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**SENSORY MARKETING PRACTICES, CUSTOMER
SATISFACTION AND REVISIT INTENTION AT
SENSE SPA**

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**SENSORY MARKETING PRACTISES, CUSTOMER
SATISFACTION AND REVISIT INTENTION AT
SENSE SPA**

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Master of Marketing Management (MMM)

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ABSTRACT

This study focuses on evaluating the effect of sensory marketing practices on customer satisfaction and the intention to revisit Sense Spa in Myanmar. To reach the objectives of this study, descriptive statistics and quantitative research method are used. The sample size is 211 respondents from 447 customers who have loyalty card of Sense Spa (48% of population). Respondents are selected by using simple random sampling method. The data are collected by structure questionnaires survey method. Multiple and linear regression analysis are applied. Customers have high perception on sensory marketing practices. In this study, the independent variables; sight, sound, smell, touch have positive effect on customer satisfaction. The most statistically positive significant effect on customer satisfaction is touch, followed by sound, smell and sight. However, taste has no significant effect on customer satisfaction. The study also found that customer satisfaction has a high positive significant effect on customer revisit intention. Customers who had a positive experience at Sense Spa were more likely to come back and suggest it to others. This study suggests that Sense Spa should invest in therapist training for technique refinement and stay current with wellness trends, as well as in quality sound equipment to offer personalized, multisensory experiences that enhance guest satisfaction and market appeal. more. By emphasizing the sensory marketing practices that have the greatest impact on customers, Sense Spa can craft a valuable customer experience that encourages repeat visits.

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CHAPTER 1

INTRODUCTION

In the contemporary environment, the spa and wellness industry merges as a sector where delivering unforgettable and delightful customer experiences is essential. A spa, as defined by the International Spa Association, is a dedicated space focused on promoting overall well-being through various professional services aimed at rejuvenating the mind, body, and spirit. Spas provide an array of treatments, such as massages, facials, and body treatments, all designed to improve both physical and mental health. The spa industry has evolved significantly, tracing its origins to ancient civilizations such as Greece, Rome, and Egypt. Modern spas, such as day spas, medical spas, and resort spas, uphold this tradition by providing specialized services focused on relaxation, rejuvenation, and enhancing overall health.

Delivering exceptional service and creating a distinctive and enjoyable customer experience are critical strategies for gaining customer satisfaction and revisit intention in the spa industry. As the competitive landscape of the spa industry intensifies, it becomes increasingly important for spas to differentiate themselves through unique and memorable customer experiences. Pine and Gilmore (2011) emphasize the importance of creating valuable and memorable experiences for customers in the experience economy. Schmitt (1999) identified five key dimensions of experiential marketing including sense, feel, think, act, and relate. In these five dimensions, sensory marketing is crucial.

Sensory marketing, as described by Hultén, Broweus, and Van Dijk (2009) in *Sensory Marketing*, involves the strategic use of sensory stimuli to create strong emotional connections between customers and brands. This marketing approach leverages the five human senses—sight, sound, smell, touch, and taste—to influence customer perceptions and behaviors. Lindstrom (2005) found that 83% of human communication is visual, prompting businesses to invest heavily in visual performance and appeal. Sight is the most developed and prominent human sense (Pentz & Gerber, 2013). Among the five senses, sight is the primary focus for marketers (Pentz & Gerber, 2013; Elder et al., 2010; Hulten, Broweus, & Van Dijk, 2009). Consequently, color plays a crucial role in the success of marketing stimuli, such as in advertising and package design (Pentz & Gerber, 2013; Arnould, Price, &

Zinkhan, 2004; Wolfe, Kluener, & Levi, 2006). The sense of smell is the most direct of the senses, significantly influencing an individual's perception of objects and people (Pentz & Gerber, 2013; Aitamer & Zhou, 2011; Arnould et al., 2004). Smell is closely linked to pleasure and happiness and is believed to be strongly correlated with emotions and memories (Hulten, 2011). However, Teller and Dennis (2012) note that the effect of ambient fragrance on customer reactions has been relatively understudied in marketing research. Although hearing is often considered secondary to sight, the auditory system can convey a wide range of information to the brain (Pentz & Gerber, 2013; Wright, 2006). Hulten (2011) explains that hearing can be linked to emotions and feelings, impacting sensory experiences and customer satisfaction. Touch, or tactile perception, allows humans to feel through their skin, using various parts of their bodies, such as hands, feet, and face (Pentz et al., 2013; Wright, 2006). Customers assess product quality through touch, using fine motor skills to evaluate materials, which can be warm or cool, wet or dry, rough or smooth, hard or soft, textured or slimy (Pentz & Gerber, 2013). Lastly, taste can evoke feelings of pleasure or aversion, influenced by individual physiological differences, past experiences, and eating habits (Wolke, 2002). In the spa industry, where the environment is inherently multisensory, sensory marketing offers a unique opportunity to create immersive and memorable experiences that can significantly impact customer satisfaction and loyalty.

Customer satisfaction is a critical determinant of business success, especially in service-oriented industries like spas. Satisfied customers are more likely to become loyal patrons, reducing the need for extensive marketing efforts to attract new customers (Kotler, 2012). Additionally, satisfied customers often act as brand advocates, sharing their positive experiences with others and contributing to organic business growth (Kotler, 2012). Conversely, dissatisfied customers are likely to share their negative experiences more widely, which can harm the reputation of the business. This study seeks to understand how sensory marketing practices at Sense Spa influence customer satisfaction and, subsequently, their intention to revisit the spa.

Customer revisit intention is a key indicator of a successful marketing strategy. Revisit intention reflects on the willingness of customer to return to a service provider based on their previous experiences. As Oliver (1999) discusses in "Satisfaction: A Behavioral Perspective on the Consumer," the relationship between

satisfaction and revisit intention is complex and influenced by various factors, including the quality of the sensory experience.

In recent years, the spa market in Myanmar has grown significantly, mirroring broader trends in the wellness industry (Oxford Business Group, 2024). By 2024, market research indicates that this growth is driven by an improving economic environment and increasing disposable incomes among urban populations, leading to higher spending on wellness and leisure activities (Oxford Business Group, 2024; 6Wresearch, 2024). Consumers in Myanmar are increasingly seeking comprehensive wellness experiences that combine traditional therapies with modern spa treatments. Popular services include Thai massages, aromatherapy, and herbal treatments, reflecting a blend of cultural heritage and contemporary wellness practices. The spa and wellness industry in Myanmar encompasses a wide range of services aimed at promoting relaxation, rejuvenation, and overall well-being. Additionally, changing lifestyle trends, including a growing emphasis on health and wellness, have fueled interest in spa services among both locals and tourists. Spa facilities in Myanmar vary from luxury resorts and boutique hotels to standalone day spas and wellness retreats, catering to diverse preferences and budgets. Yangon and Mandalay will be the prime locations as they are the two most popular destinations due to attractiveness of high-income local people (Oxford Business Group, 2024; 6Wresearch, 2024).

Among the spas in Yangon, Sense Spa offers not only several body beauty treatments but also body massages. Unlike typical spas, Sense Spa provides a generalized menu of services, focuses on delivering the unique and revered practice of Thai traditional massage technique, ensuring clients receive a truly immersive and genuine experience. Sense Spa employs therapists who are not only skilled but also trained extensively in the traditional methods, ensuring that each session adheres to the high standards set by centuries-old practices. Sense Spa offers a diverse range of services tailored to meet various client need. Intention to visit a spa is crucial as it sets the tone for the entire experience and directly influences the benefits derived from spa treatments. Intentionality encompasses the purpose behind the visit, whether it is to alleviate stress, promote relaxation, and address specific health concerns. Loyal customers are indeed essential for the success and sustainability of a spa business. These repeat customers not only contribute to a steady revenue stream but also serve as brand advocates who can attract new clients through positive word-of-mouth referrals. Building a base of loyal customers requires consistently delivering high-

quality services that meet or exceed their expectations. By cultivating strong relationships with clients and demonstrating genuine care for their well-being, spa businesses can foster trust and loyalty over time. Therefore, Spa business needs to understand the effect of sensory marketing factors on customer revisit intention. This study aims to examine sensory marketing practices, customer satisfaction and customer revisit intention of Sense Spa in Yangon. This study will provide valuable insights for Sense Spa management, helping them refine their service offerings and marketing strategies to better meet customer needs and expectations.

1.1 Rationale of the Study

The spa industry is changing quickly and has become an important part of the wellness sector and the overall economy. As more and more people look for ways to relax and take care of their well-being, the spa industry has become very competitive (Lappaluoto, 2019). Spa enthusiasts nowadays want more than just therapy; they crave immersive experiences that make a lasting impact. Many marketing strategies only consider the practical aspects of a product or service, overlooking the emotional and sensory elements that greatly contribute to customer happiness. Sensory marketing is a strategy that aims to enhance the customer experience by creating immersive environments that engage multiple senses (Hultén, Broweus, & van Dijk, 2009).

Spas create meaningful connections with their clients by appealing to all of their senses—sight, sound, smell, touch, and taste. These sensory engagements create strong emotional connections, transforming a spa visit into a memorable and immersive experience rather than just a service. Spas can create a strong customer base by focusing on sensory experiences and personalized interactions. This not only keeps customers coming back for treatments, but also for the one-of-a-kind sensory experiences they provide (Kim, 2018). Sensory marketing includes five important dimensions: sight, sound, smell, touch and taste (Hultén, Broweus, & van Dijk, 2009). When spas successfully combine these elements, they can establish strong bonds with their customers, leading to increased satisfaction and loyalty.

Creating sensory-rich environments that go above and beyond customer expectations is crucial in the spa industry, where customer experience is becoming increasingly important. Although Sense Spa prioritizes delivering top-notch treatments, simply providing excellent services may not be enough to attract and

retain clients in today's highly competitive market. At Sense Spa, carefully design experiences that stimulate all the senses, creating a strong emotional bond and encouraging you to fully participate. These strategies enhance the spa experience, making it more enjoyable and encouraging customers to come back again.

The spa industry has experienced considerable expansion, fueled by changes in consumer habits and an increasing demand for well-being and stress relief (National Spa Association, 2023). There are many different spas in Yangon that offer a wide range of services to suit different tastes. In the current highly competitive business world, it is essential for a spa to utilize sensory marketing techniques in order to improve customer satisfaction and encourage repeat visits (Akhtar & Ahmad, 2020). This study seeks to examine how sensory marketing practices at Sense Spa can influence customer satisfaction and revisit intention. It is crucial to emphasize the significance of providing captivating experiences that go beyond regular services. This involves creating emotional connections, engaging the senses, and offering opportunities for customer participation.

Sense Spa has been providing a peaceful and relaxing wellness experience since it first opened. The spa is situated in Yankin Township and offers a peaceful environment that encourages relaxation and rejuvenation. The architectural and interior design create a soothing atmosphere by combining modern and classic elements. Sense Spa offers a range of treatments that aim to refresh both the mind and body. These include massages, body treatments, and holistic therapies. The ambiance of spa is designed to create a serene atmosphere, with its soothing colors, natural materials, and calming sounds. Enjoy a variety of complimentary refreshments and light snacks to enhance your sensory experience. Customers have been raving about Sense Spa for its top-notch treatments, warm and welcoming service, and genuine atmosphere. Every customer is given a loyalty card when they visit the spa for the first time. To boost customer revisit times, loyalty cards at Sense Spa are rewarded as a VIP member card with a 15% discount for life. Revisit of customer is very essential for spa industry.

Sensory marketing has become more and more important for Sense Spa, helping it stand out in a competitive market. The spa uses special experiences to attract and keep clients who want more than just regular treatments. Using sensory marketing techniques can enhance the spa experience for clients by incorporating elements like ambient sounds, aromatic scents, tactile textures, and visual aesthetics.

This helps to create stronger connections with customers. This strategy not only improves customer happiness but also gives important information about what customers like at different points of contact (such as what they see, hear, smell, touch, and taste). By gaining valuable insights, Sense Spa is able to understand its clients better and make continuous improvements to its services in order to meet and surpass their expectations.

1.2 Objectives of the Study

The objectives of this study are

1. To identify sensory marketing practices in Sense Spa.
2. To analyze the effect of sensory marketing practices on customers satisfaction at Sense Spa.
3. To analyze the effect of customer satisfaction on customer revisit intention at Sense Spa.

1.3 Scope and Method of the Study

This study focuses on the sensory marketing practices influencing customer satisfaction and customer revisit intension at Sense Spa. This study only focuses on 447 customers who using loyalty cards of Sense Spa. Taro Yamane (1967) Formula is used to determine sample size. There are 211 respondents as the sample size for the study. This study uses simple random sampling method and survey questionnaires are distributed google form through online survey according to Sense Spa Customer Data Base. The duration for collecting data takes place from March to May, 2024.

Primary Data is collected by using structured questionnaires with five-points Likert scales through online google form. The secondary data are collected from previous research papers, related textbooks, relevant websites, journals and other related information resources from Sense Spa. In this study, descriptive statistics and regression analysis are used for quantitative research method.

1.4 Organization of the Study

The first chapter describes introduction, rationale of the study, and objectives, scope and method, organization of the study. The chapter 2 presents into a comprehensive review of relevant literature. The chapter 3 focuses profile and sensory marketing attributes of Sense Spa. The chapter 4 presents the study analysis on the

effect of sensory marketing attributes to customer satisfaction and revisit intention. The chapter 5 includes findings and discussion, suggestions and recommendations and need for future research.

