the value-added target customers. This is the future strategy of successful marketing communication (Smilansky, Shaz, 2010). The

goal of marketing is to engage the people in an active experience of brand value. Loyalty to the brand increases when customers experience positive and different brand-related feelings (Kailani, C., & Ciobotar, N. 2015).

1.2. SENSES AND SERVICES

The American Marketing Association believes that services are activities that lead to special satisfaction and benefit for sale and presentation. In other words, services are activities that are sold, which lead to satisfaction or benefit of individuals, or are activities that are sold to support the production of (physical) products. (Cutler,2003) believes that the service is an intangible activity that a group proposes to another and does not lead to the possession of a physical object. Services are more of a kind of activity that creates value added to the customer for convenience, entertainment, health, and so on (Ekhlasy, Amir, 2011). The four main features of the service that affect marketing plans are (Rust, R. T., & Chung, T. S. 2006):

- ❖ Non-tangible
- ❖ Inseparable
- ❖ Non-homogeneity / variability
- ❖ Unsecured (Consumption simultaneously with production)

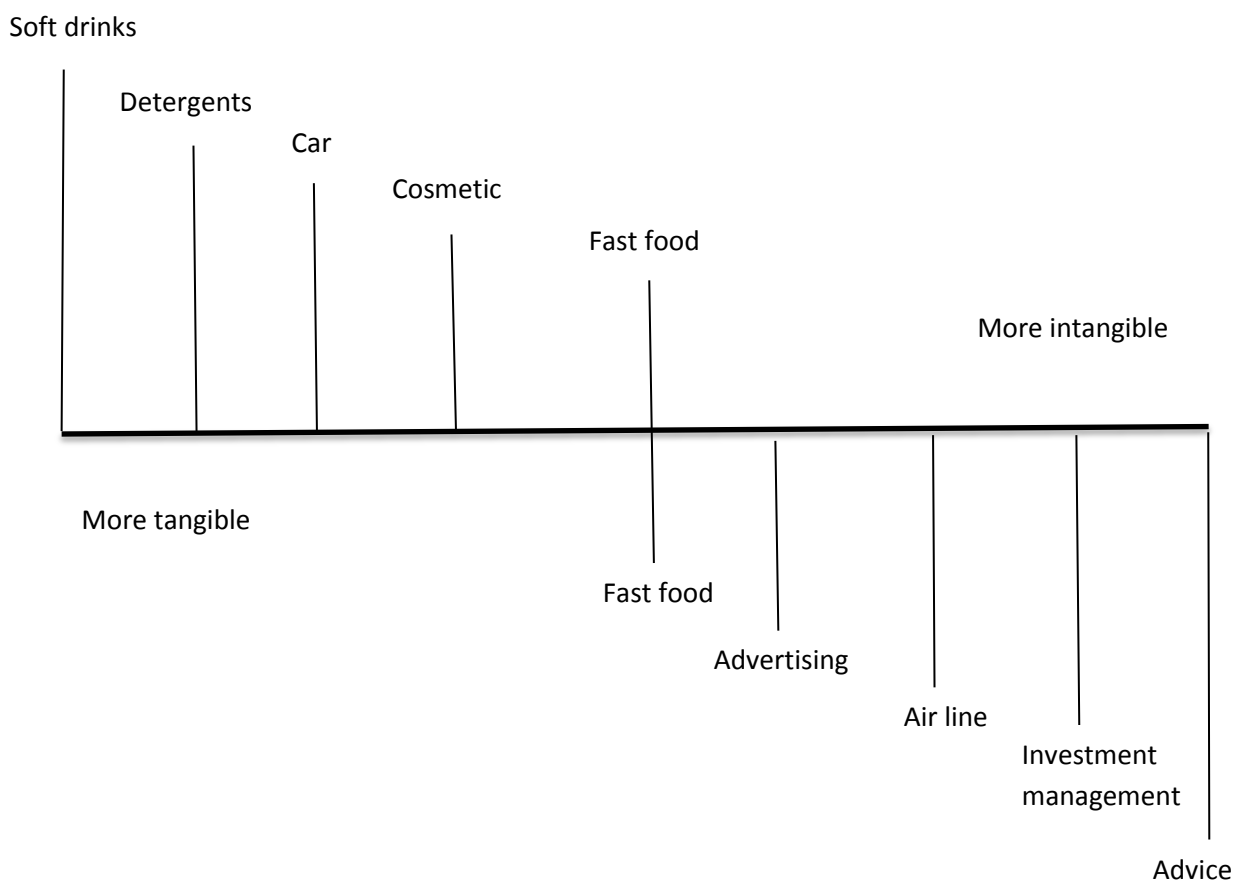


Figure 1.1. Spectral Tangibility (Ekhlas, Amir, 2011)

With regard to service features, the most important feature of the service is its intangibility (McDougall, & Snetsinger, 1990). Given that customers cannot evaluate services before they are consumed, they tend to assess it by following tangible evidence (Levitt, 1981). Hultén, (2011) state that five senses play an important role in the tangibility of services. Soars, (2009), explains that sensory stimuli can affect the environment, improve customer experience, and change the nature of behavior beyond an individual's consciousness. He also mentions that if the sensory tool is used correctly, it can affect the decision making and result in a positive attitude in the customers. The service landscape is also becoming an environment that transcends the focus only on the sale of goods and the provision of on demand services, and creating a brand image helps greatly in such endeavors. Stores, hotels, restaurants, and shopping centers struggle to add emotional and personalized links to customers, and to appeal to their senses through sensory experiences (Hultén, et al. 2009).

1.3. PRINCIPLES OF SENSORY MARKETING CAMPAIGNS

Principles relating to sensory marketing campaigns include gaining recognition through competition, becoming a leader in the minds of consumers, and highlighting all of these by providing unique experiences with brand names that penetrate the heart, skin, and veins of consumers, in order to conquer their minds with emotional experiences. If done correctly, all of these establish a strong and lasting relationship with customers (Hinestroza, N. B., & James, P. 2014).

There are Five Principles of Marketing usually discussed in the literature. The following section will inspect all of them with an eye on sensory marketing.

First Principle: This theory sees customers as emotional entities and argues that customer decisions are based more on emotion than logic and that when these emotions lead to decisions, the consumers become passionate about them

Second Principle: Customers' emotions contribute to the development of purchasing decisions by creating positive or negative feelings about products and services. At the end of this link, loyalty is created between customers and products.

Third Principle: There is a need to understand the feelings, values, beliefs, and culture of the customer in order to acquire knowledge on how better to present the brand to them. The need is mutual though, the consumer also needs to understand the product and services. The need here can be used to develop a qualitative research methodology to address the customers' problems and expectations in traditional marketing.

Fourth Principle: A convincing strategy is very important in the relationship between brand and customer; without the convincing aspect of such a relationship, directing them towards a particular behavior becomes more difficult, even when using sensory communication.

Fifth Principle: Creating a pleasant moment with products or services, and creating a positive impact through memorable moments of engagement with brand names, helps establish the brand identity in a personalized way (Hinestroza, N. B., & James, P. 2014).

1.4. THE DIFFERENCE OF MASS MARKETING, RELATIONSHIP, AND SENSORY MARKETING

Sensory marketing is not the same as mass marketing or classical marketing, because the source of the sensory marketing movement is the minds of individuals. The sensory marketing framework is based on the assumption that a company should appeal to the five senses of human beings even at a deeper level than the massive and relational marketing can do at their best. For this reason, sensory marketing focuses on how the company treats its customers, which means how the company deals with individuals individually. This is usually achieved through dialogue, personal interaction, multidimensional communication, and digital technology. This is different than how a consumer is attracting in the mass marketing strategies. It is also quite different than maintaining customer relationships in the classical sense of marketing (Hultén, B., et al., 2009). Smith was the first to outline the marketing theory out of the traditional lines. He also noted for the first time the influence of emotion in buying decisions and the need to replace marketing strategies based on the characteristics and benefits of products and services that include feelings and experiences (Hinestroza, N. B., & James, P. 2014).

Table 1.1. From mass marketing to affiliate marketing, to sensory marketing

| | Mass marketing | Relationship marketing | Sensory Marketing |
|---------------------|---------------------------|------------------------|---------------------------------|
| Marketing | Logic of goods | Logic of services | Logic of experience |
| | Exchange views | Relationship View | Brand View |
| | Transaction Marketing | Relationship marketing | Sensory Marketing |
| Strategic marketing | Focus on product | Focus on the customer | Focus on the senses |
| | Customer attraction | Keep customer | Customer service |
| | Transactional Strategies | Relational Leadership | Sensory Strategies |
| Tactical marketing | Conviction and propaganda | Interact and interact | Dialogue and online interaction |
| | One-way communication | mutual communication | Multidimensional communication |
| | Production technology | Information Technology | Digital technology |

1.5. TRADITIONAL MARKETING IN SENSORY MARKETING

Research in sensory marketing is customer-centric and based on the assumption that the consumer decides on the basis of his cognitive and emotional mind. Based on this assumption, traditional marketing 4P should match these new conditions. By analyzing the value requirements used in the traditional 4P mix, one can combine the effectiveness of marketing variables in sensory marketing.

Table 1.2. 4P Comparison in Traditional Marketing and Sensory Marketing (Kirezli, O. 2011)

| | Traditional marketing | Sensory Marketing |
|--------------|---|--|
| Product | Providing material needs of customers by increasing product performance | Satisfaction of customers by identifying them through product experience |
| Price | The effectiveness of the cost of goods or services | Experience the value of goods or services by the customer |
| distribution | Create a distribution network | Creating Interactive Sites |
| promotion | Promoting customer awareness of the product | The results of oral-to-mouth advertising |

The emphasis on product value in traditional marketing, through communication, leads to customer awareness. Therefore, the product strategy focuses on the collection of those product functions that are easily interlinked with the customers and easily identified by them. The value of a product in sensory marketing is identified and accepted through an interactive experience. Therefore, the product strategy focuses on those product functions that allow customers to experience and accept its features. In such a situation, engaging with product features to develop the impact of product performance on a customer by creating a memorable and unforgettable experience is absolutely important.

1.5.1. Price

A pricing strategy is implemented in traditional marketing with the goal of cost-effectiveness. The more features, the better the performance, and the lower the cost, then the profit margin will be greater. For pricing, we also need to compare with competitors' products. In sensory marketing, the pricing strategy is influenced by the value of customer experience. The more customer experience lasts and the more customer satisfaction persists, the more ready that customer is to pay.

1.5.2. Distribution

The goal of the distribution strategy in traditional marketing is to provide and deliver more products to customers. Therefore, the distribution design focuses on the coverage of the channel network and the importance of the terminal channel that can be influenced by the channel set. In sensory marketing, the strategy of distributing more to stores or face-to-face calls relates to interactive situations that lead to the customer experience.

1.5.3. Promotion

Promotion strategy in traditional marketing appeals to customers' attention. The basic purpose of promoting is to enable customers to have a better understanding of the value of products. But in sensory marketing, the strategy is essentially based on the personalized advice of customers through word of mouth advertisements. The main purpose of promotion in such a situation is sales based on customer satisfaction (Mukhodomani Ghareh Bolagh, Maryam, 2012).

1.6. SENSORY MARKETING MIX

The five elements of the classical marketing strategy can be mixed with the aims of sensory marketing as they are in accordance with the distinctive characteristics of sensory experience. After the mix, they become positioning, word of mouth advertising, interaction, price, and experience (Qian, M., & Liu, Y. 2009).

