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**A Review on The Impact of Sensory Marketing on Consumer Buying Behaviour**

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**Abstract**

The article discusses the role of sensory marketing in driving advertisement effectiveness. Current development of sensory marketing indicates the emergence of a new era in the field of marketing: an era in which the five senses of consumers will be the focus of marketing strategies and techniques. This paper focuses in the field of marketing giving attention to the five senses (sight, smell, hearing, taste, touch). The findings indicated that the five senses simultaneously affect the consumer behaviour. From a managerial perspective, sensory marketing can be used to create subconscious triggers that define consumer perception of abstract notions of the product (e.g., its sophistication, quality, elegance, innovativeness, modernity, interactivity) the brand's personality. Thus, the result indicates that strategic stimulation of the senses of the consumer in marketing process can be one of the practical methods of companies and retailers to attract customers and increase their loyalty.

**Keywords:** *Sensory Marketing, Five Senses, Consumer Behaviour, Emotion, Sensory Experience, Sight, Smell, Hearing, Touching, Taste, buying behaviour*

## **1. Introduction**

Feelings impact on varied parameters like priority and choice of retail promoting, store files, the time spent within the store, looking satisfaction, satisfaction with a product or service, pleasure seeking and consumption-oriented looking, shopper higher cognitive process vogue and also the want and also the rate of interest of the client. several shoppers used the merchandise primarily based within the feeling and feeling that product create on them. Feelings impact on varied parameters like priority and choice of retail promoting, store files, the time spent within the store, looking satisfaction, satisfaction with a product or service, pleasure seeking and consumption-oriented looking, shopper decision-making designs and also the want and interest rates of the buyer. Purpose of Sensory promoting is to send messages to the correct hemisphere of the brain, stimulation of the buyer senses, and eventually making a bond between client and merchandise and causing induce him to buy. five senses play key role at human life and consistent with ever-growing increase of brands, additional application of senses for establishing whole has nice importance. Sensory brands assist to unravel promotional material issues that produce a robust sensory relationship with customers. Sensory stigmatisation has appropriate influence on effective promoting communication in future.

## **2. Literature Review**

### **2.1 Sensory marketing**

Sensory selling is often outlined as a bunch of key levers that square measure controlled by the producer and/or by the distributor to make a particular multi-sensory atmosphere round the product or the service either by that specialize in sale outlet surroundings of product surroundings, and therefore the communication of characteristics of the merchandise itself. Sensory selling that is one in every of the comprising ways is; a selling technique that aims to seduce the patron by victimisation his senses to influence his feelings and behaviour. In sensory selling, with varied stimuli that square measure sent to 5 senses, consumer's emotional and activity orientations square measure studied to be affected. during this study, the role of senses in client perception, the link between senses and selling square measure mentioned, followed by sensory selling practices of firms and the way shoppers square measure affected from these practices and their responses square measure analysed.

### **2.2 The importance of the five senses in the Sensory Marketing**

Sensory Marketing, as a marketing -oriented experience, is one of the innovative solutions that give the consumer opportunities to percept and experience the product and services. Touching, tasting, hearing, smelling and seeing a product plays an important role in our understanding. Perception of these roles has a valuable advantage in the market today. These senses are image of our daily lives, and by using them we satisfy our needs and desires.

➤ **Sight in Sensory Marketing:**

Sight is dominant sensory system and therefore the strongest sense employed in selling. over eightieth of the business and looking communications area unit done through the sight sense. it's conjointly important to notice that customers, while not access to alternative data, completely or negatively, area unit tormented by the sight stimuli and additionally to being attracted by them, they show emotional response. Sight is that the most relied upon and necessary sense for many humans and infrequently drives a primary impression. For this reason, inventive administrators have long worked to form pictures, messages, and calls to action that area unit appealing and simply understood.

