

## Sensory Marketing and its Effect on Hotel Market-Share: Perception of Hotel Customers

EL-Hussein M. Ali<sup>1</sup> & Mohamed O. Ahmed<sup>2</sup>

### Abstract

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Today the competitive environment of the hotel industry drives the search for new strategies and ways to differentiate itself from its competitors. One of the core trends in this sphere is sensory marketing that can reach customers' hearts, minds, and wallets, by using all five human senses (taste, smell, sight, touch and sound). The purpose of this study is to investigate the effect of sensory marketing on Egyptian hotel market share among customers' perception and actual behaviour based on implementing seven elements of sensory marketing within five-star hotels in Cairo. A quantitative approach was used to achieve its aim. Data collection technique used a structured questionnaire to collect data from 400 customers at five-star hotels in Cairo which counted 33 hotels to identify their opinions on sensory marketing adoption, and its effect on Egyptian hotel market share. Statistical analyses were performed using software SPSS version 22 and systematic random sampling was used. The study results have been considered significant at  $p \leq 0.05$ . This study contributed to the effect of sensory marketing on hotel market-share. However, there is a lack of studies that showed the effect of sensory on hotel market-share among customer perception five-star hotels in Cairo.

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**Keywords:** Sensory marketing, Customers' perception, Market-share, Egypt.

### 1. Introduction

Tsai et al. (2009) cleared that globalization is causing markets to become more competitive and dynamic; and customers are demanding more variety, better quality, greater reliability and more efficient delivery (Farias et al., 2014). Kotler and Armstrong (2012) showed that in the past, most of the companies were using marketing which focuses on the features and benefits in the functionality and performance of products or services, it considers customers as rational decision-makers who act as a response to the industrial economy (Dzhangazova et al., 2015). Nasermodeli et al. (2013) confirmed that this traditional marketing focuses on selling the final product rather than the overall product experience, the result is a limitation of the product and service choices to what the customer sees rather than what he feels (Ballantyne et al., 2011; Yu, 2011). Nowadays, many companies are looking for ways to reduce its cost while at the same time making every effort to enhance the quality of their products and services, in the long run, satisfy customers' demand (Hultén, 2011).

Pahome and Amorntatkul, (2010) emphasized that hotels are working hard to achieve some degree of differentiation in their operations from the competitors by using sensory marketing which considers one of the marketing tools that used to deliver a uniquely pleasurable and memorable customers experience by using all human senses. Therefore, it can win and retain customers (Agapito et al., 2014). Dzhangazova et al. (2015) mentioned that senses play a crucial role in customers' behaviour, preferences, and reactions, especially in the hospitality industry.

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<sup>1</sup>Department of Hotel Management, Faculty of Tourism and Hotels, Fayoum University, Fayoum, Egypt. E-mail: [hms04@fayoum.edu.eg](mailto:hms04@fayoum.edu.eg)

<sup>2</sup>Department of Hotel Management, Faculty of Tourism and Hotels, Fayoum University, Fayoum, Egypt. E-mail: [moa00@fayoum.edu.eg](mailto:moa00@fayoum.edu.eg)

They are the interface between marketing actions and the way customers perceive, choose and experience products and services (Lindstrom 2005; Krishnan, 2013). Ballantyne et al. (2011) indicated that customers are not looking only for buying a product or a service alone, but they are seeking an emotional and unique experience around what they buy (Gaygen, 2013).

So, the decision to buy a product or service is influenced by many factors, including not only cultural, social, psychological but also personal factors (Krishna, 2012). Shabgou and Daryani, (2014) mentioned that sensory marketing itself is coming to the foreground and more and more people are realizing its position (Hultén, 2012). Therefore, the purpose of this study is to investigate the effect of sensory marketing “independent variables” on Egyptian hotel market share “dependent variable” among customers’ perception and actual behaviour “mediator variable” based on implementing seven elements of sensory marketing which including; sonorous, impressions, tactile, gustatory, olfactory, intuition, and visual factors within five-star hotels in Cairo.