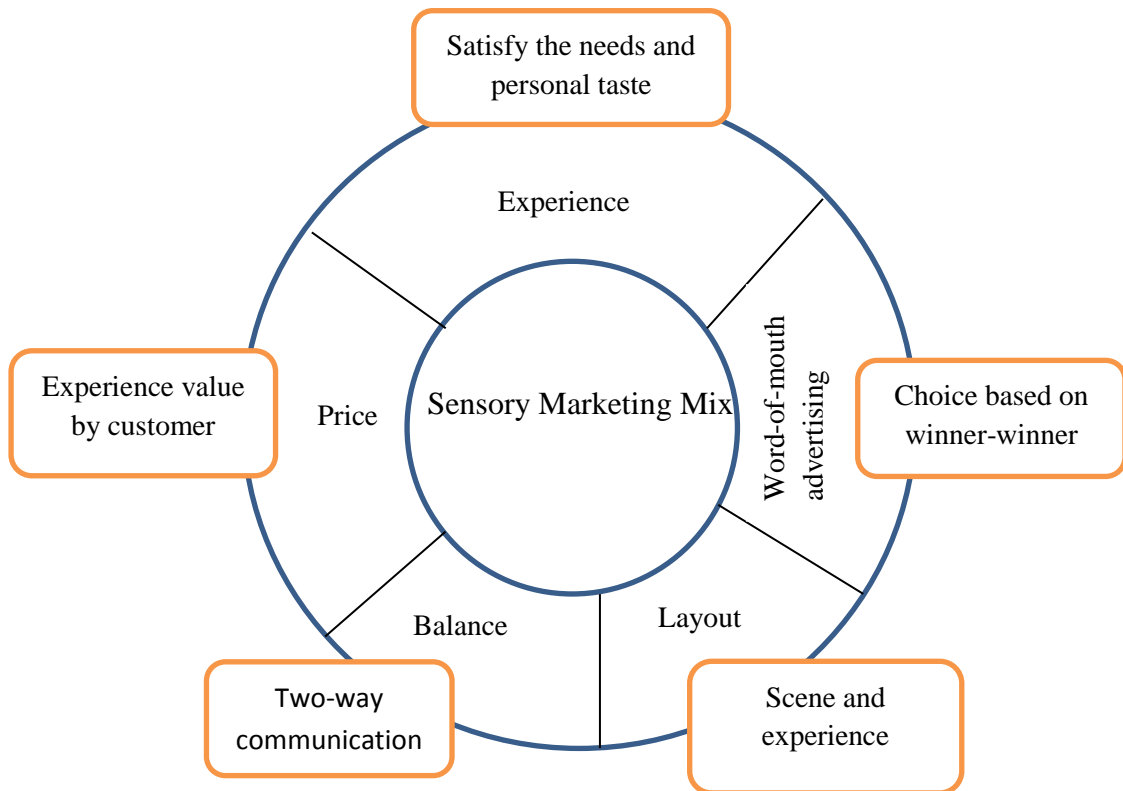


Figure 1.2 Sensory Marketing Mix

1.6.1. Experience

Experience is the main element of the sensory marketing mix. This strategy, like the product strategy in 4p, reflects what the company offers and delivers to customers. According to Smith, there are five types of experiences: feeling, excitement, thinking, action, and relationships. However, customer experience cannot be clearly divided into these five forms, but it can be seen as a combination of them. Therefore, companies should take aim to improve the results by advanced forms of work which create a comprehensive experience that delivers feelings, excitement, thoughts, actions, and relationships. Experience in its various forms can exist for any kind of product or service. Therefore, experience as an element of the mix of sensory marketing can be a distinct marketing tool and can play a role through any element of the sensory marketing mix. The most important thing, however, is that the experience has to fulfill its main task of satisfying the customers' needs and

appealing their tastes so that they can clearly identify the value that is being passed on to them.

1.6.2. Price

Price allows customers to trade in their experience, which is the main indicator of the distinction of traditional marketing. In sensory marketing, "experience" is considered a mandatory part of the economic proposal. Most importantly, pricing experience is not limited to its procurement and maintenance costs but is based on its value for the customer. In such a situation, pricing is flexible. The main idea of the pricing strategy for sensory marketing is the same value as the increased customer awareness of the product, rather than the increased cost-effectiveness.

1.6.3. Positioning

The situation is the same as the positioning in which the customer experiences the product. Its design can be a real position or a virtual world. Companies with understanding and command over this position aspect can engage with their customers in a variety of innovations, happiness, and entertainment, and create a climate of understanding and reverence. Even a living and mutating cultural environment can help increase the customer interest and establish effective communication with customers. When done correctly, utilization of correct product or service positioning can create a unique and memorable experience for the customers, and it can create a desire to purchase.

1.6.4. Interaction

Interaction is an essential element in sensory marketing and refers to the two-way communication between the company and the customer. The purpose of interaction is to establish a relationship based on mutual cooperation, identifying demands and needs through communication and dialogue, with the perspective on the implementation of sensory marketing.

1.6.5. Word-of-mouth advertising

Personalized recommendations and word of mouth advertising are inseparable parts of the sensory marketing mix. The process of experiencing a sensory marketing campaign leads to some kind of impact on the customer and creates a feeling that is based on satisfying his emotional demands. Therefore, the goal of word of mouth marketing strategy in the sensory marketing mix is to create incentives to define and praise the company and to convey a positive feeling created by customers to potential customers. If conducted correctly, word of mouth marketing can help transfer the enjoyable experience and product information to more customers than mere language can ever achieve. This process is often more realistic and more effective than traditional mass media (Qian, M., & Liu, Y. 2009).

1.7. BUYER'S BEHAVIOR

A successful marketing begins by understanding the implications and behavior of consumers and buyers of the goods and services (Rousta et al., 2009). In this section, efforts are made to accurately define consumer behavior by providing models and patterns to identify the factors affecting the behavior of buyers and consumers. It must be admitted that in the present age marketers will succeed in analyzing and becoming aware of the behavior, psychology thought and action of consumers. They can also identify the factors that motivate consumers to purchase a particular product (Dholakia, U. M., et al., 2010). If it makes it possible to control the behavioral process of a consumer in the pre-purchase, post-purchase, and end-user stages, one can confidently claim that the implementation of the marketing plans were very successful. Such control, however, involves knowledge of a large pattern of consumer behavior. The familiarity of marketers with the process by which the consumer chooses goods, purchases and uses them helps in understanding consumer behavior and controlling it (Pookulangara, S., Hawley, J., & Xiao, G. 2011). Consumer behavior has been one of the major concerns of researchers over recent decades (Gupta, A., Su, B. C., & Walter, Z. 2004). Consumers are today the key to the success of an organization. Hence, the proper understanding of consumer behavior is important. Consumer purchasing decisions can be described as different factors that are either internal or external in origin. Cultural, economic, political, and

legal factors and the factors that are within the power of the organization can be considered as external factors. The motive, mind, character, and similar factors that are unique and originating from within the consumers themselves are classified as influential internal factors. Organizations can no longer ignore the interests, wishes, desires, and, in general, the needs of consumers, because of the strong competition for their products market. Therefore, focusing on the needs of different consumers, responding correctly and timely to their demands is the most important task of the organization to achieve their goals (Jafari, S. et al., 2017).

1.7.1. Components of buyer's behavior

The buyer's behavior is influenced by four factors:

Cultural factors: The cultural factors have the greatest and most profound effects on the buyer's behavior. Here, the various roles that the culture, subculture, and social class of the buyer have great importance.

Social factors: Buyer's behavior, in addition to cultural factors, is influenced by social factors such as reference groups, family, and dignity.

Personal factors: Individual decisions are influenced by personal circumstances. These characteristics include the age of the buyer, the stage of the lifespan, the occupation, the economic conditions, and the imagination of the consumer.

Psychological factors: Purchasing choices are influenced by four main psychological factors. These four factors are motivation, perception, learning, and beliefs (Cutler, Philip, Armstrong, and Gary. 2007).

1.7.2. Experimental View

An empirical perspective on consumer purchasing states that consumers do not, in some cases, purchase based on reasonably well-informed decisions. In this perspective, they shop for goods and services for fun, imagination, emotions, and feelings. Purchases that are empirically categorized are the unplanned purchases. Volatility occurs when consumers consume products in a consistent way to reduce the level of uniformity of previous products and stimulate them. The empirical view

of this cognition is that products with symbolic meanings are mentally suitable for the consumer. From the empirical point of view, the recognition of the problem is due to the discernment of the difference between emotional, real, and desirable states. In other words, the search process involves information-seeking in relation to the emotional impact of choice options. In the assessment stage for alternatives, options are evaluated based on their emotional qualities. The choice is based on emotional criteria, and finally, after the acquisition, based on whether the results have met the consumer's emotional expectations or not (Cutler, Philip. 2010).

1.7.3. Types of purchasing decisions

Shopping decisions taken by consumers are in the following three categories:

Complex, limited, routine decisions.

➤ Complex decisions

Decisions that are made to solve complex issues are in line with the traditional viewpoint of decision making. In this way, each of the five stages of the buying decision process is used. The decision-making process usually begins with the motive of getting the right goods. The decisions taken are always accompanied by a lot of risks. The consumer tries to keep available as much information as possible (internal search) as well as to collect external resources (external search). Each product is carefully judged according to the importance of the decision, and the evaluation is often chosen based on the features of a particular brand and consideration of how the brand behaves appropriately to the optimal situation. Unidentified products, such as computers, audio, and video systems, etc. for the initial purchase, are evaluated in a variety of ways (Solomon, M. R., 1999).

➤ Limited decision

In this method, the consumer usually searches for information and listens to friends to evaluate the details. Several brands may be evaluated in this way. Here, the product is usually known, but the brand is not. This approach applies to, for example,

choosing a restaurant for dinner. In the case of these products, less time and effort is required for complex issues (Roosta, T., Menzo, M., & Sastry, S. 2005).

➤ **Normal and routine decisions**

In the case of products such as milk, soap, etc., the consumer will recognize the problem in a short time and make his decision and there is not much effort in terms of the search for external information and evaluation of the options. Many purchasing decisions are taken casually when the goods are seen on the shelves of a store (Roosta, T., Menzo, M., & Sastry, S. 2005). Choosing these products with minimal effort and without knowledge of product features is usually done automatically, and such purchase decisions are usually habitual. This approach can be seen in low-value products and products that are high in consumption (Solomon, M. R., 1999).

The decision to purchase goods and services in these three categories can better be assessed by the following five factors: the degree of consumer engagement, the time, the cost of a product or service, the amount of information collected, and the number of options. It is safe to say that the level of consumer engagement is the most important determinant in the classification of purchasing decisions (Zeldin, S., McDaniel, A. K., Topitzes, D., & Calvert, M. 2000).

Table 1.3 features of decisions

| Type of decision Property | Routine | Limited | Complicated |
|------------------------------|-------------|-------------------|-----------------------|
| Involvement | Low | Not much | Much |
| Time | Short | Somewhat short | Long |
| Cost | Low | Somewhat low | Much |
| Data collection | Just indoor | Mostly internally | Internal and external |
| Number of options | One | Some | Much |

Table 1.4 Types of purchase decisions

| Normal decisions | Limited decisions | Complicated decisions |
|---|-------------------|---|
| The price of the product is cheap | → | The price of the product is expensive. |
| The frequency of purchase is high. | → | The frequency of purchase is low. |
| The involvement of the consumer is low | → | The involvement of the consumer is high |
| The consumer is familiar with the product brands | → | The consumer is not familiar with product brands |
| Thinking and looking at the time it takes to buy a product is high. | → | Thinking and looking at when to buy a product is low. |

1.7.4. Consumer and consumer behavior models

The behavior of individuals is also influenced by several factors at the time of purchase (Stern, P. C. 1999). To this end, in order to study the deep and broad consumer behaviors, the first step is to identify the general pattern of consumer behavior, based on which target consumer behavior is analyzed. The appropriate strategy can only be adopted once this is determined. Considering the high number of existing consumer behavior models that have been studied in each specific operating model, we have tried to highlight some outstanding models in this regard.

Andersen Model: This model is one of the first models on consumer behavior” and was proposed in 1965. The importance of using information in purchasing decisions and paying attention to consumers' perceptions and attitudes is one of the hallmarks of this model (Abdallat, M. M., & El-Emam, H. E. S. 2001).

Howard-Shott model: This model, which was proposed in 1969, identified important inputs in the consumer purchasing process and suggested ways to address these issues before finalizing a decision. Furthermore, this model is a “learning model”

that inspects how a consumer chooses brands and evaluates their options for a brand and transfers this to the learning agent (Abdallat, M. M., & El-Emam, H. E. S. 2001).

Nicosia model: The model proposed in 1976 focuses on purchase decisions for a new product. This model also shows the relationship between the consumer and the supplier organization, in which the customer communicates with the organization through the source of the advertisement message and so on. Of course, this model was later criticized for lack of empirical support and failure to define some variables (Abdallat, M. M., & El-Emam, H. E. S. 2001).

Batman Information Processing Model: Batman (1989) showed in his model that consumers have a limited capacity to process information and most of the time they use very simple strategies rather than complex analysis in their decisions. This model examines the general information gathering and consumer assessment before purchase (Abdallat, M. M., & El-Emam, H. E. S. 2001).

Engel-Colette-Blackwell Model: This model was developed in 1995 to describe the rapid growth and rapid development of knowledge about consumer behavior. On the other hand, this model is a psychological reciprocal model that focuses on effective factors in the decision-making process of the consumer. Factors such as value, lifestyle, personality, and culture are considered in this model (Abdallat, M. M., & El-Emam, H. E. S. 2001).

Stanton model: This model describes the decision-making process of a consumer when buying a product of a particular brand.

Alport Social and Psychoanalysis: The effect of internal and external factors on the consumer (Ult and Wood).

Walter's Model: The integration of psychological and social factors that determine whether or not to buy a particular brand or item (Abdallat, M. M., & El-Emam, H. E. S. 2001).

The Foaxal and Glasmith information processing model: The process of information search and evaluation by the consumer is described in this model and it is shown that

external and internal factors affect this information (Duffield- Lillico, A. J., et al 2003).

