

SENSORY MARKETING IMPACTING THAI CUSTOMERS' SATISFACTION  
WITH DUNKIN' DONUT SHOP IN BANGKOK

SENSORY MARKETING IMPACTING THAI CUSTOMERS' SATISFACTION  
WITH DUNKIN' DONUT SHOP IN BANGKOK

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### **ABSTRACT**

This independent study was aimed at exploring the sensory marketing in terms of taste, touch, sight for product, sight for shop, smell, and sound impacting Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. The survey questionnaire was applied for collecting the primary data. The sample size was 265 Thai customers' who had experience of eating Dunkin' Donuts. The results founded the sensory marketing in terms of sound contributed the strongest weights of influence on Thai customers satisfaction with Dunkin' Donut shop in Bangkok, followed by sight of product, taste, smell and sight for shop, respectively. On the other hand, the sensory marketing in terms of touch did not impact Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

*Keywords: Sensory marketing, taste, touch, sight for product, sight for shop, smell, sound, customers' satisfaction*

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Lastly, I would like to apologize for any inconvenient and hopefully that this research study will be useful for further study including future development in understanding sensory marketing for businesses.

Lalit Nagar

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# **CHAPTER 1**

## **INTRODUCTION**

This chapter provides background and rationales for the study of sensory marketing in terms of taste, touch, sight for product, sight for shop, smell, and sound impacting Thai customers' satisfaction with Donkin' Donut shop in Bangkok. Moreover, this chapter will introduce the purpose and significance of this research.

### **1.1 Rationale and Problem Statement**

Donuts are regarded as convenient fast food and are popular among customers' of any age especially youths. Donut industry in Thailand has been booming rapidly, more and more companies are interested in the business of selling donuts. Donut market in Thailand were over 3 million Baht with a growing rate of 7-10% annually, business was highly competitive, crowded by existing large players, foreign chains and new entrants (Siam Commercial Bank Economic Intelligence Center, 2015). Many foreign and domestic donuts retailers have opened continuously in Bangkok, Thailand including big players like Dunkin' Donuts, Mister Donut and Krispy Kreme (Babcock, 2013). Donuts are cheap and affordable, Thai people usually eat donuts as breakfast or as snack. Donuts are becoming a part of Thai customers' eating habits and common snack that customers' repurchase regularly (Loha, 2014).

The popular brand Dunkin' Donuts was started in 1948 with the goal of the company to create the best, very fresh and extremely delicious donuts quickly for the masses to enjoy. Dunkin Donut is very good in providing customers' satisfaction. In the global markets, Donkin' Donuts are considered the best donut company for the

last 10 years and has held that title for the last 10 years, in Thailand Dunkin' Donuts ranks 2nd below Mister Donut which is the largest seller of donuts in Thailand. The business is highly competitive, crowded by existing large players, new entrants and foreign chains (Selvaraj, 2012). The Thai operation of Dunkin' Donuts vows to ramp up its expansion next year, planning to spend 60 million baht to open 40-60 new branches, up from 30 this year. Mr Pakin said the company remains committed to continuing investment to open 30 new Dunkin' branches this year despite the Covid-19 pandemic that affected sales (Bangkok Post, 2020).

In the history of donuts in Thailand, there are three other brands that are very popular and in competition to Dunkin' Donuts, they are Mister Donut, Krispy Kreme and Daddy Dough which is a Thai local Brand.

Mister Donut: Mister Donut is the leader for donuts in the Thai donut market from 1978. It is famous for its notion "Donuts for Fun". As of December 2018, Thailand is the biggest market of Mister Donut apart from Japan with reference to the volume of sales. With a total of more than 350 branches throughout Thailand with new opening every year. It consists of single independent stores in addition to branches at super markets and shopping malls. The company now sells its donuts in all 77 provinces of Thailand (Srisuwan, 2015). To have a dominant market share, Mister Donut had initiated cost trimming tactic with smaller sizes of its donuts and selling at cheaper prices than Dunkin' Donuts. The strategy is working as Mister Donut had continued to command the biggest share of the ever growing market but the presence of Krispy Kreme and Daddy Dough had eaten away some shares from both Mister Donut and Dunkin' Donuts (Bangkok Post, 2015).

Krispy Kreme: It is a leading U.S. brand specializing in retailing and selling of premium quality sweet treats and complementary products which includes its signature Original Glazed donut. Krispy Kreme positions their products by promoting hot, fresh, high quality donuts to customers' and by promoting their signature glazed donuts. In Thailand, Krispy Kreme is retailed in number of outlets by franchise holder KDN Co., Ltd (Lariv, 2012). The products are marked as high premium quality, which demands for a higher price which Thai people are willing to pay as the quality and taste is premium than other brands. In Thailand it has around 30 branches (Krispy Kreme, 2018). Recently Krispy Kreme went mini with its first big innovation of 2020 with new mini donuts (Business Wire, 2020).

Daddy Dough: It was a fully operated Thai brand Started in 2007 by Peter Thaveepolcharoen, he inculcated the donut recipe of his father developed 25 years ago when his father ran a donut shop in the United States. Daddy Dough is famous in Thailand because it has more than 40 different flavors of donuts which includes cinnamon, chocolate, spinach, sesame, and much more for its low price as compared to the top American donut brands in Bangkok. For now it has over 30 branches in Thailand similar to Krispy Kreme but Krispy Kreme is growing faster and rapidly than Daddy Dough because of brand royalty (Tasty Thailand, 2019).

Table 1.1: Comparison between Various Donut Brands in Thailand

<b>Restaurants</b>	<b>Description</b>
Krispy Kreme	<ul style="list-style-type: none"> <li>- Founded in United States in 1937 and entered Thai market in 2010.</li> <li>- 30 branches in Thailand.</li> <li>- Around 20 varieties of donuts in Thailand excluding special season donuts.</li> </ul>
Daddy Dough	<ul style="list-style-type: none"> <li>- Founded in Thailand in 2007.</li> <li>- 30 branches in Thailand.</li> <li>- More than 40 varieties of donuts excluding special season donuts.</li> </ul>
Dunkin' Donuts	<ul style="list-style-type: none"> <li>- Founded in 1948 in United States and entered in Thai market in 1981.</li> <li>- 300 stores in Thailand controlling almost 40 % of market in Thailand.</li> <li>- Around 40 varieties of donuts in Thailand excluding season donuts.</li> </ul>
Mr. Donut	<ul style="list-style-type: none"> <li>- Founded in 1955 in United States and entered in Thai market in 1978.</li> <li>- 350 branches across Thailand, with highest market share of 50%</li> <li>- Around 35 varieties of donuts in Thailand excluding special season donuts.</li> </ul>

Source:

Foursquare Lists. (2020). *Lifestyle Asia- Top places for donuts in Thailand*. Retrieved

from <https://foursquare.com/top-places/bangkok/best-places-donuts/>.

Ministry of Commerce. (2013). *Business opportunities study in Thai Bakery sector*.

Retrieved from <https://www.rvo.nl/2013/08/Business-Opportunities-Study-in-Thai-Bakery-Sector/>.

