

Correlational Effect of Visual Sensory Perception on Brand Performance of Quick-Service Restaurants in Rivers State, Nigeria

Harcourt Horsfall, PhD

Department of Marketing, Faculty of Administrative and Management, Rivers State University, Nkpolu-Oroworukwo, Port Harcourt, Nigeria.

DOI: <https://doi.org/10.62154/qjmr.2024.017.010524>

Abstract

This study investigated the correlational effect of visual sensory perception on brand performance of quick-service restaurants in Rivers State. The study adopted a cross sectional research design with a correlational investigation type. The population for this study comprised the 15 registered quick-service restaurants operating in Rivers State, which are also enlisted in the Nigerian Directories and Search Engine. The study adopted the Census method and administered four (4) copies of questionnaire to management staff from each of the 15 firms, making it a total of 60 respondents for the study. These managers included Operations Managers, Customer Service Managers, Marketing Managers and Supervisors of quick service restaurants in Rivers State. Pearson's Product Moment Correlation (PPMC) was used in testing the various hypotheses with the help of the Statistical Packages for Social Sciences Version 23.0. The findings revealed existence of significant correlational effect of visual sensory perception on brand performance of quick-service restaurants in Rivers State. Based on the findings, the study concluded that visual sensory perception significantly correlates with brand performance of quick-service restaurants in Rivers State. The study recommended that managers of quick service restaurants should adopt vision as a strategy to boost customer experience, as well as improve overall brand performance; they should also consider the strategic role of visual sensory perception in their quest to understand consumer behaviour, this would boost brand loyalty as well as improve overall performance.

Keywords: Correlational Effect, Visual Sensory Perception, Brand Performance, Quick-Service Restaurants.

Introduction

The business world is so dynamic that change occurs frequently. Compared to the old days when marketing was based on transactions and the exchange of goods, today's marketing practice has moved to a more experience-based consumption perspective where the experience surrounding a purchase has become even more vital than the product itself (Jang & Lee, 2019). According to Kuczamer-Kopotowska (2017), modern consumers demand a wider variety of shopping and consumption experiences. Krishna (2020) noted that today's customers are sensual in nature and thus organizations need to engage the five customer senses to gain patronage. This means brands need innovative ways to attract customers by appealing to their senses.

Most consumers use products based on how they feel after using a particular product. These are based on feelings, mental images, and emotions, hence the relevance of the sensory perception concept. Sensory perception, as a marketing-oriented experience, is one of the innovative solutions that give consumers opportunities to perceive and experience products and services (Ali & Ahmed, 2019). Touching, tasting, hearing, smelling, and seeing a product play an important role in our understanding. The perception of these roles provides a valuable advantage in today's market. These senses form the framework of our daily lives, and by using them, we satisfy our needs and desires (Woo-Hyuk et al., 2020). Sensory perception is part of a revolutionary new trend in marketing where marketers aim to evoke emotions in customers' minds through diverse marketing activities. This new trend is called experiential marketing (Hussain, 2022).

Sensory perception is based on the concept that we are most likely to form, memorize, and engage with products and services when all five senses are involved. By moving beyond the traditional marketing media of sight and sound, brands can establish a stronger and longer-lasting emotional connection with consumers. Sensory perception is used in different dimensions: visual, auditory, olfactory, gustative, and tactile marketing (Krupka, 2023). Sensory perception appeals to all the senses in relation to the brand, creating emotional resonance with customers.

Quick-service restaurants display visuals akin to a movie scene or a piece of art designed to captivate customers. It is factual that visual factors significantly influence people's decisions, particularly when choosing between two similar restaurants. Scholars in the field of marketing have recognized the importance of visual sensory perception in enhancing the brand performance of quick-service restaurants (Krupka, 2023). For instance, Clemes et al. (2020) observed that decorations, including furniture styles, lighting, dining tables, paintings, and other facilities, can influence customer perceptions. Krishna (2020) highlighted that sensory elements form the first step in the consumer decision-making process. Consequently, consumers evaluate all the services offered by restaurants through sensory elements. Visual presentation significantly influences consumer perceptions and responses to food provided (Michel et al., 2020). Sensory perception plays a crucial role in shaping customer judgments and behaviors (Krishna, 2020). The main objective of visual sensory perception is to send a direct message to the consumer's brain through vision, creating interest, tempting the customer to purchase the product, and fostering a bond between the client and the product (Costa et al., 2022).