1.8. SENSORY MARKETING IN CONSUMER BEHAVIOR

It's mentioned that sensory marketing works on the personal experiences of the consumer. In that regard, purchasing a kind of experience in which the customer is spending time enjoying a series of events, hopefully, made memorable by the companies. These can be considered as performance shows, and customers are personally on the stage (Qian, M., & Liu, Y. 2009). In many cases, the choice of consumers is reasonable, intelligent, and appropriate to the context, but there is still a situation where a strong preference is given to "optimal parameters". This is due to the socio-emotional nature of humankind. The reason why sometimes people cannot find words to express their feelings is that emotional reactions take place ahead of the thinking process (Bratulescu, I. O., & Vasilache, S. 2014) and (Hill, D., 2010). When it comes to deciding what consumers are consuming and the number of products they choose, it has increased dramatically, making it more difficult and time-consuming to make purchases (Ekström, K. M. 2010). Companies should be aware of the internal process of shopping behavior, which is the reason for the use of sensory marketing. The most internal process in people's behavior relates to the various senses of the body, like vision, smell, touch, hearing, and taste (Knowles, J. 2001).

Consumers today do not buy goods solely on the basis of their performance in order to obtain satisfaction to recognize their need. Instead, purchasing is a modern form of entertainment, through which consumers are both stimulated, and relaxed (Cox, A. D., Cox, D., & Anderson, R. D. 2005).

1.9. LITERATURE REVIEW

Ma'qsoudi and Mona (2018) the researchers first discussed a comprehensive definition of sensory marketing and the introduction of the characteristics of the customers' five senses were provided, along with how they can be learned with the help of five senses. A sequel to the sensory marketing mix was presented and an improved model was also described, which was actually used to simplify and systematize the sensory marketing thinking process. The paper aimed to find out more about the growing importance of this area, and ways to make it usable in marketing plans to further benefit.

Tamaradi, Sedigheh and Mahdi Savadi (2018) investigated the relationship between sensory marketing and trust and loyalty of sports goods customers in Ahvaz city. The research method was objective, applied, time-based, contemporary, and in terms of data collection method, was a descriptive-correlative research type. The study used three questionnaires to obtain data from the study population. The results of this study showed that sensory marketing has a positive and significant relationship with customer satisfaction, trust, and loyalty. The study questionnaire had this following text: "I heard a complete description of the product I needed, making it easy for me to make decisions", which was present with an average of 82.3% of the sensory marketing target audience.

Imam Verdi, Sajjad and Pouria Mansouri Takanpipe (2018) measured the relationship between multi-sensory marketing and brand tourism in the city of Takab. This research included a hypothesis and a series of sub-hypothesis. The research method was a descriptive-survey method. The population of the study was unlimited. Using the Cochran formula and the Morgan table for this type of community, 384 people were identified and each of them was given a set of two questionnaires. Their validity and reliability were 0.899 and 0.886, using Cronbach's alpha, respectively. Descriptive statistics such as frequency distribution, percentage frequency, tables, graphs, average rating, and standard deviation were used to test the research hypotheses. For analysis, the data were categorized and defined descriptively on SPSS software. Inferential statistics of Kolmogorov-Smirnov statistical test and the Pearson Correlation Coefficient (Regression Output) was used for statistical tests and

calculations. At the end of the study, it was found that there is a positive and significant relationship between sensory marketing with each of the target branding components, and the components of brand quality have the highest and best image representation of the target impact.

Abedini and Ali (2018) the purpose of this study was to investigate the sensory marketing in all its aspects. The results showed that sensory marketing influences customer satisfaction, trust, and loyalty in a statistically significant manner. Brand owners are advised to create a pleasant environment by using sensory techniques such as music, smell, the ability to touch the products, etc., to stimulate customer's five senses, and create products with sensory features (colors Fit, design, smell, etc.).

Razaghi and Makhram (2017) employed an applied method from the customers' point of view and used a descriptive-survey. The statistical population of this research consisted of Tehran's Polymer shoppers, with a total of 384 people. A questionnaire was used to collect the data. Likert scale with five options was used to evaluate the questionnaire, with options ranging from "I fully agree" to "I totally disagree". The reliability of the questionnaire was studied in each of the components through Cronbach's alpha test, and all of them were approved to be at the appropriate level. The views of professors and experts were also used to determine the validity of the questionnaire. The correlation tests and structural equation methods were then used to analyze the data, using SPSS and LISREL software. In the first hypothesis of the research, it was determined that sensory marketing had an effect on the shopping behavior index. In the second hypothesis, the sensory marketing index was found to be influential over customer loyalty. In the third hypothesis, the customers' ecological factors including age, gender, education, and income were found to have acted as moderators in the relationship between the purchase behavior index and customer loyalty.

Nematian, Mahmoud and Elham Darmy (2017) investigated the relationship between marketing outcomes and the international marketing performance of small and medium enterprises (a case study of manufacturing companies) of Abadan. The statistical population of this study consisted of all managers of manufacturing

companies in Abadan. A randomized cluster sampling method with a Morgan table revealed that 66 participants were needed for the statistical analysis. The data collection tool was based on two questionnaires suggested by Hossein Kanibir and Omar Kiyomlio (2014). All hypotheses were approved in this research and the results of the research indicate that the relationship between the viewpoint of entrepreneurship and international marketing awareness is statistically meaningful. There was a significant relationship between international awareness with orientations of the brand, innovation, and marketing communication. Similarly, orientations of the brand, innovation, and marketing communication had a statistically significant relationship with the performance of international marketing and advertisement which mainly they are at same direction.

Ismail Poor, Hasan and Masoumeh Behmadi (2017) the process of identifying and providing for the customer needs and interests in a profitable way to engage them in bilateral relationships that characterize brand names (brands) were investigated. The paper claims that achieving this endeavor would bring life to the target customers, and provide added value. In the article, while presenting a brief overview of the literature on sensory marketing, the study also provides a brief description of the definitions, history, terms, and dimensions of the sensory marketing.

Hinestroza N. B. and James P. (2014) with the aim of sensory marketing research in a Thai store to show its effect in the industry. The research method was qualitative and data was collected through information gathering, management interview, and direct observation. The results of this study show that the effects of sensory marketing in the Io Bon Pierre stores have been accompanied by increased sales through the provision of new products and services. Sensory marketing increases customer purchases and increases profits. Sensory marketing was also found to have highlighted the brand's "brand presence" for the customers.

By Meng, et al., (2013) the result of which shows that feelings, emotions, thoughts, actions, and relationships can stimulate purchasing motivation. Furthermore, the experience of women's feelings and practices was found to have a

greater effect on their intention to buy compared to men, and this phenomenon was explained with the ease of understanding the sensory stimuli for women.

Maki, Manouchehr and Zohreh Kavousi (2017) the variables of sensory intrusiveness of the store space (perceived, emotional, and perceptual) as indicators of the buyers and buyer behaviors were evaluated. The behaviors of the customers were found to be influenced by human presence, dimensions, performance, benefits, and sensory marketing methods.

Jafari, et al., (2017) introduced the concept of emotion and its role in the purchasing process, and the concept of emotional marketing was also described. The study claims that in today's market, companies should be able to appeal to not only the needs of a customer but also to the individual's perception. Customers are human, and humans respond to emotional stimuli 3000 times faster than rational triggers. Therefore, the study claims, they are more dependent on their sense of self than their subjectivity, and that they are more likely to be attracted to products that offer a sense of pleasure for them.

Banar, Nooshin, Farzaneh Karimkhan and Shahram Shafiei (2017) the purpose of this study was to investigate the relationship between sensory marketing and customer loyalty. The city of Mashhad, known as the land of the waves, is a location that mediates attachment and satisfaction. Customer loyalty is the feeling of customer satisfaction from the product or service, and its behavioral, attitude and public support of the product or service. This research considers all of these and conducts a descriptive research, and can be considered a correlational study based on its the application of its data collection method. The population of the study consisted of all customers of the city of Mashhad. A total of 280 individuals were randomly selected as the statistical sample, and a questionnaire was used to collect information. To analyze the data in the descriptive statistics section, SPSS software and inferential statistics of structural equation modeling technique and partial least squares method were used, in addition to the model fit analysis. Results indicated that relations between all variables were positive and meaningful. Based on mediating results, the role of satisfaction in the relationship between sensory marketing and loyalty was found to be 50%. Because the mediator is of a partial

nature, half the effect of marketing on indirect loyalty is explained by the mediator variable of customer satisfaction. According to the findings, the relationships between the variables were found as follows: sensory marketing and satisfaction (9/07), satisfaction and attachment (25.7%), satisfaction and loyalty (71.6%), marketing with a sense of attachment to the place (75.3), sensory marketing with loyalty (94.2), attachment to a place with loyalty (2.10). Therefore, it was suggested to the managers of centers and sports complexes to using sensory marketing techniques.

Gholipour, Parvaneh, Morteza Azimi and Fatemeh Karimi (2017) the statistical society of this research included students and customers of online stores. The study employed a survey method to obtain data, by creating a simple random sampling group and sending the questionnaire to electronics customers. Cronbach's alpha test was used to determine the minimum number of participants required, which was 300 people. The data were analyzed using the Structural Equation and LISREL methods. The results of this study indicate that emotional and sensory experience variables have a direct effect on the satisfaction of the consumer's commitment to online shopping.

A study by Gestlöf, S. and Hendsel, M (2013) achieved results which show that sensory marketing, by stimulating the human senses, helps to increase the positive attitude towards the brand. The paper surmises that using sensory marketing is a good way to distinguish the company from the competitors.

Lund, C. (2015) the results of which reveal that in the storerooms, elements such as smell and lighting, and the presence of the owner, can affect the consumer experience.

Liégeois, M., and Rivera, C. (2011) A research entitled aims to investigate the effect of sensory marketing in customers of natural cosmetics companies on their desire to purchase products in France. The study also takes into consideration the effects of age of the French women of sensory marketing results. In this thesis, the researcher first studied the issue and then developed a questionnaire for the participating women, who were between 15 and 50 years old. The results was both generations are not significantly different from each other. The most important

frequency to buy natural cosmetic products is “approximately every three months” representing more than 50% in both cases, following by “once a year”. Only a tiny number of respondents said they buy natural cosmetics more than once a month.

People spend more time in stores that stimulate their senses and make more purchases in pleasant environments. The use of sensory marketing methods has different effects on two generations of women, and the effect of odor in older women is lower than that of its effects on young women. Shops that want to target older women should pay attention to the senses of touch, try different materials and textures, and allow the customers to touch the products. They should also have a low volume of music to stimulate customers.

External aspects such as changes in customer buying habits, internet pressure, and the development of the use of sensory marketing by competitors. The choice of whether or not to choose sensory marketing depends on the internal factors of the retailers, such as the position and nature of the offers, the goals of retailers' and how they are communicated, and the potential impact of successful retail space sales.

Decisions must be made according to the value of the company, the target group and the position taken. All these aspects are needed to create the right storefront. Target groups need sensory settings with respect to cultural factors. Retailers can create a sense of synergy so that the senses support each other in providing a comprehensive customer experience.

If the store can successfully provide an all-inclusive atmosphere, the store will be distinguished from others by creating a strong brand presence. The perception of people for the brand leads to a close proximity relationship between the customer and the store, and the customer begins to feel comfortable at that location. The store environment also increases the perception of quality.

The study finally surmises that by implementing sensory marketing, retailers can make their customers reciprocate, re-visit and loyal.

Wang, J. J., Zhao, X., and Li, J. J. (2013) conducted a research with the aim of examining environmental and sensory characteristics (sight, hearing, smell, and touch) and their relationship with consumer sentiment and behaviors in spa

environments. The result of this study suggests that sensory and tactile sensations and sounds have significant effects on pleasure and a direct impact on the customers and their behavioral patterns.

Pahome, T., and Amorntatkul, N. (2010) conducted a research with the aim of studying the characteristics of the strategies used by hotels and restaurants, and their marketing patterns as advertising tools. In this research, qualitative and quantitative approaches were used to collect information. 358 online questionnaires, and interviews by managers and owners of restaurants and hotels in Thailand were conducted. The results of this study indicate that the use of sensory marketing is a powerful tool to influence the Thai customer's purchase decisions. The customers were most affected by color, odor, and sound, in that order. Using these tools to create a relaxing atmosphere during clients' visits made them more inclined to choose that particular hotel or restaurant.

Obermove, T., Spiller, A., and Stolz, H. (2011) in his article reports that consumers categorized food products in seven segments based on their lifestyle. These consumer groups are known not only by their behavioral aspects, such as shopping, cooking, and eating habits but also with the parameters of organic food consumption, as well as the sensory settings they prefer and attitudes they show towards sensory labeling. This process aims to collect information in six European countries by proposing a selection of sensory marketing strategies as a tool. The study aims to create a general strategy for organic processors and retailers to help them create a competitive position in the growing organic food market.

Isacsson, A., Alakoski, L., and Bäck, A. conducted a research paper in (2009) They chose a travel agency and inspected how a tourism company could benefit from the five senses in its sales situation, and evaluated three different sensory condition sets in their experiment.