## 2. Literature Review

### 2.1. An Overview of Sensory Marketing

Costa et al. (2012) assured that touching, tasting, hearing, smelling and seeing a product in addition to intuitional and impression factors play an important role in our understanding. Perception of these roles has a valuable advantage in the market today (Krishna, 2013). Shabgou and Daryani, (2014) indicated that these senses are an image of our daily lives, and by using them we satisfy our needs and desires. Recently, behavioural economists have started addressing these needs through sensory marketing which is usually associated with a favourable emotional response to make a change in the actual behaviour (Jaarsveld, 2010; Yu, 2011).

Valenti and Riviere, (2008) defined sensory marketing as “*marketing that engages the consumers' senses and affects their perception, judgment and behaviour*”, and from a managerial perspective, sensory marketing can use the atmosphere factors of the point of sale to create subconscious triggers that characterize consumer perceptions of abstract notions of the product sophistication or quality (Ghosh and Sarkar, 2016). According to Agapito et al. (2014) and Pahome and Amorntatkul, (2010) these factors of sensory marketing elements composing the atmosphere of the selling points as the tactile factors (the materials, the temperature, etc.), the gustatory factors, the olfactory factors (the ambient scents, the smell of the products, etc.), the visual factors (the colours, the lights, the design, etc.), the Sonorous factors (the music in the background, the ambient sounds), the Intuition factors (the peace, the security, the caring in the hotel) and the Impressions factors (emotions, feelings, and experience) in addition to the category of customers (Driver and Noesselt, 2008; Gretzel and Fesenmaier, 2010; Swedberg, 2011). Farias et al. (2014) declared that the seven sensory marketing elements provide a new vision of the marketing mix and its correlation with the sensual sphere of a human being. The goal is to create an integrated set of clues which jointly meet or even exceed the customer’s expectations (Dzhangazova et al., 2015).

Shabgou and Daryani, (2014) determined that the main task of using sensory marketing are (1) consumer engagement with the product/service, (2) it encourages the purchase and can build loyalty between customer and hotel, (3) impact of the hotel reputation created in the consumer's mind and (4) differentiation created in the consumer's mind (Valenti and Riviere, 2008).

### 2.2. Sensory Marketing Elements and Customers’ Behaviour

Berčík et al. (2016) reported that there are various proportions on the importance of every sense for the learning of humans 83% of the perception of new information realized by a person are gained through Vision, while Touch represents 1,5%, Smell represents 3,5%, Hearing represents 11% of participation, and Taste represents 1%. Hultén, (2012) showed that being aware of this information, it is possible to analyse the role of the human senses in the perception and learning of specific topics, such as facts, products and places (Pine and Gilmore, 2013). Soars, (2009) and Ballantyne et al. (2011) reported that the right sensory elements can create amazing impact, such as relaxing, energizing, calming, and improving mood, and affect decision making and afterwards actual behaviour. Gretzel and Fesenmaier, (2010) agreed with Calvert and Thesen, (2004) that the more senses an experience engages the more effective and memorable it can be.

As mention earlier, sensory marketing elements play a key role in making a decision stand out from its competitors and are important to create a positive image in the minds and attitude of hotel customers (Driver and Noesselt, 2008; Kim and Perdue, 2013; Ghosh and Sarkar, 2016). Next, an individual analysis of the importance of each element will be carried out to explain their role and how each acts in the sensory marketing process, in order to involve the hotels' customers (Ballantyne et al., 2011).

### **2.3. Visual Sensory Marketing Element**

Aprilianty and Purwanegara, (2016) asserted that sight is the most used sense in marketing, as more than 80% of the service and commercial communications are done through the sight sense (Jayakirishnan, 2013).

Therefore, it is a long time that creative managers and marketers try to make visually appealing images and messages understandable by the customers (Labrecque et al., 2013). Randhir et al. (2016) explained that colours and shapes are the first way of identification and differentiation in customers' reactions and has a certain mental impact on customers (biological, psychological, and draw attention to an object), (Kahn and Deng, 2010). In other words Significant factors such as logos, packaging, color, design and attractive shape can be a strategic approach to strengthen, make an emotional response and the desired image of a product/service in consumers' minds (Hagtvedt and Patrick, 2008; Soars, 2009; Balaji et al., 2011).