CHAPTER 2

THEORITICAL BACKGROUND

This chapter includes background of sensory marketing, attributes of sensory marketing, customer satisfaction, revisit intention, relevant theories, previous studies and conceptual framework of the study.

2.1 Experiential Marketing

Experiential marketing is a dynamic and interactive strategy that seeks to engage customers directly, creating memorable experiences that foster a deeper connection with the brand. Unlike traditional marketing approaches, which primarily focus on conveying product benefits and brand messages through one-way communication, experiential marketing immerses customers in hands-on, interactive environments where they can engage with the brand in meaningful ways (Schmitt, 1999). Experiential marketing, also known as live marketing or engagement marketing, is a marketing strategy that emphasizes consumer engagement through brand experiences (Adilova, 2016).

According to Schmitt (1999), experiential marketing involves creating sensory and emotional experiences that allow consumers to interact with a brand on a personal level. The goal is to transcend mere transactional relationships and develop lasting emotional bonds with consumers. This approach recognizes that customers are not just passive recipients of marketing messages but active participants who seek meaningful and memorable experiences. Schmitt (1999) categorizes experiential marketing into several key dimensions, each targeting different aspects of consumer experience:

1. Sense

One of the fundamental components of experiential marketing is the Sense Experience, which engages consumers through their senses- sight, sound, smell, touch, and taste (Mccole, 2004). Sensory experiences help consumers form specific messages about products or services and play a crucial role in their decision-making

processes (Vargo & Lusch, 2004). For instance, a well-designed store layout with appealing visuals and ambient music can significantly enhance the shopping experience.

2. Feel

The Feel Experience resonates with consumers' emotions, aiming to evoke specific moods or feelings associated with the product (Yuan & Wu, 2008). Positive emotional responses to a product can foster healthier relationships between buyers and sellers (Mattila, 2001). For example, a fragrance brand might create a calming, luxurious atmosphere in its stores to evoke feelings of relaxation and indulgence.

3. Think

The Think Experience engages consumers' intellectual and creative faculties. This dimension aims to stimulate cognitive responses and create experiences that provoke problem-solving, reasoning, and innovation (Schmitt, 1999). Marketing strategies in this dimension challenge customers' thinking processes and encourage mental stimulation (Lee et al., 2008). For example, a technology company might use interactive displays that allow customers to explore the features of their latest products.

4. Act

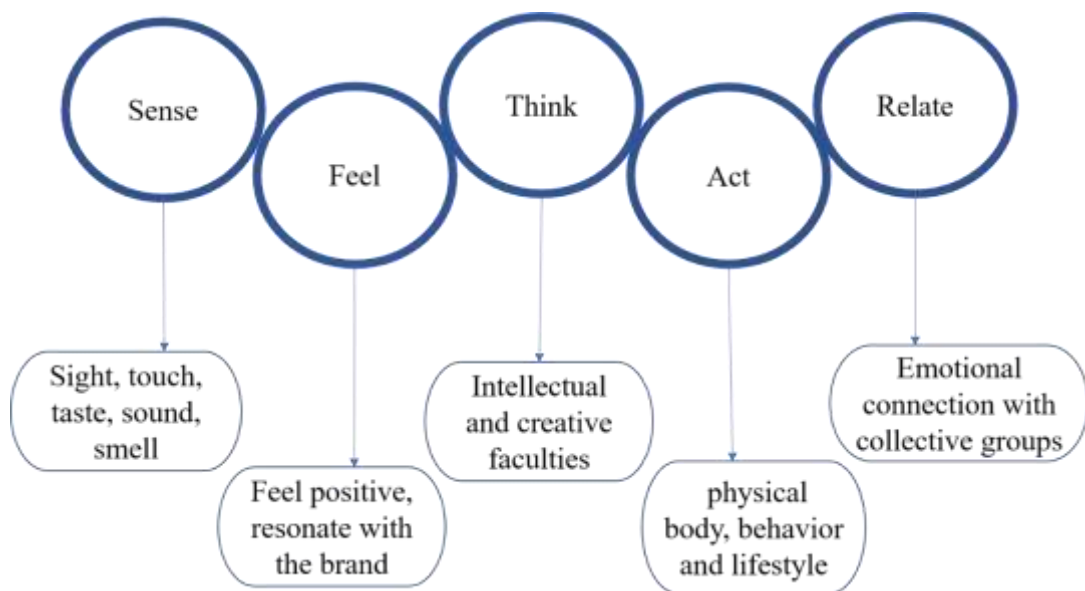
The Act Experience involves engaging consumers in ways that reflect and influence their physical body, behavior, and lifestyle, as well as their social interactions (Schmitt, 1999). This dimension encourages participation in events, product trials, or activities that align with the brand's values, promoting the integration of the brand into the daily lives of customers. For instance, a fitness brand might host workout sessions or wellness events to promote a healthy lifestyle.

5. Relate

The Relate Experience focuses on helping consumers develop emotional connections with larger groups or entities during the purchasing or consumption process (Conway & Leighton, 2012). These experiences create a sense of community through promotional campaigns, social media interactions, or cause-related marketing initiatives (Schmitt, 1999). By fostering social connections, brands can create a sense

of belonging and shared identity among consumers. For example, a beverage company might create a campaign that encourages customers to share their experiences on social media, building a community around the brand.

Figure (2.1) Experiential Marketing Dimension



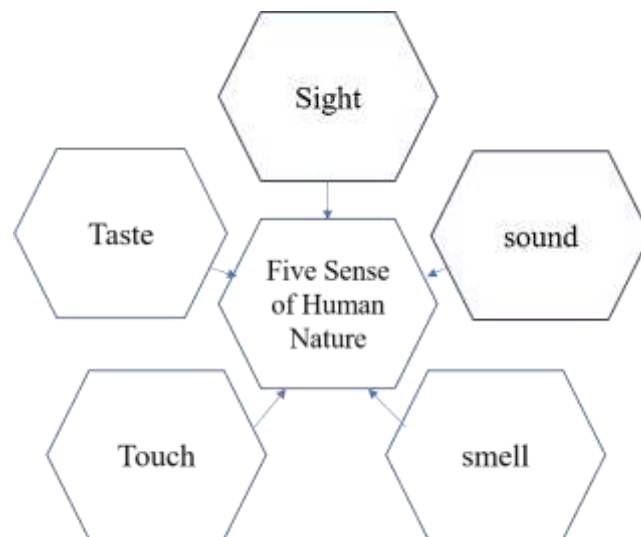
Source: Schmitt (1999)

2.2 Sensory Marketing

Sensory marketing is a marketing strategy that engages consumers' senses to create a more profound and memorable brand experience. By stimulating the five human senses—sight, sound, smell, taste, and touch—sensory marketing aims to influence customers' perceptions, emotions, and behaviors, ultimately enhancing their overall experience with the brand (Hultén, Broweus, & Van Dijk, 2009).

Sensory marketing involves the use of sensory stimuli to connect with consumers on a deeper level, going beyond traditional advertising methods that primarily rely on visual and auditory cues. This approach leverages the power of sensory experiences to create strong emotional connections, foster brand loyalty, and drive consumer behavior (Krishna, 2012). The primary goal of sensory marketing is to create a multi-sensory experience that leaves a lasting impression on consumers (Lindstrom, 2005).

Figure (2.2) Sensory Marketing Dimension



Source: Schmitt (1999)

2.2.1 Sight

Empirical studies by Hultén et al. (2011) suggest that vision is a skill developed over time. For example, a newborn baby initially perceives the world upside down because the brain needs time to learn how to correctly orient images. Dani and Pabalkar (2010) highlight that sight is the most dominant of the five senses, with up to 80% of the information we receive coming through our eyes. The connection between the brain and the eyes is incredibly fast, enabling humans to identify objects within just 45 milliseconds.

In sensory marketing, sight is utilized through visual marketing. According to Randhir et al. (2013), visual marketing strategies focus on sensory elements such as color, light, theme, graphics, and spatial arrangement. These components work together to build and evaluate a brand's identity. Pajonk and Plevová (2015) particularly emphasize the critical role of color and light in visual marketing.. These elements play multiple roles, such as attracting customer attention, enhancing purchasing conditions, and ensuring that the product offering aligns with consumer expectations. The perception of colors, influenced by historical activities like harvesting and hunting, where color differentiation was crucial, continues to affect modern behavior.

The use of soft colors and appropriate lighting is critical for creating a relaxing ambiance in a spa. Calming colors like blues, greens, and neutrals are often used to

promote relaxation (František Pollák, Jakub Soviar, and Roman Vavrek, 2024). According to František Pollák et al., (2024), a well-thought-out layout that is spacious and uncluttered, along with comfortable and aesthetically pleasing furniture, can enhance the overall spa experience. Consistent use of branding elements such as logos, color schemes, and fonts throughout the spa helps in creating a cohesive visual identity, which is essential for customer recognition and loyalty. Products displayed in an aesthetically pleasing manner encourage browsing and purchasing. Proper lighting and organization are key to effective product displays. Maintaining high standards of cleanliness and regularly updating decor elements ensure that the spa remains visually appealing and welcoming. A visually appealing reception area and treatment rooms with attention to details like soft linens, ambient lighting, and minimalistic decor contribute to a positive first impression and overall customer satisfaction. A visually appealing spa environment can significantly enhance the overall customer experience, leading to higher satisfaction and increased likelihood of repeat visits. Unique visual marketing helps differentiate the spa from competitors and establish a strong brand identity, crucial for attracting and retaining customers.

2.2.2 Sound

Hearing is one of the first sensory organs to develop in humans (Richtáriková, 2020). Sounds stimulate the emotional part of the brain, generating feelings and emotions that shape our mood. This process happens subconsciously and continuously, 24 hours a day (Hultén et al., 2011). According to Hultén et al. (2011), our sense of hearing is always active and cannot be turned off. Humans live in harmony with sound, using it to navigate various aspects of their lives. Certain sounds can be memorized for long periods and recalled in connection with specific memories from the initial moment they were heard.

In sensory marketing, sound is harnessed through audio marketing. Marketers have long used sound to enhance the shopping experience at the point of sale. By carefully selecting and implementing auditory elements, businesses can create environments that are more engaging and enjoyable for consumers, ultimately influencing their purchasing decisions. Playing soft, calming music can significantly enhance the relaxation experience in a spa. Genres like classical, ambient, or nature sounds are commonly used to create a serene atmosphere (František Pollák, Jakub Soviar, and Roman Vavrek, 2024). According to František Pollák et al., (2024) the

volume of the music should be kept at a low to moderate level, ensuring it is soothing rather than intrusive. High-quality sound systems can help deliver clear and pleasant audio, avoiding any potential disturbances. Integrating sounds like flowing water, birdsong, or gentle rain can enhance the natural and calming environment of the spa. These sounds can help customers feel more connected to nature and promote relaxation. Offering personalized audio experiences or playlists can cater to individual customer preferences, enhancing their overall satisfaction and sense of personalization.

As stated by František Pollák et al., (2024), creating quiet zones within the spa where minimal or no music is played can provide customers with a choice, catering to those who prefer silence for their relaxation. Incorporating sound therapy sessions, such as Tibetan singing bowls, guided meditation audio, or binaural beats, can offer therapeutic benefits and enhance the overall wellness experience. Combining audio marketing with other sensory elements like scent and sight can create a holistic and immersive spa experience, leading to higher customer satisfaction and loyalty. Appropriate audio elements can significantly contribute to the relaxation and stress reduction benefits that customers seek in a spa environment. By carefully selecting and managing the audio environment, spas can enhance customer satisfaction, encouraging repeat visits and positive word-of-mouth.

2.2.3 Smell

Smell is considered the first-developed sense in humans. Studies indicate that after birth, a baby primarily recognizes its mother through smell, aiding in identification (Siekela, 2018). According to Hultén et al. (2011), smell has historically been the least researched of the human senses. Krishna (2010) highlights the unique connection between smell and memory, noting that due to its close physical and neurological proximity to the brain, information obtained through smell is retained longer than information from other senses. Lindström (2008) argues that smell is one of the most important and sensitive senses, responsible for generating up to 75% of human emotions. The emotions evoked by a scent can be positive or negative, depending on the individual memories associated with it, making the scent pleasant for some and unpleasant for others.

In sensory marketing, smell is harnessed through scent marketing, also known as aroma or olfactory marketing (Pajonk & Plevová, 2015). This technique involves using scents to influence customers' shopping behavior. Initially a by-product of other activities, scent has evolved into a targeted tool to evoke emotions in consumers. Pleasant aromas can create positive moods, making individuals more receptive to marketing messages (Boček et al., 2014). The subliminal perception of aromas means that scents must be positively associated in the customer subconscious mind to be effective (Vesecký, 2013).

Using essential oils like lavender, eucalyptus, and chamomile can create a calming and therapeutic environment. These scents are known for their relaxing and stress-relieving properties (František Pollák, Jakub Soviar, and Roman Vavrek, 2024). As per František Pollák et al., (2024), incorporating scent diffusers, candles, and oil burners throughout the spa helps maintain a consistent and pleasant aroma. Electric diffusers are particularly effective for evenly distributing scent. Offering personalized scents tailored to individual customer preferences can enhance their spa experience. This can be done by allowing customers to choose their preferred essential oils for treatments. Developing a unique signature scent for the spa can create a memorable and distinctive brand identity. This scent can be used consistently across all spa locations and products. Different areas of the spa can feature different scents to create varied experiences. For example, using energizing scents like citrus in reception areas and calming scents like lavender in treatment rooms. Combining scent marketing with other sensory elements such as soothing sounds and visual aesthetics can create a holistic and immersive spa experience, leading to higher customer satisfaction and loyalty. The use of appropriate scents can significantly enhance relaxation and overall well-being, making the spa experience more enjoyable and effective. Effective scent marketing can lead to higher levels of customer satisfaction, encouraging repeat visits and positive word-of-mouth recommendations.