➤ **Smell in Sensory Marketing:**

The sense of smell involves forty fifth communication with the complete and is incredibly on the brink of our emotions and behaviour and its nice influence on our behaviour. Also, smell and odour considerably impact on perceptions of product quality and setting. Increasing attention to mistreatment the odour permits the sellers to appear at mistreatment odour strategically within the competitive setting.

➤ **Hearing in Sensory Marketing:**

Human ears are able to diagnose minimum sixteen to 28000 cycles per seconds. Most corporations are utterly aware that sound is considered strategy for up identity and image of a whole. If sound is consciously applied, company has nice opportunities for making a sound to tell apart its whole. Sound influences on our judgments and comments in respect to product and repair that we tend to shall purchase, if truth be told sound influences on behaviour and habit of purchase.

➤ **Touching in Sensory Marketing:**

Touch is that the largest sensory organ of the body and its image of physical contact through the skin. bit sense related to whole building has twenty fifth share. By touching the merchandise, client behaviour and looking perspective is absolutely affected. Coca-Cola bottle because of its delicate curves creates pleasant feeling for holding it in hand of shoppers. Special style of Coca-Cola bottle is so even its utterly recognized once touching it at complete darkness. Nearly fifty-nine of shoppers value more highly to drink Coca-Cola at intervals its glass bottle instead of plastic bottle i.e. sense of touching is incredibly necessary.

➤ **Taste in Sensory Marketing:**

Flavours related to complete building has thirty-one the share. In things wherever there's fierce competition among the marketers of food merchandise, mistreatment AN intuitive expression of fine style is an efficient thanks to influence client behaviour. style of Colgate dentifrice is outstanding rather like Bang and Oleson device machine, digital sound of Intel and white and red colour of Coca-Cola. a standard purpose for all of those completes is getting into third side of five senses to brand.

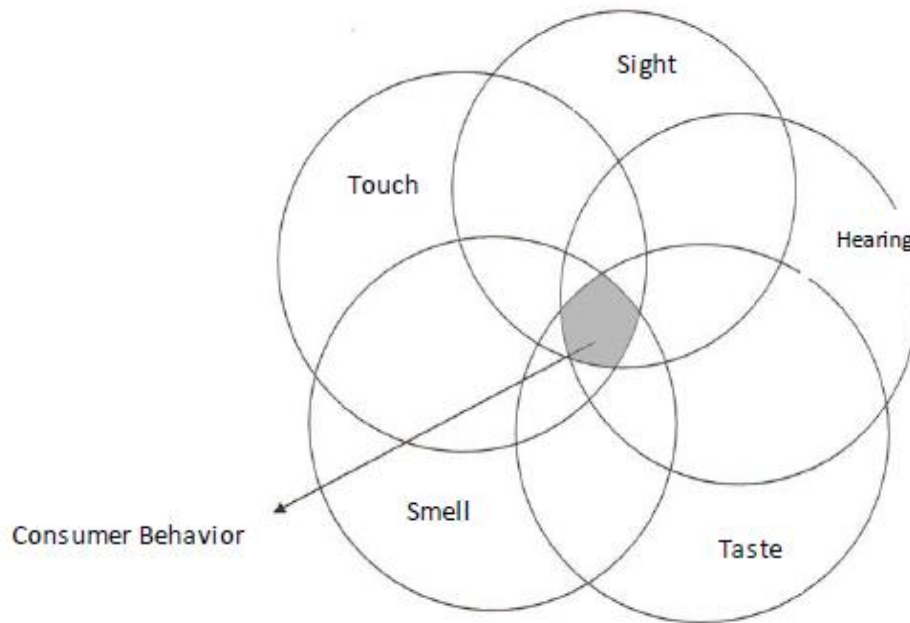


Fig 2.1 Conceptual Model Derived from (Shabgou & Daryani, 2014)

