

## Sensory Marketing And Its Models

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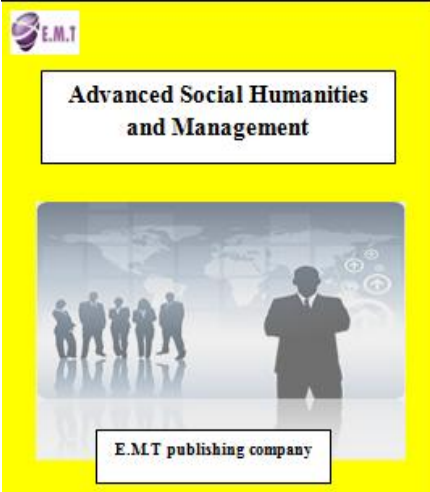
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### Abstract

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. 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. the sensory marketing point of sale calls for the five senses of the consumer simultaneously. Thus, the senses can be used to create sensory appeal to intensify the reactions of consumers and providing consumer experiences. in this article we define sensory marketing and its models such as Krishna sensory model and Hulten five sense model.

Keywords : Sensory , Marketing , Hulten model , Krishna model.

### Introduction

Sensory Marketing is one of the most amazing marketing strategies that analyzes customer behavior and their emotions and aims to create an emotional bond between the product or service and the consumer. From the first seconds of life we start to use some of our senses to identify what brings us security and comfort. Over the years we learned to use the five senses (sight, hearing, touch, taste and smell) so more accurate. These senses are often responsible for some of our decisions. The decisions may be related both to the consumer as to the need for security, where to walk, where to go and how to prepare to go to any place, rain or shine event and so on (Rieunier, 2009). It is known that it is through the five senses that humans interact with the outside world and draw them information necessary for their survival.

The competition is intensifying every day. Already there are very good initiatives to make the consumer shopping experience the best possible way. But there is much to be improved (Andersson and Mossberg, 2004). This strategy is an alternative that has gained more space in retail outlets, centralizing efforts in transforming the consumer experience in an engaging and remarkable activity (Raz et al., 2008). Among the main concerns that cannot, according to the consultant, overlooked by restaurant owners is the suitability of specific aromas and essences and music site. Seeking harmony between the elements to sharpen the senses of the customer is essential to the success of this type of image promotion, mark and establishment (Auty, 1992).

Increasingly, companies seek new ways that will help your sales and add value to their products. Sensory Marketing is a good choice for several segments, including restaurants. It is a relatively inexpensive investment and well being worked on by the company becomes a major ally in the conquest and customer loyalty (Barros, 2004). Among the main reasons for the increasing use of sensory marketing Rieunier (2009) highlights the fact that competition between companies is increasingly intense, driving the emergence of a new form of organization of commercial spaces related to changes in the desires and needs of Consumers who want to experience pleasurable consumer experiences.

### Sensory marketing

According to Blasor (2009), the sensory marketing point of sale calls for the five senses of the consumer simultaneously. Thus, the senses can be used to create sensory appeal to intensify the reactions of consumers and providing consumer experiences. Sensory Marketing aims, through messages that reach the right hemisphere (emotion) of the brain, stimulate the senses of the consumer, thus creating an emotional bond between him and the product, inducing him to buy it (Barros, 2004). Sensory Marketing has been popularized recently in the scientific community and management from 2002 due to meeting the many publications on the subject. The convergence of these work possible: The formulation of a common definition for the sensory marketing, which translates as: the set of variables of shares controlled by the producer and/or distributor to place around products or services a specific multi-sensory atmosphere, either by through the characteristics of the product/service, either through communication in your favor, either through the environment from the point of sale.

Sensory marketing is a package of inconstant activities checking producer together with distributors or by each of them separately with the goal of creating advantages of products or services in multi-sensory atmosphere (Giboreau and Body, 2007). To Kita and Hasan (2010) sensorial marketing itself defined like that by its applications sense, in order to stimulation consumer emotion or cognitive reactions, resp. advantages of purchase act like that its strengthen image on brands or its marketer position during consumptions and other side its compile long-term relationship.