*H1: Visual sensory marketing element has a significant positive impact on the customers' actual behaviour.*

### **2.4. Olfactory Sensory Marketing Element**

Krishna, (2012) cleared that customers can close his eyes, cover his ears, did not call and refuse to taste, but the smell is part of the air that he breathes (Lindstrom, 2005). Morrin et al. (2011) stated that the sense of smell generated as much as 75 percent of our emotions and memories with the product and had great influence on our behaviour because of smell is the only one with a direct link to the brain (Soars, 2009; Bercik et al., 2016). Peck and Childers, (2008) emphasized that the most famous technique of olfactory marketing in the hospitality industry is the use of artificial smells to appeal to customers in the hotels, restaurant, or cafes (Kim, 2013; Pahome and Amorntatku, 2010; and Costa et al., 2012).

*H2: Olfactory sensory marketing element has a significant positive impact on the customers' actual behaviour.*

### **2.5. Sonorous Sensory Marketing Element**

Meyers-Levy et al. (2009) said that sound has the power to influence our mood, preferences and sway our buying habits. In addition, music offers a wide range of possibility to the marketers to influence customers' behaviour and complete the atmosphere to create a coherent sales environment (Célier, 2004). In other words, the perception of music can be effective in creating positive results in the customers' experience and after the evaluation of hotel, the products/services seem desirable and finally much more time and money are spent in the hotel (Shabgou and Daryani, 2014; Dzhangazova et al., 2015; Ghosh, 2016).

*H3: Sonorous sensory marketing element has a significant positive impact on the customers' actual behaviour.*

### **2.6. Tactile Sensory Marketing Element**

Brasel et al. (2014) indicated that touch is a symbol of physical contact through the skin, and our skin has more than 4,000,000 sensory receptors that can be easily influenced through materials, weight, smoothness, and ease of the product (Peck and Wiggins, 2006; Hultén, 2012). By touching the products, customer behaviour and buying attitude is positively affected because the eye alone is not enough to judge products (Krishna and Morrin, 2007; Gallace et al., 2010).

*H4: Tactile sensory marketing element has a significant positive impact on the customers' actual behaviour.*

### **2.7. Gustative Sensory Marketing Element**

Elder and Krishna, (2010) identified that customers can sense five basic tastes represented in bitter, sour, savoury, salty, and sweet. Krishna and Morrin, (2007) proved that we must show gratitude to our sense of smell, for that is the one that gives flavour to our food.

This could be attributed to taste is the sense that merges all different senses together to create a complete customers' experience, in situations where there is fierce competition among the marketers of food products, using an intuitive expression of good taste is an effective way to influence consumer behaviour (Lindstrom, 2005; Costa et al., 2012).

*H5: Gustative sensory marketing element has a significant positive impact on the customers' actual behaviour.*

## **2.8. Intuition Sensory Marketing Element**

Kotler and Armstrong, (2012) stated that intuition is very important for any business, in the hotel sector especially. Kim, (2013) agreed with Costa et al. (2012) that intuition ensures the peace and safety of customers unusual situations, providing them with maximum care and attention. So, the role of intuition is the sense of responsibility, empathy, guilt, pride, etc. But, at the same time, they rest on the common humanitarian values, and every hotel employees are well aware of that fact (Pahome and Amorntatku, 2010).

*H6: Intuition sensory marketing element has a significant positive impact on the customers' actual behaviour.*

## **2.9. Impression Sensory Marketing Element**

Dzhangazova et al. (2015) defined impression as "the image, reflection or trace left in the mind of a customer by the surrounding pictures of the hotel environment" (Blinova, 2007). Ghosh and Sarkar, (2016) assured that the impression power always results from a kind of unique and masterful Music, smell, taste, a sensitivity of staff, where every sensual note is played to ensure a strong and lasting, perhaps unforgettable, impression (Pahome and Amorntatku, 2010). So, every hotel has to make the impression of their customers from staying in the hotel is not only enjoyable but also strong (Yu, 2011).