Besides, the documented studies have reported conflicting results; while some studies (such as Fong, Lei, Chow & Lam, 2023; Kuo, Liu, Wang & Chen, 2023; Huang & Labroo, 2020) found significant positive link, some studies (such as Rodriguez, Reyes & Carvalho, 2023; Errajaa, Legohérel, Daucé & Bilgihan, 2021) found insignificant positive link, still, other studies reported significant negative link and yet, some studies (such as; Kuczamer-Kłopotowska, 2017; Randhir, Latasha, Tooraiven & Monishan, 2016) reported insignificant negative link. Motivated by the dearth of theoretical and empirical studies and a couple

empirical inconsistencies, this study is poised to explore the correlational effect of visual sensory perception on brand performance of quick-service restaurants in Rivers State.

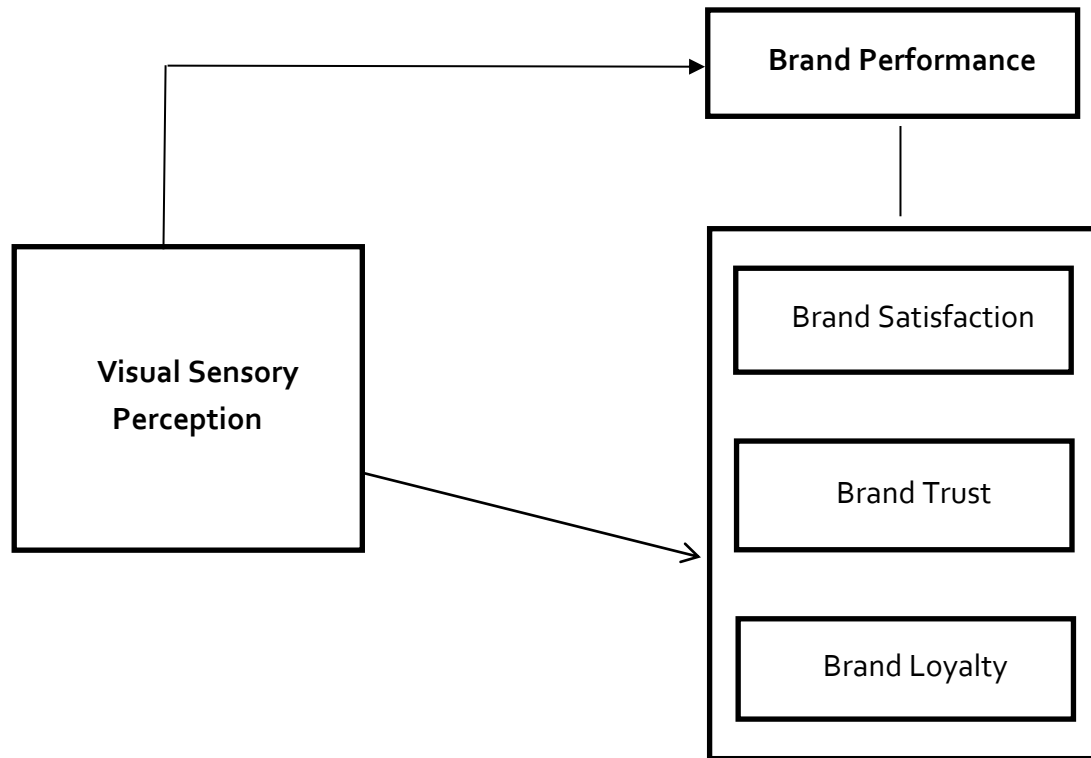


Figure 1: Conceptual framework of the correlation between visual sensory perception and brand performance of quick-service restaurants in Rivers State

Sources: Dissabandara and Dissanayake (2019); Sharma (2019).

