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The effect of sensory marketing in enhancing customer loyalty by mediating marketing knowledge, survey research in a group of large single market in Baghdad

Faeq Jawad Kazem

Assistant Professor Doctor Department of Business Administration Department of Business Administration College of Administration and Economics, College of Administration and Economics /University of Baghdad
Email: faiq@uobaghdad.edu.iq

Saja Hussein Ahmed

Assistant Professor Doctor Department of Business Administration Department of Business Administration College of Administration and Economics, College of Administration and Economics /University of Baghdad
Email: Sajahussainahmad@gmail.com

Abstract--The research aims to measure the effect of sensory marketing (visual marketing, audio marketing, olfactory marketing, taste marketing, tactile marketing) in enhancing customer loyalty (behavioral loyalty, situational loyalty, perceptual loyalty) and the mediating role of marketing knowledge (product knowledge, price knowledge, promotion knowledge knowledge of distribution, knowledge of employees, knowledge of physical evidence, knowledge of the process) in a group of large single market markets in Baghdad and the researcher chose it because of the challenges faced by large single market in satisfying the customer and maintaining it as a permanent visitor and enhancing his loyalty, and the research problem was identified with a main question (How much The effect of sensory marketing in enhancing customer loyalty to large single markets by mediating marketing knowledge) in addition to several sub-questions centered on the nature of the relationship between the variables. (300) customers from the markets. The research reached a set of conclusions, the most important of which is (there is a positive and moral relationship between the research variables, and the possession of large singular markets, a perception of sensory marketing and marketing knowledge in medium proportions, as all paragraphs achieved a level above the hypothetical mean), and the research concluded with a set of recommendations that benefit the research

community to improve its performance. She emphasized the most important of them on (the necessity of paying attention to the application of sensory marketing and marketing knowledge of what appeared to be a positive role in mediating marketing knowledge and its dimensions in the impact of sensory marketing in enhancing customer loyalty).

Keywords---Sensory marketing, marketing knowledge, customer loyalty, knowledge of the marketing mix.

Introduction

Modularity and repetition The problem that the marketing world suffers from, as a lot of money is spent in marketing efforts, but it does not achieve sales and returns commensurate with the volume of costs and spending. These procedures are called “sensory marketing” and are represented by a number of dimensions (visual marketing, audio marketing, tactile marketing, olfactory marketing, taste marketing) and it is considered one of the modern marketing techniques that aim to influence the customer’s feelings, behavior and cognition. Through his senses, thus achieving customer satisfaction and enhancing his loyalty permanently, which leads to increased sales.

There is an importance of having marketing knowledge in the markets no less than the importance of sensory marketing due to its contribution to solving marketing problems, knowing the preferences of customers for products, methods of promotion and effective distribution channels, the impact of the physical environment and its workers and processes in achieving competitive advantage and enhancing customer loyalty, and due to the increasing intensity of competition between single markets Therefore, a study was chosen on a sample of these markets in Baghdad to find out the degree of application of sensory marketing and marketing knowledge in the markets and their impact on enhancing customer loyalty to provide important recommendations for workers in these markets in light of the results shown by the study As for the study method, the descriptive analytical method was used, and the questionnaire was the main tool that was adopted in the study. This study came to answer some questions, including the effect of sensory marketing in enhancing customer loyalty by mediating marketing knowledge.

Study scope

First, the research problem

The well-known large singular markets in general, and the large singular markets in Baghdad (the study community) in particular, face great challenges, under the current circumstances, the most important of which is satisfying the customer, and meeting his necessary needs in one place. And the Maintaining this customer as a frequent visitor and customer, especially by increasing competition among other markets, and developing the latest means to attract customers and enhance their loyalty, so the research problem becomes clear to us with a main question:

- What is the impact of sensory marketing in enhancing customer loyalty to large single markets by mediating marketing knowledge.
- What is the level of marketing knowledge in large single markets, and mediated by the relationship between sensory marketing and enhancing customer loyalty?

