

## Sensory Marketing And Consumer Buying Behavior

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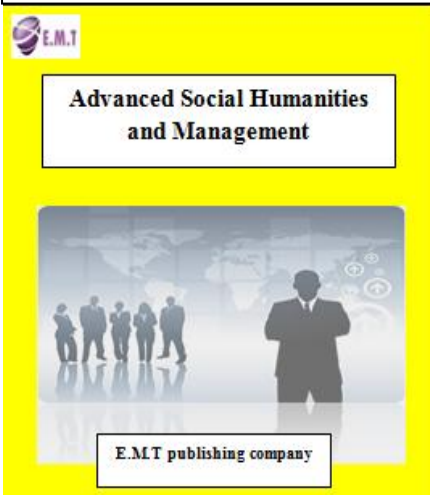
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### Abstract

5 senses play key role at human life and upon ever-growing increase of products with different brands, applying senses for establishing brand has great importance. a customer is often attracted towards a brand based upon its sensory experience. Human senses, consumer experiences and sensations are considered in emerging marketing paradigms as a major subphenomenon From a managerial perspective, sensory marketing can be used to create subconscious triggers that define consumer perceptions of abstract notions of the product (e.g., its sophistication, quality, elegance, innovativeness, modernity, interactivity) the brand's personality. It can also be used to affect the perceived quality of an abstract attribute like its color, taste, smell, or shape.

**Keywords :** Sensory marketing , Sight , Smell , Hearing , Touching, Taste, buying behavior

### Introduction

To accept and cooperate with the mentioned changes, marketers all around the world developed the marketing ways based on human emotion (Kotler et al. 2011). Feelings impact on various parameters such as priority and selection of retail marketing, store files, the time spent in the store, shopping satisfaction, satisfaction with a product or service, pleasure seeking and consumption-oriented shopping, consumer decision-making styles and the desire and interest rates of the consumer (Haghigi et al. 2010). Many consumers use the products based on feelings, mental images and emotions that products make on them (Moun and Minor, 1992). During the recent years, the role of sensory experience in judging and deciding, in a wave of interest in marketing, is expressed as sensory marketing. There have been some researches concerning the role of the scattered senses on consumer behavior (Krishna and Schwarz, 2014). Sensory marketing involves senses of consumer and affects their perception, judgment and behavior (Krishna, 2012). Purpose of Sensory marketing is to send messages to the right hemisphere of the brain, stimulation of the consumer senses, and finally creating a bond between customer and product and inducing induce him to purchase (Costa et al. 2012). This new marketplace has made people confused, frustrated, tired and more cynical than ever before. Since people know that they can't rationally cope with all of this choice in their lives, they're making purchase decisions based upon how they feel. (Lytle 2010). 5 senses play key role at human life and according to ever-growing increase of brands, more application of senses for establishing brand has great importance. Sensory brands assist to solve advertisement problems which create a powerful sensory relationship with customers. Sensory branding has suitable influence on effective marketing communication in future (Lindstrom 2005).

### Sensory marketing:

Senses are among vital section of human life. Nearly we understand everything in world through our senses. Researches show that existence of more senses in products creates better experience of brand (Djurovic 2008). Product experience is a multi-dimensional user-product interaction, which includes the user's emotional

aspects (Karahanoglu 2008). According to Schmitt (1999) and Lindstrom & Kotler (2005), a customer is often attracted towards a brand based upon its sensory experience. Lindstrom & Kotler further stresses that almost our entire understanding of the world is experienced through our senses. Our senses are our link to memory and can tap right into emotion. (Isacsson & Alakoski 2009). Using senses and their effect on understanding of consumer paves the way for enriching experience of brand, discriminating their personality, more interest, preference and loyalty of customer (Dijrovik 2008). Emotional branding or sensory branding is the marketing strategy that is investigating the emotional relationships between consumer and the brand. The term 'emotional branding' first came into prominence with the book of Gobe (2001) and continued to be used by others (Karahanoglu 2008). Kahn Consulting describes it as the purposeful design and deployment of the interaction between the senses in order to stimulate a consumer's relationship with a brand; and to foster a lasting emotional connection that optimizes brand loyalty. (Isacsson & Alakoski 2009).

### **Sight**

Sight is dominant sensory system and the strongest sense used in marketing. More than 80% of the commercial and shopping communications are done through the sight sense (Jayakirishnan, 2013). Therefore, it is a long time that creative managers try to make a visually appealing images and messages understandable by the consumer. Logos, colors, packaging and designing product are examples of visual stimuli that can be part of any brand strategy (Hulten, 2013).

Eye is the most important component of sight. Each eye creates a 2 dimensional image of visible objects, turn it into visual image then brain changes this image and enables us to see 3D image of objects, this sensation is called sight (Batema 2011). This is the sense we use most frequently. In fact, we use it all day every day, every second that we're awake (Redmond 2009). Sight is the most relied upon and important sense for most humans and often drives a first impression. For this reason, creative directors have long worked to create images, messages, and calls to action that are appealing and easily understood. (Lefebvre 2010).