Literature Review

Emotional Branding Theory

Emotional branding is a marketing theory that emphasizes creating deep emotional connections between consumers and brands. This approach has garnered attention from various scholars and practitioners, leading to the formulation of several key assumptions that underpin its effectiveness. One of the most prominent proponents of emotional branding is *Marc Gobé*. In his seminal work, *Emotional Branding: The New Paradigm for Connecting Brands to People in 2016*. Randhir, Latasha, Tooraiven and Monishan (2016) argue that brands should strive to engage consumers on an emotional level, as this engagement fosters loyalty and drives purchasing behavior. Haase, Wiedmann and Labenz (2018) assert that emotions are integral to the consumer experience, positing that “the brand must be seen as a living entity that embodies values and inspires consumers” (Haase, Wiedmann & Labenz, 2018). A foundational assumption is that consumer decisions are primarily influenced by emotions rather than rational analysis. Research shows that

emotional responses can dictate preferences and choices (Hagtvedt & Brasel, 2016). Emotional branding posits that the entire consumer experience with a brand contributes to the emotional relationship formed. Brands that create visible emotional identities can stand out and maintain consumer loyalty (Haase, et al., 2018). Put in the present study context, emotional branding theory emphasizes the importance of emotional connections between consumers and brands, suggesting that these connections significantly impact consumer behavior and brand loyalty. When applied to sensory marketing strategies, emotional branding offers valuable insights into how sensory experiences can enhance brand performance.

Concept of Visual Sensory Perception

Vision plays a fundamental role in sensory marketing as it significantly influences how consumers perceive brands and products. It is widely acknowledged that humans process the majority of information visually; making visual cues a critical factor in shaping consumer experiences (Krishna, 2011). Visual perception refers to the ability to interpret and make sense of visual information through the process of sight. The use of visual elements such as colors, shapes, and design in marketing has the potential to evoke emotional responses and direct consumer attention. Visual stimuli serve as the first point of interaction between the consumer and the brand, thus influencing their expectations and decisions (Rifqiya & Nasution, 2016). The psychological effects of colors have been extensively studied in sensory marketing, with research showing that different colors trigger different emotional and cognitive responses.

Brand Performance

Brand performance refers to the interrelated measurement of brand success in the marketplace. Brand performance refers to the interconnected measurement of brand success in the marketplace. Wiedmann, Hennigs and Siebels (2013) defined brand performance as the comparative measurement of the success of the brand in the marketplace. This is because, brand performance can also be perceived in the brand succeeding the firm's reputable aspirations for them in the marketplace. Thus, study adopts brand satisfaction, brand trust and brand loyalty as measures of brand performance.

Brand Satisfaction: According to such a paradigm, brand satisfaction is defined as a post purchase psychological status representing the evaluation of the usage experience of a brand. It depends, therefore, on the extent as well as on the direction of the discrepancy between the perceived performance and the standard of comparison.

Brand Trust: Brand trust is the prevailing belief and assurance a particular customer may have in a brand. Brand trust measures the different customers' confidence in the company. It is a clear reflection of how the brand delivers on its promises and stays true to the overall values it reflects (Schlecht, 2003).

Brand Loyalty: Brand loyalty consists of a high degree of bonding between customer and a brand. Loyal customers are unwilling to switch brands and prefer to stick with a brand that they feel comfortable and satisfied with (Rosenbaum-Elliott et al, 2011). Customers who are loyal towards a brand are also fewer prices sensitive and open to pay a higher price for a specific brand compared to other alternatives, since customers may perceive a unique value in the brand.