*H7: Impression sensory marketing element has a significant positive impact on the customers' actual behaviour.*

## **2.10. Sensory Marketing and Hotel Market Share**

Pahome and Amorntatku, (2010) found that during customer stays, the internal and external environment of the hotel are important attributes since these perceptions affect customers' actual behaviour and this determines the same hotel (Gretzel and Fesenmaier, 2010; Nasermoadeli et al., 2013). Rodrigues and Brito, (2011) mentioned that applying sensory marketing, hotels could treat their customers in an intimate and personal way; the ultimate goal is to emotionally attach the customers to the hotel, and to win over their loyalty (Kim and Perdue, 2013; Dzhangazova et al., 2015). Agapito et al. (2014) emphasized that customer satisfaction and loyalty is the ultimate reward that a hotel receives in his effort in interacting with its customer (Tsai et al., 2009). According to Brakus et al. (2009) noticed that customer behaviour can only exist if the customer embraces a positive intention towards a specific hotel and suggest that favourable intention influence repeated return to this hotel (Lindstrom, 2005; Ghosh and Sarkar, 2016).

Servaes and Tamayo, (2013) stated that the hotels' competitive advantage is measured not only according to the profitability but the ability to maintain its customers, staff and natural capital. Thus, Dzhangazova et al. (2015) concluded that sensory marketing is becoming the main communication channel for the Business to customers' market in the hotel industry. Therefore, hotels must exploit the sensory marketing in order to develop customers' actual behaviour and retention for increasing their market share (Kahn and Deng, 2010; Stephenson and Carter, 2011).

*H8: Customers' actual behaviour has a significant positive impact on the hotel market share.*

## **3. Methodology**

A quantitative approach was applied in this study. The primary data was collected through a structured questionnaire from 400 customers at five-star hotels in Cairo which counted 33 hotels (Egyptian Hotel Guide, 2017) to perceive their opinions on Sensory Marketing (SM) adoption, and its effect on Egyptian hotel market share in addition to inspecting online trip advisor reviews. Statistical analyses were performed using the Statistical Package for Social Sciences (SPSS version 22) software. Results of the study have been considered significant at  $p \leq 0.05$ . A convenience sample was used. Data collection was carried out during October 2018. The study has tested eight hypotheses of how these sensory marketing elements affecting the dependent variable (customers' actual behavioural) and how behavioural affects Egyptian hotel market share.

### 3.1. Questionnaire

Data for this study were gathered using a structured questionnaire with a 5-point Likert-style scale (“1=strongly disagree” to “5=strongly agree”). Questionnaire items were adapted from previous studies (i.e., Gretzel and Fesenmaier, 2010; Yu, 2011; Costa et al., 2012; Krishna, 2013; Farias et al., 2014; Agapito et al., 2014; Dzhangazova et al., 2015; Ghosh and Sarkar, 2016). The questionnaire was pre-tested with 10 customers in five-star hotels and 5 academic experts in the field, to ensure the initial questionnaire validity and to explore any potential misunderstanding among respondents related to the items wording or questionnaire length. 49 items were used to measure the eight constructs of the hypothesized model: ‘Tactile’ (measured by 5 items), ‘Gustatory’ (5 items), ‘Olfactory’ (5 items), ‘Sonorous’ (5 items), ‘Intuition’ (8 items), ‘Impressions’ (7 items), ‘Visual’ (5 items), and ‘Hotel market share’ (9 items). Personal data were also included in the form (i.e., gender, Age, education level, and Nationality).

## 4. Results and Discussion

### 4.1. Validity and Reliability

The questionnaire was designed in order to collect data from hotels' customers. For validity concerns, the survey was piloted on a sample of 10 customers in five-star hotels and 5 academic experts in the field, to check its face and content validity. Respondents' comments related to and questionnaire language and design have been considered in the final form. Reliability of constructs was tested by running Cronbach's alpha coefficient. It was computed and exceeded 0.70 for all constructs reflecting reliable results (Hair et al., 2010).

**Table 1: Cronbach's Alpha of Sensory Marketing Elements and Hotel Market Share**

Variables	Question numbers	No. of Items selected	Cronbach's Alpha
Visual factors	1-5	5	0.798
Sonorous factors	6-10	5	0.736
Olfactory factors	11-15	5	0.771
Tactile factors	16-20	5	0.701
Gustative factors	21-25	5	0.722
Intuition factors	26-33	8	0.811
Impressions factors	34-40	7	0.781
Improved positive perception, actual behavior for hotel market share	41-49	9	0.725

Above table (1) showed that Intuition factors had the highest reliability ( $\alpha = 0.811$ ), followed by Visual factors ( $\alpha = 0.798$ ), then Impressions factors had the reliability value of ( $\alpha = 0.781$ ), Tactile factors had a reliability value of ( $\alpha = 0.701$ ), Sonorous factors had a reliability value of ( $\alpha = 0.736$ ), Gustative factors had a reliability value of ( $\alpha = 0.722$ ), while Olfactory factors had the least value ( $\alpha = 0.771$ ). Improved positive perception, Behaviour for hotel market share had a reliability value of ( $\alpha = 0.725$ ).

