Analysis of Westin's marketing strategy based on sensory marketing theory

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Abstract. With the rapid development of the economy, the consumer needs of hotel customers also began to become diverse, how to update the hotel marketing means, stimulate the consumer enthusiasm of customers, and promote the purchase of activities, become the focus of the hotel marketing activities. Articles in Westin hotel, for example, illustrates the concept and content of sensory marketing, analyzes the present situation and problems of the hotel marketing senses, and put forward the feasibility of improving the hotel marketing strategies, to help the hotel in the face of the increasingly severe competition, stand out from so many competitors, the quality of the customer's mind become the preferred hotel.

Keywords: Sensory marketing theory; Hotel marketing; The Westin Hotel.

1. Introduction

Along with the rapid development of economy, the hotel also become a variety of consumer demand of the customers, traditional hotel marketing began to people's consumption enthusiasm, the hotel industry increasingly fierce competition, how to win in the competition more chance is the most emphasis on the part of the hotels of the customer satisfaction greatly affected the profitability of a hotel. Under the competitive pattern of homogeneity, the hotel needs to give customers special and differentiated actual experience with more detailed services, so it is urgent to update the hotel marketing means. Some enterprises in developed countries have successful customer sensory experience into the basic content of service marketing, products or services provided by the hotel can through emerging marketing - marketing senses, stimulate the customer's consumption enthusiasm, thus promote the purchasing activities, increase the hotel occupancy rate, become the hotel marketing activities need to focus on the key link.

The hotel industry competition is increasingly fierce, how to win more opportunities in the competition is the most important part of the hotel, and the level of customer satisfaction greatly affects the profitability of a hotel [1].

2. The connotation and content of sensory marketing

2.1 The connotation of sensory marketing

Sensory marketing refers to marketing methods that integrate the five sensory experiences of consumers (sight, hearing, smell, taste and touch) and influence the perception, judgment and behavior of consumers. It needs to consider the needs of consumers in advance, through the establishment of sensory imprint, influence the customer's perception of the brand. The hotel has given the sensory marketing new connotation, hoteliers can pass [2].

Hotel in different environment and atmosphere build, thoughtful service, restaurant eating delicious taste, bathrobe in the room the bed feels sensory marketing approach, such as using the five senses experience for the customer to activate the senses in the conscious and unconscious, establish a deep emotional connection with customers, and get rid of "dead" impression, establish competitive hotel brand [3].
2.2 Sensory marketing content

2.2.1 Visual sensory marketing

Visual perception accounts for 80 percent of all information sources, while other perceptual senses add up to 20 percent. Generally we see marketing activities, whether advertising or terminal promotion, the carrier is mostly visual. Hotel visual marketing needs some stimulating elements, the formation of a strong visual impact, give customers some new hints, and then induce consumer behavior.

2.2.2 Auditory sensory marketing

Hearing is the second sense that customers rely on. The pitch, timbre and volume of the sound people hear will subtly affect people's mood ups and downs and degree of pleasure. The hotel's auditory marketing needs to produce different sounds according to different situations, the use of pleasant background music to enrich the sensory experience of customers, promote the smooth progress of hotel services, so that customers in the beautiful audio-visual experience to enhance the interest of consumption.

2.2.3 Olfactory sensory marketing

Olfactory marketing is mostly used in the building of corporate brand image. The olfactory marketing of the hotel can spread the unique aroma to each environment of the hotel through the ventilation system of the hotel, optimize the sensory experience of customers to the hotel, add the hotel brand culture to the unique aroma, so as to enrich the sensory marketing of customers and deepen the olfactory memory of customers [4].

2.2.4 Sensory marketing of taste

The acquisition of taste imprint requires the active cooperation of customers. A more common form of taste marketing is the creation of nostalgic or familial taste bud resonances, and such taste labels with childhood memories are easy to get positive reviews [5]. The hotel's taste marketing needs to be combined with the sense of touch and smell to complete the marketing effect. Delicious meals give customers the impact of taste, form taste marks, and give customers a more profound sensory impression.

2.2.5 Tactile sensory marketing

Tactile marketing is a marketing method based on the interaction between customers and enterprises. Compared with other sensory impressions, the sense of touch can leave a deep and lasting impression on customers. The hotel can focus on the main customer contact items, do material differentiation, texture advanced [6].