Developments around Quick-Service Restaurants in Rivers State

Quick service restaurants serve as an alternative source of food supply to home cooked meals for workers and travelers on the move. Globally, there is an increasing demand for food away from home which given impetus to quick service restaurants (Agu, Kalu & Agaeze, 2017). Today, quick service restaurants are everywhere within cities and towns. The busy and hectic lifestyle in the modern world resulted in increasing number of people patronizing fast food/restaurants during working hours as it is considered as time-saving products (Ojinnaka, 2011). Nigeria is at the verse of the restaurant revolution and the eating habits of Nigerians are changing, the style of cooking and the ingredients used increased the popularity of Nigerian food industries (Petzer & Mackay, 2014). Traditionally, people in Rivers State prefer their own cuisine as compared to fast food/restaurants. As a result, most people cook and eat at home rather than dine at the restaurants. However, in recent times, there are some changes in consumer trend that have increased the popularity of eating outside (Woo-Hyuk, Sang-Ho & Kyung-Sook, 2020). Quick-service restaurants are then gaining acceptance in Rivers State due to ethnic diversity of different meal preparations (Habib *et al.*, 2011) and they are being visited on a daily basis. Following this development and the high profits that are generated by quick service restaurants, the industry has recorded intense competition within the past few years (Haghighi, Dorosti, Rahnama & Hoseinpour, 2012).

Empirical Review

Zha and Melewa (2024) examined the impact of sensory brand experience (i.e. visual, auditory, olfactory, tactile, and taste) influencing sensory brand experience leading to brand loyalty through customer satisfaction, brand attachment, and customer lovemarks. It also investigated the role of employee empathy in moderating the effect of sensory brand experience on customer satisfaction, brand attachment, and customer lovemarks. The results suggest that five sensory cues have a significant impact on sensory brand experience and, in turn, contribute to customer satisfaction, brand attachment, and customer lovemarks. Krupka (2023) explored the influence of sensory marketing on brand perception. The research was conducted on a sample of 189 respondents from the Republic of Croatia. To test the hypotheses factor and regression analyses were used. The main findings of this research are: a) involvement of multiple senses in the consumer-brand relationship has a positive effect on brand perception; b) the greater the frequency of involving multiple senses in the consumer-brand relationship, the more positive effect it has on brand

perception; and c) the higher intensity of sensory involvement in the consumer-brand relationship does not have a significant effect on brand perception.

Sayed (2023) the impact of sensory marketing on managing a sustainable fast-food business in Egypt. The study explored the influence of using the five sensory marketing factors, customer perceptions, satisfaction, and repurchase or revisit intention. Online surveys were used to collect data. A sample of 176 participants who visited fast food restaurants in Greater Cairo was received. The statistical analyses were conducted using SPSS version 23. According to the findings of the study, restaurant customers place a higher value on multisensory experiences, which influences their perceptions, satisfaction, and repurchase intentions. Haritaoglu, Korkmaz and Burnaz (2022) examined the influence of sensory marketing cues on customer revisit intention. The research is conducted with respect to third-generation coffee stores to be able to include sensory cues designed to appeal to all five senses. The data collected via online survey questionnaires are analyzed using SPSS 23 statistical package program. Multiple sensory cues are found to be effective on revisit intention. It is revealed that the smelling, tasting and touching cues have an effect on customers' revisit intention, while sensory cues of sight and hearing have no effect.

Kuma and Kumar (2020) investigated the role of sensory marketing on consumer behaviour and its influence on brand equity in e-commerce platforms. The data was collected using convenient sampling method; the study's populations are consumers who frequently buy products/services through e-commerce platforms. A structured questionnaire was used; descriptive and inferential statistics was adopted to analyse the data. The study indicates that multi-sensory marketing technique plays a significant role in influencing consumer behaviour and has a palpable effect on brand equity. Gupta and Misha (2020) aimed to understand better the influence of sensory marketing on consumer by enhancing promotional effectiveness. The study was conducted through survey using structured questionnaire and analysis will be done using SPSS 26. Questionnaire was collected through convenient sampling. This study found that customers are a key factor for building successful brands because the brand image is constructed in their minds and imagination. Sensory model can help companies to create multi-sensory brand- experiences and practical guidance and contemporary examples for implementing sensory marketing strategies offer a base for building the perfect brand experiences.

