

DOES SENSE REACTS FOR MARKETING – SENSORY MARKETING

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ABSTRACT

Sensory Marketing is the marketing activities that focus on understanding perception of the consumer, the process starts from the stimuli that affect senses of the consumer to how the customer interpret, understand and respond those stimuli. Marketing techniques that aim to seduce the consumer by using his senses to influence his feelings and behaviour. These activities are used to create the marketing plan in order to design product and brand the communication's way with the customers. Perceptions of the consumer is the customer interpret, understand and perceive everything that involves about the product. The process of perceptions is the way that customer acknowledge about the product, it can be functioned through five ways of the senses – sight, touch, smell, taste and hearing.

Key Words: Sensory branding, Sensational, Sensual, Sensuous, Touch taste.

Sensory Marketing is the marketing activities that focus on understanding perception of the consumer, the process starts from the stimuli that affect senses of the consumer to how the customer interpret, understand and respond those stimuli. These activities are used to create the marketing plan in order to design product and brand the communication's way with the customers. These could be the essential factors that create awareness and influence the customer behaviors as well due to the reason that if the market or use sensory stimuli in appropriate way, it is able to influence decision – making and hence the propensity to spend (Soars, 2009).

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Another tool that the restaurants and shops are using more and more but that the customer is not inevitably aware of is **the sensory marketing**. Have you ever been attracted by the delicious scent of a bakery? How do you react at the hands of the kind of music in a restaurant? What if that galvanization of your senses would be a part of a general marketing strategy put in place by the restaurants and Mall, more generally by the companies, in order to attract customers as much as possible?

According to samresearch.com¹⁰ which gives a general definition of the concept, **sensory marketing** is an effective tool in gaining sensory consumer insights for a marketing strategy.

It measures and explains emotional consumer decision-making by variability of products, concepts, packaging, and marketing mix scenarios to ensure long-lasting success.

Sensory marketing is defined as a way of:

- measuring and explaining consumer emotions
- spotting and capitalizing on new market opportunities

- an opportunity to maximize product profitability
- ensuring first and repeat purchase (loyalty)
- ensuring long-lasting product success

It is an effective marketing application which gives to companies a real opportunity to maximize product profitability. In the food industry, sensory marketing has already been used partially. Indeed, many restaurants, fast-foods and bakeries try to galvanize our five senses by artificial systems.

Thus nowadays, sensory marketing is found in every industry especially in service industry (Goldkuhl & Styven, 2007). Businesses like hotel, restaurant, and department store use marketing activities through senses of the customer for example, the song that play in the store, the scent of bakery, the colour of sign, the sampling of snack and even the touch of textile. Due to the reasons that the main characteristic of service is “intangible” (McDougall & Snetsinger, 1990), the customer are not able to perceive the quality of service, so the best way to make service become tangible is using tangible environment of service like sounds, colour, or scent that could shape the atmosphere in order to create the good attitude of the brand and product. All of the facts bring us to the question that “does sensory marketing play as a main element of success in service industries?” and “how process does it work in order to influence decision – making of customer?” Therefore, this research aims to focus on how sensory marketing affect the customer behaviours.

In other Malls and restaurants, prices are also important as it gives a good brand-image: gastronomic restaurants or renowned bakeries can display high prices because they provide high quality products, service, reception and atmosphere. Those two different strategies are indispensable for them to stay competitive on their respective market and to differentiate themselves from the others. It could also be quoted another important tool in

the food and product industry: timesaving. In a fast-food, for instance, the customer will expect to be served as fast as possible because it is one of the aim of that kind of restaurant. In a traditional restaurant, the customer expects to wait longer because of the cooking-time, the quality of the cuisine and the atmosphere of the restaurant. There are a lot of other common marketing tools used in the food industry such as advertisements and sales promotions.

Sensory Marketing: The power of the senses Commonly, branding is associated with every graphical stimulus that characterizes a specific brand; that is, its logo, colours, images, icons, characters, etc., as well as the transmission of its values through these. However, this is a quite limited appreciation of what the term represents. Let's say that traditional marketing, as well as other related disciplines has been somewhat unfair to reduce branding to a purely visual expression, being such a fundamental and important variable to the success of a company, brand or organization.