Sensors	Sensations	Sensory expressions
Smell sensors	Atmospheric	Product congruence, intensity and sex Atmosphere, advertency and theme Scent brand and signature scent
Sound sensors	Auditory	Jingle, voice and music Atmosphere, attentiveness and theme Signature sound and sound brand
Sight sensors	Visual	Design, packaging and style
Taste sensors	Gastronomic	Color, light and theme Graphic, exterior and interior Interplay, symbiosis and synergies Name, presentation and environment Knowledge, lifestyle and delight
Touch sensors	Tactile	Material and surface Temperature and weight Form and steadiness

Fig 2.2 Sensors, sensations and sensory expressions (Hulten, 2011)

How a multisensory experience does enhance the store images which in turn will increase the customer value. When there is increased customer value, it will result in repurchase intention, satisfaction and positive word of mouth.

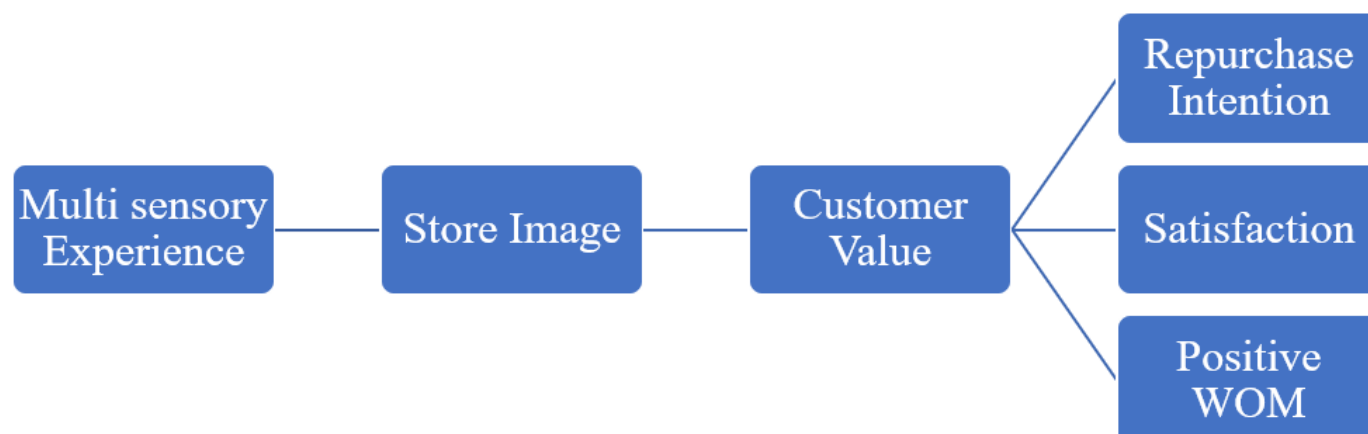


Fig 2.3 Conceptual Framework (N & C, 2017)

**Repurchase intention:** “The subjective likelihood that a client can still purchase a product from identical on-line seller” or shopping for product/services once more from same company”. the bulk of consumers’ purchases area unit potential repeat purchases. Customers purchase similar product repeatedly from similar sellers, and most purchases represent a series of events instead of one isolated event. Retention is another common term for repurchase that is considered to be one among the foremost necessary variables in relationship selling. Overall, researchers agree that once shopper’s area unit fully happy, they’re less seemingly to modify. Therefore, satisfaction is one among the necessary parts in making shopper loyalty.

**Satisfaction:** client satisfaction is outlined as a mensuration that determines however happy customers area unit with a company’s product, services, and capabilities. client satisfaction data, as well as surveys and ratings, will facilitate a corporation confirm a way to best improve or changes its product and services. AN organization’s main focus should be to satisfy its customers. this is applicable to industrial corporations, retail and wholesale businesses, government bodies, service firms, non - profit organizations, and each subgroup at intervals a company.