2.2.4 Touch

The importance of touch has been highlighted in numerous studies. One of the most well-known is Harry Harlow's experiment, which explored whether a child prefers a mother's touch or nutrition. Grunwald (2008) underscores that touch is essential for the healthy development of young individuals and remains significant into adulthood. Touch is considered fundamental to perception and serves as a basis

for communicating with the world. Hultén et al. (2011) explain that touch is experienced through tactile receptors in the skin, which send signals to a specific area of the cerebral cortex, enabling humans to feel and recognize various sensations such as heat, cold, roughness, smoothness, and pain.

In sensory marketing, touch is utilized through tactile marketing. According to Hultén (2017), the strategy of using touch aims to strengthen the identity and image of the brand through physical and mental interaction with the customer. The quality of touch during massages and treatments is paramount. Skilled therapists who use appropriate pressure and techniques can enhance the overall spa experience and contribute to customer satisfaction (František Pollák, Jakub Soviar, and Roman Vavrek, 2024). František Pollák et al., (2024) highlight that using soft, high-quality textiles like plush towels, robes, and blankets can enhance the tactile experience for customers, making them feel pampered and comfortable. Incorporating natural materials like wood, stone, and organic fabrics can provide a soothing and grounding tactile experience. Providing comfortable furniture, such as cushioned treatment tables and chairs, enhances the physical comfort of customers during their spa visit. Ensuring the treatment rooms are at a comfortable temperature can enhance the tactile experience. Warmth is particularly important during treatments to promote relaxation. The texture of skincare and massage products used in treatments can impact the tactile experience. Smooth, luxurious products that are pleasant to touch can enhance the overall experience.

As described by František Pollák et al., (2024), gathering feedback from customers regarding the tactile aspects of their experience can help spas refine their services and improve overall satisfaction. Combining tactile marketing with other sensory elements such as soothing sounds, pleasant scents, and visual aesthetics can create a holistic and immersive spa experience, leading to higher customer satisfaction and loyalty. A focus on tactile elements can significantly enhance relaxation and physical comfort, making the spa experience more enjoyable and effective. Attention to tactile details can lead to higher levels of customer satisfaction, encouraging repeat visits and positive word-of-mouth recommendations.

2.2.5 Taste

According to Krishna (2010), humans can distinguish five basic tastes: sweet, sour, salty, bitter, and umami. However, accurately identifying different tastes

involves engaging all five senses. For instance, without the ability to smell or see the food, it becomes challenging to differentiate between an apple and a potato or red wine and coffee because their tastes are quite similar. This underscores the reliance of taste on other senses. Taste is primarily perceived through taste buds on the tongue, with newborns having the highest taste capacity, including taste buds on the insides of their cheeks.

In sensory marketing, taste is utilized through taste marketing. The goal is to enhance the perceived quality of the product and inspire new sensory experiences that captivate the customer's imagination and taste perception (Boček et al., 2014). Dani and Pabalkar (2010) argue that food and drink are strongly associated with happy or positive memories, making the taste aspects of marketing particularly significant. Offering complimentary drinks such as herbal teas, infused water, and fresh juices can enhance the overall spa experience. These beverages can be tailored to promote relaxation, detoxification, or refreshment (František Pollák, Jakub Soviar, and Roman Vavrek, 2024).

According to František Pollák et al., (2024) offering themed tasting experiences, such as detox menus or antioxidant-rich food options, can enhance the sensory experience and contribute to the holistic wellness of customers. The snack like fresh fruit, nuts, and yogurt can add to the spa experience by aligning with the wellness and health focus of the spa environment. Combining taste marketing with other sensory elements such as pleasant scents, soothing sounds, and tactile comfort can create a holistic and immersive spa experience, leading to higher customer satisfaction and loyalty. Offering customized refreshments based on individual preferences or specific health goals can make customers feel special and cared for, enhancing their overall satisfaction. Providing thoughtful and health-oriented taste experiences can significantly enhance the overall spa experience, making it more enjoyable and memorable. Effective taste marketing can lead to higher levels of customer satisfaction, encouraging repeat visits and positive word-of-mouth recommendations.

2.3 Customer Satisfaction

Customer satisfaction has long been recognized by researchers as a strong predictor of behavioral outcomes (Bitner & Hubbert, 1994). Beerli, Martin, and Quintana (2004) defined customer satisfaction as an overall evaluation based on the total purchase and consumption experience, comparing the perceived service or product performance against expectations over time. Satisfaction with a previous experience is closely linked to satisfaction with the current visit, which in turn influences revisit behavior (Supitchayangkool, 2012).

Customer satisfaction encompasses both rational and emotional perceptions based on service experiences (Matthew & Christine, 2000). It is influenced by the customer's psychological and emotional state, as well as their personal experiences (Baker & Crompton, 2000). In consumer research fields such as marketing, economic psychology, and economics, customer satisfaction is a key focus (Akbar & Parvez, 2009). Bowen and Chen (2001) identified a significant impact of customer satisfaction on customer loyalty. Satisfaction is viewed as a post-consumption evaluative judgment of a specific purchase experience or activity (Bae, 2012). Additionally, Huang and Liao (2015) found a positive relationship between customer satisfaction and loyalty.

The professionalism and expertise of spa therapists, the range and effectiveness of treatments, and the overall customer service experience are key determinants of customer satisfaction (Zeithaml, Berry, & Parasuraman, 1996). The spa's ambiance, including cleanliness, decor, lighting, and overall atmosphere, significantly impacts the client's comfort and satisfaction. A well-designed, calming environment can enhance the overall experience (Bitner, 1992). Providing personalized services that cater to individual client needs and preferences can significantly boost satisfaction levels. Personalized attention makes clients feel valued and cared for (Berry, 2000). Clients' perception of the value they receive for the money they spend is crucial. This includes the quality of services relative to their cost, as well as any additional perks or amenities offered (Dodds, Monroe, & Grewal, 1991). Consistent delivery of high-quality services ensures that clients know what to expect each time they visit, which builds trust and satisfaction over time (Oliver, 1999).

2.4 Customer Revisit Intention

Customer revisit intention refers to the likelihood of customers returning to a business after their initial visit (Jones & Taylor, 2007). This concept is critical for businesses as it often translates to customer loyalty, increased revenue, and sustained business growth. Several factors influence customer revisit intention, including customer satisfaction, service quality, perceived value, and emotional connections with the brand (Zeithaml, Berry, & Parasuraman, 1996).

Customer satisfaction plays a significant role in determining revisit intention. High levels of satisfaction increase the probability of customers returning and recommending the business to others. According to Oliver (1999), satisfied customers are more likely to exhibit repeat purchase behavior and develop loyalty towards a brand. Szymanski and Henard (2001) further support this by highlighting those satisfied customers are not only more likely to return but also tend to spread positive word-of-mouth, enhancing the reputation of the business. High service quality leads to increased customer satisfaction, thereby boosting revisit intentions. Bitner (1990) suggests that excellent service quality creates a favorable impression and emotional attachment, prompting customers to return.

Perceived value, which is the evaluation of customer, the benefits received versus the costs incurred, significantly impacts revisit intention. Zeithaml (1988) posits that when customers perceive high value in the services or products offered, they are more likely to develop a strong intention to revisit. This perceived value can be influenced by price, quality, convenience, and overall experience. Emotional connections between customers and brands also drive revisit intentions. According to Hultén (2011), sensory marketing strategies that engage multiple senses can create memorable experiences, leading to stronger emotional bonds and increased revisit intentions. Similarly, Holbrook and Hirschman (1982) emphasize the experiential aspects of consumption, suggesting that positive emotions and experiences significantly enhance the likelihood of repeat visits.

Empirical studies and case studies further illustrate the importance of these factors in influencing customer revisit intention. For instance, in the hospitality industry, Kim and Cha (2002) found that perceived service quality and customer satisfaction significantly impacted customer intentions to revisit hotels. In retail, Baker et al. (2002) demonstrated that store environment, including ambiance and layout, positively influenced on customer satisfaction and their intention to revisit.

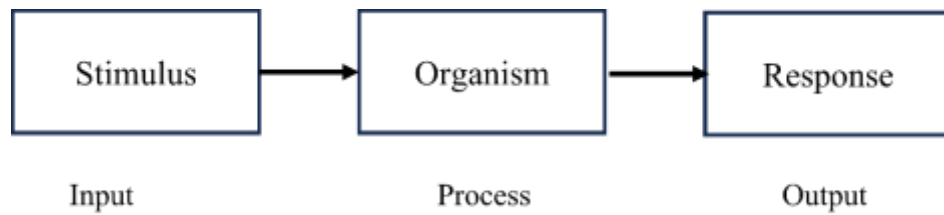
High levels of customer satisfaction are strongly linked the likelihood of customers returning to the spa. Satisfied customers are more likely to revisit and recommend the spa to others (Oliver, 1999). The quality of services provided, including the professionalism of therapists, the effectiveness of treatments, and the overall customer service experience, significantly impacts revisit intentions (Zeithaml, Berry, & Parasuraman, 1996). The perceived value of the services, which includes the balance between the cost of the services and the benefits received, plays a crucial role in determining whether customers will return (Dodds, Monroe, & Grewal, 1991). Building emotional connections with clients through personalized services, memorable experiences, and a welcoming atmosphere can enhance customer loyalty and increase revisit intentions (Berry, 2000). The overall ambiance and environment of the spa, including cleanliness, decor, and sensory elements such as scent and music, contribute to the customer's desire to return (Bitner, 1992).

2.5 Related Theory

Sensory marketing aims to go beyond simply addressing customer needs (Stimulus) and attaining basic satisfaction (Response). Its purpose is to create a distinctive and engaging experience that stirs emotional responses (Organism).

The stimulus–organism– response (S-O-R) paradigm, proposed by Mehrabian and Russell (1974), serves as the theoretical foundation for this research. In this study, the SOR model was used to explain how emotional reactions of customer (O) are influenced by environmental stimuli (S), and how these emotional reactions affect behavioral responses of customer (R). This model is also known as the S-O-R model. This model has three parts, Stimuli (S), Organism (O) and Response (R). This model implies that stimuli (S) lead to perception (O), which creates response (R) of the customers. According to SOR model, environmental factors impact the perceptions which create the response. The response of the customer has two possible reactions, i.e. approach or avoidance. The S-O-R model demonstrates how five senses variables trigger satisfaction of customers, resulting in approach to revisit or avoidance behaviors.

Figure (2.3) Stimulus–Organism– Response (S-O-R) model

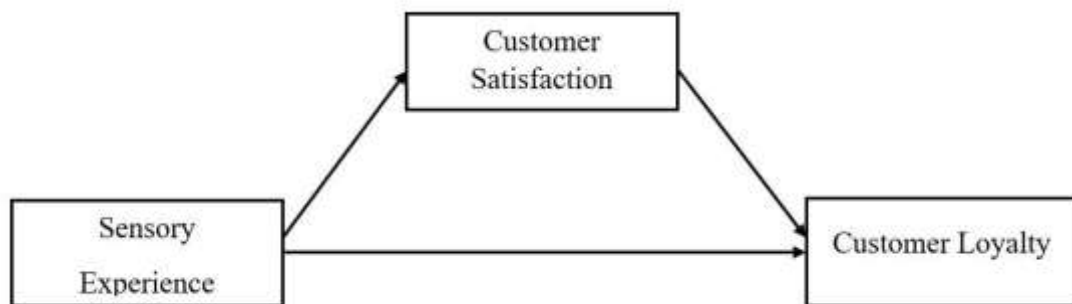


Source: Mehrabian & Russel, 1974

2.6 Previous Studies

Kuo and Yu-Min (2015) explored the influential factors of customer loyalty in SPA centers. They collected sample data from consumers of SPA shops in Taiwan using a non-random sampling method facilitated by questionnaires. Out of 265 distributed questionnaires, 232 were returned, with 31 deemed invalid, resulting in 201 valid responses and a good effective response rate.

Figure (2.4) Relationships among Body Sensory Experience, Customer Satisfaction and Customer Loyalty-beauty SPA Center



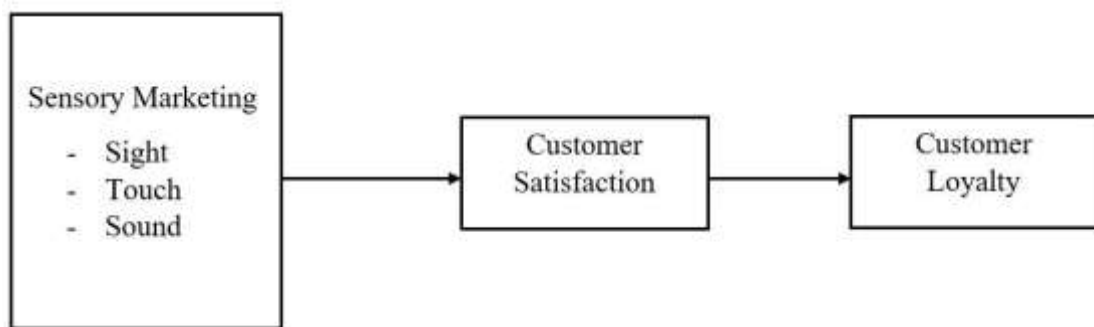
Source: Kuo & Yu-Min (2015).