Sensory branding:

“People spend money when and where they feel good.” (Walt Disney)

Mainly, the customer's choice for a product will be conscious, depending on its characteristics and benefits. However, there is an unconscious process in choosing a particular brand, depending on inner motivations

Companies have to be aware of the inner process in the buying behavior. This is the reason why some of them use the sensorial marketing. The most inner process in people behavior is the one linked to the different senses of the body: the sight, the smell, the touch, the hearing and the taste. In order to communicate what the brand is able to bring to the customer, the company can try to touch its unconscious feelings. In the branding concept there is what some call an “emotional logic” which refers to the cognitive side of people. Indeed, humans are rational but also emotional and hedonist in the sense they can make choices depending on their feelings. They can choose a brand according to its personality, its values and the experience they live with. According to some classic marketing principles, it is important to focus on the sight and the

sound to communicate the identity of a brand. However, as explained in next theoretical part about the poly-sensorial marketing, it is also essential to integrate the other senses to create an emotional atmosphere to have different “touch points” in order to give an experience of the products and the brand to the customers. This enables to touch different points of memory in order to be remembered by the customers. The more they can experience the product, the more they will be able to remember its benefits and its brand.

The considerable advantage of sensory marketing is that it includes many different practices and enables marketers to select them regarding to the impact it has on consumers. The smell diffused, the music or sounds played, the freedom to touch given to consumers and the finely-worked design are elements that help creating a consistent and attractive retail environment for natural cosmetics. Every sense can be stimulated differently and impacts consumers’ behaviors. Previous research showed that a pleasant smell persists in consumers’ memory and has the capacity to increase expenditures, that music can influence the pace of shopping and the attractiveness of a shop, that color can be associated to a meaning or that there are different levels of touch, presenting different goals in obtaining information.

Overall, the sense of touch appeared to be very important, being hedonic, making consumers having fun. Sense of sight and hearing seems to be neglected by consumers since they do not bring novelty in the selling process as the use of scent could. Likewise, all women believe that they spend more time and that their purchase desire increases in a natural cosmetics shop stimulating their senses. This awareness enables us to confirm the power of sensory marketing to increase desire and shopping duration. The discoveries on the topic can be useful for companies in the field who want to implement an effective sensory strategy, targeting a specific age range. The advice of researchers to shops wanting to target the older range of women to insist on the sense of touch, playing with materials, textures and giving the freedom to touch. Also, they should adopt a low music volume not to irritate clients. Diffusing a nice smell is certainly a relevant strategy as well.

RATIONALE

This study the different strategies followed by product industry sensory marketing in brand on the retail industry with different product for the market research it's a new approach about the product industry. Retail industry customer will buy the product by the help of sensory marketing. This study will help the Marketing managers or owners to understand the sensory marketing role in the development. It will also helps the others academicians in for the further research on the sensory marketing.

OBJECTIVE:

- To study the role of sensory market strategy in product industry.
- To study the advantages of sensory market strategies in product industry.
- To highlight the potentials of sensory labelling as well as additional information on production processes and sensory properties of products.

Research methodology

The questionnaire of 236 out of 250 respondents was collected. 14 respondents have not filled the questionnaire properly. The Sample of 200 customers is being used for the analysis and random sampling method is being used for it. The collected data is being analyzed by using Charts and Graph. In order to acquire and provide the reliable and effective data, primary data are acquired in both widely and deeply detail from all participants. While secondary data are collected from various reliable sources, which are: scientific articles, books, and reliable web-sites.

Findings

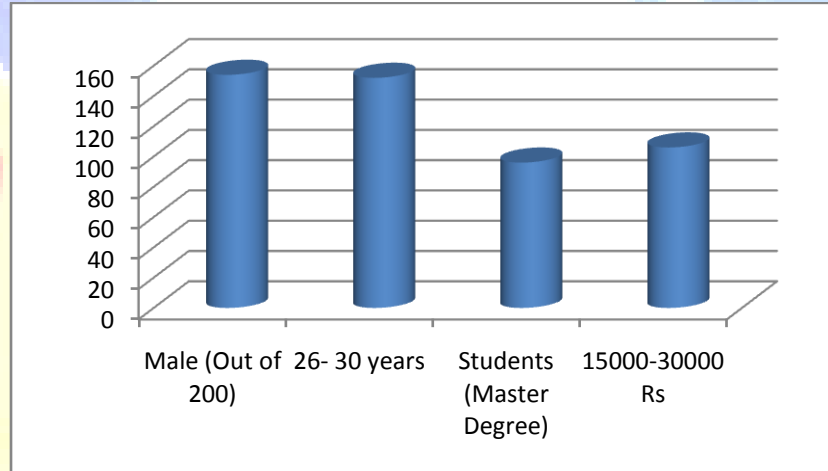
The sensory marketing impact on customer