Dissabandara (2020) analyzed the influence of sensory marketing strategies on brand loyalty and the mediating effect of brand love: with special reference to franchised fast food chains in sri lanka. A quantitative research strategy was opted and stratified random sampling method was used to collect the data from 500 respondents as initially planned. Finally, 379 questionnaires were used for the final analysis after the initial data screening process. Structural equation modeling (SEM) was used by the researcher to test the hypotheses whilst descriptive statistical methods were also used. AMOS-23 software was used for the statistical analysis. Results proved that sensory marketing strategies significantly influence brand loyalty behavior whilst brand love impacts on brand loyalty as verified in empirical evidences. Woo-Hyuk, Sang-Ho and Kyung-Sook (2020) examined

effects of sensory marketing on customer satisfaction and revisit intention in the hotel industry. Data were collected from customers in hotels in South Korea, after which 286 usable surveys were processed. To investigate the data, we used descriptive statistics, confirmatory factor analysis, and structural equation modeling. The results reveal that there is a positive relationship between sensory marketing by hotels and customer satisfaction and that customer satisfaction significantly influenced revisit intentions.

However, in today's competitive quick-service restaurant (QSR) industry, visual sensory perception plays a crucial role in shaping consumer experiences and influencing brand performance. This perception encompasses elements such as logo design, menu presentation, restaurant ambiance, and overall visual appeal. Particularly, in Rivers State, many QSRs face challenges in optimizing their visual sensory strategies, leading to negative consumer experiences.

For instance, inconsistent or poorly designed visual elements can confuse customers or fail to communicate the brand's value effectively. Dimly lit dining areas, unattractive or overcrowded menu designs, and unappealing interior decorations detract from the dining experience, leaving customers dissatisfied. These visual lapses often result in diminished customer loyalty, reduced foot traffic, and ultimately, declining brand performance in an industry driven by customer impressions.

It is observed that many QSRs in Rivers State seem to underestimate the critical role of visual appeal in creating a strong, positive brand image. This neglect not only limits their ability to attract new customers but also jeopardizes their competitive edge in a saturated market. Despite the potential of visual sensory perception to enhance brand performance, there is a noticeable gap in understanding and leveraging this concept among QSR operators in the state. Given these challenges, the problem arises: how does visual sensory perception correlate with brand performance in quick-service restaurants in Rivers State? This study seeks to address this question, aiming to provide insights into the relationship between these variables. Therefore, the following objectives, research questions and hypotheses guide the study.

Purpose of the Study

The study aims to investigate the correlational effect of visual sensory perception on brand performance of quick-service restaurants in Rivers State, Nigeria. Specifically, the study sought to investigate the correlational effect of:

1. visual sensory perception on brand satisfaction of quick-service restaurants in Rivers State.
2. visual sensory perception on brand trust of quick-service restaurants in Rivers State.
3. visual sensory perception on brand loyalty of quick-service restaurants in Rivers State.

Research Questions

1. What is the correlational effect of visual sensory perception on brand satisfaction of quick-service restaurants in Rivers State?
2. What is the correlational effect of visual sensory perception on brand trust of quick-service restaurants in Rivers State?
3. What is the correlational effect of visual sensory perception on brand loyalty of quick-service restaurants in Rivers State?

Hypotheses

Ho₁: There is no significant relationship between visual sensory perception and brand satisfaction of quick-service restaurants in Rivers State.

Ho₂: There is no significant relationship between visual sensory perception and brand trust of quick-service restaurants in Rivers State.

Ho₃: There is no significant relationship between visual sensory perception and brand loyalty of quick-service restaurants in Rivers State.

Methodology

This study adopts a cross-sectional research design with a correlational investigation type. The population of this study comprised the 15 registered quick-service restaurants operating in Rivers State which are also enlisted in the Nigerian Directories and Search Engine. The study adopts the Census method and administered four (4) copies of questionnaire to management staff from each of the 15 firms, making it a total of 60 respondents for the study. These managers included Operations Managers, Customer Service Managers, Marketing Managers and Supervisors of quick service restaurants in Rivers State. With the help of Statistical Packages for the Social Sciences (SPSS) version 23.0, Pearson's Product Moment Correlation (PPMC) is used to test the hypotheses and figure out the relationship between green sourcing and economic sustainability.