The study findings revealed that sensory experience had a significantly positive impact on both customer satisfaction and customer loyalty. Additionally, customer satisfaction not only had a significantly positive impact on customer loyalty but also served as a significant mediator in the relationship between sensory experience and customer loyalty. This indicates that enhancing sensory experiences in SPA centers

can lead to increased customer satisfaction, which in turn fosters greater customer loyalty.

Aljumah, Nuseir, and Refae (2022) examined the impact of sensory factors, specifically visual, auditory, and touch factors, on customer satisfaction and loyalty. For this study, data were collected from restaurant respondents in the UAE using survey questionnaires. A convenience sampling technique was employed.

Figure (2.5) The Effect of Sensory Marketing Factors on Customer Loyalty during Covid 19: Exploring the Mediating Role of Customer Satisfaction

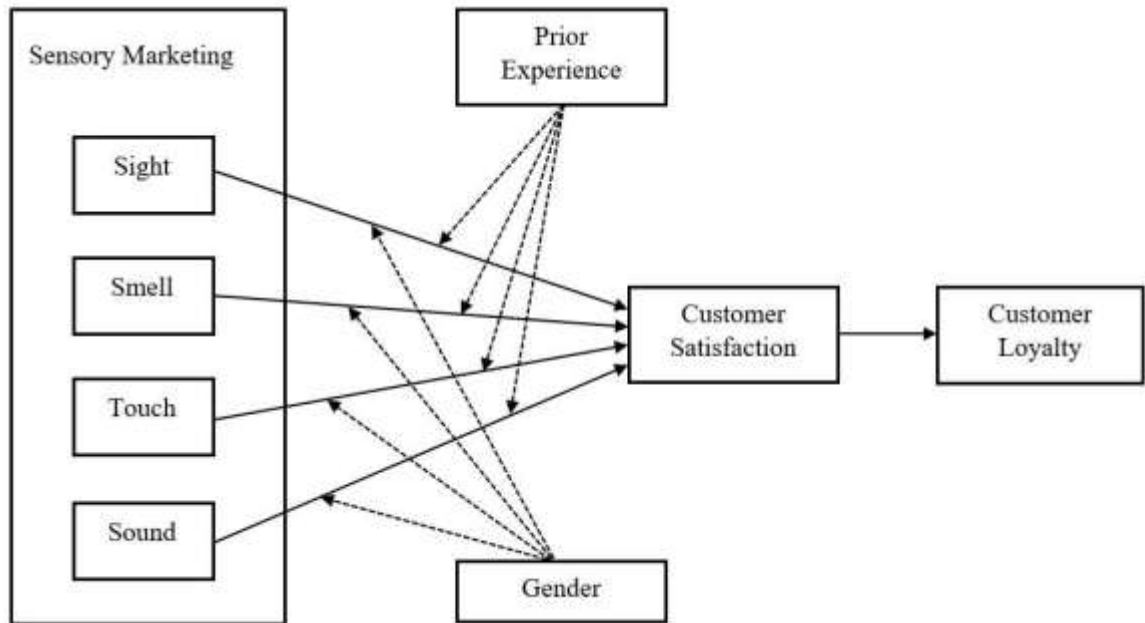


Source: Aljumah, Nuseir & Refae (2022)

The study findings revealed that visual factors significantly contribute to customer satisfaction and loyalty. Similarly, auditory and touch factors were found to have a positive influence on these outcomes. Furthermore, the study confirmed the mediating role of customer satisfaction in the relationship between sensory factors and customer loyalty. This underscores the importance of enhancing sensory experiences to boost customer satisfaction and loyalty, especially in challenging times like the COVID-19 pandemic.

Kim, Lee, and Kim (2020) investigated the relationships between sensory marketing in hotels, customer satisfaction, and revisit intentions, considering the moderating effects of customers' prior experience and gender. Data were collected from hotel customers in South Korea, resulting in 286 usable surveys. The data analysis involved descriptive statistics, confirmatory factor analysis, and structural equation modeling.

Figure (2.6) Effects of Sensory Marketing on Customer Satisfaction and Revisit Intention in the Hotel Industry: the Moderating Roles of Customers' Prior Experience and Gender



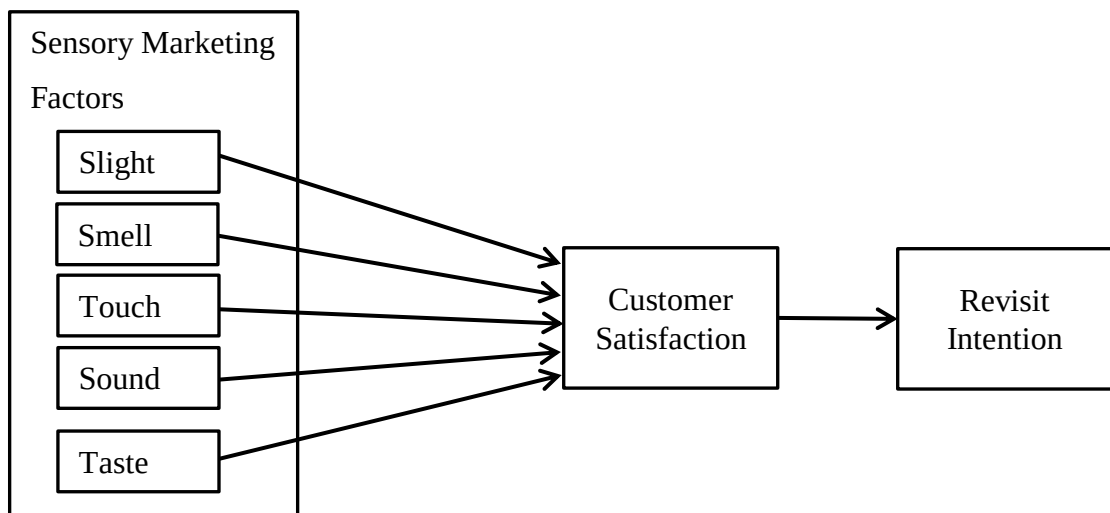
Source: Kim, Lee & Kim (2020)

The study results revealed a positive relationship between sensory marketing and customer satisfaction, which in turn significantly influenced revisit intentions. Additionally, tests for metric invariance indicated differences in the moderating effects of customers' prior experience and gender. This highlights the importance of tailored sensory marketing strategies to enhance customer satisfaction and encourage repeat visits, taking into account individual customer differences.

2.6 Conceptual Framework of the Study

The study will be considered independent variables such as sight, sound, smell, touch and taste, which are Stimuli (S), Customer Satisfaction is Organism (O) for this model and customer revisit intention is Response (R) with the concept of stimulus organism response model (SOR Model). The independent variables are sight, sound, smell, touch and taste as sensory marketing factors. The conceptual framework will explore how sensory marketing factors influence on customer satisfaction and the relationship between the customers satisfaction and customer revisit intention.

Figure (2.7) Conceptual Framework of the Study



Source: Own Compilation, 2024

2.7 Working Definitions

The following are working definitions for sensory marketing practices, customer satisfaction and customer revisit intention used in this study.

Sight: Sight represents visually appealing such as visual ambiance, the overall aesthetic environment of the spa, including interior design, color schemes, lighting, and decor. cleanliness and orderliness, decorative elements, visual branding, including signage, logo placement, and promotional materials, uniforms and appearance of staff and treatment room presentation of Sense Spa.

Smell: Smell represents the use of essential oils and aroma like lavender, lemongrass, and jasmine, Regular cleaning and ventilation, the absence of unpleasant odors, personalized aromatherapy caters to their specific preferences and needs.

Sound: The sound represents the selection of soothing background music, genres such as Thai traditional music, classical, and nature sounds like flowing water, birdsong, ocean waves, and rain, the tone, volume, quality of sound, cadence of the therapist's voice during treatments, the use of soundproof materials and designs to minimize external noise and ensure a quiet, tranquil environment within the spa, the management of ambient noise levels within the designated spa area as quiet zones.

Touch: Touch represents the variety and quality of massage techniques and skillful of the therapists, soft textures in spa materials and equipment include towels, plush robes, smooth massage stones, and luxurious bedding, the temperature in treatment rooms, hot stones, warm towels, and water used in treatments, adjusting

pressure during treatments, such as massages and scrub, selecting high-quality skincare products with various tactile properties, like foot creams, oils, and body masks.

Taste: Taste represents healthy snacks and beverages: purified water, herbal teas, coffee, fresh juices, and sweets and snacks, signature drinks; ginger tea.

Customer Satisfaction: The degree to which customers feel content and pleased with their entire spa experience, encompassing all sensory aspects including sight, sound, touch, taste, and smell.

Customer revisit intention: The degree to which customers are satisfied with their overall experience at the spa and the likelihood of customers returning to the spa after their initial visit.

CHAPTER 3

PROFILE AND SENSORY MARKETING PRACTICES

AT SENSE SPA

This chapter includes profile of SENSE SPA, objectives, mission and vision, organization structure and sensory marketing practices offered by Sense Spa.

3.1 Profile of Sense Spa

Sense Spa, which opened in October 2014, is a peaceful place to relax in Yankin Township, Yangon. The Sense Spa is at No. 7/1 Yan Aung Lane 2, close to Yankin Center. It is a peaceful place to relax and recharge your mind and body. The spa's unique charm comes from its Thai-Myanmar mix-traditions-inspired decor, which makes it feel like a traditional Thai spa. The simple, clean, and organized environment makes the whole thing better, giving guests a peaceful haven, and there is a large parking lot for customers' ease.

Through its design features and color scheme, the Sense Spa logo does a good job of capturing the essence of the spa's brand. In the setting of logo: (According to Appendix B, Figure 3.1).

The word Sense is written in a green script style that flows smoothly and elegantly, giving off a sense of natural beauty and peace. The font's smooth, cursive style adds a bit of class and calmness, which fits with the spa's goal to be a peaceful and relaxing place to be.

Green and brown are the main colors in the design. The color green stands for nature, growth, and renewal, which shows that the spa is dedicated to natural and organic health. Brown, which is used in the word SPA, stands for stability, earthiness, and a link to nature. This adds to the spa's relaxing and grounding atmosphere.

The letter A in SPA is shaped like a leaf. It's clear that this spa focuses on natural and organic services because of this green leaf. Adding the leaf to the image also ties it to the ideas of growth, renewal, and natural beauty.

Overall, the Sense Spa image looks clean and uncluttered, which fits with the spa's focus on simplicity, purity, and clarity. Typography and natural elements work well together to make a balanced and visually appealing name that shows the spa's commitment to giving guests a peaceful and relaxing experience.

The mission of Sense Spa is to offer a unique and complete wellness experience that encourages rest, renewal, and general health. The skilled and dedicated spa staff is devoted to providing high-quality, personalized services so that every customer leaves feeling refreshed and happy. By using both old and new therapy methods together, Sense Spa hopes to give its clients a place of peace and healing. The vision of Sense Spa is to become the best spa in Myanmar, known for its excellent service, new health solutions, and dedication to making its clients' lives better. In order to encourage people to live a peaceful and healthy life, the spa tries to create a calm and caring space. Sense Spa wants to be the best place for health and relaxation in the spa business by always getting better and staying true to its core values.

Sense Spa operates as a small service business, with a well-structured organization that prioritizes efficient management and the delivery of high-quality services. The spa is run by a spa manager and a team of 10 therapists and trainees. The Spa Manager oversees daily operations, scheduling, customer service, and maintaining a welcoming environment. The spa manager supervises therapists, handle customer feedback, and manage financial operations, including payment processing and record-keeping. The Senior Therapist delivers high-level treatments, mentors junior staff, and conducts quality checks. Junior Therapists provide various treatments, tailor services to client needs, and continuously develop their skills. Trainee Therapists undergo training, assist senior staff, and receive regular evaluations. Sense Spa operates from 10:00 AM to 10:00 PM daily, providing a seamless and exceptional guest experience through meticulous planning and efficient execution.

Sense Spa actively engages in social media marketing to connect with its customers and promote its services. The spa maintains a strong presence on platforms like Facebook and TripAdvisor, leveraging these channels to reach a broader audience and engage with customers. Sense Spa uses Facebook to share updates, promotions, and wellness tips, creating an interactive community where customers can stay informed about the latest offerings and events. The platform allows for real-time interaction, enabling the spa to respond to customer inquiries, share client testimonials, and showcase the serene ambiance of the spa through photos and videos. TripAdvisor is a globally recognized travel website that provides reviews and information about various businesses, including spas. Sense Spa's presence on

TripAdvisor allows potential clients to read reviews and ratings from other customers, helping them make informed decisions about their visit. The spa's active engagement on TripAdvisor includes responding to reviews, both positive and negative, to show their commitment to customer satisfaction and continuous improvement. This platform also helps Sense Spa attract tourists and locals alike by showcasing its high standards and exceptional service quality.

3.2 Services Provided by Sense Spa

The spa offers 16 types of body treatments and massage services, with the most popular are foot massage, Thai massage, pregnancy massage and Sense Spa signature body scrub. Each treatment is designed to provide the utmost relaxation and rejuvenation. The well-trained staff are known for their spectacular service, smiling demeanor, and extensive professional knowledge, ensuring a memorable experience for every customer. The services price range between 9000-50000 kyats at affordable rates. The spa also accommodates advance bookings and provides specialized rooms for couples and families, making it an ideal destination for both individual and group visits. Sense Spa prioritizes convenience and inclusivity by accepting various payment methods, including cash and digital payments such as K pay, CB pay.