- 1-The Company's usual service environment
- 2-Added conditions that create visual and auditory sensations
- 3-Fragrances distributed in the environment to induce odor

The experimental phase of the study continued for twelve weeks during which the variables were changed, and passenger numbers, the weather, and travel guides were all monitored. The results show that there is a positive correlation between the use of environmental odor and perception of health, quality, and enjoyable experience of service. This research gives an understanding of the impact of the five-dimensional mix of the tourism industry.

CHAPTER TWO

METHODOLOGY

In general, any research is initially addressed in the form of a problem or challenge, a task and an issue that poses many questions in the mind of the researcher and leads to the emergence of hypotheses. The researcher, by gathering the information and statistics needed to analyze them, answers the research questions and confirms or dismisses the hypotheses. Therefore, it is important to collect information and decide how to analyze them. As a matter of scientific process, theories are honored in the form of scientific figures, the result is quantitatively represented, and the theoretical model of the research shall be easily understood.

In this chapter, the research methodology used referred to. Then the research variables and conceptual model and its hypotheses, the stages of the research, the society and the statistical population, how the sample size was determined, and the instrument of measurement used are described. Information analysis methods will also be mentioned.

2.1. PROBLEM STATEMENT

In recent years, service organizations began to feel the need to utilize novel marketing approaches to gain a competitive advantage in order to maintain and expand their number of customers. These novel approaches try to achieve this goal by influencing the thoughts and intentions of the customers. The main objective of this research is to introduce a modern and novel marketing approach that will create a pleasant experience for the clients. To help with this objective, a new platform known as “sensory marketing” was introduced, which illustrates that loyalty can be achieved by creating a pleasant experience in the delivery of the services to new customers. Because of the formation of a personal and emotional experience, these customers recommend the company in their social environments in addition to maintaining their relationship with the organization. This research will hopefully display how the new and comprehensive framework of sensory marketing during

customer service can influence the customers' decision making, and the results will hopefully be the basis for future research.

In the present world, the expansion of the market shares, the attraction of new customers, and even the maintaining of existing customers are a concern for many companies. These companies, according to their type of activity, use different methods to achieve these goals, like providing high-quality services, displaying customer-friendly behavior, etc. (Bahram Ranjbarian, Mojtaba Barari, 2008). Sensory marketing is one novel such method and is about the ways of motivating the audiences to increase their willingness to buy a service or product. Emotions play an important role in marketing. In fact, each product must have two aspects in its marketing: the first is the functional characteristics of the product, and this aspect has been taken into consideration for many years. The second aspect to consider is the sensory characteristics of the product, which is a relatively new concept for marketing (Consoli, D. 2010).

The ultimate marketing goal is arguably to capture the experience of the trading value of the customer, which can be described as the loyalty of a customer to a company or a brand. Loyalty to a brand increases when customers experience brand-positive feelings in novel ways (Kailani, C., & Ciobotar, N. 2015). As such, companies try to put their brand in an emotional position in order to be able to achieve the novelty more easily, and sensory marketing helps achieve this goal. Creating a comfortable and relaxed environment with a drink on a hot day at the music festival is an example of a sensory marketing method. Sensory marketing is based on marketing ideas and techniques, but it's the implementation that surprises and catches the audience. Sensory marketing is similar to a revolution in marketing and business sectors worldwide. With sensory marketing, a company can obtain the benefits of loyal customers who also create word-of-mouth advertisements.

A decision to buy a car is different from a decision to buy toothpaste. That being said, this difference is not fully reflected in the classical marketing methods. Sensory marketing and customer experience management offer ways of altering the classical approach and help reflect the difference in the decision to the marketing itself. These offer differentiation in competitive business environments and pave the way for a

new economic cross-section for brands and the consumption of their products and services. The companies which employ these methods enjoy the smooth interaction with their customers. Sensory marketing predicts that in the future, the spirit and philosophy of each brand perspective will be handled by the target customers themselves, and ultimately lead to a change where the two-way interaction between the company and the customers direct the target audiences to the right place at the right time. Based on all of the above information, the main objective of this study is to investigate the effects of sensory marketing on the decision-making process of Toyota customers. The study will also provide statistics for the efficiency of the method.

2.2. IMPORTANCE OF THE STUDY

The key element of the concept of marketing, and social marketing is customer satisfaction, but in some cases, customer satisfaction alone is not enough and an attempt must be made to create a kind of emotional attachment with customers. Brands are gradually learning how to value such attachments for customer loyalty and to obtain lifelong value. Communication between brands and customers and their purpose is slowly changing. In the new era of marketing, sensory marketing seems to be the rising method and is based on providing an enticing brand-related experience for the customer to add value to product life.

In fact, sensory marketing experts believe that marketing has forgotten the fact that people every day talk about their experiences, and if these experiences look new and innovative, such talks create the most effective channel for the main marketing mission. Indeed, sensory marketing uses this life-reality to make maximum use of consumer goods and services for supporters and word-of-mouth advertisers. Such customers even act as brand advisers who personally recommend these brands to others, and thus, the most important marketing activity takes care of itself. Indeed, providing a suitable platform for improving customer decision-making should be sought to increase their satisfaction, which generally involves the general judgment of customers about how they interact with the company and the experience of consuming their goods and services.

2.3. RESEARCH PURPOSES:

The main objective:

Determine the effect of sensory marketing on customer decision making

Sub-goals

Determine the impact of surprising the customers on their emotional experience.

Determine the effect of customer participation on their emotional experience.

Determine the impact of immersion of customers on their emotional experience.

Determine the impact of experiencing an emotional event on the customers brand experience. Determine the extent to which the brand experience affects the customers' brand identity.

Determine the impact of brand personality on the customers' brand reputation.

2.4. RESEARCH QUESTIONS

The main question:

Does sensory marketing have a positive impact on customer decision making?

Sub-Questions

Does surprising the customers create a positive impact on their emotional experience?

Does the level of customer participation have a positive impact on their emotional experience?

Does the immersion rate have a positive impact on the customers' emotional experience?

Does the emotional experience of customers affect the brand experience positively?

Does the brand experience of customers have a positive impact on their brand identity?

Does the brand's brand identity have a positive impact on their brand reputation?

2.5. CONCEPTUAL MODEL

The research will follow the model offered by Natalia Lopez and McCarran in 2013.

The model is as follows:

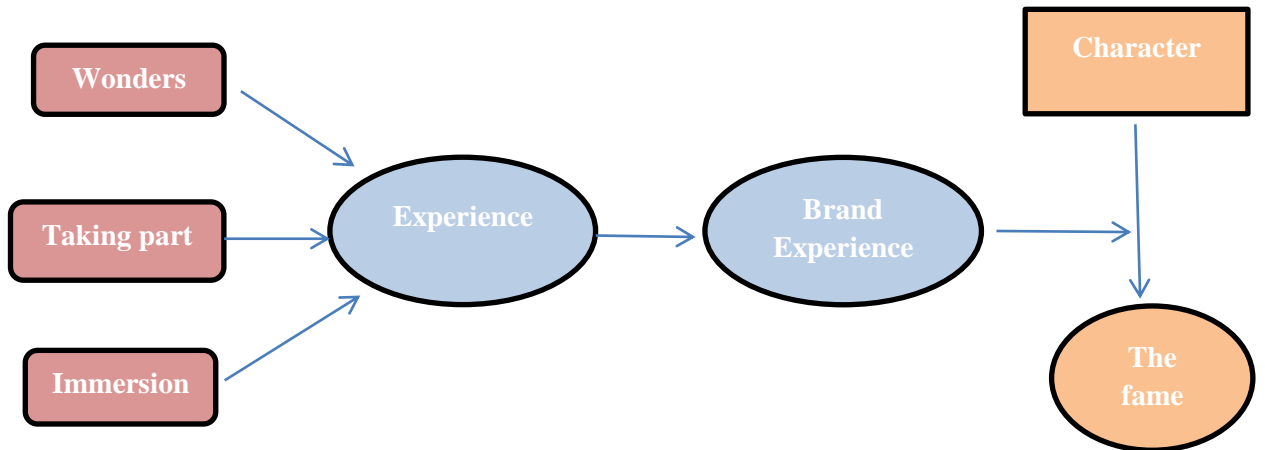


Figure 2.1: Conceptual Model

2.6. DEFINITION OF TERMS AND WORDS

Experiential marketing

Sensory marketing is closely related to the psychological and sensory sciences and tries to employ the influence of different stimuli on the senses of the five customers. Sensory marketing as a method is expanding rapidly. Many manufacturers and business owners use it every day. The human senses have become the focus of many companies' marketing activities, with an emphasis on creating and delivering enjoyable sensory experiences. This approach allows the company to transfer its values and brand identity with a deeper individual level to the customer's mind. Sensory marketing is not related to the mass of people as a whole, or to a particular sector, but to the individuality of each customer. This nuance is why sensory marketing is not the same as mass marketing or classical marketing, because in this approach the origin of effective marketing becomes the minds of individuals. With this method, the target becomes the source, where mental states, processes, and psychological responses take place and thus lead to individual sensory experience.

2.7. CIHAN MOTORS TOYOTA AUTHORIZED DEALERSHIP

Cihan Motors is the Automotive Division of the Cihan Group, which has its strong presence Countrywide, with their operations in Banking, Insurance, Education, Construction, Real Estate, Healthcare, Transportation & Logistics, Food & Beverages, Heavy Machinery & other diversified businesses. The company also partakes in philanthropic activities. Cihan Motors represent TOYOTA, the highly respected and most prestigious automobile brand in the world, in various region of Iraq. Over the years, with best practices & customer focus, the company has grown stronger day-by-day, and today it earns the distinction of being the most preferred Toyota Dealership in the region and in the Country.

The company was established in the year 1997 by the President and Founder, Mr. Sabah Bajger, who was amongst the first to introduce and develop a wealth of experience by importing and selling cars, heavy machinery and earth moving equipment in Iraq.

Cihan Motors is committed to the highest standards in the government supplies and has been serving various private and international non-governmental organizations, and public sectors' requirements, like police departments, municipalities, educational institutions, Ministry of Defense, Ministry of Health, and other regional government entities. Cihan Motors is the first to support Farmers Union Project with large quantities of Toyota Hilux Pick Ups and first to introduce Kurdistan Taxi Project with specially imported factory-painted Toyota Corolla taxis.

BRAND TOYOTA has carved a niche not only in Kurdistan Region but in the whole of Iraq and owes its success to its largest family of Toyota owners in the region and in the Country.

2.8. TYPE AND METHOD OF RESEARCH

Research can be defined as a systematic and organized activity to examine a particular problem that requires a solution. In this manner, research contains a series of precise intellectual and executive activities that enable us to understand how organizational problems are resolved or minimized (Danayi fard 2007).

In terms of research type, this is a descriptive survey type research. Regarding the data analysis method, this is a correlation type research that utilizes the field type.

2.9. VARIABLES, HYPOTHESES, AND RESEARCH MODEL

Independent variable: An attribute of a physical or social environment that is accepted by the researcher after being selected, intercepted or manipulated, to see its effect on another variable. In this study, the independent variable is the sensory marketing variable.

An intermediate variable is a variable that can be indirectly influenced by the direction of the relation or the ratio of the relationship between independent and dependent variables. The effects of this variable are visible and measurable. In this research, variables of wonder, participation, immersion, experiencing an emotional event, brand experience, and brand personality are the intermediate variables.

Dependent variable: A variable whose changes are influenced by the independent variable. In this research, consumer behavior is the dependent variable.

Research hypotheses:

H1: It is assumed that being surprised has a positive impact on the customers' emotional experience.

H2: Customer participation is supposed to have a positive impact on their emotional experience.

H3: Positive impressions of customers are supposed to have a positive impact on their emotional experience.

H4: The emotional experience of customers is supposed to have a positive impact on the brand experience.

H5: Customers' brand experience is supposed to have a positive impact on brand image creation.

H6: Customer brand identity is supposed to have a positive impact on brand reputation.

2.10. STATISTICAL SOCIETY

Scientific research is conducted to identify a phenomenon in a statistical society. A statistical society is a set of people, objects, or things that have at least one common trait and the researcher wants to investigate them. Usually "The research of the studied statistical society is conducted on a society in which the researcher wishes to study the traits or variable traits of its units" (Moghimi, Mohammad 2006).

The realm of this research is the CIHAN Motors Company (Toyota Sales Representative in Iraq). The statistical community of the study will include customers and buyers of Toyota products in northern Iraq.

2.11. SAMPLING

Research on all members of the statistical community, if it's are large, is usually time-consuming and cost-ineffective. To solve this problem, sampling can be used to collect the data and information needed for research. Sampling is a set of actions that are carried out to select a number of people in the community in a way that they are capable of representing it as a whole. (Khaki 2000)

In the present research, a customer sampling approach was employed by visiting the sales representatives of Toyota products in northern Iraq and selecting the participants from the individuals available at those branches at the visit time.

