

Мультисенсорный брендинг как эффективный инструмент формирования потребительского поведения в сфере гостеприимства и сервиса

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Аннотация

Рассмотрена и проанализирована развитие концепции мультисенсорного брендинга. Обозначены ключевые преимущества функциональных и инструментальных характеристик в аспекте формирования потребительского поведения по сравнению с традиционными подходами.

Ключевые слова: инструментарий, брендинг, потребительское поведение, сфера гостеприимства.

Multisensory branding as an effective tool for the formation of consumer behavior in the field of hospitality and service

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Abstract

The development of the concept of multisensory branding was reviewed and analyzed. The key advantages of functional and instrumental characteristics in

terms of the formation of consumer behavior in comparison with traditional approaches are indicated.

Keywords: tools, branding, consumer behavior, hospitality.

Today, in the conditions of the emergence and development of a new vector of a market economy, which is characterized by the rapid introduction of the digital environment, increased and tougher competition, a change in the consumer's portrait and the emergence of qualitatively new needs, there is an objective need to transform and improve existing sales strategies.

Of course, the effective commercial activity of any company directly depends on the activity and customer loyalty, which indicates the need for a detailed study of the audience, constant monitoring of its behavior and determination of the characteristics, motives and attitudes that influence the purchase of a product or service.

Due to the growing number of brands in the hotel and hotel market, as well as the convergence of product quality, using different ideas to identify a company among competitors becomes the most significant, which means that marketing communications in the conditions of modern market relations need to be paid more attention. These changes are largely determined by the interests and demands of modern consumers, which directly affects the development of branding as a whole, since today the creation of a brand is an integral part of the company's successful functioning and a condition for the existence and effectiveness of promoting a product or service on the market. The essence of branding as a marketing tool is in the whole complex of activities aimed at creating added value to the finished product. At the same time, the most effective direction of the company's communication with the target audience is a multisensory approach.

Multisensory branding can be defined as marketing, which affects all the senses of consumers and affects their perceptions, thoughts and behavior. Despite the fact that this area is fully developed, brands are still mainly focused on the transmission of advertising messages only through visual and acoustic channels [1]. However, this becomes ineffective since the consumer perceives and memorizes images based on all five senses (sight, hearing, touch, smell, and taste). That is why there is a need to create a holistic concept of multi-touch communication, which will allow to transmit advertising messages congruently through a multitude of feelings, which in turn will strengthen the apperception of consumers.

The innovative idea of branding development in the aspect of a multisensory approach in the field of hospitality and service is based on the new system of integrating the relationship between traditional promotion methods and fresh views on the marketing of the hospitality industry [2]. Sales promotion occurs through the impact on the feelings and emotional state of a person who identifies brands, turning to their own perception.

1. Sight

The first "sensual note" on which the environment, forms, volumes, and compositions are evaluated focuses on the original architecture of the hotel, the

balance of interior design and decor. The hotel is created as an object of advanced trends in the hospitality industry, where everything - from the layout of the room to the final touch is a unique embodiment of the designer's ideas. One of the most illustrative examples is the boutique hotel Ian Schrager, fully decorated in the style of Philippe Starck, or the Bulgari Hotel Milano, whose key creative idea is the grandeur of a monumental stone against the backdrop of golden glitter, in the best traditions of a famous jewelry store.

2. Hearing

The use of background music for various modern establishments has been familiar for a long time already, as marketers have found that music helps to create a positive response from the client and forms a friendly attitude.

In recent years, six large-scale studies of the effect of music on customers and staff have been conducted, which showed that 75% of hotel guests prefer to listen to background music in bars, bars, restaurants and public places. One out of four people would prefer to pay at least 5% more for an order in a restaurant or hotel bar, if there is musical accompaniment. Experience shows that these segments of the hotel space form the overall impression of the guest from their stay at the hotel. However, it should be noted that the choice of music, as well as other sensory marketing tools, depends on the type of hotel space. Luxury hotels carefully consider and think through all the options for background music, up to the restrooms, in order to disguise any unpleasant or disturbing sounds.

3. Smell

Aromamarketing is an important section of the multisensory approach, because smells remain in a person's emotional memory for a long period of time, keeping the aroma associated with a specific context [3].

Aromamarketing is currently one of the most innovative ways to attract new customers and increase guest loyalty. Companies that ignore trends associated with the introduction of aroma accompaniment to the interior risk lagging behind the rapidly developing market.

As a rule, the whole range of aromas is applied situationally. For example, the scent of roses is used to decorate wedding ceremonies, the leather scent is present during meetings and business negotiations, in the morning the air with a mixture of chlorine is blown through the air system to create a feeling of purity.

An example is the experience of the Holiday Inn in Paris. In the interior design, the fragrance Hawaiian Rose was used, designed specifically for this hotel, which became a key component in the growth of its popularity. Statistics showed a clear increase in repeat visits by almost 23%. [6].

4. Taste

It is well known that taste sensations cause associative connection with some events or objects. Four basic types of taste - sweetness, bitterness, salinity and acidity provoke a variety of sensations that can affect the perception of the brand. The history of the hotel industry also knows examples when a famous dish or dessert has formed a hotel brand. So, the Old Sacher Hotel, known today all over the world, is obliged to be one of the most important sights of Austria, a dessert created by Franz Sacher. The legendary cake, the original recipe of which is kept

in the strictest confidence, is served exclusively in the cafe of the hotel, Cafe Sacher Vienna, which, of course, affects its visit to millions of tourists.

5. Touch

Modern hotel business will also never miss the opportunity to "play" on the touch of a guest. Experienced hoteliers know that a guest can learn a lot about their place of residence by "reading" it with their fingertips. Bruno Borrione, the designer who developed the concept of the hotel Le Placide in Paris, found an interesting, unique in its kind design solution, combining many types of textures. This small hotel radiates the coziness of a family home in all its elements, whether it is a bleached, slightly rough facade, clay pots, rough and porous to the touch, or smooth wooden shutters.

Of course, an effective impact on consumer behavior, as well as the creation of a positive brand image, within the framework of the concept of multisensory branding, is possible only with an individual, differentiated approach to each individual person. Achieving this goal is possible only with such a positioning of the brand, when the consumer will see the very "added value" with regard to his interests, preferences and feelings, based on the system of sense organs [4]. In other words, the task of the hotel industry as a whole, and of an individual hotel in particular, is that the brand is differently represented in the minds of customers, creating for each of them its own unique character, but at the same time not losing its integrity and uniform style. Based on this, the multisensory branding model examines the principles of influencing the seven senses, highlighting intuition and impression among the usual.

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