Sensory Marketing: Krishna (2010) stated sensory marketing as marketing that engages the customers' senses and affects their behaviors. A sense is a physiological capacity of organisms that provides data for perception (Craig, 2003). It is a faculty by which the body perceives an external stimulus; one of the faculties of sight, smell, hearing, taste, and touch. Advertising is not what it used to be before but many innovative ideas are formulated which deeply connected and touched the hearts of customers', the effect of verbal and visual ads on ad processing (Houston, Childers, & Heckler, 1987) or the effect of spoken versus written ads on ad recall (Unnava, Agarwal, & Haugtvedt, 1996). Sensory perception for mood manipulation were used by some of the researches—e.g., food tastes (Kahn & Isen, 1993) or certain types of music (Gardner, 1985). These sensory triggers also affected customers' self-generation of (desirable) brand attributes, instead of those verbally given by the advertiser. Such deductive engagement might be more persuasive versus deliberate statements (Sengupta & Gorn, 2002).

It was necessary therefore to conduct a survey to get experience and feedback of taste, touch, sight for product, sight for shop, smell, and sound impacting Thai customers' satisfaction. This study aimed at Dunkin' Donuts to find out the existing problems and put forward corresponding countermeasures, so as to firmly grasp the

Thai donut market. It was designed to provide statistical evidence about Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. This was the great significance for promoting Dunkin' Donuts in Bangkok.

### **1.2 Purpose of Study**

The main purpose of the study was to investigate the sensory marketing factors impacting Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. These factors consists of taste, touch, sight for product, sight for shop, smell, and sound.

### **1.3 Contribution to study**

The study contributed to the field of sensory marketing impacting Thai customers' satisfaction with Dunkin' Donut shop in many ways, especially entertain and enhance the sale of business in Thailand. It was designed to provide statistical evidence that stated sensory market could help a lot in growth for a business and increase the sale of the business. Dunkin' Donuts and other related fields of businesses adopted this strategy for increasing sale of the product.



## **CHAPTER 2**

### **LITERATURE REVIEW**

The researcher has conducted the literature reviews from the related issues including the theories, theoretical framework and previous research in order to describe the characteristics of the research variables and investigate the relationship among variables. With regard to these concerns, the conceptual framework, the contents of questionnaire and the research hypothesis were derived from this review.

#### **2.1 Related Literature and Previous Studies**

##### **2.1.1 Sensory Marketing**

Krishna (2010) stated that sensory marketing engaged the customers' senses and affected their behaviors. A sense showed the physiological capacity of organisms that provided data for perception (Craig, 2003). A faculty by which the body perceived an external stimulus of sight, smell, touch, taste, and sound could be called sense. Advertising have changed with time many innovative ideas was formulated which deeply connected and touch the hearts of customers' example like the effects of verbal and visual ads on ad processing (Houston, Childers, & Heckler, 1987) or the effect of spoken versus written ads on ad recall (Unnava, Agarwal, & Haugtvedt, 1996). Sensory perception for mood manipulation was used by some of the researches—e.g., food tastes (Kahn & Isen, 1993) or certain types of music (Gardner, 1985). These sensory triggers also affected customers' self-generation of (desirable) brand attributes, instead of those verbally given by the advertiser. Such deductive engagement could be more persuasive versus deliberate statements (Sengupta &

Gorn, 2002). Sensory marketing also affects the perceived product design and customers' satisfaction for advertising of the product (Janina Haase, 2020)

### **2.1.2 Touch**

Heslin and Nguyen (1983) stated that touch was a mean to come into or be in contact with to handle in order to manipulate alter, or otherwise affect especially in an adverse way. According to Rieunier (2002), touch had been one of the major determinants for the well-being sensation in the humans. The famous bakery shop owner gave an average rating for "Dunkin' Donut" donuts. The flour, yeast, amount of oil and butter played a very important role that exhibited the touch of a donut (Nicole, 2015). Lindstrom (2005) explained the brand sense by touch factors, he said that a thing could feel good when you touch it but that not necessarily means it tastes good as well. By touching the products, customer' behavior and shopping attitude got positively affected (Peck & Wiggins, 2006). Hulten (2013), his study concluded that using visual and auditory sensory cues influenced customers' attention and made customers' buying behavior to have a positive correlation with touching the products.

### **2.1.3 Smell**

Markowitsch and McGaugh (2005) quoted smell as the faculty or power of perceiving odors or scents by means of the organs in the nose. It meant to perceive or to detect the odor of scent or something. Also, since varying combinations of receptors produced distinct smells, humans were able to recognize as many as 10,000 different scent combinations (Buck & Axel, 1991).

Thus, while humans often had difficulty identifying scents by name (de Wijk,

Schab, & Cain, 1995; Lawless & Engen, 1977), their ability to distinguish among different scents and to recognize scents previously smelled, even after long periods of time still remained quite robust (Schab & Crowder, 1995). A study was conducted to recognize odour, to reveal people's ability to recognize scents they had encountered previously whether it persisted over very long time, with minimal reductions in recognition accuracy from seconds to months or years after exposure (Engen & Ross, 1973; Zucco, 2003). Researchers found that pleasant scents enhanced evaluations of products and stores and increased variety-seeking behaviour (Mitchell et al., 1995). Medina (2018) explained one of the most famous technique for marketing was the use of smell to grab attention of the customers in the streets, subways, shops, restaurants and even super markets. Starbucks best used this technique. Starbucks roasted their coffee beans inside its own stores instead of processing it from outside, the fragrant aroma smell attracted customers' which helped in growth for Starbucks and satisfying the needs of customers.

#### **2.1.4 Sound**

Rudi (2008) stated that sound could be considered as vibrations traveling through the air or another medium and could be heard when they reached a person's ear. Zampini and Spence (2005) showed that the sound the food made when eaten also acted as a major notion in taste for few definite food items impacting in undetermined freshness together with the quality. When a brand name sounded in harmony with expectations, they found brand evaluations to be positive. Music in advertising had been exhibited to influence ad persuasion by affecting the mood (Park & Young, 1986).

A faster tempo evoked more positive feelings (Stout & Leckenby, 1988). Music heard in restaurants, hotel, supermarket, and retail stores impacted customers' mood, perception of time spent, actual time spent in a location and actual spending. Classical music had been shown to intensify pleasure, while on the contrary pop-style music increased arousal (Kellaris & Kent, 1993). Music in a store also affected the pace of shopping, slower music resulted in slower shopping, spending more time in the shop resulted in more purchases since customers' advanced at a slower pace while moving in the store (Milliman, 1982). Low-pitched voices were evaluated more favourably than high-pitched voices (Brown, Strong, & Rencher, 1973) and listeners attributed to greater competence and credibility to individuals who spoke more quickly (Stewart & Ryan, 1982).

There was an interesting strategy that was adopted by Dunkin' Donut in Seoul South Korea. It was an interesting case to study. The computers in the buses were connected with a device that released aroma of fresh coffee and donuts whenever the Dunkin' Donut jingle sound was played on the radio, after the jingle sound was played the buses stopped at the bus stand that had Dunkin' Donut outlet very close to it which influenced more customers' to visit Dunkin' Donut after getting down at the bus stand. The researcher found out that after the device was installed in the bus and the jingle sound was played, the aromatic device spread the aroma of coffee and donuts to more than 350,000 people every day when they went to work. The team at Dunkin' Donut ran this experiment for several months. The result showed that there was an increase of 16 percent visitors in the shops that were close to the bus stand where the buses were installed with this aromatic sound device, also there was an

increase in sale of coffee by 29 percent during running of this experiment. (Ads of the world, 2012).