Second: The importance of research

This study focused on several important aspects represented in enhancing customer loyalty by using sensory marketing strategies and mediating marketing knowledge, and most importantly, it combined different variables that had not previously been collected in a similar study before and according to the researcher's knowledge, and the importance can be indicated through the following points:

1. Highlighting the importance of applying the study variables sensory marketing and marketing knowledge, in enhancing customer loyalty to large single markets and building a successful investment in the marketing sector.
2. The research contributes to being a scientific resource to help researchers who deal with variables similar to the current research in enriching their research studies.
3. Knowing the sensory dimensions and the dimensions of marketing knowledge that have the most impact on enhancing customer loyalty and influencing purchasing decisions and giving them priority, and developing strategies and the least influential dimensions.

Third: Research objectives

The main objective of this study is to clarify the relationship between sensory marketing and the promotion of customer loyalty and the impact of marketing knowledge on this relationship. There are a number of objectives that can be summarized as follows:

- 1) Building an integrated framework of knowledge about the basic research variables and their sub-dimensions through the administrative literature and access to it.
- 2) Recognize the extent to which sensory marketing is applied on the ground, the importance of employing it in large individual markets and highlighting its role in enhancing customer loyalty.
- 3) Investing the study in identifying the role of marketing knowledge in achieving the competitive advantage of the large single market and enhancing customer loyalty.
- 4) Testing the correlation and influence relationships between the study variables represented by sensory marketing, marketing knowledge and customer loyalty.

Fourth: Research hypotheses

The hypotheses of the study were formulated according to the study problem, its objectives and its scheme. The hypotheses attempt to answer the questions contained in the study problem. Testing these hypotheses by statistical inference later will determine the extent of the relationship and influence between the study variables. The study hypotheses can be reviewed as follows:

- 1 The first main hypothesis: There is no significant statistically significant correlation between sensory marketing and enhancing customer loyalty in the large single market in Baghdad.
- 2 The second main hypothesis: There is no significant statistically significant effect relationship between sensory marketing and customer loyalty enhancement in the large single market in Baghdad.
- 3 The third main hypothesis: There is no significant statistically significant effect between sensory marketing and enhancing customer loyalty by mediating marketing knowledge.

Literature review

First: the concept of sensory marketing

Sensory marketing includes several strategies used in presenting products to entice customers by influencing their feelings, perceptions and preferred behavior. (Manojkumar, 2021:655) In view of the different people and experience in purchasing and consuming processes, the great importance of the human senses and their use in marketing has emerged to influence the perception of customers through physical stimuli received by the senses. (Erenkol & AK, 2015:3)

Sensory marketing is a type of marketing that attracts customers through their senses and affects their behaviors, perceptions and judgments, and sensory marketing can be used from a managerial point of view, to create subconscious impulses in the customer that qualifies his perception towards products, and sensory marketing refers to understanding and processing perceptions and feelings in relation to behaviors customers. (Yozukmaz & Topaloğlu, 2016:53), Sensory marketing is defined as marketing in which interaction occurs in the senses of customers and has an impact on customer perceptions His behavior and judgment. (Garg et al., 2021:26) , From It is necessary for the organization to be innovative and to make new paths to create emotional bonds with customers, and this can be achieved through sensory marketing if all human senses are activated to approach the mind and feelings of the customer, it reveals the basic values of the brand of the good or service with the help of all human senses, (Hulten et al., 2009:12)

Second, sensory strategies

Sensory marketing reveals all aspects of the five senses to be used for marketing purposes. It includes a set of strategies referred to A group of researchers can be clarified as follows:

- 1- Visual Marketing: Sight is the most widely used in marketing, with more than 80% of Commercial communications and services are through the sense of sight, so organizations must provide visually attractive messages and images that are understandable by customers, and colors and shapes are one of the most ways to influence the customer's mind. Merchandise is a strategic approach to increasing the emotional response to a good or service in consumers' perception (Ali & Ahmed, 2019:118).
- 2- Gourmet marketing: Taste is the recognition of the taste and flavour of food, while gustatory stimuli are through which the taste of food is recognized, and