Ranked 6th out of 86 wellness spas in Yangon on TripAdvisor, Sense Spa has garnered positive reviews for its exceptional service, cleanliness, and professional staff (TripAdvisor, n.d.). Customers consistently praise the spa for its relaxing environment, reasonable prices, and the high quality of its massage services and makes it a preferred choice for both locals and visitors. Experience the ultimate in relaxation and rejuvenation at Sense Spa, where every detail is designed to enhance your well-being. Sense Spa aspires to be a premier destination for authentic Thai wellness and relaxation experiences, offering a serene and rejuvenating environment for guests.

3.3 Sensory Marketing Practices at Sense Spa

Sensory marketing is vital in creating a distinctive and memorable experience at Sense Spa. By engaging all five senses; sight, sound, smell, touch, and taste -Sense Spa enhances immediate enjoyment of its services and fosters long-term customer loyalty and brand differentiation.

3.2.1 Sight

In sensory marketing, sight holds a prominent position due to its ability to profoundly impact consumer behavior and perceptions. In the context of a spa, which focuses on relaxation, rejuvenation, and overall well-being, the use of sensory experiences, including sight, is crucial to creating a serene and immersive environment for clients. The interior decoration of Sense Spa blends Thai and Myanmar cultural aesthetics with a simple, neat, and tidy style. This fusion creates a serene and inviting atmosphere, characterized by clean lines and uncluttered spaces. The use of woody furniture complements the natural theme, adding warmth and a touch of rustic charm to the spa environment. Glass doors allow natural light to flood the space, enhancing the feeling of openness and tranquility. The primary theme colors of Sense Spa are green and brown.

Green symbolizes refreshment and renewal, promoting a sense of calm and rejuvenation. Brown represents the earth, adding a grounding and comforting feel. The spa logo, inspired by nature and relaxation, incorporates these colors and is prominently displayed on all spa accessories and staff clothing, reinforcing brand identity and unity. Green plants are strategically placed throughout Sense Spa to bring a touch of nature indoors. These plants not only enhance the aesthetic appeal but also improve air quality and promote a sense of calm and well-being. The presence of greenery aligns with the commitment to creating a refreshing and revitalizing environment for guests. The visual appeal of Sense Spa is further enhanced by strategic lighting. Soft, ambient lighting creates a warm and welcoming atmosphere, while accent lighting highlights key features and focal points within the spa. Natural light, filtered through glass doors and windows, brightens the space and provides a connection to the outdoor environment. The staff at Sense Spa play a crucial role in enhancing the overall visual experience. They wear neat and tidy uniforms that incorporate the logo of spa, ensuring a professional and cohesive appearance. The uniforms are designed in light green to align with the color scheme of spa. Staff members are selected for their sweet and welcoming demeanor, contributing to a friendly and inviting atmosphere. The spa ensures that every visual aspect contributes to a relaxing and rejuvenating experience for its guests. This thoughtful approach not only enhances the aesthetic appeal of the spa but also reinforces its commitment to providing a holistic and immersive sensory experience.

3.3.2 Sound

Sound is another powerful sense that can significantly impact the customer experience. Sense Spa uses a curated playlist of calming music genres such as classical, ambient, and nature sounds to create a peaceful environment. The music is chosen to promote relaxation and reduce stress. The volume of the music is kept at a low to moderate level to ensure it is soothing and not intrusive, allowing clients to fully relax and unwind. The spa incorporates nature sounds such as flowing water, bird songs, and gentle rain into its soundscape. These sounds help create a natural and calming atmosphere, enhancing the overall sensory experience. Treatment rooms are designed with soundproofing materials to minimize external noise and ensure a quiet, peaceful environment during treatments.

The interior design of the spa includes acoustic elements that absorb excess noise and create a serene sound environment, preventing echoes and maintaining a consistent auditory experience. For personalized experiences, Sense Spa offers clients the option to choose from different music playlists or nature sounds during their treatments, catering to individual preferences and enhancing relaxation. Certain areas of the spa are designated as quiet zones where minimal or no music is played, allowing clients to enjoy silence or the subtle sounds of nature. Carefully selected and managed soundscapes help reduce stress and enhance relaxation, making the overall spa experience more enjoyable and effective.

3.3.3 Smell

The sense of smell is closely linked to memory and emotion, making it a potent tool for creating a memorable spa experience. Sense Spa uses high-quality essential oils known for their therapeutic properties. Popular choices include lavender for relaxation, lemongrass for rejuvenation, and chamomile for calming effects. Essential oil diffusers are placed throughout the spa to ensure a consistent and gentle distribution of soothing scents, creating a calming atmosphere from the moment clients enter the spa. Different areas of the spa are infused with specific scents to enhance the desired experience. For example, lavender might be used in relaxation lounges, citrus in reception areas to energize, and sandalwood in treatment rooms to promote tranquility. In addition to diffusers, scented candles are strategically placed to add a touch of ambiance and contribute to the overall scent profile of the spa.

Clients can choose their preferred essential oils for treatments, allowing for a personalized experience that caters to individual preferences and enhances relaxation.

During treatments, therapists use scented oils, lotions, and creams that align with the chosen scent profile of customers, creating a cohesive and immersive sensory experience. The spa maintains a high standard of cleanliness to ensure that all areas are free from unpleasant odors. This includes regular cleaning and the use of air purifiers to maintain a fresh atmosphere. Incorporating natural elements such as fresh flowers and herbal arrangements adds subtle, pleasant scents to the spa environment. Pleasant scents have been shown to reduce stress and promote relaxation, making the overall spa experience more enjoyable and effective.

3.3.4 Touch

Touch is a fundamental aspect of the spa experience, and Sense Spa enhance this through various tactile elements. Sense Spa employs highly trained therapists who use professional techniques to ensure that every touch during massages and treatments is therapeutic and soothing. Treatments are tailored to individual client needs, ensuring that the pressure and technique used are optimal for each customer comfort and satisfaction. The spa uses high-quality, plush towels, robes, and linens to provide a luxurious tactile experience from the moment clients arrive. Incorporating natural materials such as wooden furniture, stone surfaces, and organic fabrics helps create a soothing and grounding environment.

The spa features comfortable and ergonomic furniture, including massage tables and lounge chairs, designed to enhance relaxation and comfort. Rooms are kept at an optimal temperature, with options for heated treatment tables and blankets to ensure client comfort. Sense Spa carefully selects skincare and massage products with rich, smooth textures that are pleasing to touch, enhancing the overall treatment experience. Clients are encouraged to feel and interact with various textures and materials used in the spa, such as herbal compresses, exfoliating scrubs, and smooth stones. Treatments like body scrubs, herbal ball compresses, and hot stone massages are designed to provide unique and engaging tactile sensations. By focusing on the quality of touch and the tactile environment, Sense Spa ensures that clients feel relaxed and comfortable throughout their visit, enhancing their overall experience.

3.3.5 Taste

Although not typically associated with spas, the sense of taste can play a subtle yet impactful role in the overall sensory experience. Upon arrival, clients are offered a selection of herbal teas such as jasmine tea, green tea and ginger tea or coffee. These teas are chosen for their relaxing and health benefits. Throughout their visit, clients can enjoy infused water with natural ingredients like cucumber, mint, lemon, and berries, providing a refreshing and hydrating experience. Providing healthy and delicious refreshments enhances the overall sense of relaxation and wellness, making the spa experience more enjoyable and beneficial for clients.

3.4 Customer Satisfaction Initiatives and Loyalty Practices for Customer Revisit Intention of Sense Spa

In the highly competitive wellness industry, retaining customers and encouraging repeat visits are essential for sustained success. Sense Spa understands the significance of customer satisfaction and loyalty in achieving these goals. Following is the customer satisfaction initiatives and loyalty practices employed by Sense Spa and examines their effectiveness in promoting customer revisit intention.

3.4.1 Customer Satisfaction Initiatives of Sense Spa

Sense Spa has established multiple channels for gathering and addressing customer feedback. There is a box for advice or complaint letters at the spa lounge, and customers can also call directly to the complaint center of the spa if they encounter any issues. Additionally, one of the spa manager duties is to ask for feedback from all customers after their treatment sessions, ensuring prompt resolution of any concerns. Customers are also encouraged to leave comments on social media platforms of Sense Spa, such as Facebook and TripAdvisor. This not only provides a platform for feedback but also enhances the spa online presence. Furthermore, the spa reaches out to loyal customers who have not visited in a while by calling or sending SMS to ask for their feedback, demonstrating that the spa values their patronage and attentively addresses their needs.

3.4.2 Loyalty Practices for Customer Revisit Intention of Sense Spa

In the spa industry, encouraging customers to return is not just an objective but a fundamental aspect of sustainable business growth. Sense Spa understands that building strong relationships with customers involves more than just delivering exceptional treatments; it requires creating meaningful and lasting connections that inspire repeat visits and word-of-mouth recommendations. To accomplish this, Sense Spa has developed comprehensive customer loyalty programs designed to reward and incentivize frequent guests while enhancing their overall spa experience. These programs are thoughtfully designed to recognize customer loyalty, personalize interactions, anticipate needs, and consistently exceed expectations. Following are customer revisit practices of Sens Spa.

Sense Spa values its customers and rewards their continued patronage with a loyalty card system. Upon their first visit, every customer receives a loyalty card, which is stamped during subsequent visits. Once three cards are fully stamped, customers earn a VIP membership card entitling them to exclusive benefits, including a lifetime 15% discount on all services. This program is designed to recognize and reward loyal customers, ensuring they receive exceptional value and a premium spa experience.

During peak times such as Mothers' Day, Fathers' Day, and Valentines' Day, Sense Spa offers special promotion programs featuring unique packages and discounts. Group discounts are available to encourage friends and family visits, boosting foot traffic and enhancing customer engagement.

Sense Spa offers a retired promotion program for customers aged 65 and older, demonstrating inclusivity and community care. Collaborations with hotels and gyms provide additional benefits and cross-promotional opportunities, broadening the spa's appeal.

Promotional codes for sports events and incentives for writing reviews on platforms like Facebook and TripAdvisor extend Sense Spa's marketing reach. These initiatives encourage online engagement and positive word-of-mouth, attracting new clients.

To foster loyalty, Sense Spa has introduced a referral program where existing customers refer new clients and receive discounts or complimentary services, encouraging word-of-mouth marketing.

Members receive special discounts and personalized birthday wishes, enhancing their emotional connection to Sense Spa and making them feel valued.

Throughout the year, Sense Spa offers seasonal promotions that cater to changing needs and preferences. Exclusive member events create a sense of community and belonging among loyal customers.

Sense Spa provides personalized services tailored to individual customer preferences and history, ensuring a high level of care and attention that enhances the overall customer experience.

CHAPTER 4

ANALYSIS ON SENSORY MARKETING PRACTICES, CUSTOMER SATISFACTION AND CUSTOMER REVISIT INTENTION AT SENSE SPA

This chapter presents the analysis of effect of sensory marketing practices, customer satisfaction and customer revisit intention that consists of research design, demographic characteristics of respondents, reliability analysis, analytical methods and tools used in this research, and relationship between variables.

4.1 Research Design

This study aims to identify and analyze sensory marketing practices, customer satisfaction, and revisit intentions at Sense Spa, employing a quantitative research methodology. Both primary and secondary data are utilized to achieve the study's objectives. The focus is on 447 loyalty card holders of Sense Spa, selected through a simple random sampling method. The sample size, determined using Taro Yamane's (1967) formula with a 95% confidence level, resulted in 211 respondents. Data collection took place from March to May 2024. Structured questionnaires were distributed online via Google Forms, using the Sense Spa customer database. Secondary data were gathered from textbooks, previous research papers, journals, and relevant websites. The sample size calculation using Taro Yamane's formula is detailed as follows:

Taro Yamane Formula (Yamane, 1967)

$$\begin{aligned} n &= N/(1+Ne^2) \\ &= 447/(1+447*0.05^2) \\ &= 211 \end{aligned}$$

Where; n = sample size

N = population size

e = error (0.05) reliability level 95% or;

e = level of precision always set the value of 0.05

The population size was 477, and the sample size was determined to be 211 using the aforementioned formula. Structured questionnaires were employed for the research design and to analyze the impact of sensory marketing practices on customer

satisfaction and revisit intention at Sense Spa in Yangon. This study examines sensory marketing practices, encompassing seven variables: sight, sound, smell, touch, taste, customer satisfaction, and revisit intention. The questionnaire was divided into three sections: the first section covered the respondent's profile and buying behavior, the second section focused on the five sensory marketing practices, and the third section addressed customer satisfaction and revisit intention.

4.2 Reliability Test

Reliability refers to the stability or consistency of the variables measured using the structured questionnaires, which utilize a five-point Likert scale. To assess reliability, Cronbach's Alpha was employed, a widely used tool for evaluating internal consistency in psychometric measurements. Cronbach's Alpha values range from 0 to 1, with a value of 0 indicating no consistency among the questions within a variable and a value closer to 1 indicating high consistency between the questions and the variable. According to Cronbach (1951), here is a general rule of thumb for interpreting Cronbach's alpha for five-point Likert scale questions:

Table (4.1) Rule of Thumb on Cronbach's Alpha Value

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: George & Mallery (2003).

Based on the survey data, the reliability or the internal consistency among the variables was checked with Cronbach's Alpha as per Table (4.2).