### **2.1.5 Taste**

Taste could be considered as sensation of flavor perceived in the mouth and throat on contact with a substance, it could be considered as a sense by which the chemical qualities of food in the mouth was distinguished by the brain, based on information provided by the taste buds (Bradburn, 2004). Dunkin' Donut understood the need of Thai customers, Thai customers who liked the sweet, soft and slightly sour donuts (Célier, 2004).

Scientists came to the conclusion that the four basic gustative sensations sour, salty, sweet, and bitter were connected by customers' to green, red, yellow, and blue colors respectively (Célier, 2004). According to Rieunier (2002), such operations were conducted in the food industry, where customers' were more inclined to buy a product that they find themselves more familiar with and already tasted. Taste being determined by external factors, e.g., brand name, physical attributes, product information (nutritional information, ingredients and expiry date), advertising and product packaging for physical attributes (Rieunier, 2002). Hoegg and Alba (2007) demonstrated the importance of colors of donuts that determined the taste of the donut, for example dark brown donut always related to chocolate and as soon as customers' saw dark brown donut image, smell of chocolate formed in their mind.

### **2.1.6 Sight**

Sight could be considered as the faculty or power of seeing, a thing that one sees or that could be seen (Lindstorm, 2006). Visual perception biases could be

considered important for customers' satisfaction as it influenced the judgments of consumption and product sizes; these judgements also affected the real consumption (Raghubir & Krishna, 1996, 1999; Wansink & Van Ittersum, 2003). The popular saying "seeing is believing", people had been choosing what to buy long before advertisement came to place. Our eyes has more than two third of all sensory cell in human body, no reason to argue why sight could be considered as one of the most noteworthy sense among all human senses (Fabian, 2019).

### **2.1.7 Customer's Satisfaction**

Customers' satisfaction could be defined as the total assessment of all the purchase and consumption experience of the goods or services during a period of time (Fornell, Johnson, Anderson, Cha, & Bryant, 1996). Apart from just buying more they also helped in growing the network by suggesting their friends and close one to buy as well (Hague & Hague 2016). Customers' satisfaction could be considered as one of the most important tool for a successful business.

Customers' satisfaction had helped the customers greatly on consuming qualitative products (Rebekah & Sharyn 2004). The firms should know about their customers much better than what they actually knew about them, the company should be able to build trust with its customers to get the feedback and recommendation from the customers (Hill, Brierley, & MacDougall, 2003). Keith (1960) expressed marketing as satisfying the needs and desires of the customers.

Carroll (1865) explained in a beautiful way about customers' satisfaction. It could be called as exactly what the customers wanted nothing much or less than that, currently the most widely adopted description of customers' satisfaction could be that

of a process an evaluation between what had been received and what could be expected (Oliver, 1977, 1981; Olson & Dover, 1979; Tse & Wilton, 1988). For customers' satisfaction in Thailand where Dunkin' Donut ranks second Mr. Pakin said the company remained committed to continuing investment to open 30 new Dunkin' Donut branches this year despite the Covid-19 pandemic that affected sales. (Bangkok Post, 2020).

## **2.2 Hypothesis Statement**

Based on the previous research on related factors and theories, this research aims on Thai customers' satisfaction with Donkin' Donut shop in Bangkok. The research hypotheses are generated as follows:

H1: There was an impact of sensory marketing in terms of touch on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

H2: There was an impact of sensory marketing in terms of taste on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

H3: There was an impact of sensory marketing in terms of sight for product and shop on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

H4: There was an impact of sensory marketing in terms of sound on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

H5: There was an impact of sensory marketing in terms of smell on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

### 2.3 Conceptual Framework

The conceptual framework of taste, touch, sight, sound and smell impacting Thai customers' satisfaction with Dunkin' Donut shop in Bangkok is illustrated as figure 2.1.

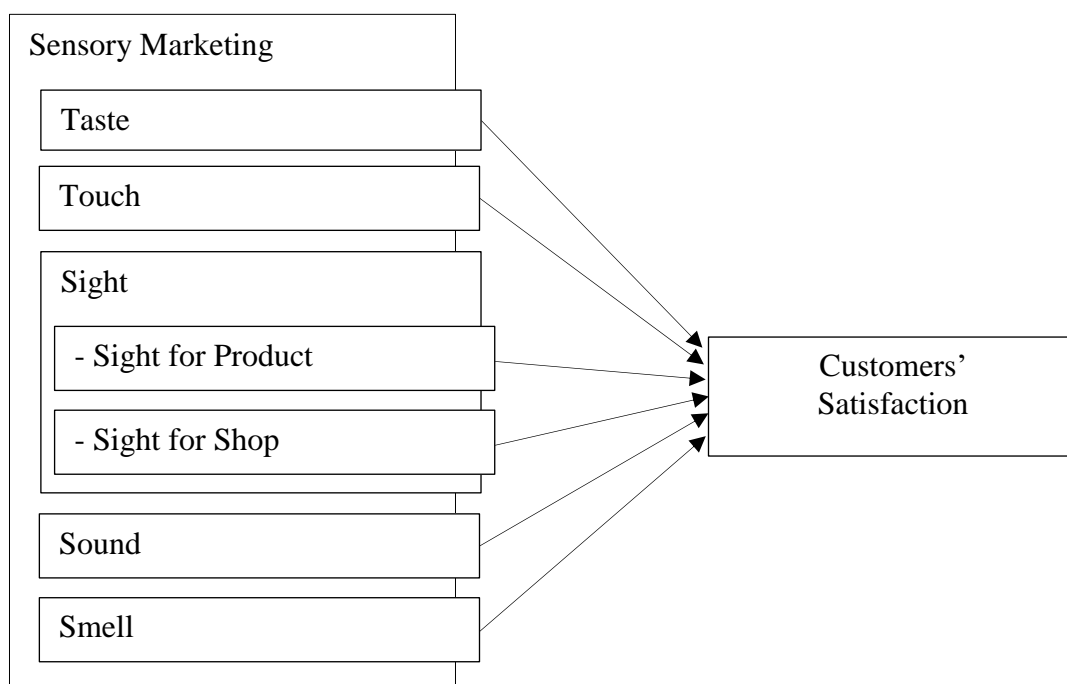


Figure 2.1: The Conceptual Framework Impacting Thai Customers' Satisfaction with Dunkin' Donut Shop in Bangkok

The conceptual framework in this study illustrated the relationship between the independent variable of sensory marketing: a) taste (Célier, 2004), (Rieunier, 2002), b) touch (Nicole, 2015), c) sight for product and shop (Raghubir & Krishna, 1996, 1999; Wansink & Van Ittersum, 2003) d) sound (Hacıa, 2016), e) smell (Kim, 2018) and the depend variable of customers' satisfaction (Fornell, Johnson, Anderson, Cha, & Bryant 1996).



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter covered research design, population, sample selection, research instrument and statistics for data analysis. The details of the research methodology procedure were described as follows:

#### **3.1 Research Design**

The researcher had adopted the technique of quantitative approach to study how sensory marketing impacting Thai customers' satisfaction with Donkin' Donut shop. The questionnaire was used as a survey tool, constructed using relevant theories and previous research methods and approved by three professionals.

#### **3.2 Population and Sample Selection**

##### **3.2.1 Population**

Populations of this research were Thai customers' of Dunkin' Donut shop. The field survey was conducted in the Dunkin' Donut shops across Bangkok, Thailand.