- the sense of taste includes the ability to identify sweet, sour, bitter, salty and spicy. (Perumal et al., 2021:153)
- 3- Olfactory Marketing: It is defined as the effect on the customer through a mixture of scents prepared consciously for the customer to be exposed to, which improves the brand's memory and positively affects their behavior and attitudes, which leads to an increase in the likelihood of purchase. (Kabocik,2018:483)
 - 4- Tactile Marketing: Contact occurred through the skin where the skin contains more than 4,000,000 sensory receptors which are easily affected by the smoothness of texture and weight and the customer's buying attitude is positively and greatly affected by touch because the sense of sight alone is not enough to judge the goods(Ali & Ahmed, 2019:118).
 - 5- Audio Marketing: Sellers seek to sell a good, service or brand through the use of sound to evoke feelings and influence the mood, preferences and behavior of customers through the use of music and sounds. How much money he spends(Leonardo& Alfredo, 2016: 72-73).

Third: The concept of marketing knowledge

It is necessary for marketers to have external knowledge of the market, to have continuous awareness and vigilance regarding competitors' activities, to beware of fake news issued by competitors, and to be prepared to face threats and external influences.(Bag et al.,2021:183)Marketing knowledge should include full knowledge of customers' preferences and needs in the market and attractive factors.Carneiro, 2000:95).

Marketing knowledge is defined as the combination of common understanding of general marketing principles and the application of these principles in organizations. Geosits,2021:6))The information obtained from the market can be an important source of knowledge because it provides insights into the added value of the activities that the organization should undertake, and the ways in which the organization applies the knowledge to suit market conditions. (Morgan et al., 2003: 291)

Fourth: Dimensions of Marketing Knowledge

Marketing work revolves around organizing and coordinating the activities of the organization for actors such as regulators, technical devices, policy experts, customers and marketing knowledge and its dissemination (Gross & Laamanen, 2018:4). Replacing them, which is often a mixture of tangible forms represented by a good and intangible forms represented by a service and everything that is presented to the market to meet the needs of customers. (Pomeroy, 2017:13), and promotion is the means that organizations use in informing customers of the brand and the products they sell and reminding and persuading them directly or indirectly through it. (Kotler & Keller, 2006: 536) The distribution represents all that is necessary to facilitate the exchange process. The distribution must be smooth and easy, and the distributor must build good relationships with customers. Advertising products on the Internet and communicating with customers contribute to building these relationships and obtaining information that is used in Customer management. (Dominici, 2009:20) Price is the main

driver of positioning and an important tool for influencing demand and affects how customers perceive the brand or products and differentiate them from those of competitors. (Pomeroy, 2017:13) In addition to influencing customers' decisions to purchase and use products, because the physical elements in the market such as buildings, elevators, advertisements, environment and colors are considered as fascinating and reassuring elements for the customer (Siripipatthanakul & Chana, 2021: 845, 20) Price is the main driver of positioning and an important tool for influencing demand and affects how customers perceive the brand or products and differentiate them from competitors' products. (Pomeroy, 2017:13) In addition to influencing customers' decisions to purchase and use products, because the physical elements in the market such as buildings, elevators, advertisements, environment and colors are considered as fascinating and reassuring elements for the customer (Siripipatthanakul & Chana, 2021: 845, 20) Price is the main driver of positioning and an important tool for influencing demand and affects how customers perceive the brand or products and differentiate them from competitors' products. (Pomeroy, 2017:13) In addition to influencing customers' decisions to purchase and use products, because the physical elements in the market such as buildings, elevators, advertisements, environment and colors are considered as fascinating and reassuring elements for the customer (Siripipatthanakul & Chana, 2021: 845).

Employees are an important component of marketing the product to the customer. Therefore, it is necessary to empower them and train them to maintain employees who deal well with the customer. The friendly and polite employee who is good at receiving the customer with a smiling face and understands his needs and the problems he faces in shopping makes the customer satisfied and influences his choices. He found that the smiling face has a great influence on the customer's choice. (Amofah et al., 2016:105). As for operations, they are the mechanisms and the flow of activities from beginning to end, and the goal of these activities is to satisfy customers and make sure to make them happy and serve them at every step. Courtesy and assistance, which, along with the application of other elements of the marketing mix, results in a significant impact on the interests of customers (Siripipatthanakul & Chana, 2021: 845).