Table (4.2) Reliability Test of Variables

Sr. No.	Factors	No. of Items	Cronbach's Alpha
1	Sight	5	.805
2	Sound	5	.787
3	Smell	5	.731
4	Touch	5	.874
5	Taste	5	.778
6	Customer Satisfaction	8	.852
7	Customer Revisit Intention	8	.865

Source: Survey data (2024)

Table (4.2) show that the 'Touch' factor has the highest reliability (0.874), while the 'Smell' factor has the lowest reliability (0.731), but still within the acceptable range. The consistent reliability across these factors suggests that the measurement instruments used in the study are dependable for assessing sensory experiences, customer satisfaction, and revisit intentions. Cronbach`s Alpha values of all variables are about 0.7 and above, the internal consistency of variables is moderate and good level. Therefore, most data for this survey are excellent and all are reliable for the study.

4.3 Demographic Profile of Respondents

The demographic characteristics of respondents and buying behavior are discussed in this section. Table (4.3) provides a detailed illustration of demographic characteristics including gender, age, education level, occupation, monthly income and marital status. Table (4.4) presents the buying behavior of respondents, based on data collected from a sample of 211 individuals.

Table (4.3) Demographic Characteristics of Respondents

Sr. No.	Particular	No. of Respondents	Percent (%)
	Total	211	100.0
1.	Gender: Male	102	48.3
	Female	109	51.7
2.	Occupation: Student	5	2.4
	Government Employee	17	8.1
	Employee	64	30.3
	Business owner/Self-employ	87	41.2
	Retired	23	10.9
	Others	15	7.1
3.	Age:		
	18-25	17	8.1
	26-35	55	26.1
	36-45	78	37.0
	46-55	36	17.1
	Above 56	25	11.7
4.	Education: PhD	2	0.9
	Master	21	9.9
	Graduated	132	62.6
	Under Graduated	47	22.3
	High school	9	4.3
5.	Income:		
	300,000 - 600,000 MMK	5	2.4
	600,001 - 900,000 MMK	36	17.1
	900,001 - 1,200,000 MMK	59	28.0
	> 1,200,000 MMK	111	52.5
6.	Marital status:		
	Single	92	43.6
	Married	103	48.8
	Others	16	7.6

According to table (4.3) the respondents are nearly balanced, with 51.7% female and 48.3% male. The largest group is business owners/self-employed at 41.2%, followed by employees at 30.3%. Government employees make up 8.1%, retirees 10.9%, and students are the smallest group at 2.4%. The majority of respondents are middle-aged. The largest age group is 36-45 years at 37.0%, followed by 26-35 years at 26.1%. Respondents aged 46-55 years represent 17.1%, and those over 56 years constitute 11.8%. The youngest group, 18-25 years, makes up 8.1%. A significant majority hold a Bachelor's degree at 62.6%, followed by undergraduates at 22.3%. Master's degree holders make up 10.0%, with smaller portions having a PhD 0.9% or high school education 4.3%.

Over half earn more than 1,200,000 MMK monthly 52.6%. Those earning between 900,001 and 1,200,000 MMK make up 28.0%, with 17.1% earning between 600,001 and 900,000 MMK, and 2.4% earning between 300,000 and 600,000 MMK. Nearly half of the respondents are married 48.8%, while 43.6% are single. An additional 7.6% fall under 'Others' which may include divorced, widowed, or other marital statuses. This distribution provides a comprehensive view of the respondents' personal backgrounds, contributing to a deeper understanding of their lifestyle and preferences.

Table (4.4) Buying Behavior of Respondents

Sr. No.	Particular	No. of Respondents	Percent (%)
	Total	211	100.0
1.	Buying Frequency: - Few times a week - Once a week - Once a month - One time per 2 months - Twice a month	5 78 42 25 61	2.4 36.9 19.9 11.9 28.9
3.	Companion - Alone - With friends - With Family - With Love	53 68 42 48	25.1 32.2 19.9 22.8
4.	Service most like: - Thai Massage - Foot Massage - Sense Spa Signature body scrub - Herbal ball compress - Hot stone therapy - Ear candling - Pregnancy massage	43 61 57 12 10 15 13	20.4 28.9 27.0 5.7 4.7 7.1 6.2
6.	Loyalty program for regular customers: - Not important - Somewhat important - Very important - Essential for me to choose a spa with a loyalty program	0 111 91 9	0 52.6 43.1 4.3

Table (4.4) Buying Behavior of Respondents (Continued)

Sr. No.	Particular	No. of Respondents	Percent (%)
	Total	211	100.0
7.	Priority factors: • Price • Atmosphere and ambience • Range of services offered • Therapist qualification and experience • Car parking • Customer service	43 21 13 68 29 37	20.4 10.0 6.2 32.2 13.7 17.5
8.	Choosing way for a spa: • Online reviews and ratings online • Recommend from friends and family • Social media presence and advertising • A combination all the above	71 65 42 33	33.6 30.9 19.9 15.6

Source: Survey data (2024)

Table (4.4) shows that 36.9% of respondents buy products once a week, making it the most common buying frequency. This is followed by those who purchase twice a month (28.9%), once a month (19.9%), every two months (11.9%), and a few times a week (2.4%). When it comes to buying habits, 32.2% of respondents prefer shopping with friends. This is followed by 25.1% who shop alone, 22.7% with a loved one, and 19.9% with family. The most liked service among respondents is foot massage (28.9%), followed by Sense Spa signature body scrub (27.0%), foot massage (20.4%), ear candling (7.1%), pregnancy massage (6.1%), herbal ball compress (5.7%), and hot stone (4.7%). Loyalty programs or rewards for frequent visits are considered not important by 52.6% of respondents. For 43.1%, they are somewhat important, and for 4.3%, they are very important. The most important factors when choosing a spa are therapist qualifications and experience (32.2%),

followed by price (20.4%), customer service (17.5%), car parking (13.7%), atmosphere and ambience (10.0%), and range of services offered (6.2%).

4.4 Perception of Sensory Marketing Practices, Customer Satisfaction and Customer Revisit Intention

Mean values were calculated based on the results of respondents' answers. The means value is categorized in Table (4.5).

Table (4.5) Mean Score Range of Likert Scale

Mean Score	Interpretation
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.20	Medium
3.21 – 4.20	High
4.21 – 5.00	Very High

Source: Moidunny (2009).

The study's conceptual model includes five independent variables: sight, smell, touch, sound, and taste. These variables are used to evaluate customer satisfaction at Sense Spa. To assess the determinants of customer satisfaction, five-point Likert scale questionnaires were utilized. Mean scores and standard deviations were calculated to gauge consumer satisfaction with the various contributing elements. This section examines sensory marketing practices through the lens of sight, smell, touch, sound, and taste, each of which influences customer perception, overall satisfaction, and the intention to revisit.

4.4.1 Customers Perception of Sight Marketing Practices

Structured surveys are used to find out the sight marketing at Sense Spa. Based on the findings, the study presents the mean, overall mean and standard deviation for the sight marketing.

Table (4.6) Sight Marketing at Sense Spa

No.	Description	Mean	Std. Deviation
1	The atmosphere and surroundings environment of spa enhance relaxation for overall customer experience.	3.54	0.88
2	The interior design and decoration of spa contributes positively to customer experience	3.53	0.93
3	The lighting in the treatment room creates a calming ambiance during reflexology sessions.	3.54	0.95
4	Smile and body gesture of spa staffs enhance overall customer satisfaction for spa experience	3.59	0.90
5	The cleanliness and hygiene of the spa provides visually positive influence comfort and customer satisfaction	3.29	0.92
	Overall Mean	3.44	

Source: Survey Data (2024)

Table (4.6) presents data on sight marketing at Sense Spa, the overall mean value for sight marketing at Sense Spa is 3.44 on a five-point Likert scale. The highest mean score is 3.59, the smiles and gestures of the spa staff significantly enhance overall customer satisfaction with the spa experience. Additionally, the atmosphere and surroundings, as well as the lighting in the treatment rooms, both received mean scores of 3.54. The interior design and decoration of the spa also received a favorable mean score of 3.53. However, the cleanliness and hygiene of the spa, while still positively influencing customer comfort and satisfaction, received the lowest mean score of 3.29. Despite this lower score, it still signifies a generally positive perception. The standard deviations for these items are less than 1, indicating that the responses were relatively consistent and the data deviate less from the mean.

4.4.2 Customers Perception of Sound Marketing Practices

Structured questionnaires are used to find out the aspect of sound marketing at Sense Spa. The mean, overall mean, and standard deviation for the sound marketing are shown based on the findings.

Table (4.7) Sound Marketing at Sense Spa

No.	Description	Mean	Std. Deviation
1	The selected soundtrack of spa in the treatment rooms contributes positively to customer experience during reflexology.	3.53	0.78
2	Hight quality sound system of background music of the spa enhances overall spa experience	3.41	0.88
3	The volume level of the background music during reflexology session is appropriate and conducive to relaxation.	3.57	0.90
4	The movements of the spa staff are quiet and non-disruptive during treatment.	3.61	0.93
5	The presence of soundproofing or noise reduction measures influence customer perception of tranquility within the spa environment	3.59	0.91
	Overall Mean	3.50	

Source: Survey Data (2024)

According to the Table (4.7), the overall mean value for sound marketing at Sense Spa is 3.50 on a five-point Likert scale, indicating a generally positive response from customers. The highest mean score is 3.61. The presence of soundproofing or noise reduction measures received a mean score of 3.59. The volume level of background music during reflexology sessions, deemed appropriate and conducive to relaxation, received a mean score of 3.57. The selected soundscape in the treatment rooms was rated positively with a mean score of 3.53. The high-quality sound system of the background music, while enhancing the overall spa experience, received the lowest mean score of 3.41. The standard deviations for these items are less than 1,

indicating that the responses were relatively consistent and the data deviate less from the mean.

4.4.3 Customers Perception of Smell Marketing Practices

Structured surveys are used to find out the smell marketing at Sense Spa. Based on the findings, the study presents the mean, overall mean and standard deviation for the smell marketing.

Table (4.8) Smell Marketing at Sense Spa

No.	Description	Mean	Std. Deviation
1	The aromatic sense using in the spa environment enhances relaxation and wellbeing.	3.68	0.91
2	The smell of all the staffs is pleasant.	3.56	0.88
3	The spa accessories such as towel, bed sheet, pillowcase, spa clothes are well with intended ambiance and atmosphere of the spa.	3.72	0.88
4	The products used in reflexology are good smelling and no allergy.	3.53	0.92
5	The spa has a pleasant aroma neither overpowering nor too faint.	3.66	0.90
	Overall Mean	3.65	

Source: Survey Data (2024)

According to the Table (4.8), The overall mean value for smell marketing at Sense Spa is 3.65 on a five-point Likert scale, indicating a generally positive response from customers. The highest mean score is 3.72, the spa accessories, such as towels, bed sheets, pillowcases, and spa clothes, are well-aligned with the intended ambiance and atmosphere of the spa. The aromatic sense used in the spa environment received a mean score of 3.68. The pleasant aroma throughout the spa, which is neither overpowering nor too faint, also received a favorable mean score of 3.66. The pleasant smell of the staff was rated positively with a mean score of 3.56. The

products used in reflexology, noted for their good smell and lack of allergic reactions, received the lowest mean score of 3.53. The standard deviations for these items are less than 1, indicating that the responses were relatively consistent and the data deviate less from the mean

4.4.4 Customers Perception of Touch Marketing Practices

Structured questionnaires are used to find out the aspect of touch marketing at Sense Spa. The mean, overall mean and standard deviation for the touch marketing is shown based on the findings.

Table (4.9) Touch Marketing at Sense Spa

No.	Description	Mean	Std. Deviation
1	The reflexology techniques used by therapists are skillfully executed and contribute positively to customer experience	3.68	0.85
2	The quality of touch during treatment in gentle massage or soothing texture creates a sense of wellbeing and rejuvenation.	3.69	0.83
3	The pressure applied during reflexology session is appropriate and tailored to customer preference	3.66	0.83
4	The feeling of the room temperature and treatment area are comfortable and relaxing	3.82	0.89
5	The towel and bed sheet used during the treatment are soft and comfortable.	3.56	0.82
	Overall Mean	3.70	

Source: Survey Data (2024)

Table (4.9) presents data on touch marketing at Sense Spa, the overall mean value for touch marketing at Sense Spa is 3.70 on a five-point Likert scale, indicating a generally positive response from customers. The highest mean score is 3.82, the room temperature and treatment area significantly contribute to a comfortable and relaxing experience. The quality of touch during treatments, such as gentle massages and soothing textures, received a mean score of 3.69. The reflexology techniques used

by therapists were rated positively with a mean score of 3.68. The pressure applied during reflexology sessions, tailored to customer preferences, received a mean score of 3.66. The softness and comfort of the towels and bed sheets used during treatments, while slightly lower, still received a favorable mean score of 3.56. The standard deviations for these items are less than 1, indicating that the responses were relatively consistent and the data deviate less from the mean.

4.4.5 Customers Perception of Taste Marketing Practices

Structured questionnaires are used to find out the aspect of taste marketing at Sense Spa. The mean, the overall mean, standard deviation for the taste marketing are shown based on the findings.