Table 1: Reliability Test - Cronbach's Alpha Analysis

S/N	Variables	Number of Items	Cronbach's Alpha Coefficients
1	Visual Sensory Perception	3	0.971
2	Brand Satisfaction	3	0.893
3	Brand Trust	3	0.963
4	Brand Loyalty	3	0.964

Source: SPSS Output form field data

As shown in Table 1, the results of the Cronbach's alpha analysis revealed that all the variables in the study produced high Cronbach's Alpha coefficients indicating that, there is inter-item consistency among the variables in the study. This means that, if this study is conducted again in similar condition, the results would be similar to the results of our study.

Table 2: Descriptive Statistics of Visual Sensory Perception

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
To what extent does your organization use visually stimulating advertisements to influence customer perceptions?	55	1	5	220	4.00	1.217	1.481
To what extent does your organization ensure that the color schemes used in marketing materials evoke positive emotions?	55	1	5	214	3.89	1.242	1.543
To what extent does your organization leverage visual storytelling to enhance brand recall?	55	1	5	219	3.98	1.421	2.018
To what extent does your organization utilize aesthetic product designs to attract customer attention?	55	1	5	230	4.18	1.321	1.744
Valid N (listwise)	55						

Source: Research Desk, 2024.

Table 2 depicts high mean scores of the questionnaire items ranging over 3.00, this means that greater number of the respondents expressed very high and high extents acceptance to the research question with respect to vision. However, it can be seen that question 4 which sought to determine the extent to which Quick Service Restaurants in Rivers State utilize aesthetic product designs to attract customer attention, has the highest mean score of 4.18. This shows that question 5 has the strongest influence on the variables.

Table 3: Descriptive Statistics of Brand Satisfaction

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
To what extent do you believe that your customers are satisfied with the overall quality of your brand's offerings?	55	1	5	232	4.22	1.272	1.618
To what extent do you believe that your brand meets the expectations of its customers?	55	1	5	232	4.22	1.197	1.433
To what extent do you believe that your brand provides value for money to its customers?	55	1	5	230	4.18	1.188	1.411
To what extent do you believe that your brand delivers consistent satisfaction across different customer interactions?	55	1	5	234	4.25	1.190	1.415
Valid N (listwise)	55						

Source: Research Desk, 2024.

Table 3 depicts high mean scores of the questionnaire items ranging over 3.00, this means that greater number of the respondents expressed very high and high extents acceptance to the research question with respect to brand satisfaction. However, it can be seen that question 4 which sought to determine the extent to which Quick Service Restaurants in Rivers State brands deliver consistent satisfaction across different customer interactions, has the highest mean score of 4.25. This shows that question 4 has the strongest influence on the variables.

Table 4: Descriptive Statistics of Brand Trust

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
To what extent do you believe that your customers trust the claims made by your brand in advertisements?	55	1	5	222	4.04	.860	.739
To what extent do you believe that your customers perceive your brand as reliable?	55	1	5	220	4.00	.882	.778
To what extent do you believe that your brand consistently delivers on its promises?	55	1	5	229	4.16	1.214	1.473
To what extent do you believe that your customers consider your brand to be transparent in its operations?	55	1	5	240	4.36	1.060	1.125
Valid N (listwise)	55						

Source: Research Desk, 2024.

Table 4 depicts high mean scores of the questionnaire items ranging over 3.00, this means that greater number of the respondents expressed very high and high extents acceptance to the research question with respect to brand trust. However, it can be seen that question 4 which sought to determine the extent to Quick Service Restaurants in Rivers State consider their brand to be transparent in its operations, has the highest mean score of 4.46. This shows that question 4 has the strongest influence on the variables.

Table 5: Descriptive Statistics of Brand Loyalty

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
To what extent do you believe that your customers prefer your brand over competitors?	55	1	5	224	4.07	1.245	1.550
To what extent do you believe that your customers consistently purchase products or services from your brand?	55	1	5	231	4.20	.779	.607
To what extent do you believe that your customers are emotionally attached to your brand?	55	1	5	223	4.05	.848	.719
To what extent do you believe that your customers actively advocate for your brand to others?	55	1	5	233	4.24	1.122	1.258
Valid N (listwise)	55						

Source: Research Desk, 2024.