Part 1: Demographic Information

Result - regarding to the result of the survey, the majority of demographic characteristics from 200 respondents will be showed as following table:

Demographic Characteristics	Majority of Respondents	Frequency	Percentage (100%)
Gender	Male (Out of 200)	154	77
Age	26- 30 years	152	76
Occupation	Students (Master Degree)	96	48
Family Income	15000-30000 Rs	106	53

Demographic Characteristics of Respondents.

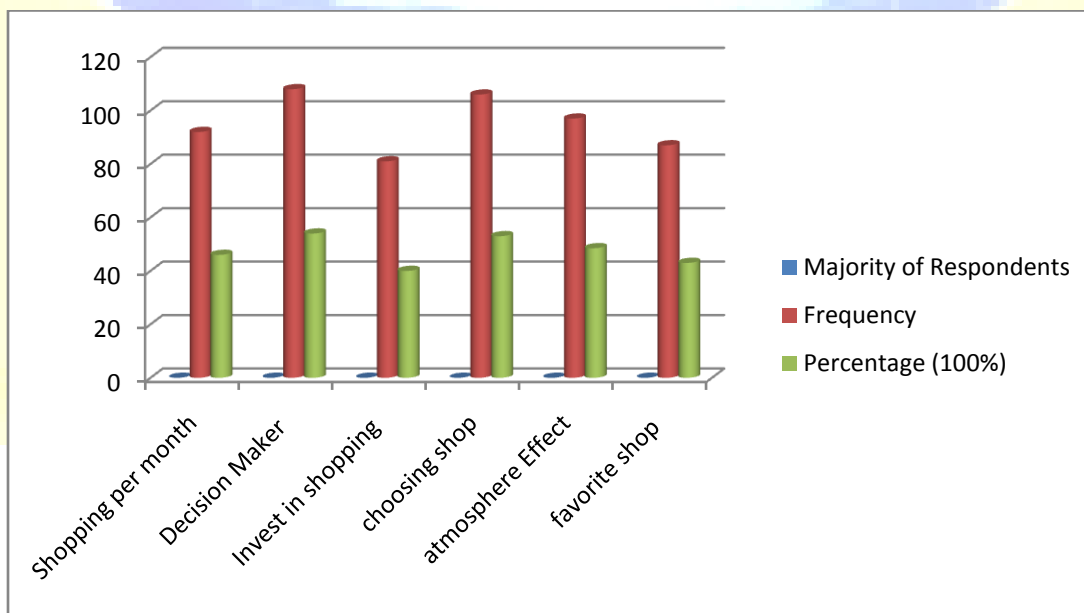


According to the questionnaires, the information could be divided in four parts. First, the demographic of respondents can described that the main target group of this research have age between 26 to 30 years old, which are males more than females (or are female 77 per cent and female 23 per cent). Furthermore, the most of the respondents are students, and other are more or less is same. This related to their family income of its

respondents that most of them are in the range of Rs.15000 to 30,000 per month or 53 per cent of all. The next range is people who have income between Rs. 30,001 to 60,000 per month or 20 per cent of all. However, more than half of respondents or 92 per cent are not know what does the sensory marketing is.

Part 2: Background of consumption pattern of target group regarding in Shop and Mall

	Majority of Respondents	Frequency	Percentage (100%)
Shopping per month	2 Times	92	46
Decision Maker	Yourself	108	54
Invest in shopping	2,001 – 4,000rs	81	40
choosing shop	Hospitality	106	53
atmosphere Effect	Music	97	48.5
favourite shop	Service	87	43