### 4.2. Questionnaire Response Rate

The current study targeted customers of five-star hotels in Cairo; as the structured questionnaire was sent to a convenient sample of 500 customers. The authors' accessibility to some hotel managers helped to distribute most of the questionnaires. A total of 400 usable were obtained with an average of 80% response rate.

### 4.3. Descriptive Statistics of the Respondents

The descriptive statistics in table (2) showed that 72.5 % of the respondents are males while 27.5% of them are females. 47.5% of the respondents are between 17-30 years, 35% of them are between 31-50 years, 17.5% are between 51-65 years. The largest group (58.75%) of respondents were foreigners. the second largest group (41.25%) of respondents were Egyptian. 73.75% had university level of education, 26.25% were med level. 67.5% the respondents are married while 32.5% of them are single.

**Table 2: Descriptive Statistics of the respondents (n=400)**

Description		Frequency	Percent
<b>Gender</b>	Male	290	72.5
	Female	110	27.5
<b>Age</b>	17-30 years	190	47.5
	31-50 years	140	35
	51-65 years	70	17.5
<b>Nationality</b>	Egyptian	165	41.25
	Foreigners	235	58.75
<b>Education level</b>	University education	295	73.75
	Med level	105	26.25
<b>Marital status</b>	Married	270	67.5
	Single	130	32.5

The lowest mean of the independent variables was recorded in Tactile factors which is 4.04, which indicates almost an “agree”. Highest mean of 4.91 was recorded by Sonorous and Intuition factors, which is almost a “strongly agree” level (see table 3). This indicates that customers have rated, all the seven elements are effective factors in sensory marketing adoption.

**Table 3: Descriptive Statistics of Sensory Marketing Elements and Hotel Market Share**

Factor/ Variable	Mean	Std. Deviation	Attitude
Visual factors	4.88	0.438	Strongly agree
Sonorous factors	4.91	0.284	Strongly agree
Olfactory factors	4.84	0.441	Strongly agree
Tactile factors	4.04	0.268	Agree
Gustative factors	4.12	0.323	Agree
Intuition factors	4.91	0.284	Strongly agree
Impressions factors	4.07	0.356	Agree
Improved positive perception, Actual behavior for Hotel market share	4.93	0.261	Strongly agree

Correlation frequently measures the relationship among research variables. The objective of the study is to find the effect of sensory marketing elements on improved perception and actual behaviour of customers for increasing hotel market share. In this study the level of significance is less than 5% (95% confidence). Therefore, the alternative hypothesis was accepted and the null hypothesis was refused.

**Table 4: Spearman's Correlation Matrix among Research Variables**

Independent Variables	Correlation Coefficient	
Visual	Spearman's Correlation	0.619**
	Sig. (2-tailed)	0.004
Sonorous	Spearman's Correlation	0.288**
	Sig. (2-tailed)	0.001
Olfactory	Spearman's Correlation	0.463**
	Sig. (2-tailed)	0.000
Tactile	Spearman's Correlation	0.517*
	Sig. (2-tailed)	0.049
Gustative	Spearman's Correlation	0.595**
	Sig. (2-tailed)	0.005
Intuition	Spearman's Correlation	0.367**
	Sig. (2-tailed)	0.009
Impressions	Spearman's Correlation	0.324**
	Sig. (2-tailed)	0.003
Hotel market share	Spearman's Correlation	0.261**
	Sig. (2-tailed)	0.003

\*\* Significant of Correlation at the 0.01 level (2-tailed).