##### **3.2.2 Sample Selection**

After conducting a pilot with 40 respondents and inputting the data to Statistical Package for the Social Sciences (SPSS), the partial  $R^2$  was estimated. Then, G\*Power version 3.1.9.4 (Erdfelder, Faul, & Buchner, 1996) was used to compute the sample size of the study by calculating 40 sets of pilot test data (Cohen, 1977). Based

on the power ( $1-\beta$ ) with 0.95 (Lang, Rothman, & Cann, 2018), alpha ( $\alpha$ ) with 0.05 (Benjamin, Berger, Johannesson, & Johnson, 2018), number of test predictor with 6, effect size with 0.03085238, and partial  $R^2$  with 0.029929. Then, the total sample size of 265 was implemented for the field survey (Erdfelder, Faul, & Buchner, 1996: Howell, 2010). Consequently, the multi-stage sampling technique was implemented by using simple random sampling in randomly selecting 5 districts of Bangkok: Klongtoey, Patumwan, Wattana, Huay Khwang and Sathorn (Sukkho, 2016). Additionally, the quota sampling technique was implemented (53 respondents/district). Finally, convenience sampling technique was utilized by collecting data from the target samples who were willing to cooperate with the researcher in answering the questionnaire at Dunkin' Donut shops in the randomly selected districts.

Table 3.1: Areas of field survey and number of sample of each district.

<b>List of Districts</b>	<b>Number of Sampling</b>
Klongtoey	53
Patumwan	53
Wattana	53
Huay Khwang	53
Sathorn	53
<b>Total</b>	<b>265</b>

### 3.3 Research Instrument

In this study a close-ended survey questionnaire based on related theories and previous studies was used as research instrument to collect data. The research questionnaire consists of the following three sections:

Section 1: Questions on basic background information of the respondents-

Section 2: Questions on how sensory marketing impacted Thai customers' satisfaction with Dunkin' Donut shop,

Section 3: Questions about Thai customers' satisfaction.

In the first section, closed-end format was used for personal information; gender, age, status, level of education, monthly income, occupation, how often Thai consumers use the service at Dunkin' Donut shop, how do Thai customers' usually eat donuts at Dunkin' Donut shop, and what is the most important sense while having Dunkin' Donut. In the second section are questions about the sensory marketing in terms of taste, touch, sight for product, sight for shop, smell, sound impacting Thai customers' satisfaction with Dunkin' Donut shop. The answers of these questions indicated how sensory marketing impacts Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. The interval scale measure was implemented using the Liker's 5 point scale by level from 1 to 5 and 1 stands for strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, and 5 is strongly agree.

In the last section, seven questions were asked about Thai customers' satisfaction with Dunkin' Donut shop (TCS). The interval scale measure was implemented using the Liker's 5 point scale by level from 1 to 5 and 1 stands for strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, and 5 is strongly agree.

### 3.4 Reliability and Content Validity

The questions in the questionnaire were based on the previous studies, and academic articles. Moreover, the following three experts verified the validity of the content:

- Dr. Nadim Salhani, CEO Mudman Public Company Limited (Dunkin Donuts, Au Bon Pain and Baskin Robins, Thailand),
- Mrs. Nobklao Trakoolpan, Managing Director of Golden Donuts (Thailand),
- Miss. Thitirat Mingma, Marketing Manager in Dunkin Donuts (Thailand).

After that, Cronbach's alpha coefficient was utilized for reliability analysis and consistency testing. The value of Cronbach's alpha was between  $0 \leq \alpha \leq 1$  (Nunnally, 1978), the score that was closest to 1 was the most reliable as shown in table 3.2.

Table 3.2: Reliability Analysis of Coefficient Cronbach's Alpha

According to Cronbach's alpha coefficient value, the reliability for the question items of each variable was rated between  $0.65 < \alpha < 1$  (Nunnally, 1978). Consequently, 40 sets of the questionnaires were applied for pilot test. Salant and Dillman (1994) defined pilot test as a sample set of respondents selected from a larger population for the purpose of a survey. The results of reliability test revealed that Cronbach's alpha value of 0.618-0.943 was acceptable, with only one variable sight for shop variable being at a value of 0.618 less than 0.65 but that value was changed when survey was done for 265 participants to value of 0.846 which was acceptable. In addition, the results from 265 sets of questionnaires were ranging between 0.776-0.969 as shown in Table 3.2. Therefore, all questions could be used because the scores were higher than 0.65 (Nunnally, 1978). Thus, all data from the questionnaires were usable for further analysis.

Variables	Coefficient Cronbach's Alpha			
	Pilot Test survey		Field survey	
	Items	n = 40	Items	n = 265
Taste (T)	4	0.811	4	0.833
Touch (TU)	4	0.736	4	0.797
Sight for product (SP)	3	0.759	3	0.776
Sight for sight (SS)	4	0.618	4	0.846
Smell (S)	3	0.868	3	0.795
Sound (SD)	4	0.776	4	0.840
Thai customers' satisfaction (TCS)	7	0.885	7	0.907
Total	29	0.943	29	0.969

### **3.5 Statistics for Data Analysis**

Statistical Package for Social Sciences (SPSS) program version 23 was used to analyze the data. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

#### **3.5.1 Descriptive statistical analysis**

Section 1: Customers' basic information including information on taste, touch, sight, sight for product, sight for shop, smell, sound, and Thai customers' satisfaction with Dunkin' Donut shop was analyzed by using frequency and percentage.

Section 2-3: Sensory marketing impacting Thai customers' satisfaction with Dunkin' Donut shop in Bangkok in Liker's 5 point scale questions were analyzed by using mean ( $\bar{x}$ ) and standard deviation (S.D.)

#### **3.5.2 Inferential Statistics Analysis**

In order to test the hypotheses of the study, multiple regression analysis was conducted to analyze the relationship between the independent variable of sensory marketing in terms of taste, touch, sight for product, sight for shop, smell, sound and dependent variable of Thai customers' satisfaction with Dunkin' Donut shop.

## CHAPTER 4

### RESEARCH RESULTS

The research findings which derived from data analysis of 265 questionnaire sets which were presented in 3 parts as follows:

#### 4.1 Summary of Demographic Data

This section included the presentation of the personal information of taste, touch, sight for product, sight for shop, smell, sound and Thai customers' satisfaction for Dunkin Donuts. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Demographic Profile of Respondents (n=265)

Demographic Profile		Frequency	Percent
Gender	Male	112	42.3%
	Female	153	57.7%

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents (n=265)

	<b>Demographic Profile</b>	<b>Frequency</b>	<b>Percent</b>
Age	24 years and under	208	78.5%
	25 to 35 years old	37	14.0%
	36 to 45 years old	76	5.7%
	46 to 55 years old	17	1.1%
	56 years and older	9	0.8%
Education	Under Bachelor Degree	87	32.8%
	Bachelor Degree	142	53.6%
	Master Degree	23	8.7%
	Doctorate Degree	05	1.9%
	Others	08	3%
Occupation	Student	195	73.6%
	Private employee	39	14.7%
	Self-Employed	15	5.70%
	Others	16	6.00%

(Continued)



Table 4.1 (Continued): Demographic Profile of Respondents (n=265)