Fifth: Customer loyalty concept

Loyalty is a firm commitment of customers to repurchase products in the future, that is, the percentage of times a customer chooses the same good or service from a particular place compared to the total number of purchases made by the customer in that category, provided that other acceptable products are readily available in that category. (Al Karim, 2019:11), And the researchers indicated that there is a great relationship between customer satisfaction and loyalty. Loyalty occurs as a result of customer satisfaction in many cases, which leads to the continuation of customers in dealing with the organization and makes them sincere and rational in decision-making. (Fida et al., 2020:3), Studies show that the cost of attracting new customers is 25 to 411 percent more than the cost of retaining existing customers, so the organization can add up to 5% to the cost of retaining existing customers, which leads to an increase of up to 75% to the profitability of the organization, assuming that Existing customers are profitable. (Ghanadiof, 2021:1) Customer loyalty is known. It is the long-term

relationship of a customer with a brand resulting from physical satisfaction, positive emotional experience, and perceived brand value (Chen et al., 2021:2)

Sixth: Dimensions of customer loyalty

The current study deals with a set of dimensions of customer loyalty, which were mentioned in several previous studies as follows:

1. Situational loyalty: represents commitment and preference for the brand and the market when compared to other brands and markets and focuses on the psychological factor of the customer, customer trust is affected by credibility and quality. Commitment and the ability of the brand to satisfy their needs and desires and thus affect their loyalty and sentiments such as admiration, happiness, frustration or anger. (Soedarto & Sunarsono, 2019:7)
2. Behavioral loyalty: Behavioral loyalty achieves a number of marketing benefits such as an increase in the number of new customers, a decrease in marketing costs and an increase in purchasing. Customers continue to deal with the same brand and refuse to switch despite competitors' attempts to persuade them and influence their decision. Sensory, behavioral, emotional and intellectual experience affects behavioral loyalty to customers. (Cuong, 2020:69)
3. Cognitive loyalty: Cognitive loyalty is a psychological preference for buying a product or a brand that the customer has positive beliefs and ideas about, which encourages him to buy continuously. It is possible that the customer has loyalty to situations but does not have loyalty to behavior. Buying due to unavailability or financial circumstances, and may be pro-behaviour but not pro-situation such as repeat purchase because it is the only viable option. (Russell-Bennett et al., 2009:5-6)

Seventh: Sensory marketing, enhancing customer loyalty, and the mediating role of marketing knowledge

In competition between markets no market should ignore the human senses in marketing, the main argument is that a carefully chosen sensory strategy can contribute to identifying differences that allow customers to prefer a particular market, with respect to the product and this is even more important when general competition relates to product attributes. And product features like price rather than anything else. (Hultén, 2012: 36-37), a consumer may wish to touch a product to gain knowledge of the product, which can best be obtained by touch, such as material properties of texture, hardness, temperature, weight, etc. (Krishna, 2010: 21) As for the price in traditional marketing, it depends on the features of the product, better performance, lower costs, and comparing the price with the prices of competitors' products. As for sensory marketing, it is affected by the value of the customer experience, that is, whenever customer satisfaction is achieved, the willingness to pay a higher price, there will be more flexibility in pricing, that is, the idea is to increase customer awareness of the product rather than increase cost effectiveness. (Mohammed, 2019:9) and that the use of sensory marketing in promoting has a great impact on customers, for example, the use of music in marketing, it can take many forms such as background music in advertising, audio branding, and in this way music is a means of marketing in people's lives and cultures and is linked to emotions and memories (Scott, 2021: 5), Markets mainly operate and expand their business

through direct management of their branches and channels to influence the senses of the customer, and there is a proposal to use effective online distribution channels as a potential solution, which can help in determining the costs of monitoring their branches without sacrificing the quality of the products distributed on these channels. (Ieng Lei, 2019: 14), the process refers to the speed and accuracy of the services provided, the suitability of the employee to serve the customer, and the kindness of the staff in dealing and providing assistance to the customer. (Siripipatthanaku, 2021: 846) that the customer who sees two of the same product, one without sensory signals and the other with sensory signals, the customer's feelings and emotional experience will be more affected by the product whose pictures are displayed and smells, and the background color is identical with the product and hear music that matches the displayed product (Abdolmohamad Sagha,2022:2)