### **Smell**

You can close your eyes, cover your ears, do not call and refuse to taste, but the smell is part of an air that you breathe (Lindstrom, 2005). The sense of smell involves 45% communication with the brand (Kotler and Lindstrom, 2005). The sense of smell is very close to our emotions and behavior and it has great influence on our behavior (Mahmoudi et al. 2012). It is clear that many retailers believe that the odor and smell can have a positive impact on customer behavior (Bone and Ellen, 1999). Smell is the most important sense for making purchase decision and brand loyalty of consumers; since, it has quick effect on limbic cortex system (part of brain in charge of controlling emotions and memory) (Harrop 2007). Sense of smell is very close to our emotions and perfumes have great influence on our emotions, in fact smelling scent is sometimes accompanied with our emotional experiences and remember memorable images in mind of customer and create image of brand either for short term or long term. This event can happen through short term marketing activities which shows role of scent for paying attention to product or brand or long term strategies that turns perfume as important element for determining identity of a company (Hulten, Broweus, Dijk 2009).

### **Hearing**

Ears are body organs for entering sounds and creating of sense of hearing. Human's ear is able to diagnose minimum 16 to 28000 cycles per seconds (Batema 2011). Most companies are completely aware that sound is regarded as strategy for improving identity and image of a brand. If sound is consciously applied, company has great opportunities for creating a sound to distinguish its brand (Hulten, Broweus, Dijk 2009). Sound influences on our judgments and comments in relation to product and service that we intend to purchase, in fact sound influences on behavior and habit of purchase (Lindstrom 2005). Sound has long been recognized as an important driver of positive effects on mood, preferences and consumer behavior (Alpert et al. 2005). Hearing share in relating to brand building is 41% (Kotler and Lindstorm, 2005). The sound can be used as an efficient

tool for communicating with the unconscious needs of the consumer. It affects on our shopping habits (Lindstrom, 2005). In addition, Hui and Dube (1997) in their study of music in a retail environment showed that music in store leads to positive emotions in consumer and understanding of music causes a positive approach to the store. Other studies show that store music can be effective in increasing sales (Matilla and Wirtz, 2001) and influence on purchase intentions (Baker et al. 2002).

### **Touching**

Touch is the largest sensory organ of the body and it is symbol of physical contact through the skin. Touch sense associated with brand building has 25% share (Kotler and Lindstrom, 2005). By touching the products, customer behavior and shopping attitude is positively affected (Peck and Wiggins, 2006). Reading Peck and Wiggins (2006) suggests that the touching the touch-screen electronic products encourages shoppers to interact with the products. One reason could be the fact that the eye alone is not enough to judge products like computers or mobile phones (Hulten, 2013). Encouraging for touch product attracts attention of customer to purchase products that already were neglected. Researchers found out that buyers who touch a product are more probable to purchase it and ability of touching a product increases our trust for quality of that product. Therefore, if packaging prevents from having access to product (like sealed packaging of a pair of socks) retailers should find a solution for increasing access of consumers to product (Hulten, Broweus, Dijk 2009). The original Coca-Cola bottle is a lean sample of shape marketing (Hulten, Broweus, Dijk 2009). In fact Coca-Cola bottle due to its delicate curves creates pleasant feeling for holding it in hand of consumers. Special design of Coca-Cola bottle is so that even it is completely recognized when touching it at complete darkness (Biricik 2006). Nearly 59% of consumers prefer to drink Coca-Cola within its glass bottle rather than plastic bottle i.e. sense of touching is very important (Lindstrom 2005). Sense of touch (contact with hand) is received less attention at psychology literature and consumer's behavior; however, this attention is increasing (Krishna, Elder and Kaldara 2010). In spite of having less marketing consideration to material of brands; however, this sense is necessary for growth and development of companies (Kennedy 2008).

### **Taste**

Flavors associated with brand building has 31 % share (Kotler and Lindstrom, 2005). In situations where there is fierce competition among the marketers of food products, using an intuitive expression of good taste is an effective way to influence consumer behavior. It should be significant for companies that using marketing through the palate, the can be persuasive for the consumer. In this regard, Coca-Cola is one of the brands that has had a unique identity for itself using the taste (Jayakrishnan, 2013). Providing and the way of serving the food and beverages as intuitive expression are important for taste experience (Klosse et al. 2004). Restaurant owners and marketing experts can attract more customers through describing a food or meal with vivid names. According to the researches, this strategic process has increased 27 % of restaurants sale (Wansink et al. 2004). According to the statement of Martin Lindstrom, nearly 16% among total 1000 fortune companies had added tasting to their brand. An instance of sensory brand is Colgate which is among top brands for applying different tastes at toothpaste. Specific taste of this toothpaste has distinguished this brand so that customers are able to find this brand even without visual or written emblem (Lindstrom 2005). Taste of Colgate toothpaste is outstanding just like Bang and Olefson remote control machine, digital sound of Intel and white and red color of Coca-Cola. A common point for all of these brands is entering third aspect of 5 senses to brand (Biricik 2006). According to research of Lindstrom and Kotler (2005) sense of taste has 4th rank of branding that is equivalent to 31% (Isacsson and Alakoski 2009).

### **Conclusion**

Given that today's consumers can not spend their time watching TV ads and other traditional advertising practices, marketers, by providing an enjoyable shopping experience and a transcendent sense, should spend part of their marketing budget to reach the minds and hearts of people. Despite extensive investigations, marketers have found that human senses have crucial role in their shopping experience and through strategic

stimulation of these senses, consumer buying behavior will be influenced in so innovative way. Using senses and their effect on understanding of consumer paves the way for enriching experience of brand, discriminating their personality, more interest, preference and loyalty of customer. 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.

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