2.12. DETERMINING THE SAMPLE SIZE

Sampling is the process of selecting a sufficient number of members of the statistical community so that by studying the sample group and understanding the characteristics of it, the researcher will be able to generalize these characteristics to the members of the statistical community as a whole. The issue most researchers face in planning any research project is the size or volume required for the sample. The purpose of the research is to obtain the information needed by the community to be sampled from. Therefore, the question that arises in the course of the research is how many participants can be identified as a "sample set" by the researcher. Since the statistical population of the study is specific and the data scale is of a qualitative nature, and the sample size can also be known, using the formulas and the sample size table (Morgan, Krejcie, 1970).

The sample size in the two groups of customers and employees is as follows:

$$S = \frac{X^2 \times N \times P \times (1-P)}{d^2 \times N - 1 + X^2 \times P \times (1-P)}$$

S: Number of required items.

N: The number of members of the community (the number of customers in the sales departments of Toyota products in northern Iraq is unlimited and over 100,000 people and the number of employees is about 100 people.)

P: population ratio (this ratio, when 0.5, yields the maximum required sample size).

D: Degree of accuracy (which is considered in this table 0.05.)

X²: Qi table with a degree of freedom at a 95% confidence level (3.841)

If the population is over 100,000 people, it is considered an unlimited society, and the number of samples is 384 according to the Krejsi and Morgan table and formula. Based on this, the number of samples required for the study to represent the Toyota customers in North of Iraq is 384.

In the client's group, 400 questionnaires were distributed in order to reach the desired sample size and ensure the desired number can be reached.

2.13. DATA COLLECTION TOOL

In each research, the researcher can use various tools to collect and record data and information. Each of the data and information gathering tools has advantages and disadvantages that should be considered when using them to reduce the validity of the research (Khaki, 2000).

Since the present study is descriptive-survey, as with many descriptive studies, this research utilizes a questionnaire to collect the views of the participants, which are presented as an appendix to this study.

2.14. QUESTIONNAIRE DESIGN

The research questionnaire was designed to evaluate and evaluate the research variables and includes two parts:

- A Letter that acts as an introduction that prepares the client for increased responsiveness.
- Questions: These are asked in order to evaluate the research criteria; they have been compiled from the hypotheses specified above.
- An open question at the end of the questionnaire for providing customer feedback and suggestions.

A questionnaire on validated Latin articles was used to design questionnaire questions.

2.15. SCALE OF MEASUREMENT

Scales are used to measure attitudes, judgments, beliefs and other characteristics that are not readily measurable. One of the most commonly used measurements of these attributes is the Likert scale, which is also used in this study. This scale is made up of a systematic set of terms (phrases) that are arranged in a special order. These expressions formulate certain states of the phenomenon being measured in terms of the value of measuring equal distances. The respondent agrees with each of the phrases on a graded scale, usually from one to five (rating) as a degree. Then, the subject's response to each of the items is evaluated numerically (rank). The numerical sum of these values gives the subject a score on this scale. (Sarmad and Bazargan, 2006)

In the questionnaire of this research, questions in the questionnaire were used in the customer group, each with a five-choice spectrum. In order to analyze the questionnaire, the questions were first coded. If the participant was totally opposed to the proposed sentence, they would choose option number 1. Option number 2 represents a disagreement, and option number 3 is neutral on the proposed subject. Option number 4 represent agreement with the proposal and option number 5

strongly accepts it. The proposal/option relationship is summarized in the following table 3.1).

Table 2.1. The Likert Spectrum and the Assigned Codes to the Questionnaire Options

| | | | | | |
|---------------------------------------|---------------|-------|----------------------|----------|------------------|
| Amount of agreement with the question | totally agree | agree | No comments (medium) | Disagree | totally disagree |
| Numeric value | 5 | 4 | 3 | 2 | 1 |

2.16. VALIDITY AND FOLLOW-UP OF THE QUESTIONNAIRE

In conducting research, the question arises as to how it can be ensured that the results of measurement are reasonably accurate, appropriate and correct. The two main criteria for verifying the accuracy and appropriateness of the measures are validity and reliability (Danayi fard et al., 2007). The measurement tool in each research should have the necessary validity and reliability so that the researcher can collect the data appropriate to the research, and after analyzing these data and testing the hypotheses, they may provide an appropriate answer to the research questions. In the following section, the validity and reliability of the questionnaire are investigated.

2.17. VALIDITY

Since the main tool in this research is the questionnaire, and the Likert-scale questions related to the variables of research were extracted from other literature studies, the instrumental validity was not at much risk. Still, in order to ensure the validity of the measurement tool, interviews, consultation with the supervisors and counselors, and their confirmation, as well as the consideration of other faculty members, were used. Furthermore, the GFI index, which indicates the credibility of the questionnaire, was applied for the study questionnaire and the results were over 90%.

2.18. RELIABILITY OF THE QUESTIONNAIRE

Reliability is the measures of the gauges of the study, the consistency of the concept, and examination of the extent to which the measurement tool at any time determines the concept to be measured accurately (Danayi fard et al., 2007). In this research, Cronbach's alpha method was used to determine the reliability of the questionnaire. This method is used to calculate the internal coordination of measuring instruments, such as questionnaires or tests that measure different characteristics. The reliability test was performed for 5 variables of 30 samples of the customers' questionnaire by SPSS software. As can be seen in the below table (3.2) the Cronbach Alpha Value is 0.93, which indicates high reliability.

Table 2.2. Cronbach's alpha coefficient for the Toyota customer group

| number of samples | Cronbach Alpha Value |
|-------------------|----------------------|
| 30 | 0.93 |

2.19. DATA ANALYSIS METHOD

In this research, various descriptive and non-statistical methods were used for data analysis and assumptions were analyzed using SPSS, AMOS software.

One of the strongest and most appropriate methods of analysis in behavioral and social science research is the multivariate analysis. The nature of these issues is multivariate and they cannot be solved by a two-variable method (each time only one independent variable with a dependent variable is considered). In multivariate analysis and analysis into a series of variables, the main features of these processes are the simultaneous analysis of K independent variables and n dependent variables. This method is a complex mathematical and statistical compilation of factor analysis, multivariate regression, and path analysis that is integrated into a complex pollen system to analyze the phenomenon.

For analysis and analysis of this research, AMOS software, one of the most important programs for estimating parameters, test, and fitting the models of structural equations with final variables (which are invisible and direct measurements) is used.

CHAPTER THREE

RESULTS AND DISCUSSION

In this chapter, data analysis methods will be discussed. The general purpose of this chapter is to familiarize the readers with the necessity of data analysis, and various methods of data analysis and descriptive and inferential statistics.

SPSS and AMOS Software's were used to investigate the research hypotheses and process the collected decision making data. Descriptive statistics will be discussed first, followed by the obtained data.

3.1. DESCRIPTIVE ANALYSIS

3.1.1. Descriptive Study of the Gender of the Subjects

Gender is a nominal variable. A descriptive study of its frequency was performed and the results are given in the column graph Table 3.1. which shows the frequency distribution of the genders of the respondents in this study. As can be seen, 232 participants were men (60.42%) while 152 were women (39.58%).

Table 3.1. Frequency distribution of subjects' genders.

| Gender | Frequency | Frequency percentage |
|--------|-----------|----------------------|
| Male | 232 | 60.42 |
| Female | 152 | 39.58 |
| Total | 384 | %100 |

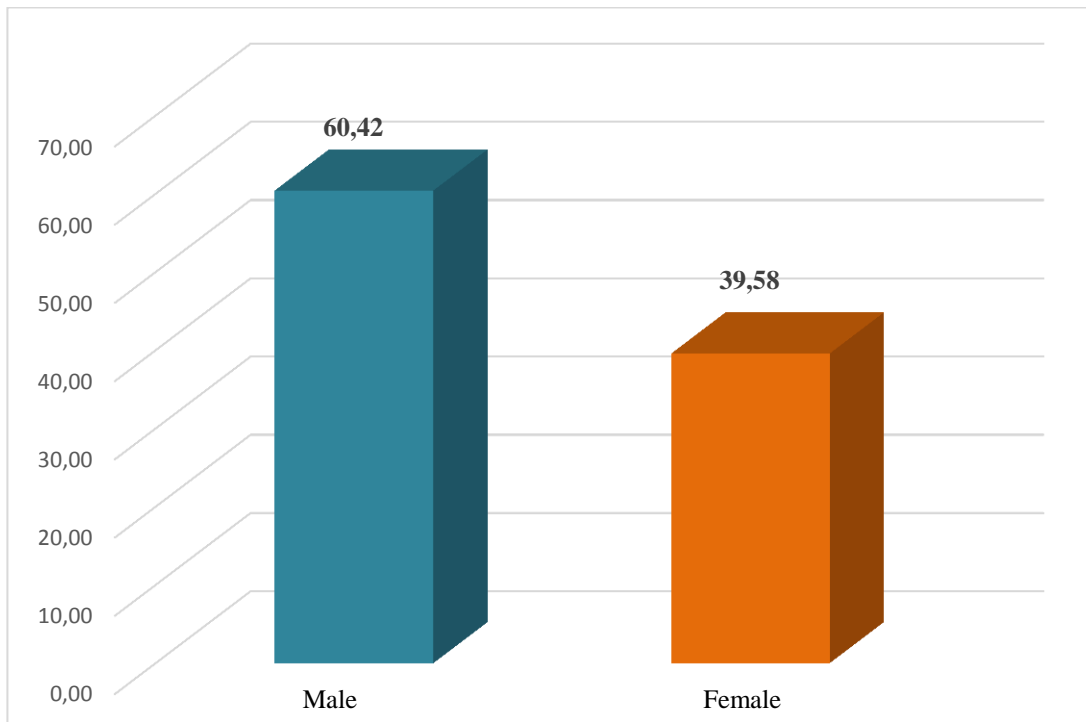


Diagram 3.1. Histogram of subject's genders

3.1.2. Descriptive Study of Marital Status of Subjects

Marital status is considered as a nominal variable. A descriptive study of marital status frequency was performed and the results are displayed in Table 4-2, which shows the frequency distribution of the marital status of respondents in this research. As can be seen, 148 participants were single (38.44%), while 236 were married (61.46%).

Table 3.2. Frequency distribution of marital status' of subjects.

| Marital status | Frequency | Frequency percentage |
|----------------|-----------|----------------------|
| Single | 148 | %38.44 |
| Married | 236 | %61.46 |
| Total | 384 | %100 |

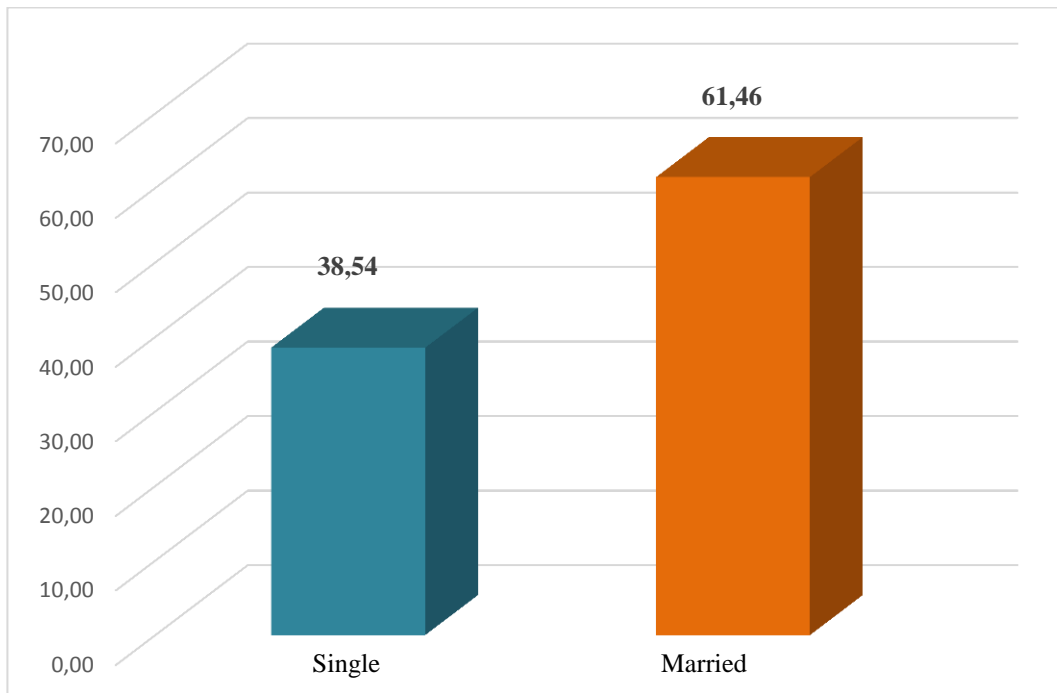


Diagram 3.2. Column chart for marital status of subjects.