Practical framework for research

First: Describe the search variables

We note through the coefficient of variation in Table (1) that sensory marketing ranked first among the variables, and the order of its dimensions and according to the coefficient of variation is olfactory marketing, followed by visual marketing, then taste marketing, then audio marketing, the last of which was tactile marketing, it ranked second among the variables of marketing knowledge. The dimensions are knowledge of the process, followed by knowledge of promotion, followed by knowledge of distribution, then knowledge of price, knowledge of the product, knowledge of workers, knowledge of physical evidence, and in the third place is customer loyalty. The order of its dimensions was cognitive loyalty, behavioral loyalty, and situational loyalty.

Table (1) The three variables and their dimensions, with an indication of the mean, standard deviation, relative importance, and coefficient of variation

Variation coefficient	Relative importance	standard deviation	Arithmetic mean	Variables
24.98	64.27	0.80	3.21	visual marketingX1
30.38	63.63	0.97	3.18	audio marketingX2
21.51	68.98	0.74	3.45	olfactory marketingX3
26.10	67.10	0.88	3.36	Gastronomic MarketingX4
32.76	60.73	0.99	3.04	tactile marketingX5
21.71	64.94	0.70	3.25	sensory marketingX
28.22	64.42	0.91	3.22	Product knowledgeZ1
28.04	64.52	0.90	3.23	know the priceZ2
21.73	63.00	0.68	3.15	Know the promotionZ3
26.81	65.93	0.88	3.30	knowledge of distributionZ4
29.19	64.15	0.94	3.21	knowledgeZ5

					workers
30.66	61.57	0.94	3.08	Knowing the physical evidenceZ6	
20.76	69.22	0.72	3.46	know the processZ7	
23.32	64.69	0.75	3.23	Marketing knowledgeZ	
26.25	62.23	0.82	3.11	behavioral loyaltyY1	
32.72	63.52	1.04	3.18	Situational loyaltyY2	
24.72	64.90	0.80	3.25	perceptual loyaltyY3	
25.37	63.55	0.81	3.18	customer loyaltyY	

Second: testing the hypotheses of correlation and influence

The first main hypothesis: There is no statistically significant correlation between sensory marketing and enhancing customer loyalty in the large single market in Baghdad.

Table (2) shows the existence of a positive significant correlation between sensory marketing and customer loyalty, where the value of the correlation coefficient was (0.887), which is a statistically significant value at the level (0.01), as for the sub-dimensions, table (2) showed the existence of a correlation relationship between Sensory marketing and the sub-dimensions of loyalty represented by (behavioral loyalty, situational loyalty, cognitive loyalty), as the values of the correlation coefficient reached (0.825, 0.806, 0.791), respectively, and through what was mentioned above, a statistically significant correlation was found between the independent variable. (perceptual marketing) and the dependent variable (customer loyalty), as well as the association between sensory marketing and the sub-dimensions of customer loyalty, that is, sensory marketing is a positive reason that leads to achieving customer loyalty in the large single markets that have been studied through the consolidation of positive memories in the customer's memory and influence On his senses and attraction. As for the sub-dimensions of sensory marketing and customer loyalty, it is clear from the following table (2):

1. There is a positive significant correlation between visual marketing and customer loyalty amounted to (0.751), which is a statistically significant value at the level (0.01), as well as the occurrence of a correlation between visual marketing and the sub-dimensions of loyalty represented by (behavioral loyalty, situational loyalty, cognitive loyalty) if it reached Correlation coefficient values, respectively(0.728, 0.640, 0.695), and this confirms the strength of the relationship between the two variables and indicates the interest in the sense of sight in terms of providing designs and decorations that are comfortable to look at, appropriate furniture, appropriate lighting and attractive colors, which achieve customer loyalty to the market, 2. There is a positive correlation between Audio marketing and customer loyalty amounted to (0.797), which is a statistically significant value at the level (0.01), as well as the occurrence of a correlation between audio marketing and the sub-dimensions of loyalty represented by (behavioral loyalty, situational loyalty, and cognitive loyalty)