<b>Demographic Profile</b>		<b>Frequency</b>	<b>Percent</b>
Monthly income	10,000 baht and lower	136	51.3%
	10,001 to 20,000 baht	73	27.5%
	20,001 to 30,000 baht	22	8.3%
	30,001 to 40,000 baht	13	4.9%
	40,001 to 50,000 baht	09	3.4%
	More than 50000 baht	12	4.5%
Status	Single	219	82.6%
	Married	45	17%
	Divorced	1	0.4%
How often do you eat Dunkin' donuts?	Once a week	98	37.0%
	2 times	52	19.6%
	3 times	115	43.4%
How do you eat donuts at Dunkin' Donut shop?	Eat at the Shop	95	35.8%
	Take-out meals	154	38.1%
	Order Online at home	16	6.00%
What do you think is the most important sense while having Dunkin' donuts?	Taste	151	57.0%
	Sound	23	8.70%
	Smell	58	21.9%
	Touch	23	8.70%
	Sight	10	3.80%

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents (n=265)

<b>Demographic Profile</b>		<b>Frequency</b>	<b>Percent</b>
Do you consider	Frequently	38	14.3%
yourself health	Sometimes	173	65.3%
conscious?	Infrequently	23	8.70%
	Never	31	11.7%
<b>Total</b>		<b>265</b>	<b>100%</b>

The majority of respondents were females (57.7%) out of 265 respondents while the rest of respondents were male (42.3%). They were mostly under 24 years old (78.5%). Single people were maximum (82.6%). More than half of them completed a bachelor's degree (182 people with 53.6%). Moreover, 195 participants from total 265 participant were students and 136 participants (51.3%) salary was less than 10,000 Baht. 115 participants out of total rarely ate donuts (43.4%). 154 participants (54.1%) had takeout meals, buying but eating elsewhere not at the shop. 151 participants (57%) of the total believed that taste was the most important factor while having Dunkin' Donut. Only few participants thought that they were frequently health conscious while most of the participants 173 participants (65.3%) think that they were health conscious sometimes.

## 4.2 Results of Hypothesis Testing

The following table presented perception of the sensory marketing in terms of taste, touch, sight for product, sight for shop, smell, sound impacting Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. In this research multiple regression analysis was implemented to analyze the hypothesis testing (Freedman, 2009). The results were presented in the following table.

Table 4.2: The Results of Multiple Regression Analysis

Variables	$\bar{x}$	S.D.	Thai customers' satisfaction						
			S.E.	B	Beta	T	Sig.	Tolerance	VIF
Constant			.077	.150	-	1.950	.052	-	-
Sound	2.624	.7500	.049	.383	.410	7.851	.000*	.265	3.772
Taste	2.583	.7383	.049	.142	.150	2.895	.004*	.269	3.713
Sight for product	2.578	.7474	.043	.136	.146	3.163	.002*	.342	2.927
Smell	2.528	.7516	.048	.133	.143	2.781	.006*	.275	3.639
Sight for shop	2.536	.7425	.047	.107	.114	2.271	.024*	.288	3.469
Touch	2.550	.6926	.052	.038	.038	0.736	.463	.277	3.605

$R^2 = .809$ ,  $F = 187.176$ ,  $*p < .05$

According to table 4.2, the findings founded that most of the respondents agreed with sound ( $\bar{x} = 2.6274$ , S.D. = 0.73835), followed by taste ( $\bar{x} = 2.5830$ , S.D = 0.69263), sight for product ( $\bar{x} = 2.5786$ , S.D = 0.74747), smell ( $\bar{x} = 2.5283$ ,

0.75004), sight for shop ( $\bar{x} = 2.5368, 0.75164$ ) and touch ( $\bar{x} = 2.5500, 0.74259$ ) respectively impacting Thai customers' satisfaction for Dunkin Donuts.

The consequence of multiple regression analysis found that the sensory marketing in terms of sound, taste, sight for product, smell and sight for shop impacted Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. At the same time, it was founded that only the sensory marketing in terms of touch (Sig > 0.05) did not impact Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

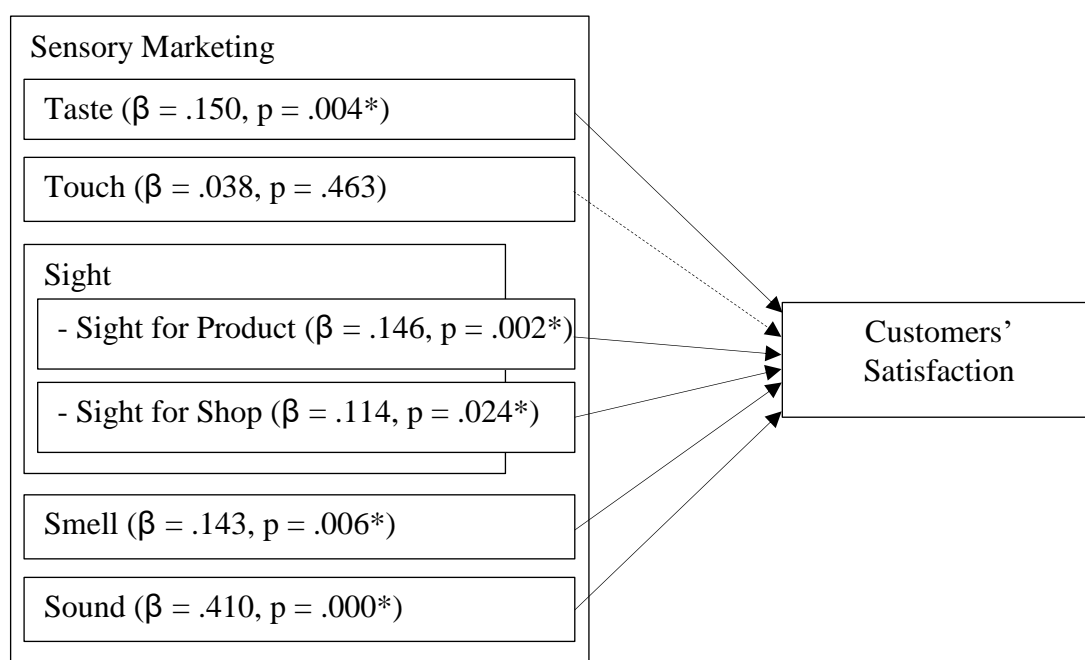
The finding also revealed that sound ( $\beta = .410$ ) accounted for the largest weighs of relative contribution toward Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

In addition, the R-square in this study was .809 which explained that the sensory marketing in terms of taste, sight for product, sight for shop, smell and sound played 80.09% of the influence towards Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

Finally, multi-collinearity, the method for determining multiple correlations among independent variables and uncorrelated assumption of independent variables was detected using variance inflation factor (VIF) and tolerance. It happens when independent variables in a regression model are correlative. Tolerance value must be above 0.2 (Miles & Shevlin, 2001), while VIF value must below 5 (Zikmund, Babin, Carr, & Griffin, 2013). VIF greater than 5 indicates critical levels of multi-collinearity where the coefficient estimations are insufficient, and the p-values are questionable. VIF values of this study were 2.927 – 3.713 which were below 5 and the tolerance values ranged between .265 - .342 which were above 0.2. Therefore, multi-

collinearity problem did not exist in this research. The summarized results of the study were depicted in Figure 4.1.