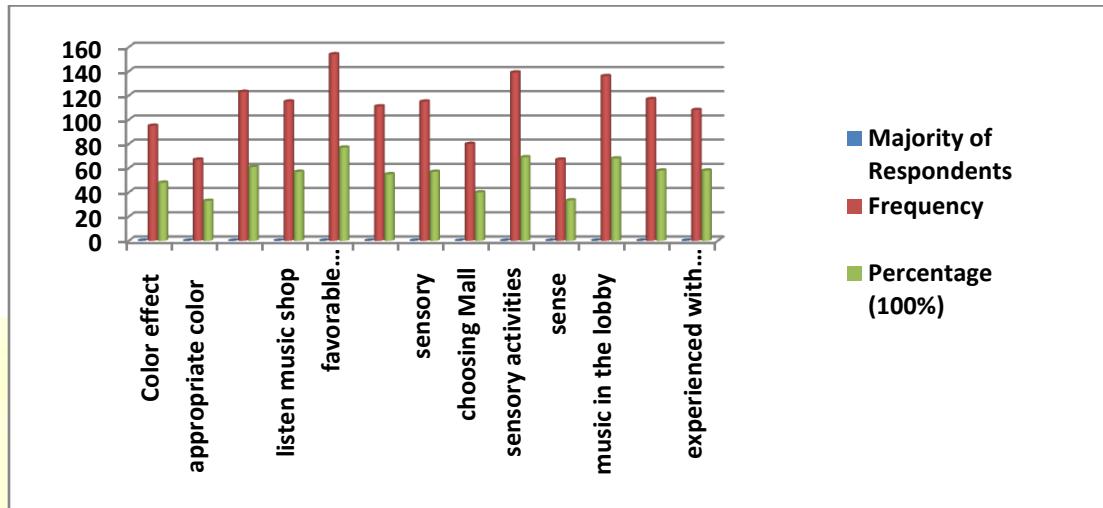
People tend to go for shopping per month is 46% (92) of two times per month. They

chose the product majorly by them self as per the survey result 54% (108). Around 40% of respondents seem to spend money around Rs 2,001 to 4000 per month for shopping 40% (81). While choosing the shop or mall for the purchase the look for the hospitality 53% (106) were in the favour for this. 48.5% would like to listen to the music and the most relevant element of the shop in customers' mind is the layout of shop, while the rest elements, which are scent, colour, and music also be an important element (means comparable).

While the rest of factors are showed that atmospherics, services, prices, and location of the shop are take an important role on decision making as well, but have less impact respectively. Moreover, there has only one factor that could be categorized as the most important factor for choosing decision, that is "service", 43% while the rest factors could be described as an important ones.⁸⁷

Part 3: perceptions toward sensory marketing in Shop and Mall.

	Majority of Respondents	Frequency	Percentage (100%)
Colour effect	Maybe	95	48
appropriate colour	Others	67	33
Influence music	NO	123	61
listen music shop	Relaxing	115	57
favourable atmosphere influence	Yes	154	77
attract colour and music	Yes	111	55
sensory	Yes	115	57
choosing Mall	Atmosphere	80	40
sensory activities	Yes	139	69
sense	Aroma	67	33.35
music in the lobby	Yes	136	68
using scent likes aroma	Yes	117	58
experienced with music	Relaxing	108	58



When comparing the colour effect 48% affect the colours of shop and can affect their decision. Others colour is the most attractive one, then are white had got the preference according to the responses then purple, blue, green, yellow, red then black had got preference which are 33%, 25%, 11%, 10%, 9%, 7%, 4%, 1% respectively. Respondent likes White out of all the colours.

Music also has an impact on customers' making decision, which 61% respondents whom decisions does influenced by music. The most of customers are expected that shop suppose to open the relaxing music (57%).

The previous results shows that these factors lead to an implication of the atmosphere impact on customers' making decision, which 77% of participants are agree with it.

