

## البحث السابع- بحث فردي

<b>Multi- Sensory Marketing Impact on Customer Loyalty and Improving Brand Image at Five-Star Hotels in Egypt</b>	
تأثير التسويق الحسي على ولاء العميل وتحسين صورة العلامة التجارية فى فنادق الخمس نجوم بمصر	عنوان البحث
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<b>Abstract</b> <p>However Hospitality is one of the complex industries which contain a mixture of products including accommodation, food and leisure activities, intangibility is the main feature of this industry which prevent the customer to identify and evaluate the quality of service before consumption. In addition to the market full of brands and all of them are competing to gain customers' attention. Therefore, the marketers need to build a brand image through customer experience based on human senses (sight, hearing, smell, touch and taste ) in addition to intuitional and impression factors it is called multi-sensory marketing to affect customer favourites and choice to get a satisfied and loyal customer. This study aims to examine if multi-sensors marketing affects customer loyalty and brand image at five- star hotels in Egypt. The primary data was collected via a structured questionnaire from 500 customers who had stayed at Cairo five-star hotels in Egypt which number up to 28 hotels according to (Egyptian Hotel Association, 2021). 500 questionnaires forms have been distributed. After the deletion of invalid forms, 415 forms were valid with a response rate of 83%. Statistical analyses were completed by SPSS version 23 software. The results revealed that multisensory marketing which includes (Visual, Auditory, Olfactory, Gustative, Tast intuitional and impression factors) significantly affects customer loyalty and hotel brand image. Besides, Hotels must provide a positive atmosphere to be able to manage and control guest experiences to keep customer loyalty.</p> <b>Keywords:</b> Multi-Sensory Marketing; Customer Experience; Customer Satisfaction; Customer Behavior; Customer's Loyalty; Brand Image.	