3.1.3. Descriptive Study of age Groups of Subjects

Since age is a ranked variable in this research the data for it are displayed in frequency table and column graphs. Table 3.3. shows the distribution of the age groups of respondents in this study. As can be seen, 66 participants were aged 18 to 25 (17.19%), while 66 were 26 to 35 (17.19%), 92 were 36 to 45 (23.96%), 71 (18.49%) were 46 to 55 years of age, and 89 (23.18%) were older than 56 years old.

Table 3.3. Frequency distribution of subjects' age ranges

| Age classes | Frequency | Frequency percentage |
|--------------------|-----------|----------------------|
| 18 to 25 year | 66 | 17.19% |
| 26 to 35 year | 66 | 17.19% |
| 36 to 45 years | 92 | 23.96% |
| 46 to 55 years | 71 | 18.49% |
| more than 56 years | 89 | 23.18% |
| Total | 384 | % 100 |

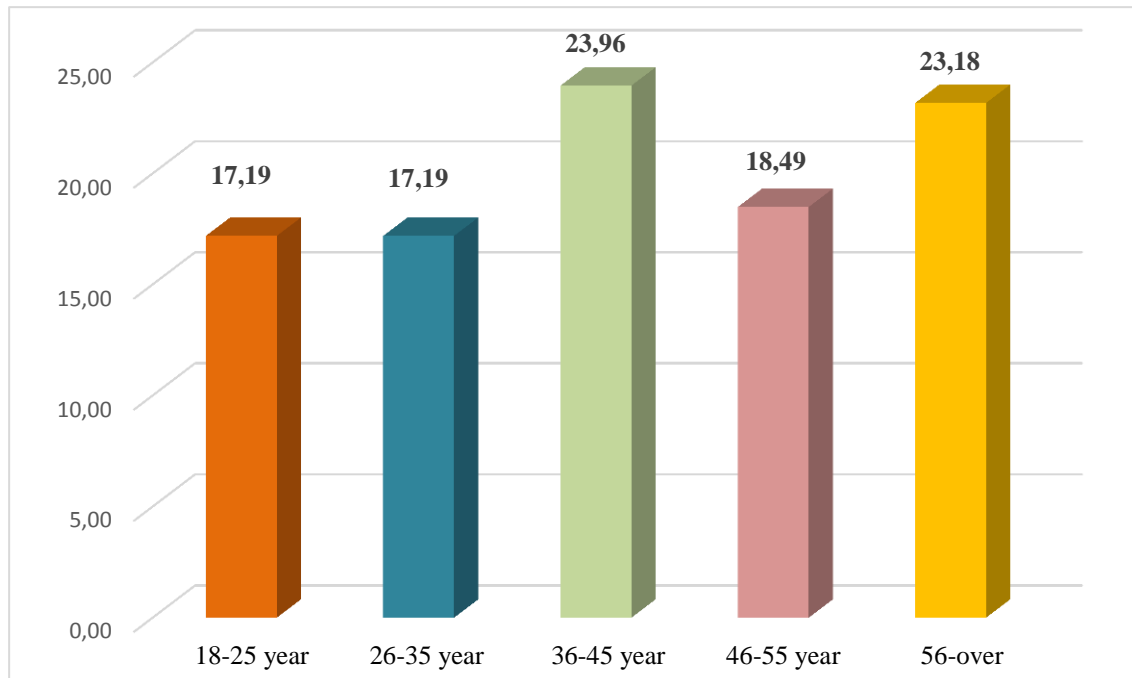


Diagram 3.3. Histogram of subject's age ranges

3.1.4. Descriptive Study of the Level of Education of the Subjects

Table 3.4. Shows the distribution of the level of education for respondents in this research. As you can see, 104 participants had diplomas and less (27.08%), while 32 (8.23%) had Associate Professorship, 133 had bachelorship (64.64%), 70 had Master's degree (18.23%) and 45 had Ph.D. (11.77%).

Table 3.4. Frequency distribution of subjects' education level

| Education level | Frequency | Frequency percentage |
|-------------------|-----------|----------------------|
| Diplomas and less | 104 | 27.08%), |
| Associate | 32 | 8.23%), |
| Bachelor | 133 | 64.64%), |
| Masters | 70 | 18.23%) |
| Ph.D. | 45 | 11.77%) |
| Total | 384 | % 100 |

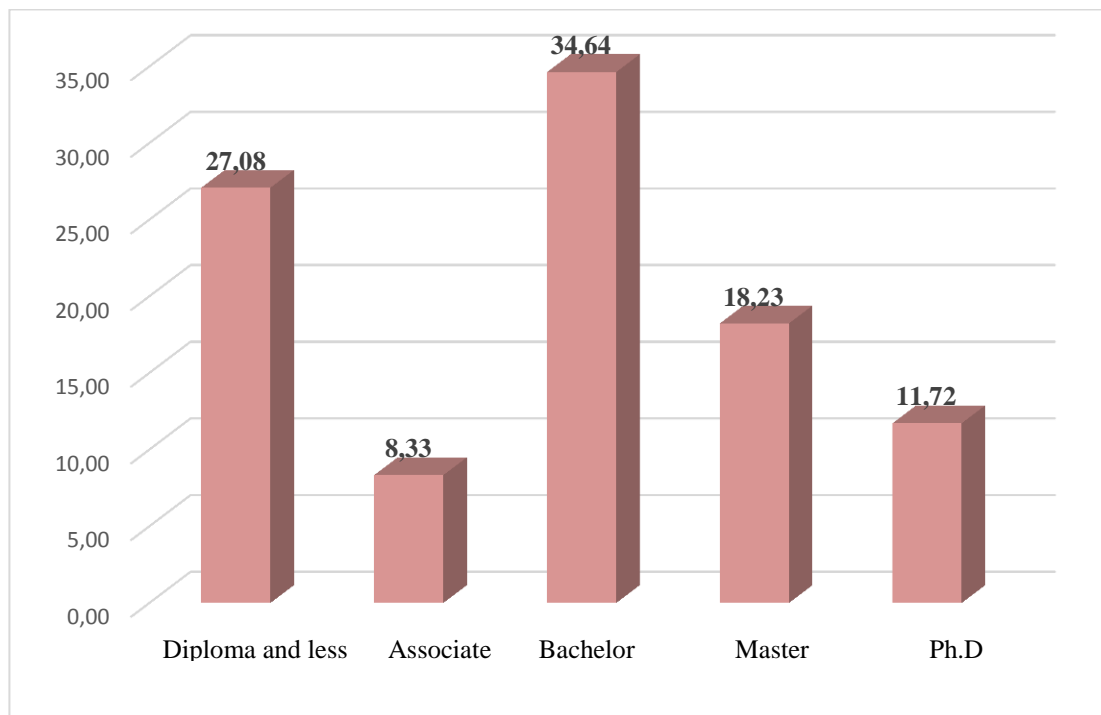


Diagram 3.4. Histogram of subject's education level

3.2. INFERENCE ANALYSIS

Before examining the hypotheses of the present study, the test used in the process will be discussed to reveal the mechanisms as to how to conclusions can be drawn from it. This study seeks to determine the effects of sensory marketing on the customer decision-making processes. For this purpose, after collecting information about the variables of the research, the Kolmogorov-Smirnov test was performed to determine if the data (expressed variables) were in their normal ranges. In the case of normal data, parametric tests are used to test the hypotheses, otherwise, non-parametric statistics approaches should be employed. Table 3.5. Shows the results of the normal tests for the variables. The method of conclusion in this test is that if the sig. value is less than 0.05, the data is considered abnormal, while if it's more than 0.05, the data is considered to be normal.

Table 3.5. Normal test for research variables.

| Research variables | Kolmogorov-Smirnov statistics | Sig. | Test result |
|------------------------|-------------------------------|--------|-------------|
| Customer surprise | 1.21 | 0.0897 | Normal |
| Customer participation | 1.35 | 0.0668 | Normal |
| Customer immersion | 1.16 | 0.0981 | Normal |
| Emotional experience | 1.15 | 0.1043 | Normal |
| Brand Experience | 1.05 | 0.2170 | Normal |
| Brand personality | 1.32 | 0.0706 | Normal |
| Brand reputation | 1.40 | 0.0613 | Normal |

As shown in Table 3.5, all the research variables are normal, and as a result, a parametric test was used to test these variables. Before examining the research hypotheses, descriptive variables were examined. Table 3.6. Shows descriptive indicators such as mean values, middle values, modes, and standard deviations, in addition to the lowest and maximum values.

Table 3.6. Descriptive indicators of research variables

| Variables | Number | Mean | Middle | Mode | Standard Deviation | Minimum | Maximum |
|------------------------|--------|------|--------|------|--------------------|---------|---------|
| Customer surprise | 384 | 3.24 | 3.33 | 3.00 | 0.86 | 1.00 | 5.00 |
| Customer participation | 384 | 3.09 | 3.00 | 4.00 | 1.13 | 1.00 | 5.00 |
| Customer immersion | 384 | 3.15 | 3.25 | 3.00 | 0.94 | 1.00 | 5.00 |
| Emotional experience | 384 | 2.68 | 2.75 | 2.50 | 0.86 | 1.00 | 5.00 |
| Brand Experience | 384 | 2.83 | 2.83 | 2.67 | 0.75 | 1.00 | 5.00 |
| Brand personality | 384 | 3.20 | 3.25 | 3.00 | 0.83 | 1.00 | 5.00 |
| Brand reputation | 384 | 2.64 | 2.67 | 2.33 | 0.89 | 1.00 | 5.00 |

All of the inspected values have minimum and maximum scores of 1 and 5, respectively. As can be seen, the surprise variable of customers has an average of

3.24, Middle value of 3.33, mode of 3, and deviation from criterion as 0.86. The customer participation variable has an average of 3.09, Middle value of 3, mode of 4, and deviation from benchmark as 1.13. The immersion variable has an average of 3.15, middle value of 3.25, mode of 3, and deviation from the benchmark as 0.94. The emotional experience variable has an average of 2.68, middle value of 2.75, mode of 2.50, and deviation from the benchmark as 0.86. The brand experience variable has an average of 2.83, middle value of 2.83, mode of 2.67, and deviation from the benchmark as 0.75. The brand personality variable has an average of 3.20, middle value of 3.25, mode of 3, and deviation from criterion as 0.83. The brand reputation variable has an average of 2.64, middle value of 2.67, mode of 2.33, and deviation from criterion as 0.89.

In the below section, research hypotheses were examined and research hypotheses were tested using the path analysis. This study was a descriptive cross-sectional study and the statistical population was the customers and buyers of products from Cihan Motor Company in Erbil province. The number of samples was determined using the Cochran formula as 384 participants. To determine the impact of each factor and its importance coefficients, path analysis, standard coefficients and t values were used. To assess the adequacy of the model, the chi-square indices, the Normal fit index, the adaptive fit index, the fitting goodness index, the root of the estimated error, the adjusted fit goodness index, the incremental fitness index, and the normality fit index were used.

Research hypotheses:

H1: Emotions of surprise have a positive impact on customer emotional experience.

H2: Customer involvement has a positive impact on their emotional experience.

H3: The immersion of customers has a positive impact on their emotional experience.

H4: The emotional experience of customers affects brand experience positively.

H5: Customer brand experience has a positive impact on brand image creation.

H6: The brand's brand personality has a positive impact on their brand reputation.