Figure 4.1: Inferential Statistics Analysis for Hypothesis Testing



Note:

- > = Has influence
- .....> = No influence
- \* = Significant at level .05

### 4.3 Summary of Hypothesis Testing

Regarding to the inferential statistics analysis, hypothesis testing the sensory marketing in terms of taste, touch, sight for product, sight for shop, smell, sound impacting Thai customers' satisfaction with Dunkin' Donut shop in Bangkok, the results were summarized in the following table:

Table 4.3: Summary of Hypothesis Testing

Hypotheses	Results
H1: There was an impact of sensory marketing in terms of sound on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.	Support
H2: There was an impact of sensory marketing in terms of taste on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.	Support
H3: There was an impact of sensory marketing in terms of sight for product and shop on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.	Support
H4: There was an impact of sensory marketing in terms of smell on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.	Support
H5: There was an impact of sensory marketing in terms of touch on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.	Not support

## **CHAPTER 5**

### **DISCUSSION**

This independent study was quantitative research which aimed in studying the sensory marketing in terms of taste, touch, sight for product and shop, smell and sound impacting Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. The questionnaires were used for collecting information from 265 respondents through conducting survey one by one at Dunkin' Donut shops. SPSS Statistics was used to analyze the data. Finally, the research results were summarized, discussed, and yielded the recommendation and further research.

#### **5.1 Research Findings and Conclusion**

From the profiles of 265 respondents, the findings found that the majority of respondents were females with the percentage of 57.7% who were mostly under 24 years old. More than half of the participants were pursuing bachelor's degree with the percentage of 53.6%, and 51.3% of the participant earned an average income of less than 10000 baht as many of them were students who were supported by their parents.

The results of multiple regression analysis found that customers' attraction in terms of taste, touch, sight for product, sight for shop, smell and sound impacted Thai customers' satisfaction for Dunkin' Donut at .05 or less level of statistical significance. In addition, the findings also showed that sound contributed the strongest weights of relative contribution toward Thai customers' satisfaction with Dunkin' Donut shop in Bangkok, followed by sight of product, taste, smell and sight

for shop. On the other hand, touch did not impact Thai customers' satisfaction with Dunkin' Donut shop in Bangkok.

## **5.2 Discussion**

Hypothesis 1: There was an impact of sensory marketing in terms of taste on Thai customers' satisfaction with Donkin Donut shop in Bangkok. The research showed that there was an impact of taste on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. This was because most of the respondents thought that the taste of donuts matched their preferences, 151 customers or 57% of them believed that taste was the most important sense for them when they were having Dunkin' Donut. The results confirmed the previous study of Rieunier (2002) which stated that customers' were more disposed to purchase a product that they had already tasted and liked. For food, taste was the king of all the senses. If it tasted good, other factors could be replaced and given less importance.

Hypothesis 2: There was an impact of sensory marketing in terms of touch on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. The research showed that there was no impact of touch on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. According to Rieunier (2002), one of the major determinants for the well-being sensation in the humans could be referred as touch, it was not a factor that really affected the customers' satisfaction. Hence, this hypothesis was proven unsupported. Touch sense did not contribute in increasing the taste satisfaction of customers.

Hypothesis 3: There was an impact of sensory marketing in terms of sight for product and shop on Thai customers' satisfaction with Dunkin' Donut shop in



Bangkok. The research showed that there was an impact of sight on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. Impact in terms of sight for product and sight for shop on Thai customers' satisfaction with Dunkin' Donut shop. The popular saying "seeing is believing", people had been choosing what to buy long before advertisement came to place. Our eyes have more than two third of all sensory cell in human body, absolutely no reason to argue why sight was considered as one of the most noteworthy sense among all human senses (Fabian, 2019). Sight was the strongest sense that triggered perception (Liegeois & Rivera, 2011). Even before touching the product the first sense that a human being experienced can be called as sight by seeing the product and the first impression or perception was also made by seeing the product. Studies showed that other senses such as touch, taste interacted with the sense of sight (Thesen et al., 2004). Sight for product for Thai customers' satisfaction for Dunkin' Donut showed a positive result with p-value being just 0.002 which is less than 0.05 stating that how a product looked played an important role for sale of the product.

How the shop looked and what color and design it used was very important. The decor and environment of shop looked good so people were attracted more automatically and were also willing to pay a higher price for it. Colors, light, brightness, patterns, store design and arrangement were the factors that triggered sense of sight (Liegeois & Rivera, 2011). The research showed that Thai customers' liked the color combination of dark brown, brown, grey and white which was used by Dunkin' Donut as the p-value for sight for shop for Dunkin' Donut was 0.024 which was less than 0.05 stating that sight for product played a positive role on Thai customers' satisfaction with Dunkin' Donut shop.

Hypothesis 4: There was an impact of sensory marketing in terms of smell on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. The research showed that there was an impact of smell on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. Hirsch and Gay (1991) had noticed that women were more sensitive to smell than men. Medina (2018) explained that one of the most famous techniques for marketing was the use of smells to grab attention of the customers' in the streets, subways, shops, restaurants and even supermarkets. Generally, if the product smelled good then it also tasted good. Therefore, smell was an important factor for Dunkin' Donuts to satisfy the need of Thai customers. The findings also showed a positive result with the p-value being 0.006 which was less than 0.05 stating smell was important factor for Thai customers' satisfaction with Dunkin' Donut shop.

Hypothesis 5: There was an impact of sensory marketing in terms of sound on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. The result showed that there was an impact of sound on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. Sound has been executed to influence our mood and sway our buying habits. Music in advertising had been exhibited to influence ad persuasion by affecting the mood (Park & Young, 1986). Music played in the store also affected the pace of shopping, slower music resulted in slower shopping which gave customers' more time in the shop resulting to more purchases since customers' advanced at a slower pace while moving in the store (Milliman, 1982). Verbal cheering by staff in the shop influenced Thai customers' satisfaction with Dunkin' Donut shop as well. The result showed that sound had a positive impact on Thai customers' satisfaction with Dunkin' Donut shop, whether the sound was used in advertisement or at the

shop. The p-value for sound was 0.000 which was the least among all the variables, so according to study sound played a major role in Thai customers' satisfaction.

### **5.3 Recommendation for Managerial Implication**

#### **5.3.1 Taste**

The research results showed that there was an impact of sensory marketing in terms of taste on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. However, areas for improvement still exist that Dunkin' Donut could make to overcome direct competitors of Dunkin' Donut in Bangkok like Mister Donuts and Krispy Kreme. Although Mister Donuts does not have that much variety of donuts as compared to Dunkin' Donut but it has kept the flavor simple and classic which never gets old. According to Rieunier (2002), operations were conducted in the food industry, where customers' were more inclined to buy a product that they were familiar with and had already tasted. So, having new flavors were good but focusing on the old classic flavor should have been kept in mind as well. The managers of Dunkin' Donut should have kept the menu simpler and classic and sold at cheaper price. This would have helped in even more growth for Dunkin' Donut, while bringing new flavors seasonally as well like Tokoyaki Donuts, cuddle milk, pink milk donuts and rice berry donuts flavors of Hokkaido from Japan. Hoegg and Alba (2007) demonstrated that the color of donuts were also important that determined the taste of the donuts, for example dark brown donuts were always related to chocolate and as soon as the customers saw a dark brown donut image, smell of chocolate was formed in their mind and customers who liked chocolate were also tempted to buy that donut.

So, having good varieties and colors of donuts also influenced customer' satisfaction which Dunkin' Donut could adapt and learn more from Krispy Kreme.