- where the values of the correlation coefficient respectively reached (0.735, 0.717, 0.728), and this confirms the strength of the relationship between the two variables and indicates the importance of the sense of hearing, the type of music and appropriate sound, and the reduction of noise and chaos, which would affect the duration of the customer's stay in the market, increase shopping and spending and enhance loyalty.
3. There is a positive significant correlation between olfactory marketing and customer loyalty amounted to (0.616), which is a statistically significant value at the level (0.01), as well as the occurrence of a correlation between olfactory marketing and the sub-dimensions of customer loyalty represented by (behavioral loyalty, situational loyalty, cognitive loyalty) as The values of the correlation coefficient, respectively, were (0.709 .), 0.415, 0.596), and this confirms the strength of the relationship between the two variables and indicates that the sense of smell enhances customer loyalty through the smells emitted from perfume stores, or from restaurants in the markets.
 4. There is a positive significant correlation between taste marketing and customer loyalty that reached (0.680), which is a statistically significant value at the level (0.01), as well as the occurrence of a correlation between taste marketing and the sub-dimensions of loyalty represented by (behavioral loyalty, situational loyalty, cognitive loyalty) if it reached The values of the correlation coefficient, respectively (0.601, 0.699, 0.534), which confirms the strength of the relationship between the two variables and indicates the interest of restaurants and food markets in single markets to the sense of taste and taste found in meals, and providing samples to test the taste and purchase and attract customers to repeat the experiment, which strengthens their loyalty.
 5. There is a positive significant correlation between tactile marketing and customer loyalty amounted to (0.704), which is a statistically significant value at the level (0.01), as well as the occurrence of a correlation between tactile marketing and the sub-dimensions of loyalty represented by (behavioral loyalty, situational loyalty, cognitive loyalty) if it reached Correlation coefficient values, respectively (0.590, 0.718, 0.594), and this confirms the strength of the relationship between the two variables and indicates the interest in the sense of touch by the markets, with regard to the customer's touching of material tools, clothing and food, which creates a state of customer loyalty, and through the foregoing and depending On the results of the correlations between the research variables, The first main hypothesis and its sub-hypotheses are rejected and the alternative hypothesis and sub-hypotheses emanating from it are accepted.

Table (2) The results of the correlation between sensory marketing and customer loyalty

customer loyalty Y	perceptual loyalty Y3	Situational loyalty Y2	behavioral loyalty Y1	
.751**	.728**	.640**	.695**	visual marketingX1
.797**	.728**	.717**	.735**	audio marketingX2
.616**	.596**	.415**	.709**	olfactory

				marketingX3
.680**	.534**	.699**	.601**	Gastronomic MarketingX4
.704**	.594**	.718**	.590**	tactile marketingX5
.887**	.791**	.806**	.825**	sensory marketingX
The correlation with a significant level of 0.01**				

Source: Prepared by the researcher based on the results of the statistical programSPSS Var.26

The second main hypothesisThe second main hypothesis: There is no significant statistically significant effect between sensory marketing and customer loyalty enhancement in the large single market in Baghdad

This hypothesis was tested using simple regression analysis and looking at Table (3) which shows the simple linear regression analysis of the independent variable sensory marketing and its dimensions, which is symbolized by the symbol(X) and its effect on the dependent variable customer loyalty, which is symbolized by the symbol (Y), it is clear that the model included all dimensions of sensory marketing, and it is clear from it that the regression coefficients of the dimensions of sensory marketing are (visual marketing X1, audio marketing X2, olfactory marketing X3, taste marketing X4, tactile marketing X5) It was statistically significant at the level (10.0), because the significant value of each of them appeared (0.000), which is less than the level of significance (0.01), except for the fixed limit of the variable (X) (sensory marketing), which appeared (-0.118) and with a significant (0.246).), which is not statistically significant at the level (0.05), we conclude that the first main effect hypothesis and its sub-hypotheses are rejected and the alternative hypothesis and its sub-hypotheses are approved.