**Positive WOM:** Positive WOM is to produce data for shoppers that highlights the strengths of a product or service and encourages shoppers to adopt a product or service. an excellent deal of analysis finds that word of mouth is simpler than different kinds of selling. whether or not compared to ancient advertising, media mentions, or promotional events, word of mouth is additional helpful in making new users and customers. Indeed, McKinsey suggests that “word of mouth generates quite doubly the sales of paid advertising in classes as numerous as attention and mobile phones.” we tend to trust our friends quite we tend to trust ads. Ads continually say the merchandise is nice.

## 2.3 Purpose and Objective of Research

Purpose of Sensory marketing is to send messages to the proper hemisphere of the brain, stimulation of the patron senses, and at last making a bond between client and products and causation induce him to get. the aim of this paper is to gift the multi-sensory brand-experience thought in regard to the human mind and senses. the most purpose of sensory ways is to facilitate the multi-sensory brand-experience expressed through suggests that as sensors, sensations, and sensory expressions in regard to the 5 human senses.

- To live the importance for the customers of the varied attributes for the definition of a product (i.e. The formulation, the whole or the kind of packing).
- To live the several utilities of the amount taken by a given attribute for the customers. the extent of associate degree attribute is either a degree of intensity or associate degree choice (i.e. The valorisation of a whole compared to others thought about to be less attractive).
- To describe and quantify the prospect customers for a given product.
- To confirm the characteristics of a perfect product for a gaggle of customers.

Here in this research process overall methodological approach used are:

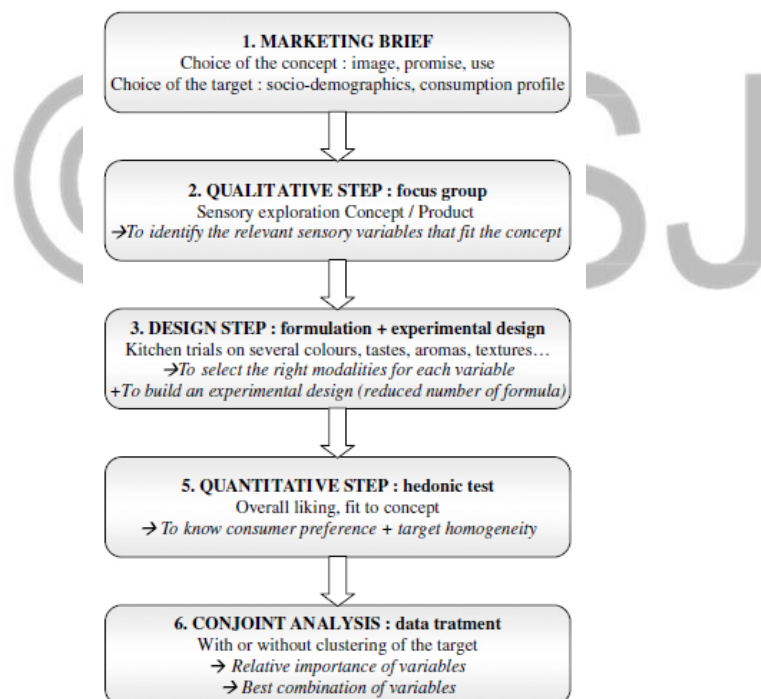


Fig2.4 Source: (Shabgou & Daryani, 2014)

### ➤ Marketing Brief:

Marketing brief-Effective selling briefs contour the method and paint a transparent image of your selling objectives and goals. the method of writing the transient helps walk you thru the campaign in your mind and establish issues or opportunities. once completed, a selling transient ought to make a case for and communicate the aim of a selling initiative. establish and set goals for a selling initiative. Set a tone and establish targeted segments. Establish measurements for fulfilment in a very campaign.

➤ **Qualitative Step:**

Qualitative steps sensory varieties Their area unit 2 main approaches to sensory research: like descriptive analysis in analytical sensory, subject's area unit screened. The screening criteria for shopper testing area unit primarily centred on demographic and usage data.

Consumer sensory, in contrast to analytical sensory tests, includes typical shoppers, particularly users of a selected product, and seeks to get affectional responses associated with feelings or motivations on a product's formulation or characteristics.