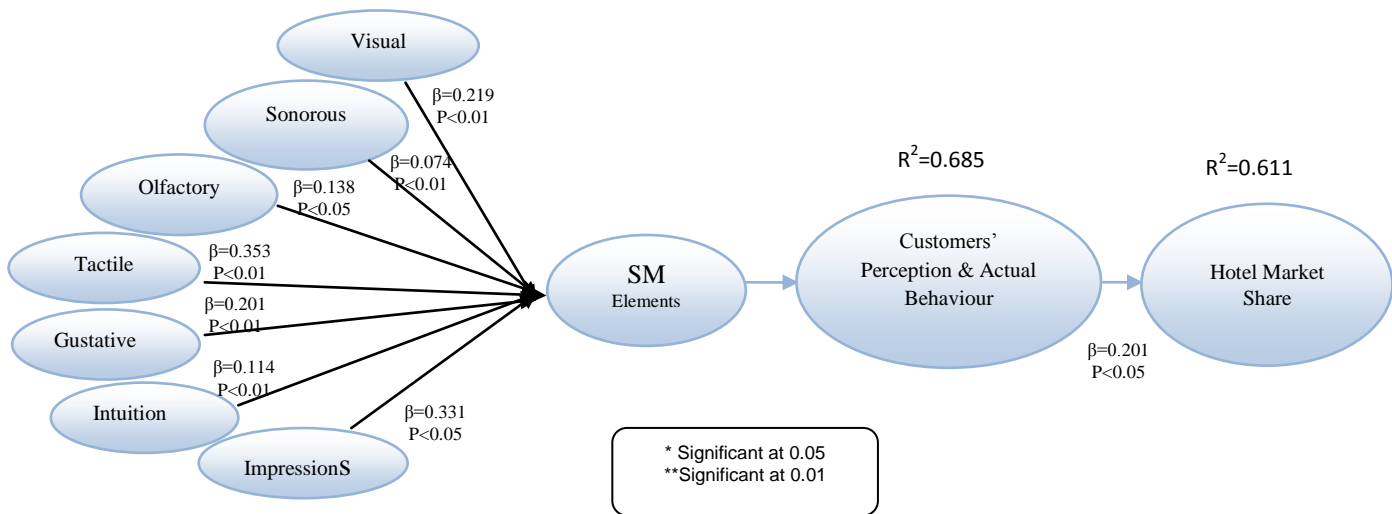
\* Significant of Correlation at the 0.05 level (2-tailed).

According to above table (4) indicated that there is a significant relationship among research variables. Coefficient of correlation of Visual, Sonorous, Olfactory, Tactile, Gustative, Intuition, Impressions and Hotel market share have recorded 0.619, 0.288, 0.463, 0.517, 0.595, 0.367, 0.324, and 0.261 respectively. Researchers could see there is a positive association among each of the sensory elements, impact on improved perception & actual behaviour and increasing hotel market share.

The study results as shown in the table (5) and figure (1) revealed that SM elements play a pivotal role in improving perception and actual behaviour of hotel customers, and how this actual behaviour increase hotel market share within five-star hotels in Cairo. Therefore, SM elements have a significant positive effect on the hotel market share, customers' perception and actual behaviour. This agreed with that mentioned by Dzhangazova et al., (2015) who emphasised that increasing hotel market share generally depends on the implementing of sensory marketing elements which represented in a building of intangible assets, which means providing hotels' customers with a benefit worth paying for. In this regard, the intangible assets may be good mood, spiritual or cultural development or the provision of a unique experience (Costa et al., 2012; Ghosh and Sarkar, 2016). Also, Krishna, (2013) agreed with Hultén, (2012) that There are many factors that directly influence the perception and behaviour of hotel customers such as the cultural, social, personal, and the psychological issues and these factors are not the main subjects of the present study. But also, Jayakrishnan, (2013) asserted that this behaviour is influenced by other different factors that occur outside of their conscious and made customers are willing to spend a higher amount of time and money in a hotel if the appropriate sensory factors are available as the study results proved (Erenkol and Merve, 2015).