Table (4.10) Taste Marketing at Sense Spa

No.	Description	Mean	Std. Deviation
1	The refreshments of sense spa such as ginger tea, coffee, tea, water align well with its overall brand image and commitment to wellness.	3.49	0.84
2	The snacks and beverages are healthy and complemented the spa experience.	3.65	0.90
3	Taste and quality of complimentary offering influence overall perception.	3.65	0.93
4	The option to customize beverage preferences after treatment enhance the overall spa experience.	3.71	0.84
5	Sense spa signature Thai Style ginger tea is customer favorite.	3.50	0.91
Overall Mean		3.58	

Source: Survey Data (2024)

According to the Table (4.10), the overall mean value for taste marketing at Sense Spa is 3.58 on a five-point Likert scale, indicating a generally positive response from customers. The highest mean score is 3.71, customize beverage preferences after treatment significantly enhances the overall spa experience. Both the healthiness of

the snacks and beverages and the taste and quality of complimentary offerings received mean scores of 3.65. The refreshments such as ginger tea, coffee, tea, and water align well with Sense Spa's brand image and commitment to wellness, receiving a mean score of 3.49. Sense Spa's signature Thai-style ginger tea, a customer favorite, received a mean score of 3.50. The standard deviations for these items are less than 1, indicating that the responses were relatively consistent and the data deviate less from the mean.

4.4.6 Overall Mean of Independent Variables

The average value of overall of independent variables are used to measure the customer perception at Sense Spa.

Table (4.11) Overall Mean Score

Factors	Overall Mean
Sight	3.44
Sound	3.50
Smell	3.65
Touch	3.70
Taste	3.58

Source: SPSS Output Data 2024

According to table (4.11), overall mean value of experiences of sight, sound, smell, touch and taste are seen respectively. The overall mean value of all variables is fall between 3.44 and 3.70. Therefore, respondents have high perception on experiential marketing practices at Sense Spa.

4.5 Customer Satisfaction of Sense Spa

Structured questionnaires are used to find out the aspect of customer satisfaction at Sense Spa. The mean, overall mean and standard deviation for the customer satisfaction is shown based on the findings.

Table (4.12) Customer Satisfaction of Sense Spa

No.	Description	Mean	Std. Deviation
1	The visual aspects of the spa ambiance, including lighting, color scheme and overall aesthetic appeal, cleanliness contribute to customer overall satisfaction with spa experience.	3.60	0.94
2	The scents in the spa, which can positively influence mood and sense of wellbeing, contribute to customer overall satisfaction during visit.	3.60	0.92
3	The quality of touch during reflexology sessions contributes to customer overall satisfaction with Sense Spa.	3.40	0.96
4	The background spa music significantly improves or detracts from overall satisfaction with customer spa experience.	3.51	0.98
5	The refreshments at sense spa contribute to customer creating a holistic and enjoyable overall spa experience.	4.00	0.00
6	Customer expectations are consistently met or exceeded by the service provided by Sense Spa.	3.60	0.94
7	Sense Spa holds a special place as one of top choices for relaxation and rejuvenation.	4.00	0.00
8	Customers are happy and stress relief after reflexology session.	3.40	0.96
	Overall Mean	3.64	

Source: Survey Data (2024)

According to Table (4.12), customers at Sense Spa report a generally positive level of satisfaction, the overall mean value for customer satisfaction at Sense Spa is 3.64 on a five-point Likert scale. The highest mean scores, both at 4.00, refreshments and the spa's status as one of the top choices for relaxation and rejuvenation significantly contribute to customer satisfaction.

The visual aspects of the ambiance of spa, including lighting, color scheme, overall aesthetic appeal, and cleanliness, received a mean score of 3.60. Similarly, the scents in the spa, which positively influence mood and well-being, also received a mean score of 3.60. The background spa music, which can either improve or detract from the overall experience, received a mean score of 3.5. The quality of touch during reflexology sessions and the sense of happiness and stress relief post-session both received mean scores of 3.40. Meeting or exceeding customer expectations consistently received a mean score of 3.60. The standard deviations for these items are mostly below 1, indicating that the responses were relatively consistent and the data deviate less from the mean.

4.6 Customer Revisit Intention of Sense Spa

Structured questionnaires are used to find out the aspect of customer revisit intention of Sense Spa. The mean, overall mean and standard deviation for the customer loyalty is shown based on the findings.

Table (4.13) Customer Revisit Intention of Sense Spa

No.	Description	Mean	Std. Deviation
1	The visual aspects of the spa environment, including décor lighting and overall ambiance make customer attract to revisit the spa.	3.62	0.94
2	Attract customer to revisit sense spa specially because of the delightful scents and aromas it offers.	3.60	0.91
3	The quality of touch during reflexology session contributes to customer desire to return for future visits.	3.42	0.96
4	The sounds and music ambiance of sense spa influence the decision of the customer to revisit Sense Spa.	3.51	0.98
5	The healthy spa foods offered at sense spa make customer to revisit	4.00	0.00
6	keep visiting sense spa and consider as regular customer.	3.62	0.94
7	Even if there are other spa nearby offering similar services, customer choose to go to sense spa that complete overall satisfaction with every visit	3.59	0.89
8	The full variety and appropriate of sensory experiences (sight, sound, smell, touch, taste) offered at spa make customer to revisit	4.00	0.18
	Overall Mean	3.67	

Source: Survey Data (2024)

According to Table (4.13), the overall mean value for customer revisit intention at Sense Spa is 3.67 on a five-point Likert scale. The highest mean scores, both at 4.00, the healthy spa foods offered and the full variety of sensory experiences (sight, sound, smell, touch, taste) significantly contribute to customers' desire to revisit the spa. The visual aspects of the spa environment, including décor, lighting,

and overall ambiance, received a mean score of 3.62. The same score of 3.62 was given to customers' intent to keep visiting and consider themselves regular customers. The delightful scents and aromas offered at Sense Spa received a mean score of 3.60. Even if there are other spas nearby offering similar services, customers still choose to go to Sense Spa, as reflected by a mean score of 3.59. The sounds and music ambiance, with a mean score of 3.51. The quality of touch during reflexology sessions, while still positive, received a slightly lower mean score of 3.42. The standard deviations for most items are below 1, indicating relatively consistent responses

4.7 Analysis on Effect of Sensory Marketing Practices on Customer Satisfaction

Multiple regression analysis was applied to investigate the factors that relates to customer satisfaction. In multiple regression model, the customer satisfaction is used as dependent variable and sight, sound, smell, touch and taste are used as independent variables. Customer satisfaction is expected to be affected by sight, sound, smell and touch. Regression analysis is conducted with customer satisfaction as the dependent variable and the five dimensions of sensory marketing practices as the independent variables. The results of SPSS output analyzing effect of sensory marketing practices on customer satisfaction are shown in Table (4.14).

Table (4.14) Effect of Sensory Marketing Practices on Customer Satisfaction at Sense Spa

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig.	VIF
	B	Standard Error				
Constant	.503	.286		1.759	.080	
Sight	.112**	.049	.144	2.286	.023	1.529
Sound	.205***	.049	.237	4.204	.000	1.224
Smell	.213***	.066	.216	3.207	.002	1.746
Touch	.287***	.061	.307	4.682	.000	1.653
Taste	.056	.046	.063	1.222	.223	1.011
R ²	0.467					
Adjusted R ²	0.454					
F Value	35.962***					
Durbin-Watson	1.845					

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

According to table (4.14), the adjusted R² 0.454 explains that 46.7 % of total variance in customer satisfaction is accounted by sensory marketing practices. The results suggest that the five dimensions of sensory marketing practices variables have significantly explained 46.7% of the variance in customer satisfaction at Sense Spa. The value of the calculated Durbin-Watson statistic is 1.845, indicating no serial correlation problem. Each Variance Inflation Factor (VIF) is less than 2, showing that multi-collinearity issues were not detected in this analysis. The regression coefficient for touch is 0.287 at a 1% significance level, highlighting a direct and high positive relationship between tactile experiences and customer satisfaction. The quality of treatments and comfort of materials used significantly impact customer satisfaction. The regression coefficient for sound is 0.205 at a 1% significance level, demonstrating a direct and high positive relationship between the sound and customer satisfaction. The use of sound significantly contributes to the overall spa experience. The regression coefficient for smell is 0.213 at a 1% significance level. This shows a

direct relationship between smell and customer satisfaction, indicating that the smell plays a crucial role in enhancing customer satisfaction. The regression coefficient for sight is 0.112 at a 5% significance level. This indicates a direct relationship between visual stimuli and customer satisfaction, suggesting that the visual appeal of the spa environment significantly enhances customer satisfaction. The regression coefficient for taste is 0.056, which is not statistically significant ($p = .223$). This suggests that taste does not have a significant direct impact on customer satisfaction in this study.

4.8 Analysis on Effect of Customer Satisfaction on Customer Revisit Intention

Linear regression analysis was applied to investigate the effect of customer satisfaction on customer revisit intention. In linear regression model, the customer revisit intention is used as dependent variable and customer satisfaction is used as independent variables. The results of effect of customer satisfaction on customer revisit intention are shown in Table (4.15).

Table (4.15) Effect of Customer Satisfaction on Customer Revisit intention

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig.
	B	Standard Error			
Constant	.154	0.82		1.876	.062
Customer Satisfaction	.966***	.022	.949	43.298	.000
R ²	0.90				
F Value	1874.738***				
Durbin-Watson	1.688				

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

According to Table (4.15), the regression analysis for customer satisfaction is 0.966 at a 1% significance level. This indicates a high positive relationship between customer satisfaction and revisit intention, suggesting that higher customer satisfaction significantly enhances the likelihood of customers returning to Sense Spa.

The R^2 value is 0.90, indicating that 90% of the variance in customer revisit intention can be explained by customer satisfaction. This high R^2 value demonstrates the substantial impact of customer satisfaction on revisit intention. The F Value of 1874.738 is highly significant at 1% level, confirming the overall significance of the regression model. The Durbin-Watson statistic is 1.688, indicating that there is no significant issue with serial correlation in the regression model. In addition, the results reveal a high positive relationship between the customer satisfaction and customer revisit intention at Sense Spa.

CHAPTER 5

CONCLUSION

Establish on the analytical data from the previous chapters, this chapter consists of three portions. They are findings and discussions, suggestions and recommendations and the needs for further research for the ones who are interested in better understanding of the effects of sensory marketing practices, not only Sense Spa, but also the field of spa industry in Myanmar. Additionally, it is concluded with some suggestion to extend this study in future.

5.1 Findings and Discussions

This study investigated the influence of sensory marketing on customer satisfaction and revisit intention at Sense Spa. Through a survey administered to spa patrons, the study explored how sight, smell, touch, sound, and taste elements contribute to the overall spa experience. The findings reveal a positive and statistically significant relationship between sensory marketing practices and customer satisfaction at Sense Spa. The analysis, based on survey responses and regression modeling, yielded the following key insights.

According to the demographic characteristics of the respondents in this study, male and female respondent gender were nearly balanced. The largest group of respondent occupation were business owners/self-employed followed by employees. The majority age of respondents was middle-aged. A significant majority held a Bachelor's degree. Over half of the respondents earned monthly incomes above the average. Nearly half of the respondents were married.

According to customer perception on buying behavior, the findings indicate that most respondents prefer visiting the spa once a week or twice a month, often with friends or alone. The most favored services are foot massage and Sens Spa signature body scrub. Therapist qualification and experience are the top priorities when choosing a spa. The majority of respondents find a loyalty program somewhat important. The most crucial factor for respondents when choosing a spa is the therapist's qualification and experience, followed by price and customer service. These insights highlight the key preferences and behaviors of spa customers, which can inform service offerings and marketing strategies.

According to the mean tables, the results are as follow. Visual aspects like the spa's ambiance, lighting, and overall aesthetics significantly contribute to customer satisfaction. The strategic use of aromatic scents throughout the spa environment is perceived positively and enhances feelings of relaxation and well-being. The quality of touch during reflexology treatments and the comfort of towels and bed sheets plays a crucial role in shaping customer experience. However, there is room for improvement in ensuring consistent delivery of skillful and tailored touch techniques. A curated soundscape with calming melodies, water sounds, and minimal staff disruption fosters a tranquil environment conducive to relaxation. While healthy refreshments are well-received by customers, taste marketing has the least significant impact on overall satisfaction compared to other sensory modalities.

According to second objective, four sense are found to be positively significant effect on customer satisfaction except taste. Touch is most significant effect on customer satisfaction, there is positively relationship between touch and customer satisfaction. The study identifies a need for improvement in the quality and consistency of touch techniques employed by therapists. Investing in staff training and ensuring personalized pressure application can significantly enhance customer satisfaction and perceived treatment effectiveness.

Sound is second positively significant on customer satisfaction. It shows that auditory elements, including background music and soundscapes, significantly enhance customer satisfaction. The carefully chosen background music and overall sound environment create a calming and relaxing atmosphere that contributes to the overall spa experience. Customers appreciate the soothing music that complements the serene environment, helping to elevate their relaxation and satisfaction levels. The sound environment is not only pleasant but also strategically designed to mask any external noise, ensuring a tranquil experience for all spa-goers.

Smell is third positively significant on customer satisfaction at Sense Spa. The use of pleasant and relaxing aromas contributes significantly to customer satisfaction. This finding aligns with previous research highlighting the emotional and physiological effects of scent on consumer behavior. Sense Spa can leverage this strength to further differentiate itself from competitors by offering unique and signature scent experiences.

Sight is fourth positively significant, indicating that visual elements such as ambiance, decor, and visual branding positively impact customer satisfaction. The

aesthetic appeal of the spa, including its decor, lighting, and overall ambiance, plays a crucial role in enhancing the customer experience. Customers are drawn to the visually pleasing environment, which contributes to their overall sense of relaxation and satisfaction. The meticulous attention to detail in the visual presentation, from the color scheme to the arrangement of furniture, significantly enhances the perceived quality of the spa experience.