Table 5 depicts high mean scores of the questionnaire items ranging over 3.00, this means that greater number of the respondents expressed very high and high extents acceptance to the research question with respect to brand loyalty. However, it can be seen that question 4 which sought to determine the extent to Quick Service Restaurants in Rivers State that customers actively advocate for their brand over others, has the highest mean score of 4.24. This shows that question 4 has the strongest influence on the variables.

Bivariate Analysis

The secondary data analysis was carried out through the use of Pearson's Product Moment Correlation (PPMC) tool at a 95% confidence level. Specifically, the tests cover hypotheses H_{01} to H_{03} . We have depended on the Pearson's Product Moment Correlation tool to carry out the analysis thus the probability criterion of 0.05 significance level was adopted for accepting the null hypotheses at ($P > 0.05$) or rejecting the hypotheses at ($P < 0.05$).

Ho₁: There is no significant relationship between visual sensory perception and brand satisfaction of quick service restaurants in Rivers State.

Table 6: Relationship between Visual Sensory Perception and Brand Satisfaction

		Visual Sensory Perception	Brand Satisfaction
Visual Sensory Perception	Pearson Correlation	1	.733**
	Sig. (2-tailed)		.000
	N	55	55
Brand Satisfaction	Pearson Correlation	.733**	1
	Sig. (2-tailed)	.000	
	N	55	55

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2024.

From the SPSS output on Table 6, it can be observed that there is a correlation coefficient of 0.733** between visual sensory perception and brand satisfaction, indicating a strong and positive relationship between visual sensory perception and brand satisfaction. More so, the probability value (0.000) is less than the critical value (0.05), this shows that there is a strong significant relationship between visual sensory perception and brand satisfaction. This further implies that most of the changes in brand satisfaction among quick service restaurants in Rivers State are caused by visual sensory perception while others are caused by externalities. Based on this, we reject the null hypothesis that there is no significant relationship between visual sensory perception and brand satisfaction of quick service restaurants in Rivers State and accept the alternate that there is strong significant relationship between visual sensory perception and brand satisfaction of quick service restaurants in Rivers State.

Ho₂: There is no significant relationship between visual sensory perception and brand trust of quick service restaurants in Rivers State.

Table 7: Relationship between Visual Sensory Perception and Brand Trust

		Visual Sensory Perception	Brand Trust
Visual Sensory Perception	Pearson Correlation	1	.820**
	Sig. (2-tailed)		.000
	N	55	55
Brand Trust	Pearson Correlation	.820**	1
	Sig. (2-tailed)	.000	
	N	55	55

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2024.

From the SPSS output on Table 7, it can be observed that there is a correlation coefficient of 0.820** between visual sensory perception and brand trust, indicating a very strong and positive relationship between visual sensory perception and brand trust. More so, the probability value (0.000) is less than the critical value (0.05), this shows that there is a very strong significant relationship between visual sensory perception and brand trust. This further implies that most of the changes in brand trust among quick service restaurants in Rivers State are caused by visual sensory perception while others are caused by externalities. Based on this, we reject the null hypothesis that there is no significant relationship between visual sensory perception and brand trust of quick service restaurants in Rivers State and accept the alternate that there is strong significant relationship between visual sensory perception and brand trust of quick service restaurants in Rivers State.

H₀₃: There is no significant relationship between visual sensory perception and brand loyalty of quick service restaurants in Rivers State.

Table 8: Relationship between Visual Sensory Perception and Brand Loyalty

			Visual Sensory Perception	Brand Loyalty
Visual Sensory Perception	Pearson Correlation		1	.693**
	Sig. (2-tailed)			.000
	N		55	55
Brand Loyalty	Pearson Correlation		.693**	1
	Sig. (2-tailed)		.000	
	N		55	55
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: SPSS Output, 2024.

From the SPSS output on Table 8, it can be observed that there is a correlation coefficient of 0.693** between visual sensory perception and brand loyalty, indicating a strong and positive relationship between visual sensory perception and brand loyalty. More so, the probability value (0.000) is less than the critical value (0.05), this shows that there is a strong significant relationship between visual sensory perception and brand loyalty. This further implies that most of the changes in brand loyalty among quick service restaurants in Rivers State are caused by visual sensory perception while others are caused by externalities. Based on this, we reject the null hypothesis that there is no significant relationship between visual sensory perception and brand loyalty of quick service restaurants in Rivers State and accept the alternate that there is strong significant relationship between visual sensory perception and brand loyalty of quick service restaurants in Rivers State.