3. The Westin Hotel sensory marketing status analysis

3.1 Visual sensory marketing

3.1.1 The use of hotel decoration color

The hotel decoration determines the first impression of the customer into the hotel, so the selection of decoration style, the combination of color elements has become a major consideration of the hotel decoration [7]. For example, in the hotel held a baby 100 days party, using some tender and delicate color collocation: light powder, light green and white tone combination; Soft hydrangea and buttercup are selected as the main flowers, and blackseed grass is added to make the visual appearance warmer. At the same time, it gives the dinner a deeper meaning, that is, flowers, grass, land, symbolizing the power of life continuation, wish children grow up strong and healthy.
3.1.2 Lighting design of the hotel

The Westin Hotel's lighting design around the simple, bright, stable style, appropriate lighting to create a magnificent atmosphere, fully reflect the hotel's style and specifications, in addition to meet the basic lighting in addition to the design of special lighting effect, let people feel bright.

3.1.3 Olfactory sensory marketing

The Fragrance OF Westin is not only a kind of fragrance, but also a way of life, a sensory world that lets people fully feel healthy. The hotel specially invited the famous Aroma brand Air Aroma to customize a special white tea Aroma [8]. The Aroma will mix elegant tea Aroma with geranium and freesia flowers, which will enrich the original tea Aroma and give the luxuriant green garden feeling. Step into the lobby of the Westin Hotel and the haunting aroma of white tea is immediately refreshing. From the public fragrance in the lobby to the private fragrance mist in the room, the aroma is spread in each area through the central air conditioning, forming a unique aroma atmosphere [9]. The refreshing and refreshing aroma of white tea is always lingering, making people calm and relax, letting the body and mind be immersed in the heart-warming fragrance, soothing the body and mind, and re-inspiring the whole body sensory perception [10]. This aromatic selection is in line with the Westin brand's core values of "personal, intuitive and invigorating" and reflects the healthy and active lifestyle the hotel embraces.

3.2 Auditory sensory marketing

3.2.1 Hotel lobby background music

The Westin Hotel invites many music organizations to improve and improve the background music in the hotel according to the different environment and atmosphere of the hotel. Through the opinions of experts and customers, the hotel constantly adjusts the background music of the hotel and customizes different music tracks, which can be played at different times and different places.

3.2.2 Hotel restaurant background music

The setting of restaurant music should be coordinated with the theme of the restaurant, such as slow music can make guests more relaxed and extend the dining time, thereby increasing the sales of drinks and drinks. The Westin's Barbecue restaurant will invite a professional Latin American band to play live during the evening meal, allowing customers to enjoy the wine and food, while immersed in the lively and enthusiastic music, as if they are in the deep feeling of Latin America.

3.3 Sensory marketing of taste

3.3.1 Exquisite selection of food materials and dining environment

The Westin Hotel has four restaurants with different styles to meet the needs of different customers. The restaurant promises variety, with dozens of desserts to choose from, from yusheng sashimi to street food, hot or cold, that you can sample one by one at the table. The restaurant pays attention to the selection of materials, every dish is required to present in front of the customer is a fresh and high-quality taste.

3.3.2 Nutritious and healthy menu customization

The Westin's buffet restaurant, known as tasted, is dedicated to providing nutritious and delicious dishes for breakfast and lunch. The menu carefully labels calories next to each item, and uses text to let diners know about the flavor, so that customers can better choose healthy food for themselves.

3.4 Tactile sensory marketing

Rooms at the Westin are equipped with the Westin's Heavenly Dream Bed, a classic 1999 mattress that ushered in a new era of bed innovation at the hotel. The hotel's pillow is also equipped with a soft and hard match, giving people the best sleep experience. In addition to the Heavenly Dream Bed
also contains blankets, bathrobes, candles, white tea fragrance, and even some other toiletries that are Heavenly's standard.

4. Analysis of sensory marketing problems at Westin Hotel

4.1 Visual marketing problem analysis

4.1.1 The guest room pattern is not properly designed

Some rooms of the hotel are designed in a surrounding manner, and the ceiling is low, which makes the original space slightly cramped. Some customers responded that the TV set was placed in the middle of the bedroom and the corridor, so it was necessary to take a detour in the room, and the pattern design was not humane enough. In addition, the glass door of the bathroom is not completely shielded, and the distance between the bathroom and the bed is too close. While the living space is limited, the convenience of life is greatly reduced.