**Table 5: Sensory Marketing Elements and Hotel Market Share: Regression Analysis**

Model		Unstandardized Coefficients		t	Sig.	R <sup>2</sup>	Dependent Variable
		B	Std. Error				
1	(Constant)	1.297	0.437	4.134	0.000	0.685	Consumers' Perception & Actual Behaviour
	Visual factors	0.219	0.152	2.172	0.009		
	Sonorous factors	0.074	0.074	4.711	0.004		
	Olfactory factors	0.138	0.092	2.398	0.039		
	Tactile factors	0.353	0.005	1.074	0.005		
	Gustative factors	0.201	0.053	5.982	0.001		
	Intuition factors	0.114	0.194	1.031	0.000		
	Impressions factors	0.331	0.049	2.967	0.049		
2	(Constant)	3.221	1.172	2.748	0.003	0.611	Hotel Market Share
	Consumers' Perception & Actual Behaviour	0.201	0.180	2.172	0.031		



**Figure (1) the research tested model**

In general, hotel market share (as a dependent variable) in Cairo is determined by customers' perception and actual behaviour (as a moderator variable). This perception and behavioural is also determined by many sensory elements and motives which are considered the fundamental element in its forming (as independent variables). The respondents perceive the seven constructs of elements have a positive effect on the customers' perception and actual behaviour according to the coefficient table. Visual SM element has a significant positive impact on the customers' actual behaviour ( $\beta=0.219$  and  $p<0.01$ ) (H1). Furthermore, Olfactory SM element is found positively impact on the customers' actual behaviour ( $\beta=0.138$  and  $p<0.05$ ) (H2), while, Sonorous SM element is recorded ( $\beta=0.074$  and  $p<0.01$ ) (H3). Tactile SM element ( $\beta=.353$  and  $p<0.01$ ) (H4). Gustative SM element ( $\beta=0.201$  and  $p<0.01$ ) (H5). Intuition SM element ( $\beta=0.114$  and  $p<0.01$ ) (H6). Impression SM element ( $\beta=0.331$  and  $p<0.05$ ) (H6). On the other hand, customers' actual behaviour and perception construct were perceived as a significant positive effect on the hotel market share ( $\beta=-0.201$  and  $p<0.05$ ) (H8). Therefore, eight hypotheses are statistically supported and factors are significantly affecting the hotel market share. These factors explain 68.5% of the variance in the effectiveness of hotel customers' perception and behaviour ( $R^2=0.685$ ).



In addition to the hotel ability to analyse customer reviews on online websites such as trip advisor enables hotels management to maintain their customers, therefore, increasing market share (Appiah, 2006; Kim and Perdue, 2013).

## 5. Conclusion and Limitations

The purpose of this study is to examine the effect of sensory marketing on the Egyptian hotel market share among customers' perception and actual behaviour based on adoption seven core elements of sensory marketing which are Tactile, Gustatory, Olfactory, Sonorous, Intuition, Impressions, and Visual factors within five-star hotels in Cairo. The study has tested eight hypotheses of how these SM factors affecting the customers' perception and actual behaviour, and how this actual behaviour affects Egyptian hotel market share. This study has used a quantitative approach as a method to test the study hypotheses. The procedure for collecting data for this study used a questionnaire to collect data from 400 hotel customers to identify their opinions on the elements of sensory marketing, behaviour, and how this behaviour affect market share in the hotel sector. In addition to, investigate online trip advisor reviews. Statistical analyses were performed using software of SPSS version 22. Results of the study have been considered significant at  $p \leq 0.05$ . A convenience sampling was used since the subjects were selected because of their convenient accessibility and proximity. Data collection was carried out during October 2018. The study has revealed very valuable results in the way it investigated the perceptions of customers on factors lead to form their actual behaviour. Meanwhile, this mediator factor actual behaviour showed a significant positive effect on hotel market share approved with (Appiah, 2006; Hultén, 2012; Costa et al., 2012; Krishna, 2012; Kim and Perdue, 2013; Jayakrishnan, 2013; Dzhangazova et al., 2015; Ghosh and Sarkar, 2016).

It must be accepted that this study has a few limitations. One limitation is the need to conduct qualitative interviews to fully understand how SM elements influence customers' perception, behaviour, and how this behaviour affect market share in Cairo hotels. Another limitation that it was hard to be accurate in selecting the most proper sample to be investigated in this research, despite of that we expect a continuation of researches to develop the sample range for regarding future researches to be more representative. Finally, hotel managers have not been considered in this study is how effective sensory marketing strategy to increase market share?

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