### **5.3.2 Touch**

The research results showed that there was no impact of sensory marketing in terms of touch on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. Touch was the only factor that did not impact Thai customers' satisfaction according to the study Dunkin' Donut needed to make significant changes in touch aspects for its donuts. Although touch did not play such an important role in Thai customers' satisfaction as compared to taste, sight and other factors, still certain changes could be made. The famous bakery shop owners gave an average rating for "Dunkin' Donut" donuts. The flour, yeast, amount of oil and butter played a very important role which exhibited the touch of a donut (Nicole, 2015). More variety of texture needed to be introduced focusing more on the texture of donuts at the same time keeping a good look and taste of the donuts to satisfy customers fully.

### **5.3.3 Sight for Product**

The research results showed that there was impact of sight for product on Thai customers' satisfaction with Dunkin' Donut shop. Sight was the strongest sense that triggered perception. Although the result was positive but more varieties of donuts and theme could be added for products in the shops while keeping its classic. Dunkin' Donut in countries like USA and Japan still had more variety of donuts as compared to Thailand, so Thailand still had space for further improvement. Visual perception biases were important for customers' satisfaction as it influenced the judgments of consumption and product sizes. In turn, these judgements also affected the real consumption (Raghubir & Krishna, 1996, 1999; Wansink & Van Ittersum, 2003). So,

improving how the product looked also increased customers' satisfaction with it.

Krispy Kreme had been really good in introducing new exciting flavours and colors to its donuts, their donuts looked really unique. Even though Krispy Kreme had not grown a lot in Bangkok but amazingly it did very good sales as compared to the number of other companies' outlets in Bangkok.

#### **5.3.4 Sight for Shop**

The research results showed that there was impact of sight for shop on Thai customers' satisfaction with Dunkin' Donut shop. The popular saying, "seeing was believing", people had been choosing what to buy long before advertisement came to place. "People's eyes had more than two third of all sensory cell in human body", there was no reason to argue why sight was considered as one of the most noteworthy sense among all human senses (Fabian, 2019). How the shop looked, what color and design it used had been very important for Thai customers' satisfaction. Thai customers especially had been more inclined to how things looked more compared to other people from around the world. Dunkin' Donut put all this factors into consideration. The look of Dunkin' Donut has been simple and good. With the use of simple colors for shop like brown, grey and white with a colorful pink and orange look for the logo and showing how the donuts were freshly baked in the store would further increase Thai customers' satisfaction.

#### **5.3.5 Smell**

The research results showed that there was impact of smell on Thai customers' satisfaction with Dunkin' Donut shop. Researchers founded that pleasant scents could enhance evaluations of products and stores and also increasing the company's own variety-seeking behaviour (Mitchell et al., 1995). Medina (2018) explained in his

bestseller Brain Rules, one of the most famous techniques for marketing had been the use of smells to grab attention of the customers in the streets, subways, shops, restaurants and even supermarkets. There was an interesting strategy that was adopted by Dunkin' Donut in Seoul South Korea. The computers in the buses were connected with a device that released a fresh aroma whenever the Dunkin' Donut jingle sound was played on the radio, after the jingle sound was played the buses stopped at the bus stand that had Dunkin' Donut outlets very close to it which influenced more customers' to visit Dunkin' Donut after getting down at the bus stand. In addition, Starbucks roasted their coco in the store to release aroma to attract customers, donuts being baked freshly and toppings prepared freshly increased the aroma in the shop which lead to increase in customers' satisfaction. When customers' smelled the donuts at Dunkin' Donut, they were immediately reminded of having good time in Dunkin' Donut. It revived their memory which was expressed by appreciation for the product, which resulted in positive impact of smell on Thai customers' satisfaction.

### **5.3.5 Sound**

There was an impact of sound on Thai customers' satisfaction with Dunkin' Donut shop in Bangkok. Music in advertising has been exhibited to influence ad persuasion by affecting the mood (Park & Young, 1986). The sound in advertisement was very attractive and spiked the interest of the people, also the sound in the shop by the staff was polite and always ready to help, and verbal cheering by staff increased the customers' satisfaction. Music played in a store also affected the pace of shopping; slower music resulted in slower shopping, spending more time in the shop which resulted to more purchases since customers' advanced at a slower pace while moving in the store (Milliman, 1982). The music in background played at Dunkin'

Donut was soft, smooth café music that made customers' to relax to have a good time at the store. The p-value for sound was 0.000 which was the best among all the variables but still by implanting new ideas in advertisement and new technology in machine that made soothing sound, then the customers' satisfaction for Thai customers could grow even further.

#### **5.4 Recommendation for Future Research**

The research study was conducted for Thai customers who enjoyed having something sweet and had a soft spot for Dunkin's donut, knowing about customers' views and opinions about Dunkin' Donut and further improvement that the company could make with Dunkin' Donut shop in Bangkok. Therefore, there would be more research opportunities in the future for this topic. As the company has been becoming more and more famous among Thai people year after year, also these days the sensory marketing had been considered as one of the most important marketing strategies that need to be studied by the company to satisfy customers' needs and to establish strong market in the world. Without having the proper understanding of human sense whose behavior was affected by its senses, the company could not successfully run its business. Those who were interested in this topic could also compare how sensory marketing affected the top donut brands in Bangkok such as Dunkin' Donut, Mister Donuts and Krispy Kreme to know which company understood its customers' the best and which company needed more effort to catch up and understand the need and behavior of their customers'. The research focused on two more variables.

#### **5.4.1 Customers' Loyalty**

According to Gremler & Brown (1996), whenever the customers' showed their repurchasing behavior about the goods/services from the same provider from him he had purchased and the customers' also has his positive attitude about the same provider and he also recommends the goods and services of the same providers to other, he demonstrates the loyalty. Dunkin' Donut had always been loyal to its customers'. In Thailand where Dunkin' Donut ranks second Mr. Pakin said the company remained committed to continuing investment to open 30 new Dunkin' Donut branches this year despite the Covid-19 pandemic that affected sales. (Bangkok Post, 2020). Pakin Phenpakkul, managing director of Golden Donuts Thailand Co, the operator of Dunkin' Donuts in Thailand, said that although Dunkin' Donut has been registered in Thailand for four decades, it still has room to expand because its business covers only 60 provinces across the country. In addition to expanding its distribution channel, the company also planned to put more effort into a marketing campaign and develop innovative products both on a horizontal and vertical basis to spur spending power and maintain customers' loyalty amid fierce competition. (Bangkok Post, 2020). Also the company plans in further improving its services while not planning to increase the price because of the pandemic.

#### **5.4.2 Repurchase Intention**

With the growing competition Dunkin' Donuts had decided to make some changes in its strategies to satisfy Thai customers' satisfaction. Prior to the rebranding exercise, the firm had decided to modernize its stores and expand its menu. Yulihhasri et al (2011) defined "repurchase intent" as a "consumer behavioral intention" that



measures the tendency to continue, increase, or decrease the amount of service from a current supplier. To gain the interest of present Thai customers' and to gain new customers' Dunkin' Donuts has been capturing Thailand's sweet tooth and had planned to open between 40 and 60 new branches in the Kingdom next year, after opening 30 this year, as the dessert craze continues among Thai customers'. Bangkok Post (2020)

“The Covid-19 outbreak forced our team to invent new strategies to move on with business amid the difficult time,” Pakin said. Bangkok Post (2020).