4.1.2 Visual marketing lacks connotation

The Westin hotel in the visual aspect is just general visual marketing, other hotels can also do the ordinary range, and it is difficult to highlight the advantage of the Westin hotel in the homogeneous competition. The small gifts presented by the hotel do not reflect the core concept of the hotel - intuition, flexibility, vitality. Little yellow duck, bear dolls do not give customers visual memory points, in the hotel visual impression to create a big discount.

4.2 Problem analysis of olfactory marketing

The guest room of the hotel is the second home of the customer on the journey. In order to attract the customer, the smell of the guest room should be made into a familiar and more family friendly smell. Everyone has a different definition of the taste of home, which requires the hotel to design a unique room fragrance for customers more attentively in olfactory marketing. At the same time, hotels also need to take care of the allergic reactions of customers with special physique to smell. When receiving similar sensitive customers, the hotel needs to pay attention to the sensitive source of aroma and configure rooms without aroma.

4.3 Analysis of auditory marketing problems

4.3.1 Poor noise blocking in guest rooms

Because Westin Hotel is located in the bustling central business district, customers can hear the voices of vehicles and pedestrians on the street in the morning, and the voices of residents in the hotel corridor and next room can also be clearly heard. In the hotel room where customers stay for the longest time, the basic room noise interruption is not complete, which will not only reduce the customer's experience, but also seriously affect the customer's evaluation of the hotel.

4.3.2 Ignore detail sound processing

In terms of sensory marketing in terms of hearing, Westin Hotel ignores the sound processing in details, such as the speed of voice of hotel service personnel, natural sound when walking in the aisle, etc. The poor service attitude of the staff of Westin Xiamen hotel accounts for most of the customer complaints of the hotel and becomes a service problem that the hotel continues to solve.

4.4 Analysis of taste marketing problems

Although the Westin Hotel has four restaurants with different styles and a dessert room, the restaurant does not show distinctive hotel characteristics. The exquisite meals lack some marketing activities to promote, and the connotation of catering is insufficient, so there is no enough memory to match the taste.
4.5 Analysis of tactile marketing problems

Tactile marketing of Westin Hotel is not meticulous enough. Westin Hotel's tianmeng series can be used as the main tactile marketing brand of the hotel, but its marketing method is relatively single. The hotel only focuses on the single marketing mode of people and things, and the marketing can be more meticulous. Hotels need to pay attention to the micro but important tactile experience that customers are exposed to. Tactile marketing cooperates with multiple sensory marketing channels to feel tactile comfort and pleasure, and enhance the happiness and comfort of customers.

5. Countermeasures for improving sensory marketing of Westin Hotel

5.1 Improvement Countermeasures of visual marketing

5.1.1 Improve the layout of guest rooms

Take various channels to obtain suggestions for improving the hotel room pattern from the public, such as collecting the guest's evaluation on the tourism platform, issuing questionnaires to VIP guests of the hotel, inviting sleepers to the hotel and providing room feedback. Professional design teams are invited to take the collected opinions as reference and carry out detailed analysis, reorganize the layout of the hotel's equipment and pattern, upgrade and update the interior of the hotel, provide better occupancy effects for customers, enhance the comfort of guest rooms and enhance the customer's experience.

5.1.2 Combination of visual marketing and cultural marketing

The appearance of the Westin Hotel is an eagle looking far away. This modern appearance design has left a visual impact on every guest. The hand gift specially designed by the hotel for customers can be combined with the appearance of the hotel to give Hotel models or towels, dolls, fragrance gift boxes and other gifts printed with the hotel logo to departing customers, awakening their second memory after their trip, deepening the visual impression of customers and continuing the visual and sensory impression of the hotel.

5.2 Countermeasures for improving olfactory marketing

5.2.1 Optimize room odor management

The hotel should improve the standard of smell management of service personnel, carry out strict smell management of guest rooms, and keep the smell of each room fresh. If necessary, instruments can be used to detect the concentration of odor in guest rooms to eliminate unpleasant odor in guest rooms. At the same time, the ventilation system of the hotel also needs to be cleaned and updated regularly. The hotel management personnel need to strictly supervise and implement the cleaning management of guest rooms. The cleaning personnel also need to take the cleaning of guest rooms seriously and carefully.