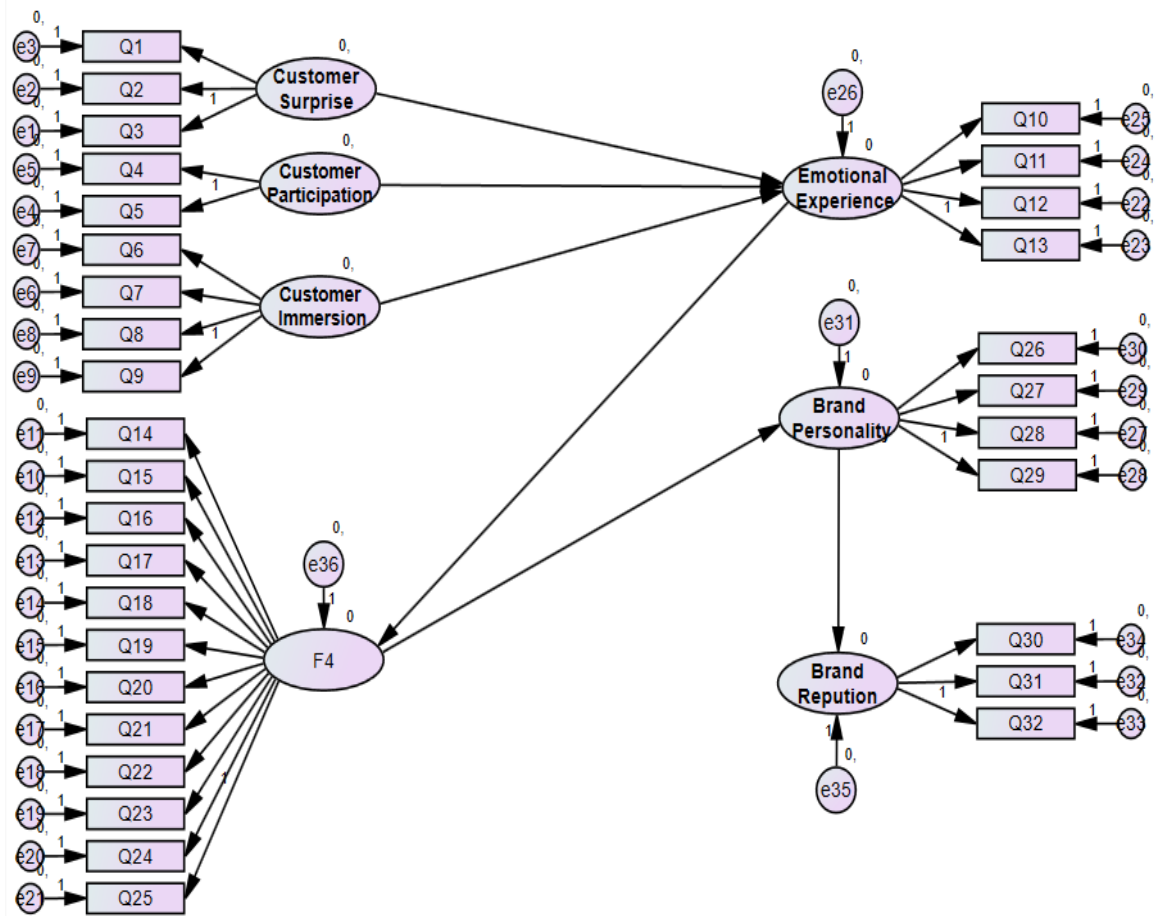


Figure 3.1. The main theoretical model of research

Before examining research hypotheses using path analysis in AMOS software, the appropriateness of research design questionnaires were investigated with exploratory and confirmatory factor analysis. Table 3.7. Shows the results of the KMO index and the Bartlett test.

Table 3.7. Results of the KMO index and Bartlett's test for the sensory marketing structure on the customer decision-making process

| Dimensions | The Kaiser Meyer Test Number and the Bartlett's Test | |
|------------|---|---------|
| | Sensory marketing on the customer decision-making process | KMO |
| Bartlett | | 7247.10 |
| Df | | 496 |
| P-Value | | 0.0009 |

As shown in the table above, the KMO sampling adequacy ratio is about 0.888, which indicates that the sample adequacy is related to the sensory marketing structure on the customer decision making process for implementing factor analysis. The value of sig=0.0009 of Bartlett's test leads to the conclusion that the variable in question is suitable for discovering the factor analysis structure, and performing the factor analysis for the existing data is useful.

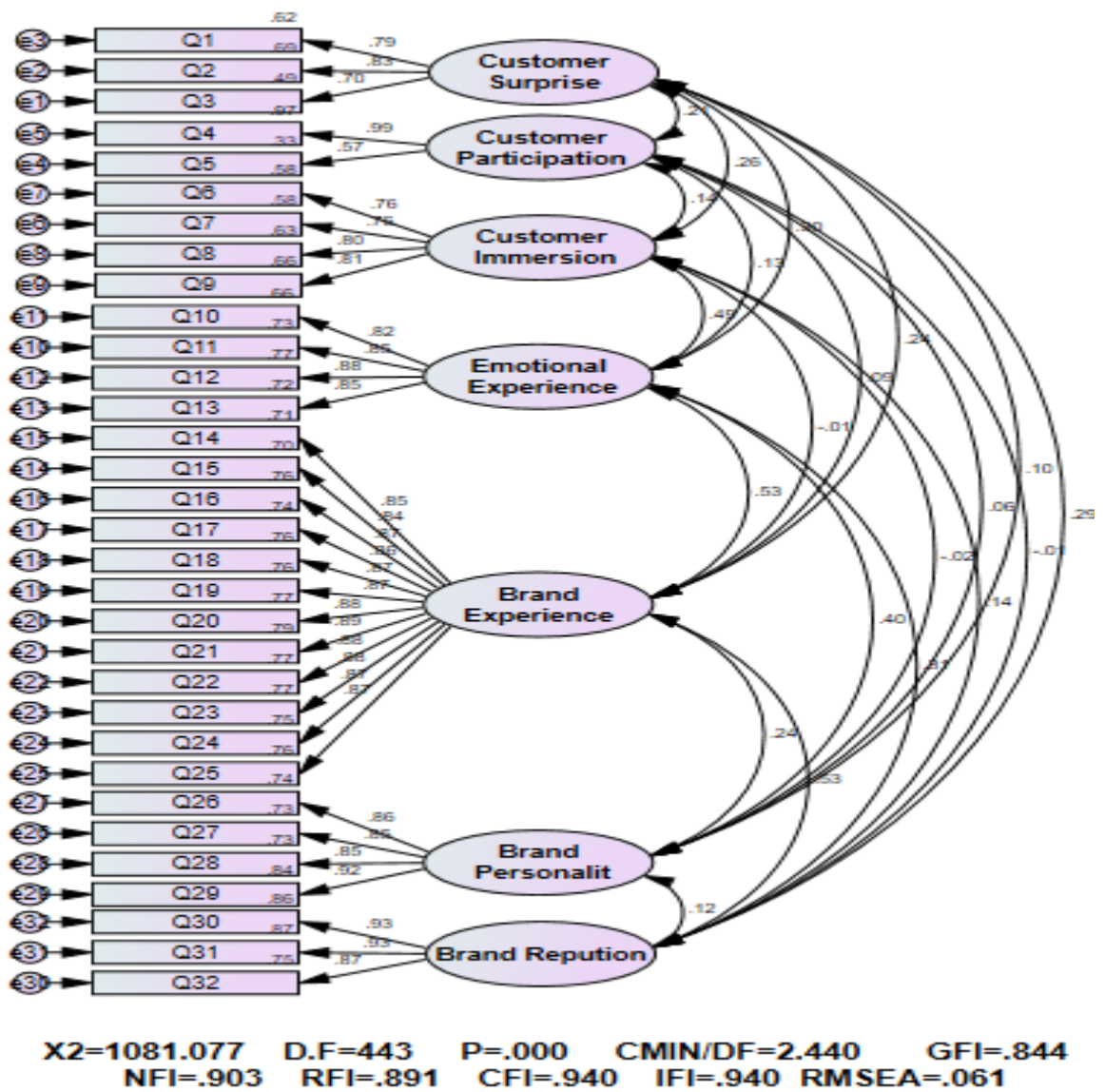


Figure 3.2. Measuring model of sensory marketing structure on customer decision Making process in the state of standard coefficients

The figure above shows the model of the structural measurements in the state of the standard coefficients, with the CFI and GFI values of 0.940 and 0.484, respectively. RMSEA is equal to 0.061 and the ration of Chi-square to the degree of freedom is also numerically smaller than 3 (2.440). As a result, a design to measure the effects of sensory marketing structure to the customer decision making process seems appropriate.

The figure 3.3. Shows the output of the AMOS software in the state of the standard coefficients for the main research model:

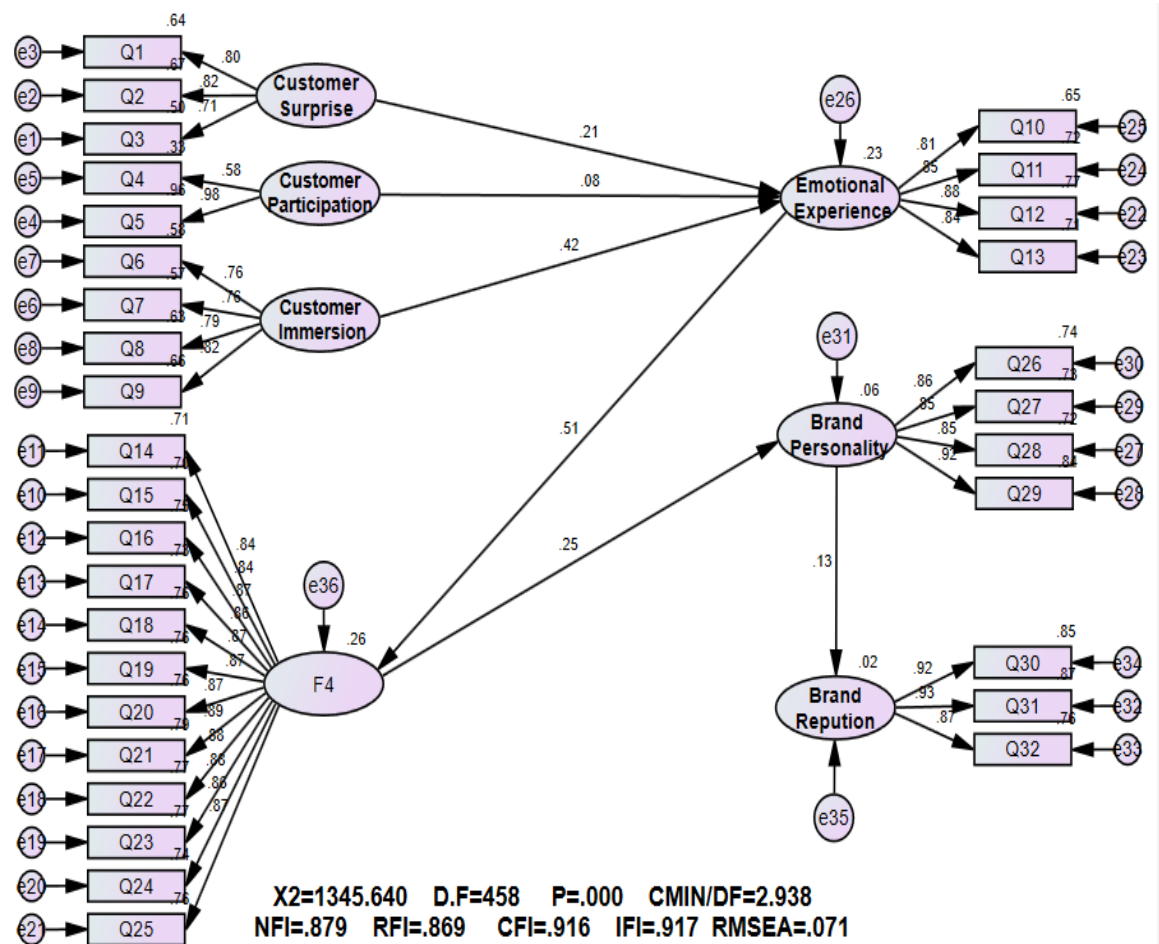


Figure 3.3. The main model of research in the state of the standard coefficients

Table 3.8. Evaluating the first hypothesis of the research based on path analysis

| Independent variable of research | Standard coefficients | T values | P-Value | Results |
|---|-----------------------|----------|---------|-------------|
| Customer surprise on emotional experience | 0.21 | 3.689 | 0.001 | Significant |

In examining the first hypothesis of the research, the factor of the customer's surprise variable on the emotional experience is 0.21, the value of t is 3.689 and the value of P-value is less than 0.05, therefore, from the viewpoint of the participants in the research, customer surprises have a positive effect on their emotional experience, so the first hypothesis of the research is confirmed.

Table 3.9. Evaluating the second hypothesis of the research based on path analysis

| Independent variable of research | Standard coefficients | T values | P-Value | Results |
|--|-----------------------|----------|---------|-----------------|
| Customer participation on emotional experience | 0.08 | 0.944 | 0.345 | Not significant |

In examining the second hypothesis of the research, the factor of the customer participation variable on the emotional experience was found to be equal to 0.08, the value of t was 0.944 and the value of P-value was more than 0.05, therefore, from the viewpoint of the participants in the research, the customer's participation on their emotional experience does not have a significant positive effect, and therefore the second hypothesis of the research is rejected.

Table 3.10. Evaluating the third hypothesis of the research based on path analysis

| Independent variable of research | Standard coefficients | T values | P-Value | Results |
|--|-----------------------|----------|---------|-------------|
| Customer immersion on emotional experience | 0.42 | 7.340 | 0.001 | Significant |

In examining the third hypothesis of the research, the factor of the customer's immersion variable on the emotional experience was found to be equal to 0.42, the value of t was 7.340 and the value of P-value was less than 0.05, therefore, from the

viewpoint of the participants in the research, customer immersion has a positive effect on their emotional experience, so the third hypothesis of the research is accepted.

Table 3.11. Evaluating the fourth hypothesis of the research based on path analysis

| Independent variable of research | Standard coefficients | T values | P-Value | Results |
|---|-----------------------|----------|---------|-------------|
| Customer emotional event experience on brand experience | 0.51 | 10.052 | 0.001 | Significant |

In examining the fourth hypothesis of the research, the factor of the variable of experiencing an emotional event by customers on the brand experience was found to be equal to 0.51, the value of t as 10.052 and the value of P-value was less than 0.05, therefore, from the point of view participants in the research, the experience of the customer's emotional event was found to have a positive impact on brand experience, so the fourth hypothesis of the research was confirmed.