➤ **Design Step:**

The Design method is AN approach for breaking down an oversized project into manageable chunks. Architects, engineers, scientists, and different thinkers use the planning method to resolve a range of issues. Use this method to outline the steps required to tackle every project, and bear in mind to carry to all or any of your concepts and sketches throughout the method

The design method consists of vi steps:

- **Define the Problem:** You can't notice an answer till you have got a transparent plan of what the matter is.
- **Collect Information:** Collect sketches, take pictures and gather information to start out providing you with inspiration.
- **Brainstorm and Analyse Ideas:** Begin to sketch, make, and study thus you'll begin to know however all the info and knowledge you've collected might impact your style.
- **Develop Solutions:** Take your preliminary concepts and kind multiple small-scale style solutions.
- **Gather Feedback:** gift your concepts to as many of us as possible: friends, teachers, professionals, and any others you trust to relinquish perceptive comments.
- **Improve:** replicate on all of your feedback and choose if or to what extent it ought to be incorporated. it's usually useful to require solutions back through the planning method to refine and clarify them.

➤ **Quantitative Step:**

Quantitative analysis may be a strategy that involves the gathering of numerical information, a deductive read of the link between theory and analysis, a preference for a science approach (and for positivism in particular), And an objectivist conception of social reality. it's necessary to notice that quantitative analysis so means that quite the quantification of aspects of social life, it conjointly encompasses a distinctive epistemic and metaphysics position that distinguishes it from a lot of qualitative analysis.

➤ **Conjoint Analysis:**

Conjoint may be a powerful approach to development and rating, as a result of it's like having innumerable check markets in a very single study. A joint model will predict market outcomes from product modifications

or utterly new merchandise, assess the impact on competitors, and perceive however totally different market segments answer those changes. The simulation model outcomes, in addition to your understanding of the realities of your business (cost issues, operational constraints or efficiencies, etc.), enable you to create product selections supported market insight.

Conjoint analysis involves breaking down a product or service into its element parts—its options and pricing—in order to know the trade-offs, the market makes among those options. In a very joint survey, we tend to show respondents a group of offerings—each delineated by typical product and repair attributes—and raise that they like. By asking a series of those queries, and analysing the underlying patterns of response, joint uncovers respondents' true preferences—not simply what they are saying they need, however what they like once they need to build selections and trade-offs.

### **3. How Sensory Marketing and Purchase Decision are related**

The lot of your senses you'll recruit to inspire purchase call, the better. In the on-line world, these were antecedent restricted to sight and sound. However, with the continuing development of video game technology, on-line brands can before long be able to be a part of offline organizations and profit of the sensory selling opportunities of smell, taste, and bit also (or a minimum of evoke those senses). Many of the enduring brands we glance to nowadays have gotten to it place partly through investment as several sensory selling opportunities as doable. Think about film maker. From music to choose smells throughout the parks and in their completely different hotels, to strict tips on staff and characters, film maker has remarkably perfect sensory selling and stigmatization. You walk into any of their properties, and it simply features a sorcerous feel regarding it. That's not simply because of the fairy godparent (although she features a heap to try to with it). Likewise, if you've ever stayed at a Westin, you recognize their signature white tea scent. And there's a reason Cinnabon places stores in areas wherever smells will get treed, puts ovens close to the front of the shop, and heats up baking sheets with cinnamon and sugar to accentuate smells. Most folks don't have the budget or resources to be film maker or Cinnabon. What we are able to do is take the time to rely on however sensory factors inspire purchase call and implement them into our communications strategy consequently. Successful communication is within the details, whether or not they be through language and content or sensory selling.