In all relationships, emotions are based on information captured by one of the senses and transmitted to the brain that processes and reports that reaction to be performed. The relationship with brands is no different. It is through the sensory stimuli that consumers pick up the communication and react to it. It is possible that this reaction is unconscious, such as occurs in the olfactory marketing, or conscious, in the case of retail promotions. (Lindstrom, 2007).

Holistic approach of sensory marketing method detects the consumer behaviors on products. It works as information pipelines between the products and consumers. Its fundamental task is determining cognitive consequences that are predominate on purchase of consumers and characterize relationship between them. Sensory marketing also connects the consumers with products to improve sensory characteristics and develop an assertive position (Burton, 2001; Raz et al, 2008)

### **The senses**

**Vision:** The colors can influence our emotions more directly. There is evidence that some colors (especially red) that create excitement and stimulate appetite, while others (such as blue) are more relaxing. (Solomon, 2008)

**Smell:** Odors can start to create an emotion or feeling of tranquility. They can evoke memories or to evaluate the stress. Some of our reactions to the scents come from old associations that evoke good or bad feelings. Smells are processed by the limbic system, the most primitive part of the brain and the place where emotions are experienced immediately. (Solomon, 2008)

**Hearing:** Consumers spend millions of dollars in sound recordings every year--the advertising jingles maintains awareness of brands, and the background music creates moods you want. Many aspects of sound affect the feelings and behaviors. Consumers infer that contains the short vowel sound [i] are softer than those containing the vowel sound [a]. The so called "functional music" is played in shops, malls, restaurants and offices to relax or stimulate consumers. (Solomon, 2008)

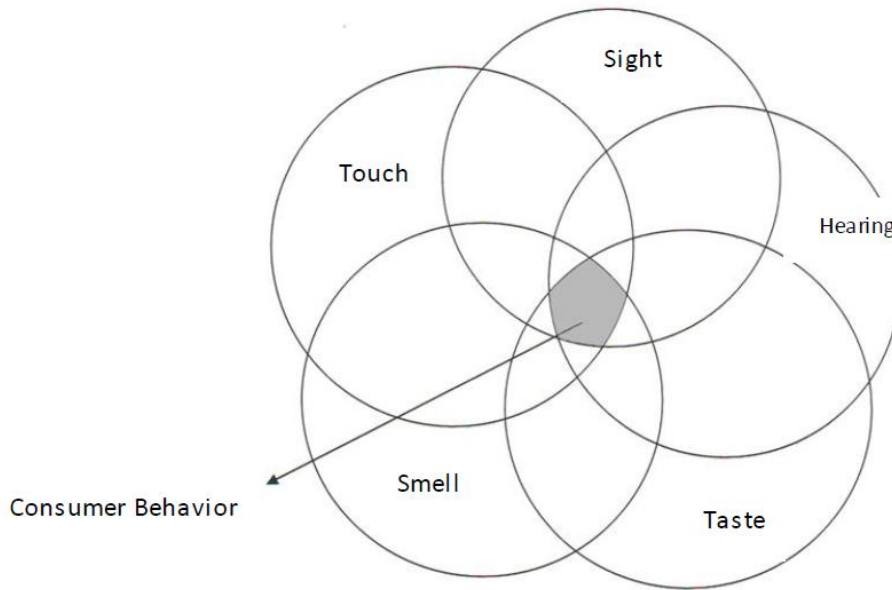
**Touch:** Moods are stimulated or stilled based on feelings perceived by the skin, to be a delicious massage or the biting wind of winter. It was even shown that touch is a factor in the interactions of sales. The sensations of touch seem to moderate the relationship between product experience and confidence in the discernment, confirming the common sense notion that we have more certainty of what we perceive when we can touch it. (Solomon, 2008)