Table (3) Analysis of the effect of the independent variable sensory marketing on the dependent variable customer loyalty using simple linear regression analysis

calculated value (F)	The coefficient of determination (R ²)	morale Sig.	a test (t)	marginal slope (B)	morale Sig.	a test (t)	fixed limit	The independent variable and its dimensions
386.002	0.564	0.000	19.647	0.755	0.000	5.915	0.752	visual marketing X1
519,943	0.636	0.000	22,802	0.665	0.000	10.946	1.061	audio marketing X2
181.907	0.379	0.000	13.487	0.669	0.000	4.967	0.869	olfactory marketing X3

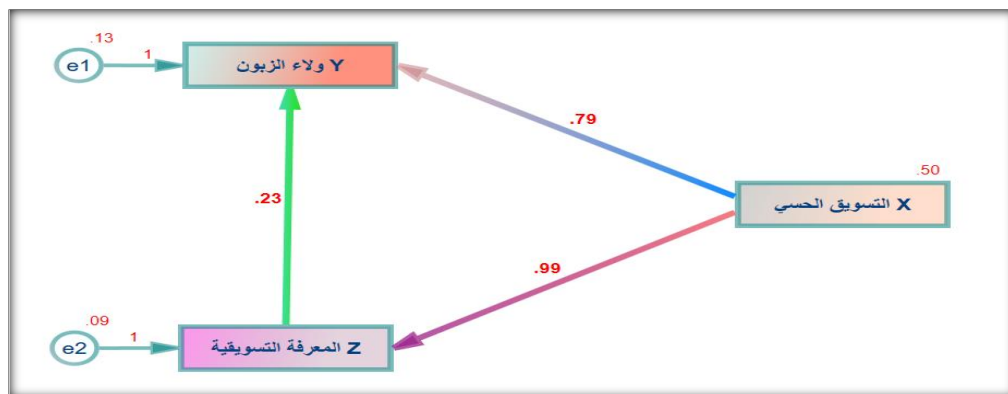
256.371	0.462	0.000	16.012	0.626	0.000	7.938	1.076	Gastronomic Marketing X4
293.419	0.496	0.000	17.129	0.571	0.000	13.564	1.444	tactile marketing X5
1101.575	0.787	0.000	33.190	1.015	0.246	-1.162	-0.118	Marketing sensual X

Source: Prepared by the researcher based on the results of the statistical program SPSS Var.26

The third main hypothesis: "There is no statistically significant effect of sensory marketing in enhancing customer loyalty mediating marketing knowledge. We note from Table (4) that the value of the direct effect of the independent variable Sensory marketing in the mediating variable Marketing knowledge has reached (0.987 (with standard error) SE=0.024) and a critical value (CR = 41.157), which is statistically significant at the level of significance (1%), because the value of the significance of this effect has reached (0.000), which is less than the level of significance (1%), as it is clear from Table (4) also that the value of the direct effect of the mediator variable is defined marketing in the dependent variable customer loyalty has reached (0.226 (with standard error) SE=0.078) and a critical value (CR = 10.210), which is statistically significant at the level of morality (1%) because the value of the morale for this effect has reached (0.000), which is less than the level of morality (1%), and we also note from table (4) that the value of the direct effect of the independent variable is marketing. sensory in the dependent variable customer loyalty has reached (0.792 (with standard error) SE=0.072) and a critical value (CR = 3.119), which is statistically significant at the level of significance (5%), because the value of the significance of this effect has reached (0.002), which is less than the level of significance (5%), while the value of the indirect effect has reached (0.223). Through the results, it is clear that there is a role for the mediating variable (marketing knowledge). Z) in increasing the effect of (perceptual marketing X) on (customer loyalty Y), and by comparing the values of direct and indirect influence between the variables, which showed that the results of the direct effect value of the independent variable sensory marketing in the dependent variable customer loyalty amounted to (0.792) It is greater than the value of the indirect effect of the independent variable sensory marketing on the dependent variable customer loyalty, which is (0.223), which means that the mediation of the mediating variable (marketing knowledge Z) for the influence of the independent variable (perceptual marketing X) on the dependent variable (customer loyalty Y) is a total mediation compared to the relationship direct.