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**APPENDIX A:**  
**English Survey Questionnaire**

**QUESTIONNAIRE:**

**Sensory Marketing Impacting Thai Customers' Satisfaction for Donkin'  
Donut in Bangkok**

This survey research was aimed to comprehend sensory marketing impacting Thai customers' satisfaction with Donkin' Donut shop in Bangkok. This study is a part of BA :715 Independent Study, Graduate School, Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

**Part 1: Personal Details**

**Explanation:** Please mark ✓ into  that matches your information the most.

1. Gender:

- 1) Male  2) Female

2. Age:

- 1) Under 24 years old  2) 25 – 35 years old  
 3) 36 – 45 years old  4) 46 – 55 years old  
 5) 56 years and older

3. Status:

- 1) Single  2) Married  
 3) Divorced/Widowed/Separated

## 4. Level of Education:

- |   |  |
|---|--|
| <input type="checkbox"/> 1) Under Bachelor Degree | <input type="checkbox"/> 2) Bachelor Degree  |
| <input type="checkbox"/> 3) Master Degree         | <input type="checkbox"/> 4) Doctorate Degree |
| <input type="checkbox"/> 5) Others                |  |

## 6. Monthly Income:

- |   |  |
|---|--|
| <input type="checkbox"/> 1) 10,000 baht and lower | <input type="checkbox"/> 2) 10,001–20,000 baht   |
| <input type="checkbox"/> 3) 20,001–30,000 baht    | <input type="checkbox"/> 4) 30,001–40,000 baht   |
| <input type="checkbox"/> 5) 40,001–50,000 baht    | <input type="checkbox"/> 6) More than 50000 baht |

## 7. Occupation:

- |   |  |
|---|--|
| <input type="checkbox"/> 1) State enterprise employee | <input type="checkbox"/> 2) Private company's employee |
| <input type="checkbox"/> 3) Self-employed             | <input type="checkbox"/> 4) Others                     |

## 8. How often do you eat at Donkin' Donut shop?

- |   |   |
|---|---|
| <input type="checkbox"/> 1) Once a week | <input type="checkbox"/> 2) 2-3 times in a week |
| <input type="checkbox"/> 3) Rarely      |   |

## 9. How do you usually eat donuts at Donkin' Donut shop?

- |  |  |
|--|--|
| <input type="checkbox"/> 1) Eat at the shop              | <input type="checkbox"/> 2) Take-out meals |
| <input type="checkbox"/> 3) Ordering online at your home |  |

## 10. What do you think is the most important sense while having Donkin's donut?

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 1) Taste | <input type="checkbox"/> 2) Sound |
| <input type="checkbox"/> 3) Smell | <input type="checkbox"/> 4) Touch |
| <input type="checkbox"/> 3) Sight |                                   |

## 11. Do you consider yourself health conscious?

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> 1) Frequently   | <input type="checkbox"/> 2) Sometimes |
| <input type="checkbox"/> 3) Infrequently | <input type="checkbox"/> 4) Never     |

**Part 2: Sensory Marketing Impacting Thai Customers' Satisfaction with Donkin' Donut Shop in Bangkok**

**Explanation:** Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Sensory Marketing Impacting Thai Customers' Satisfaction with Donkin' Donut Shop in Bangkok	Level of Opinions				
	Strongly Agree	←	→	Strongly Disagree	
<b>1. Taste: T</b>					
1.1 The donuts at Donkin' Donut are quick and delicious.	(5)	(4)	(3)	(2)	(1)
1.2 Donuts at Donkin' Donut is simple and good.	(5)	(4)	(3)	(2)	(1)
1.3 Donuts at Donkin' Donut is exactly the taste I want.	(5)	(4)	(3)	(2)	(1)
1.4 Apart from just the sweet donuts available at Donkin' Donut, I also like the sour and salty varieties of donut's introduced by Donkin' Donut, like the Japanese Takoayaki and classic sweet and sour donuts.	(5)	(4)	(3)	(2)	(1)
<b>2. Touch: TU</b>					
2.1 The texture of donut is soft and smooth.	(5)	(4)	(3)	(2)	(1)
2.2 I like the texture and touch of the ambiance or environment at Donkin' Donut like the texture of sofa, tables, chairs, wallpapers, plates, mugs etc.	(5)	(4)	(3)	(2)	(1)
2.3 I think touch factor is an important part for selling of donuts at Donkin' Donut.	(5)	(4)	(3)	(2)	(1)
2.4 I like the packaging design of Donkin' Donut.	(5)	(4)	(3)	(2)	(1)

Sensory Marketing Impacting Thai Customers' Satisfaction with Donkin' Donut Shop in Bangkok	Level of Opinions				
	Strongly Agree	↔			Strongly Disagree
<b>3. Sight: S</b>					
<b>3.1 Sight for Product: SP</b>					
3.1.1 Donkin' Donut looks appealing to Thai consumers.	(5)	(4)	(3)	(2)	(1)
3.1.2 Donkin' Donut is good at creating new varieties of donuts for its Thai customers.	(5)	(4)	(3)	(2)	(1)
3.1.4 I like the different shapes, sizes and varieties of donuts introduced by Donkin' Donut for themes like festivals, movies, cultural food etc.	(5)	(4)	(3)	(2)	(1)
<b>3.2 Sight for Shop: SS</b>					
3.2.1 I like the design of the Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)
3.2.2 I like the look of Donkin' Donut logo.	(5)	(4)	(3)	(2)	(1)
3.2.3 I like the visual ambiance of the shop.	(5)	(4)	(3)	(2)	(1)
3.2.4 I like the color combination of dark brown, brown, grey and white which is used at Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)
<b>4. Smell: S</b>					
4.1 I like the smell of environment inside Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)
4.2 I like the smell of donuts at Donkin' Donut.	(5)	(4)	(3)	(2)	(1)
4.3 I think that smell of donuts at Donkin' Donut is unique.	(5)	(4)	(3)	(2)	(1)
<b>5. Sound: SD</b>					
5.1 Verbal cheering by staffs at shop persuades customer satisfaction.	(5)	(4)	(3)	(2)	(1)
5.2 I like the sound used by Donkin' Donut for advertising.	(5)	(4)	(3)	(2)	(1)
5.3 I like the background music at Donkin' Donut.	(5)	(4)	(3)	(2)	(1)

<b>Sensory Marketing Impacting Thai Customers' Satisfaction with Donkin' Donut Shop in Bangkok</b>	<b>Level of Opinions</b>				
	<b>Strongly Agree</b> ←			<b>Strongly Disagree</b> →	
5.4 I like the pleasant voice and how staff great and serve at Donkin' Donut.	(5)	(4)	(3)	(2)	(1)

### **Part 3: Thai Customers' Satisfaction with Donkin' Donut Shop**

**Explanation:** Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

<b>Thai Customers' Satisfaction for Donkin' Donut Shop: TCS</b>	<b>Level of Opinions</b>				
	<b>Strongly Agree</b> ←			<b>Strongly Disagree</b> →	
1. I feel satisfied when I visit at Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)
2. You are satisfied with donuts at Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)
3. You will advise other customers to visit at Donkin' Donut shop again.	(5)	(4)	(3)	(2)	(1)
4. You are satisfied with the quality of service provided at the Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)
5. Your mood is good when you visit at Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)
6. You feel that Dunkin' Donut shop is a good social gathering place.	(5)	(4)	(3)	(2)	(1)
7. I feel satisfied with the environment at Donkin' Donut shop.	(5)	(4)	(3)	(2)	(1)

**\*\* Thank you for your kind cooperation\*\***

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