Taste is not significant on customer satisfaction, indicating that gustatory experiences do not have a significant impact on customer satisfaction in the context of Sense Spa. Although the gustatory experience does not play a significant role in overall customer satisfaction, the quality and presentation of any refreshments or food offered still contribute to the holistic spa experience. Providing high-quality beverages and snacks can enhance the overall sense of luxury and relaxation for customers. While taste may not be a primary factor, it supports the other sensory elements by adding an extra layer of comfort and enjoyment.

According to third objective, the analysis examines how customer satisfaction at spa influences customer loyalty. Customer satisfaction, in turn, demonstrates a strong and statistically significant positive correlation with revisit intention. This implies that customers who are highly satisfied with their spa experience at Sense Spa are more likely to return for future visits.

The findings of this study support the growing body of research on the effectiveness of sensory marketing in the spa industry. By strategically engaging multiple senses, Sense Spa creates a multi-sensory experience that enhances customer satisfaction and loyalty.

These findings offer valuable insights for Sense Spa to refine its sensory marketing strategies and elevate the customer experience. By focusing on continued excellence in touch marketing, improving the quality of sound during treatments, and optimizing the use of taste elements, Sense Spa can solidify its position as a leader in providing a truly immersive and multi-sensory spa experience. This approach aligns with the growing consumer demand for personalized and well-being focused experiences within the spa industry. By strategically engaging the senses, Sense Spa can foster customer loyalty, encourage repeat business, and achieve sustainable growth.

5.2 Suggestions and Recommendations

The findings from the study on sensory marketing at Sense Spa provide a roadmap for crafting a truly immersive and multi-sensory spa experience. To solidify position of Sense Spa as a leader in this domain, several strategic recommendations should be implemented.

Touch marketing emerges as a powerful tool for Sense Spa. Leveraging this strength should be achieved through a multi-pronged approach. To ensure excellence, Sense Spa should invest in regular training sessions for therapists, focusing on refining their techniques and staying updated with the latest trends in massage and wellness. Gathering and analyzing customer feedback about the tactile aspects of treatments should provide valuable insights for continuous improvement. Additionally, introducing another new specialized massage techniques, such as Myanmar massage technique and Chinese technique, should cater to diverse customer needs and enhance the personalized touch experience. Sense Spa should prioritize using high-quality linens, such as soft, high-thread-count sheets and plush blankets, to create a luxurious feel. Comfortable, ergonomic massage tables with added cushioning can further enhance the comfort of the treatments.

Sound also plays a vital role in creating a multi-sensory experience. To elevate these aspects, carefully curating soundscapes, investing in quality equipment, offering personalized sound experiences, integrating sound with other senses, and continuously improving based on feedback, Sense Spa should establish itself as a premier destination for relaxation and rejuvenation.

While taste marketing has a positive effect, its influence should be further amplified. Partnering with local farms or beverage producers to offer unique and healthy, regionally sourced refreshments elevates the taste experience and creates a connection to the local community. Explore offering treatments that incorporate taste elements in a subtle yet impactful way. This should include edible sugar scrubs with delicious flavors, or flavored aromatherapy mists that enhance the overall sensory experience. Finally, consider offering seasonal, light bites or beverages that complement the changing scent profiles and create an element of surprise and delight for returning customers.

To truly differentiate itself, Sense Spa should develop a comprehensive sensory branding strategy. This strategy should encompass all aspects of the spa experience, from initial marketing materials and website design to the in-spa

environment and treatment protocols. Ensure consistency across all touchpoints to create a truly unique and multi-sensory brand identity. Furthermore, implement a system to track and measure the effectiveness of sensory marketing strategies. This should involve customer surveys, focus groups, or analyzing changes in client behavior and treatment preferences. Continually analyze customer feedback and data from sensory marketing initiatives. Use this information to refine the strategies, optimize scent blends, personalize treatment soundscapes, and ensure a consistently high-quality touch experience.

By implementing these recommendations, Sense Spa should harness the power of sensory marketing to create a truly differentiated and unforgettable spa experience for its clients. This strategic approach leads to increased customer satisfaction, loyalty, and ultimately, sustainable growth within the competitive spa industry.

5.3 Needs for Further Study

This study focus on the effect of sensory marketing practices on customer satisfaction. Based on the findings of the study, the future study can focus on sensory marketing strategy and revisit intention. The scope of this study is conducted in Sense Spa. The future studies can explore the sensory marketing practices in other industries such as aesthetic clinic, beauty salon and restaurant. Future studies can explore the effects of sensory marketing on customer loyalty and brand perception in the spa industry.

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**QUESTIONARIES FOR THE STUDY OF THE TOPIC:
SENSORY MARKETING PRACTICES, CUSTOMER SATISFACTION
AND CUSTOMER REVISIT INTENTION
AT SENSE SPA**

Dear Respondent,

I am a Master of Marketing Management student at Yangon University of Economics. For the completion of master program, I am researching “Sensory marketing practices, customer satisfaction and customer revisit intention at Sense Spa”. It will be used only for academic purpose. Thank you for spending your valuable time to fill this questionnaire.

Section (A) Demographic Factor of Respondents

1. Gender

☐ Male ☐ Female

2. Occupation

☐ Student ☐ Business Owner/Self-employ
☐ Employee ☐ Government Employee
☐ Retired ☐ Others

3. Age

☐ 18 to 25 Years ☐ 26 to 35 Years
☐ 36 to 45 Years ☐ 46 to 55 Years ☐ Above 56 Years

4. Education Level

☐ PhD ☐ Master
☐ Graduated ☐ Under Graduated
☐ Highschool

5. Monthly Income

- | | |
|---|---|
| ☐ Under 300,000 | ☐ 300,000 to 600,000 |
| ☐ 600,001 to 900,000 | ☐ 900,001 to 1,200,000 |
| ☐ Above 1,200,000 | |

6. Marital Status

- | | | |
|---------------------------------|----------------------------------|---------------------------------|
| ☐ Single | ☐ Married | ☐ Others |
|---------------------------------|----------------------------------|---------------------------------|

Section (B) Buying Behaviors of Respondents

7.How often do you have a spa service?

- | | | | |
|---------------------------|--------------------------|------------------|--------------------------|
| Many times, everyday | ☐ | About once a day | ☐ |
| Few times a week | ☐ | Once a week | ☐ |
| A couple of times a month | ☐ | Rarely | ☐ |

8.with whom do you come to sense spa mostly

- | | |
|--------------|--------------------------|
| Alone | ☐ |
| with friends | ☐ |
| with family | ☐ |
| with love | ☐ |

9.what kind of services do u like most in Sense Spa?

- | | |
|--------------------------------|--------------------------|
| Foot massage | ☐ |
| Thai Massage | ☐ |
| Sense Spa signature body scrub | ☐ |
| herbal ball compress | ☐ |
| Hot stone | ☐ |
| ear candling | ☐ |
| Indian head massage | ☐ |
| pregnancy massage | ☐ |

10. How important is it for a spa to offer loyalty programs or rewards for frequent visits?

Not important ☐

Somewhat important ☐

Very important ☐

Essential for me to choose a spa with a loyalty program ☐

11. How important is it for a spa to offer online booking and appointment management

Not important, ☐

Somewhat important, ☐

Very important, ☐

Essential for me to book online. ☐

12. When choosing a spa, would you be more influenced by?

Online reviews and ratings ☐

Recommendations from friends and family ☐

Social media presence and advertising ☐

A combination of all the above ☐

Section C:

Please state level of your agreement on each statement by providing the most relevant number.

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree

5 = Strongly Agree

Sight

No.	Items	Scale				
		1	2	3	4	5
1.	The atmosphere and surroundings environment of spa enhance relaxation for overall customer experience.					
2.	The interior design and decoration of spa contributes positively to customer experience					
3.	The lighting in the treatment room creates a calming ambiance during reflexology sessions.					
4.	Smile and gesture of spa staffs enhance overall customer satisfaction for spa experience					
5.	The cleanliness and hygiene of the spa provides visually positive influence comfort and customer satisfaction					

Sound

No.	Items	Scale				
		1	2	3	4	5
1.	The selected soundscape of spa in the treatment rooms contribute positively to customer experience during reflexology.					
2.	Hight quality sound system of background music of the spa enhances overall spa experience.					
3.	The volume level of the background music during reflexology session is appropriate and conducive to relaxation.					
4.	The movements of the spa staff are quiet and non-disruptive during treatment.					
5.	The presence of soundproofing or noise reduction measure influence customer perception of tranquility within the spa environment.					

Smell

No.	Items	Scale				
		1	2	3	4	5
1.	The aromatic sense using in the spa environment enhance relaxation and wellbeing.					
2.	The smell of all the staffs were pleasant.					
3.	The spa accessories such as towel, bed sheet, pillowcase, spa clothes are well with intended					
4.	The products used in reflexology are good smelling and no allergy.					
5.	The spa has a pleasant aroma neither overpowering nor too faint.					

Touch

No.	Items	Scale				
		1	2	3	4	5
1.	The reflexology techniques used by therapists are skillfully executed and contribute positively to customer experience					
2.	The quality of touch during treatment in gentle massage or soothing texture create a sense of wellbeing and rejuvenation.					
3.	The pressure applied during reflexology session is appropriate and tailored to customer preference					
4.	The feeling of the room temperature and treatment area is comfortable and relaxing.					
5.	The towel and bed sheet used during the treatment are soft and comfortable.					

Taste

No.	Items	Scale				
		1	2	3	4	5
1.	The refreshments of sense spa such as ginger tea, coffee, tea, water align well with its overall brand image					
2.	The snacks and beverages are healthy and complemented the spa experience.					
3.	Taste and quality of complimentary offering influence overall perception.					
4.	The option to customize beverage preferences after treatment enhance the overall spa experience.					
5.	Sense spa signature Thai Style ginger tea is customer favorite.					

Section (D)

1. Customer Satisfaction

Please choose on one answer.

1. Strongly Agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly Disagree

No.	Items	Scale				
		1	2	3	4	5
1.	The visual aspects of the spa ambiance, including lighting, color scheme and overall aesthetic appeal, cleanliness contribute to customer overall satisfaction					
2.	The scents in the spa, which can positively influence mood and sense of wellbeing, contribute to customer					
3.	The quality of touch during reflexology sessions contribute to customer overall satisfaction with Sense					
4.	The background spa music significantly improved or detracted from overall satisfaction with customer spa					
5.	The refreshments at sense spa contribute to customer creating a holistic and enjoyable overall spa experience.					
6.	Customer expectations are consistently met or exceeded at Sense Spa.					
7.	Sense Spa holds a special place as one of top choices for relaxation and rejuvenation.					
8.	Customers are happy and stress relief after reflexology session.					

2. Customer Revisit Intention

Please choose on one answer.

1. Strongly Agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly Disagree

No.	Items	Scale				
		1	2	3	4	5
1.	The visual aspects of sense spa 's environment, including décor lighting and overall ambiance make customer					
2.	Attract customer to revisit sense spa specially because of the delightful scents and aromas it offers.					
3.	The quality of touch during reflexology session contribute to customer desire to return for future visits.					
4.	The sounds and music ambiance of sense spa influence customer decision to revisit Sense Spa.					
5.	The healthy spa foods offered at sense spa make customer to revisit.					
6.	keep visiting sense spa and consider as regular customer.					
7.	Even if there are other spa nearby offering similar services, customer choose to go to sense spa that complete overall satisfaction with every visit.					
8.	The full variety and appropriate of sensory experiences ((sight , sound , smell , touch , taste) offered at spa make customer to revisit.					

APPENDIX A

SPSS OUTPUT

Reliability

Sight

Cronbach's Alpha	N of Items
.805	5

Sound

Cronbach's Alpha	N of Items
.787	5

Smell

Cronbach's Alpha	N of Items
.731	5

Touch

Cronbach's Alpha	N of Items
.874	5

Customer Satisfaction

Cronbach's Alpha	N of Items
.852	8

Customer Revisit
Intention

Cronbach's Alpha	N of Items
.865	8

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.684 ^a	.467	.454	.42970	.467	35.962	5	205	.000	1.845

a. Predictors: (Constant), TAM, SMM, TOM, SIM, SOM

b. Dependent Variable: SATM

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.200	5	6.640	35.962	.000 ^b
	Residual	37.851	205	.185		
	Total	71.051	210			

a. Dependent Variable: SATM

b. Predictors: (Constant), TAM, SMM, TOM, SIM, SOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.503	.286		1.759	.080	-.061	1.066					
	SIM	.112	.049	.144	2.286	.023	.015	.208	.440	.158	.117	.654	1.529
	SOM	.205	.049	.237	4.204	.000	.109	.301	.450	.282	.214	.817	1.224
	SMM	.213	.066	.216	3.207	.002	.082	.344	.539	.219	.163	.573	1.746
	TOM	.287	.061	.307	4.682	.000	.166	.407	.585	.311	.239	.605	1.653
	TAM	.056	.046	.063	1.222	.223	-.034	.146	.020	.085	.062	.989	1.011

a. Dependent Variable: SATM

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.949 ^a	.900	.899	.18801	.900	1874.738	1	209	.000	1.688

a. Predictors: (Constant), SATM

b. Dependent Variable: RIM

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	66.269	1	66.269	1874.738	.000 ^b
	Residual	7.388	209	.035		
	Total	73.657	210			

a. Dependent Variable: RIM

b. Predictors: (Constant), SATM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.154	.082		1.876	.062	-.008	.316					
	SATM	.966	.022	.949	43.298	.000	.922	1.010	.949	.949	.949	1.000	1.000

a. Dependent Variable: RIM

APPENDIX B

Figure (3.1) Sense Logo

