

THE SUPPLY SYSTEM OF HIGH GASTRONOMY RESTAURANTS

A Sensorial Perspective on Consumption Experiences

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This study investigates from the viewpoint of sensory marketing the constituting elements of the supply systems of haute cuisine restaurants. It highlights that such restaurants offer elements with multiple sensory dimensions, and therefore that they make it possible to provide rewarding or extraordinary experiences for consumers. The research is qualitative, and the method chosen was the study of multiple cases. We selected four restaurants with the elements needed for the analysis of their supply systems based on perspective and sensory characteristics. These characteristics were those which possess potential to provide customers with a complete consumer experience. Data collection techniques include direct observation, and semi-structured individual interviews. When interpreting the data we used the technique of content analysis. The results indicated that the supply systems of the restaurants surveyed were deliberately designed by its owners in order to stimulate the senses and the imagination of consumers, and that these elements work together to create consumer experiences which are meaningful and unique to customers.

KEY WORDS: *consumption experience, hospitality, haute cuisine.*