Table (4) The direct and indirect effect of the independent variable (perceptual marketing) on (enhancing customer loyalty) mediated by (marketing knowledge)

search variables	indirect effect	direct effect	standard errorSE	critical valueCR	direct impact morale	indication	Mediation type
ZX ←	-----	0.987	0.024	41.157	***	moral	-----
YZ ←	-----	0.226	0.078	10.210	***	moral	-----
YX ←	0.223	0.792	0.072	3.119	0.002	moral	college mediation



Appearance (39) The direct and indirect effect of the independent variable (perceptual marketing) on (enhancing customer loyalty) mediated by (marketing knowledge)

Source: prepared by the researcher.

Conclusions and recommendations

Conclusions

- 1- The interest of the large singular markets varied in the study community in the dimensions of sensory marketing, so the interest in olfactory marketing came in the first place, followed by visual marketing, then taste marketing, followed by audio marketing, and the last of which is tactile marketing, which indicates the application of the research community sensory marketing and its adoption as a marketing approach.
- 2- The difference in interest in the dimensions of marketing knowledge by the surveyed community, where interest in knowledge of the process came in the first place, followed by knowledge of promotion and knowledge of distribution, and the interest that followed was knowing the price, followed by interest in knowing the product and then knowing the workers, and in the last rank came knowledge of the material evidence.
- 3- Customers have the loyalty of my position as a result of a positive impression about the market and its goods and services, and he continues to deal with the

market and feels proud and distinguished as one of his permanent customers, but he does not feel completely satisfied with the difficulty of obtaining some of his needs sometimes or their lack of availability.

- 4- The results showed that the application of sensory marketing and the presence of marketing knowledge had a significant impact on enhancing cognitive loyalty, followed by behavioral loyalty, and then situational loyalty for the customer.
- 5- The results showed an effect of sensory marketing and its dimensions (visual marketing, audio marketing, tactile marketing) on enhancing customer loyalty, and there was a weakness in the effect of olfactory marketing and taste marketing on enhancing customer loyalty in the large singular markets investigated.
- 6- The results showed an effect of sensory marketing and its dimensions (visual marketing, audio marketing, taste marketing, tactile marketing) on marketing knowledge, while the research results confirmed that olfactory marketing did not affect marketing knowledge.
- 7- The results confirmed the impact of marketing knowledge and its dimensions (knowledge of promotion, knowledge of distribution, knowledge of workers, knowledge of physical evidence) on enhancing customer loyalty, and also showed the weak impact of product knowledge, knowledge of price, and knowledge of the process) on enhancing customer loyalty.
- 8- The results showed the influential role of marketing knowledge in its dimensions (product knowledge, price knowledge, promotion knowledge, distribution knowledge, personnel knowledge, physical evidence knowledge, process knowledge) as a mediating variable in increasing the impact of sensory marketing in enhancing customer loyalty.

Recommendations:

- 1- Increasing interest in tactile marketing by paying attention to the touch of physical evidence such as chairs, tables, menus and other tangible evidence of the market, and allowing the customer to touch goods such as clothes, makeup, perfumes, foodstuffs, etc., because this enables him to know the quality of the commodity and feel its ownership. The research showed the importance of tactile marketing in Enhancing customer loyalty and influencing marketing knowledge, despite the lack of interest of the researched markets in this marketing strategy.
- 2- Consolidating and adopting the large singular markets of the culture of sensory marketing within the markets and among working individuals.
- 3- Benefiting from the strong influence relationship shown by the results between sensory marketing and marketing knowledge in investing the senses of customers and promoting in an effective and enjoyable way at the same time for the purpose of enhancing customer loyalty to the market.
- 4- We recommend markets to adopt marketing knowledge as an influential and important factor for the success of markets and achieving competitive advantage, in addition to its importance in enhancing customer loyalty.
- 5- Improving the quality of services provided in the market Improving the performance of employees and the way they deal with the customer, and following consistent and integrated processes in providing goods and services to the customer.

- 6- We recommend reviewing pricing policies, paying attention to the strategy of discounts, trying to convince the customer of the value of the price he will pay through the value and quality of the product he will get, and setting prices commensurate with the different levels of income that distinguish the market from competitors and achieve a positive effect in enhancing customer loyalty.

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