#### 4. Perception of the Consumer

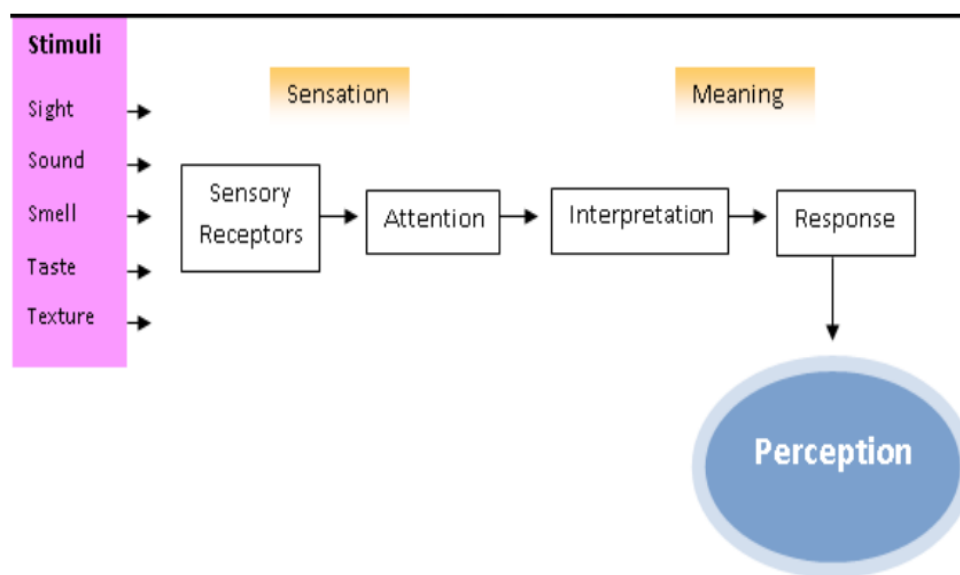


Fig. 4.1 Perception Model (Manenti, 2013)

Sensory receptors are unit human organs that receive sensory inputs. Perception could be a method through that people are unit exposed to data, attend the knowledge and comprehend the knowledge. folks act and react on the idea of their perceptions, not on the idea of objective reality. for every individual, reality could be altogether personal development, supported his/her personal experiences. 2 people could also be exposed to a similar stimuli below similar apparent conditions, however they acknowledge, select, organize, and interpret these stimuli could be an extremely individual method supported every person's own desires, values and expectations.

Perception because the method by that these stimuli are unit hand-picked, organized and taken. we tend to method information (sensation); but, the study of perception focuses on what we tend to raise or remove from these sensations as we tend to assign intending to them. Above is represented the Perceptual process (Fig. 4.1), explaining where perception appears in consumer's mind.

#### 5. Research Methodology

This research is based on desk research methodology and non-empirical research. This research includes literature review, conceptual article and author's subjective opinion. This research contributes to the proper understanding of sensory marketing and how does it affect the consumer buying behaviour. This research paper is important in order to know the benefits of the sensory marketing in the market. As the adoption of this type of technique is not very old, the number of publications, articles and blog are from 2008-2018.

#### 6. Conclusion

The whole objective of Sensory selling is to have an effect on the shopper's emotional choices which too terribly finely. In distinction with ancient advertising, sensory selling aims at sound the subconscious a part of the brain. This way, the brands have additional lasting and unforgettable impression on the folks. additional

the quantity of senses being engaged, additional would be the attraction felt by the client. Sensory selling validates however the 5 human senses contribute to a firm's strategic selling, it suggests that a firm ought to consider the 5 human senses as a start line in apply, consequently giving customers AN absolute and distinctive expertise. it's necessary to recollect that everybody is completely different once it involves that sense they supposed to validate their expertise. moreover, what dominates a consumer's attention nowadays is terribly completely different tomorrow. we all know shoppers desire a multi-dimensional complete expertise, and therefore the quantity of technology offered to make and change these experiences is simply increasing. the various studies analysed show that positive emotions generated by sensory experiences cause the next likelihood of actual purchase call by the client. Thus, it is complete that sensory selling efforts do have an on the spot impact on the acquisition call of the purchasers.



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