Table 3.12. Evaluating the fifth hypothesis of the research based on path analysis

| Independent variable of research | Standard coefficients | T values | P-Value | Results |
|--|-----------------------|----------|---------|-------------|
| Brand experience on creating brand personality | 0.25 | 4.719 | 0.001 | Significant |

In examining the fifth hypothesis of the research, the factor of the customer brand experience on the creation of the brand personality was found to be equal to 0.25, the value of t was 4.719 and the value of P-value was less than 0.05, therefore, from the viewpoint of the participants in the research, the customer brand experience was found to have a positive effect on the brand's brand image, so the fifth hypothesis of the research was confirmed.

Table 3.13. Evaluating the sixth hypothesis of the research based on path analysis

| Independent variable of research | Standard coefficients | T values | P-Value | Results |
|--|-----------------------|----------|---------|-------------|
| Customer brand personality on brand reputation | 0.13 | 2.430 | 0.015 | Significant |

In the study of the sixth hypothesis of the research, the factor of the customer brand personality sense on the brand reputation was found to be 0.13, the value of t was 2.430 and the value of P-value was less than 0.05, therefore, from the viewpoint of the participants in this research, the brand personality sense of the customers have a positive influence on their sense of brand reputation, and therefore the sixth hypothesis of the research was confirmed.

Reviewing the adequacy of the model

After analyzing the path, the adequacy of the fitted model was also reviewed. It is worth noting that among the various indices of the variety of the desired pattern, the root mean square of the estimation error and goodness of fit are the best and most well-known indices, and these two can determine the fitness of the desired pattern in the required level. Table 3.14. Shows the fitness indicators of the pattern of analysis in the model.

Table 3.14. Fit indicators of the main model of research

| Indicators | Acceptable value | Research value | Desirability |
|-------------------------|------------------|----------------|-----------------------|
| Chi square (χ^2) | - | 1345.640 | Confirmation of model |
| P-Value | - | 0.000 | Confirmation of model |
| Degree of freedom (Df) | - | 458 | Confirmation of model |
| χ^2/df | $\chi^2/df < 3$ | 2.938 | Confirmation of model |
| RMSEA | RMSEA < 1/0 | 0.071 | Confirmation of model |
| NFI | NFI > 8/0 | 0.879 | Confirmation of model |
| AGFI | AGFI > 8/0 | 0.860 | Confirmation of model |
| GFI | GFI > 8/0 | 0.863 | Confirmation of model |
| CFI | CFI > 8/0 | 0.916 | Confirmation of model |
| IFI | IFI > 8/0 | 0.917 | Confirmation of model |

As can be seen in Table 3.14. The Chi-2 statistic for the model is 1345.640, the degree of freedom is 458, resulting in a ratio of 2.938, which is an acceptable value. Furthermore, modeling indicators such as NFI, CFI and IFI are all acceptable and appropriate.

CONCLUSION

The competitive advantage of a company may come from product innovations, pricing strategies, marketing channels, and so forth. But the competitive advantage of creating memorable experiences cannot be easily emulated and replaced.

The sensory marketing paradigm predicts that every aspect of a brand's relationship with the target customers can be understood and ultimately directed towards a change in which an excellent two-sided interaction can be achieved, and through this success, the customer can be directed to the right place at the right time.

This chapter discusses and concludes the statistical analysis of sensory marketing and its impact on customer behavior, and finally provides suggestions for further.

THE RESULTS OF THE RESEARCH

First Hypothesis: The surprise of participants in the event has a positive impact on their emotional experience.

In order to study this hypothesis, structural equation model has been used with regard to the assumptions and conditions of the research. The results showed that the sense of surprise of the participants had a direct and significant impact on their overall emotional experience.

Based on the conceptual model of this research derived from the model of Vila-López, N., & Rodríguez-Molina, M (2013), the sense of surprise was found to have a positive relationship with emotional experience. It was also observed that surprising events create an emotional experience for customers. The result was confirmed by the previous findings.

Second hypothesis: The participants' participation has a positive impact on their emotional experience.

In order to study this hypothesis, structural equation model has been used with regard to the assumptions and conditions of the research. The results show that the participants' participation in various events had no direct and significant impact on the emotional experience.

Based on the conceptual model of this research derived from the model of Vila-López, N., & Rodríguez-Molina, M (2013), the participation was supposed to have a positive relationship with customers' emotional experiences. But in this research, it was observed that participation does not create emotional experience in customers. The result was thus not confirmed by previous findings.

Third Hypothesis: Participants immersion in the event has a positive impact on their emotional experience.

In order to study this hypothesis, structural equation model has been used with regard to the assumptions and conditions of the research. The results show that participants' immersion has a direct and significant impact on emotional experience.

Based on the conceptual model of this research, which is derived from the model of Vila-López, N., & Rodríguez-Molina, M (2013), immersion has a positive relationship with emotional experience. The study found that immersion creates emotional experience in customers. Thus, the result was confirmed by previous findings.

Fourth Hypothesis: The emotional event experience has a positive impact on brand analysis.

In order to study this hypothesis, structural equation model has been used with regard to the assumptions and conditions of the research. The results showed that emotional event experience has a direct and significant effect on brand experience.

Based on the conceptual model of this research which was derived from the model of Vila-López, N., & Rodríguez-Molina, M (2013), the experience of the emotional event has a positive relationship with brand experience. In this study, it was also observed that experiencing an emotional event brings brand experience to customers. The result was thus confirmed by the previous findings.

Fifth hypothesis: brand experience has a positive impact on brand identity.

In order to study this hypothesis, structural equation model has been used with regard to the assumptions and conditions of the research. The results showed that brand experience has a direct and significant impact on brand personality.

Based on the conceptual model of this research derived from the model of Vila-López, N., & Rodríguez-Molina, M (2013), brand experience has a positive relationship with brand personality. In this research, it was also observed that brand experience created a sense of brand personality. The result is confirmed by the previous findings.

Sixth Hypothesis: The brand personality has a positive impact on brand reputation.

In order to study this hypothesis, structural equation model has been used with regard to the assumptions and conditions of the research. The results showed that the brand personality had a direct and significant impact on the brand reputation.

Based on the conceptual model of this research derived from the model of Vila-López, N., & Rodríguez-Molina, M. (2013), the brand personality has a positive relationship with brand reputation. In this research, it was also observed that brand personality brings brand reputation. The result was confirmed by the previous findings.

CONCLUSIONS AND PRACTICAL SUGGESTIONS

An advertising event provides a sense of marketing perception. Specifically, a better understanding of the "Emotional Experience in an Event" provides the basis for it (surprise, partnership and immersion) and its implications (brand of experience, brand, personality, and brand reputation).

In this research, immersion was found to be the most important experience of emotional event and the brand experience was found to have a significant effect on the impact of the emotional events. Brand experience affects also brand personality which in turn affects the brand reputation.

The information above is the basis for some of the recommendations for brand managers. These decision-makers should aim to improve the "brand emotional experiences", as the results of the present study indicate that it is a powerful tool in attracting customers and creating a brand personality, fame and, consequently, brand loyalty.

To enhance the brand experience, brand service executives should try to create fun and memorable moments in all brand-driven customer interactions. Service brand managers can also develop "emotional events" in order to build emotional relationships with their customers. These produce entertainment and are mutually reinforcing. To enhance the situation even further, event designers should address the needs of the participants.

Emotional events should be planned according to the association of the "immersion of participants in the event", because these feelings propagate the brand. In this regard, it is suggested that accompanying customers will facilitate immersion through the performance of the organization's staff as a guide, or through reference users for consumers.

The decision makers should also promote collective action, which enables customers to share their experiences with the groups they belong to. Decision makers should be incentivized towards such experiences, as these enable consumers to lead the brand experience through workshops, courses, seminars, and more.

Furthermore, various factors such as location, environment design, and utilization of new technologies can help to achieve immersion. Different physical factors of the brand (for example, the smell, furniture or the appearance of the staff) can help to stimulate senses and emotions. The design of the brand and such events should also be precise. Promoters should, to the best of the available capacity, try to establish emotional, physical, and intellectual communications.

If customers feel that they belong to a group that shares interests with their members, this will lead to participation. Therefore, it is suggested that the companies instill a closer relationship with the creation of a club of clients and encouraging them to join it, as well as providing the necessary information about the activities performed in this regard.

MANAGEMENT SUGGESTIONS

Most managers do not pay much attention to marketing strategies. This is because they assume their clients as logical beings whose decisions are based on the characteristics of the products and services. Today this theory is not credible, and the focus of product performance and profit toward business entertainments has changed, and the demands of the customers are gradually more fantastic, more emotional and entertaining. The results of this research can give a new perspective to managers and enable them to design promotional and marketing strategies tailored to their goods and services to differentiate their brand position from other competitors. On the other hand, the training of employees to understand the sense of marketing correctly and its dimensions for its implementation and application can have very favorable results. It is also possible to use this type of marketing in the service sector.

GENERAL SUGGESTIONS AND SUGGESTIONS FOR FUTURE RESEARCH

It is suggested that in the promotion and creation of surprising activities, and in participation and immersion of the customers in sales events, sensory advertising in the media should be more specialized. It is also recommended that public relations be promoted through campaigns, exhibitions, and more to empower a credible brand in the field of car services. The company's brand identity can also be promoted by media advertising in order to enhance the brand reputation.

Another suggestion is to improve the behavior of customers' purchases through combined sensory marketing. Customers do not use just one of their senses to identify the factors in their decisions, and as such none of the five senses alone affect the behavior of customers. To this end, managers should try to use a combination of the five senses to stimulate customers.

Considering the importance of the issue and the lack of adequate research in this regard, given the novelty of this kind of marketing in Iraq, it is recommended that more research be done in this subject.

RESEARCH LIMITATIONS

In this research, a specific type of advertisement has been used to investigate the effect of sensory marketing on the customer decision-making process. Clearly, better and more comprehensive results can be obtained by studying more varied options in creating sensory marketing. There are also challenges in creating and measuring feelings. Respondents may experience feelings beyond the feelings expressed in this research. Therefore, in future research, it is better to consider other sensory items such as smell. Ultimately, the fact that the results are to some extent tended to justify the proposed theoretical model, there are boundaries to be considered. The sample taken during might not be large enough and the sampling method was applied in a single event. The study needs to be repeated using more examples, and in order to improve the validity of the model and justify any generalization of the results, the diversity of the audience in this type of event should be expanded.

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APPENDICES

Appendix 1: Form of Survey

Investigating the Effect of Sensory Marketing on the Customer Decision Making Process (Case study: Cihan Motor Company) Marketing experts have always sought to provide a comprehensive solution for providing and helping managers in market development in organizations. This research seeks to help this process by examining the relationship between market orientation and marketing planning processes for the Cihan Motor Company.

This information is confidential and will not be published anywhere.

| | Completely Agreed | Somewhat Agreed | Neither Agree Nor Disagreed | Somewhat Disagreed | Completely Disagree |
|---|-------------------|-----------------|-----------------------------|--------------------|---------------------|
| 1. I'm surprised to receive a good performance. | | | | | |
| 2. I understand the function as it can be compared to what I see in the media (TV, etc.). | | | | | |
| 3. I have seen some unexpected actions from Cihan Motor Company. | | | | | |
| 4. I participated in events created by Cihan Motor Company. | | | | | |
| 5. I will respond to the future activities | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| of the Cihan Motor Company. | | | | | |
| 6. Watching the ad takes a short amount of time. | | | | | |
| 7. I feel comfortable watching this ad. | | | | | |
| 8. I enjoy the feeling of watching this ad. | | | | | |
| 9. I'm involved watching this ad. | | | | | |
| 10. This ad generates certainty. | | | | | |
| 11. This ad is magnificent (amazing). | | | | | |
| 12. I am happy with the atmosphere. | | | | | |
| 13. I am pleased with the experience. | | | | | |
| 14. The visual impact of this brand is strong. | | | | | |
| 15. I see this brand with a sensual, hearty point of view. | | | | | |
| 16. I found this | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| brand attractive. | | | | | |
| 17. This brand creates feelings of good experiences in me. | | | | | |
| 18. This brand is an emotional brand. | | | | | |
| 19. This brand is an emotional brand. | | | | | |
| 20. Imagining about the brand makes me want to act. | | | | | |
| 21. This brand creates physical experiences. | | | | | |
| 22. This brand is activity-oriented. | | | | | |
| 23. When I found this brand, I also thought of new ideas. | | | | | |
| 24. This brand makes me think. | | | | | |
| 25. This brand stimulates the curiosity in me. | | | | | |
| 26. Brand personality is daring. | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| 27. The brand is energetic. | | | | | |
| 28. The brand has a fantastic character. | | | | | |
| 29. The brand personality is interactive. | | | | | |
| 30. One of the best companies is the Cihan Motors. | | | | | |
| 31. Cihan Motor Company is committed to the community (what it has promised). | | | | | |
| 32. The company is reliable. | | | | | |