Discussion of Findings

The analysis of the study revealed a correlation coefficient of 0.733^{**} between vision and brand satisfaction, indicating a strong and positive relationship between vision and brand satisfaction. More so, the probability value (0.000) is less than the critical value (0.05), this shows that there is a strong significant relationship between vision and brand satisfaction. The analysis results also revealed a correlation coefficient of 0.820^{**} between vision and brand trust, indicating a very strong and positive relationship between vision and brand trust. More so, the probability value (0.000) is less than the critical value (0.05), this shows that there is a very strong significant relationship between vision and brand trust. The analysis results further revealed a correlation coefficient of 0.693^{**} between vision and brand loyalty, indicating a strong and positive relationship between vision and brand loyalty. More so, the probability value (0.000) is less than the critical value (0.05), this shows that there is a strong significant relationship between vision and brand loyalty.

These findings corroborate the empirical findings of Zha and Melewa (2024), as they examined the impact of sensory brand experience (i.e. visual, auditory, olfactory, tactile, and taste) influencing sensory brand experience leading to brand loyalty through customer satisfaction, brand attachment, and customer lovemarks. The results suggest that five sensory cues have a significant impact on sensory brand experience and, in turn, contribute to customer satisfaction, brand attachment, and customer lovemarks. In line with the findings of this study, Krupka (2023) explored the influence of sensory marketing on brand perception and found that a) involvement of multiple senses in the consumer-brand relationship has a positive effect on brand perception; b) the greater the frequency of involving multiple senses in the consumer-brand relationship, the more positive effect it has on brand perception; and c) the higher intensity of sensory involvement in the consumer-brand relationship does not have a significant effect on brand perception.

The result of the findings is in line with the findings of Sayed (2023) which explored the impact of sensory marketing on managing a sustainable fast-food business in Egypt and revealed that the senses of sight, smell, and touch have a positive significant impact on customer satisfaction in fast-food restaurants. Haritaoglu, Korkmaz and Burnaz (2022) support our findings as they examined the influence of sensory marketing cues on customer revisit intention. They revealed that the smelling, tasting and touching cues have an effect on customers' revisit intention, while sensory cues of sight and hearing have no effect. Kuma and Kumar (2020) investigated the role of sensory marketing on consumer behaviour and its influence on brand equity in e-commerce platforms and indicated that multi-sensory marketing technique plays a significant role in influencing consumer behaviour and has a palpable effect on brand equity. Gupta and Mishra (2020) aimed to understand better the influence of sensory marketing on consumer by enhancing promotional effectiveness. The study revealed that sensory model can help companies to create multi-sensory brand-experiences. Dissabandara (2020) proved that sensory marketing strategies significantly influence brand loyalty behavior whilst brand love impacts on brand loyalty as verified in empirical evidences. Woo-Hyuk, Sang-Ho and Kyung-Sook (2020) revealed that there is a

positive relationship between sensory marketing by hotels and customer satisfaction and that customer satisfaction significantly influenced revisit intentions.

Conclusion

Sequel to the findings of this study and to the extent of its consistency with results of similar previous studies, we conclude that visual sensory perception has significant correlational effect on brand performance of quick service restaurants in Rivers State. Visual sensory perception is a pivot function that accounts for enduring improvement in brand performance irrespective of any organization. Thus, adoption of visual sensory perception will significantly improve brand performance of quick-service restaurants in Rivers State.

Recommendations

Based on the findings and conclusion of this study and given its consistency with the result of similar studies, we put forward the following recommendations:

1. Managers of quick service restaurants should adopt vision as a strategy to boost customer experience, as well as improve overall brand performance.
2. Managers of quick service restaurants should also consider the strategic role of visual sensory perception in their quest to understand consumer behaviour, this would boost brand loyalty as well as improve overall performance.

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