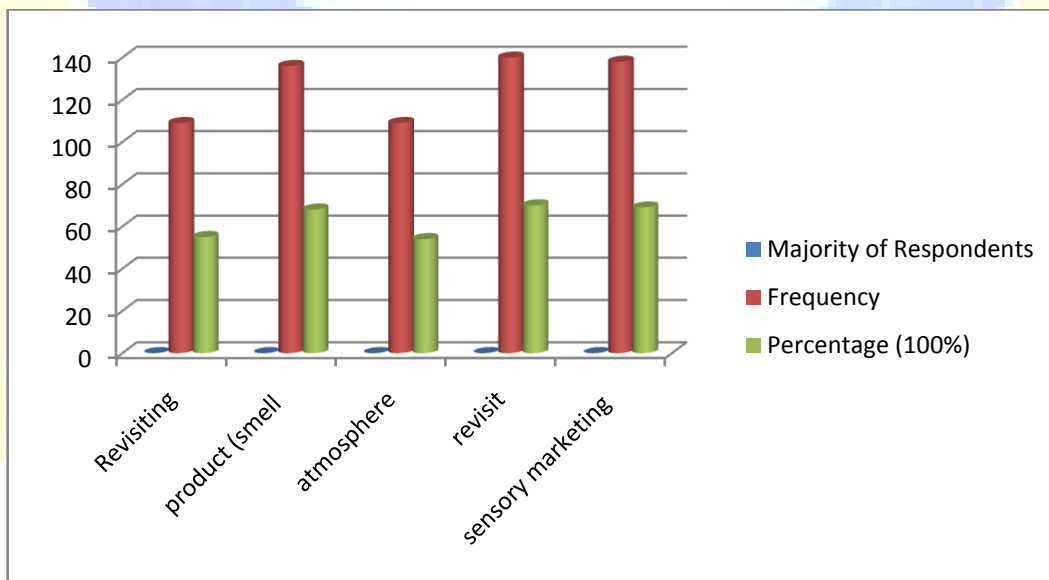
The result from both questions showed that most of respondents are agreed that they had an experience of attraction by colour, music and atmosphere of the mall and shops which are 55% and 57%, respectively. Atmosphere is considered as the most important factor that the respondents use in their decision – making by account for 40%.

The results shows that 69% of respondents have experience with sensory marketing activities like scent, sound, and colour in the mall. Aroma is being given the importance by the 33.35% (67) and plays the important role to create the shopping environment. The majority of respondents have the opinion about using music in the lobby of the mall that it is necessary of the mall, while 68% think it is necessary. Significant numbers of the result illustrate that using scent like aroma in mall is necessary activities, 58% of respondents choose “yes”.

The perception regarding to using music and scent in the mall of respondents seem to be in the same way, 54% had the perception through their past – experience that they relaxing when they faced with using music and scent in shop.

Part 4: Responses from target group toward sensory marketing activities in Shop and Mall

	Majority of Respondents	Frequency	Percentage (100%)
Revisiting	Only want to revisit but not want to pay more	109	55
product (smell)	Sometime	136	68
atmosphere	Yes	109	54
revisit	Service	140	70
sensory marketing	Yes	138	69



Respondents just only want to revisit but don't want to pay more is 55%. The result showed that using of scent is not always having an effective response from customers. However, it sometimes having an effective result for attracting customer by the scent of the shop, sometimes which is 68%,. There is a significant number of respondents who

think that favourable atmosphere in mall can motivate them in making decision process. It's account for 54% of respondents who choose the answer "yes". Around 69% of respondents showed that using scent, colour, and sound in mall are able to influence them to purchasing more and also have good attitude with the mall.

Looking at the results for the sensory marketing effects it's found that the 63% (138) are in favour of it. While comparing all the above results we can say that the sensory marketing does plays the important role in the shopping decisions at the mall or shop.

Suggestion:

I had done study on the Indore market and try to analyze about customers. This Study Will Help the Marketing Managers or Owners It Understand the Sensory Marketing Role in the Development. It will also help The Others Academic in for the Further Research or the Sensory Marketing.

Conclusion:

From the result we found that shop and mall in Indore have use sensory marketing as a tool to influence customer in Indore. Colour, scent, and sound are used in order to create the relaxing atmosphere in both shop and mall in Indore. In term of customer, indore people believe that sensory marketing activities are necessary for shop and mall due to the reason that Indore customer feel that it is one of the important element of service quality. The current characteristic of the strategy used by shop and mall industries and the usage patterns for sensory marketing nowadays, this would lead us to find the interrelationship with the general awareness and general thought of those actors for a specific promotional tool (sensory marketing). We started with the concept of sensory marketing components, attribute and how the marketer actually applied it in their business. We aim to study how those activities influence customer behaviours through learning system of customer's response in order to learn the association between variables of marketing activities and learning process of customer. From the secondary data, we found that sensory activities could bring an impact on customer through

consciousness and unconsciousness behaviour, so we took the unconsciousness factor of customer into our consideration. In this element, we will mainly use secondary data to find the results from several evidences and analyze it to find the interrelationship with other variables.