5.2.2 Personalized guest room design

Hotel rooms can provide different types of rooms for different guests through decoration styles and grades, and the hotel can also provide corresponding odor services according to the needs of different groups. In today's increasingly fierce competition, guest rooms will be the focus of personalized odor design in the future, and also the new trend of personalized service in guest rooms in the future. Westin Hotels can form differentiated marketing through the service design concept of "five senses of happiness", and configure their own personalized rooms for every customer who comes to the hotel, so as to truly enjoy the check-in experience like home.
5.3 Improvement Countermeasures of auditory marketing

5.3.1 Optimize noise blocking in guest rooms

Sting hotel needs to optimize the noise blocking of guest rooms to cope with the noise impact of its location in the central business district. Not only the noise management of guest rooms, but also the wall decoration materials in all major areas of the hotel need to be tested for sound insulation effect, and the sound insulation treatment should be implemented in every corner of the hotel. At the same time of providing high-quality hotel services, the equipment in the hotel that is easy to be ignored also needs to be maintained and overhauled in time to avoid unnecessary noise affecting the guest's experience.

5.3.2 Attention to detail: sound processing

In addition to paying attention to the application of background music and environmental music, Westin Hotel's auditory marketing should also consider more detailed sounds, such as the speed of speech of hotel service personnel, the opening and closing sound of indoor objects, and the impact sound. The pronunciation method with special note combination can improve the auditory recognition. The specially designed room name can brand an auditory impression for customers through repeated emphasis. The decorative wind chimes, chandeliers, bamboo forest sounds and other sounds from nature in the hotel can also bring people a comfortable auditory experience.

5.3.3 Tone management of hotel service personnel

Tone management of hotel service personnel hotel service personnel need to change the tone and speed of speech on different occasions and in the face of different customers. The use of faster speech speed can easily arouse customers' emotional reactions, make customers ambiguous about words or reduce their evaluation of services. On the contrary, using a slower speed of speech is more likely to make customers feel good about it, and then pay more attention to the internal expression of information. At the same time, the use of some modal words in reply to guests' questions will also bring guests a good service experience in which their opinions are respected.

5.4 Improvement Countermeasures of taste marketing

5.4.1 Improve the quality of hotel breakfast

Westin Hotel should strengthen food and beverage management, control food and beverage standards, and complete the whole process of breakfast preparation before the specified breakfast opening time. At the same time, in order to meet the dining needs of different customers, the hotel should enrich the breakfast varieties and provide Chinese and Western dishes. The service personnel of the restaurant need to walk around in real time to ensure the freshness and weight of the dishes, remove the stale dishes in time and replenish the consumed dishes. Pay attention to breakfast, the first meal for customers to arrive at the hotel, and open up a vibrant morning for customers. The impression and evaluation of the hotel will be improved accordingly.

5.4.2 Hold a hotel specialty food festival

Westin Hotel can use the four existing restaurants as the theme to regularly carry out special food festivals to attract customers to dine. For example, the theme food festival of beauty and beauty series is carried out according to mother's day, the theme food festival of healthy light food is carried out according to weight loss and slimming, and the food festival of DIY desserts is carried out according to the theme of dessert. These different types of food festivals held in the hotel can increase the passenger flow of the restaurant and also promote the catering brand of Westin Hotel.

5.5 Improvement Countermeasures of tactile marketing

5.5.1 Tactile marketing meticulous

Tactile marketing of the hotel starts from the floor of the lobby, the armrest of the stairs, the carpet of the corridor, to the sofa, bedding, lamps and dining utensils in the room. Every article that
customers may touch should maintain texture. Westin Hotel should ensure the humanized design of customer appliances to give people a comfortable tactile experience and show the tactile beauty of the hotel.

5.5.2 Focus on cooperation between tactile marketing and other marketing

Tactile marketing is often achieved by cooperating with other sensory marketing. Westin Hotels should pay attention to the marketing points of tactile marketing while marketing with single vision, taste or other senses. For example, it is necessary to ensure that the water temperature is constant while the water source of the spa is clear, that the dishes are delicious, that the tableware is smooth and beautiful, that the door is firm and stable, and that the texture is stable and atmospheric.

6. Conclusions

This paper illustrates the concept and content of sensory marketing of Westin hotel, analyzes the present situation and problems of the hotel marketing senses, and put forward the feasibility of improving the hotel marketing strategies, to help the hotel in the face of the increasingly severe competition, stand out from so many competitors, the quality of the customer's mind become the preferred hotel.

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