**Taste:** Our taste receptors obviously contribute to the experiences we have with many products. Specialized

companies called "flavor houses" keep themselves occupied with the development of new blends to cater the changeable consumer tastes. The changes in our culture also determine the flavors that we consider desirable. (Solomon, 2008)A study conducted by Millward Brown in 2005 pointed out that the senses are ranked in the following order, from most to least sensitive: sight / smell / hearing / taste / touch. Exposure--occurs when a stimulus enters the range of sensory receptors of a person. Consumers are focused on certain stimuli, they do not notice others and turn away from its path to skip some messages. We are able to notice stimuli that are picked up by our receivers even for a very short period--so if we choose (Solomon, 2008).

**Sensory marketing models**

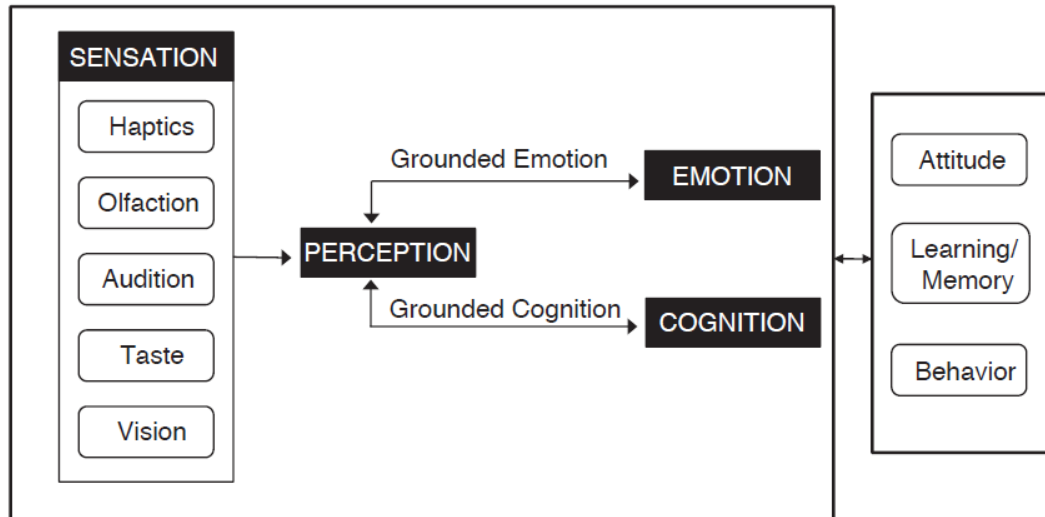
**Hultens model :**



**Figure 1: conceptual model derive d from (Hulten et al. 2012)**

This model describe the five sense impact on consumer behavior . 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. Recently, behavioral economists have started addressing these needs through sensory marketing which is usually associated with a favorable emotional response to make a change in the shopping behavior (Yoon and Park, 2011). 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 (Heitzler et al. 2008).

**Krishnas model :**



**Figure 2: Sensory marketing model ( Krishna , 2011 )**

sensory marketing is an application of the understanding of sensation and perception to the field of marketing to consumer perception, cognition, emotion, learning, preference, choice, or evaluation. Krishnas model provides a conceptual framework for the field of sensory marketing. 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 (Djurovic 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).

## Conclusion

Sensory Marketing aims, through messages that reach the right hemisphere (emotion) of the brain, stimulate the senses of the consumer, thus creating an emotional bond between him and the product, inducing him to buy it (Barros, 2004). From the first seconds of life we start to use some of our senses to identify what brings us security and comfort. Over the years we learned to use the five senses (sight, hearing, touch, taste and smell) so more accurate. In this study we define concept of sensory marketing and sensory models such as Hultens model (2012) and Krishnas model (2011). Based on models sensory marketing can affect on consumer behavior , attitude and learning memory.

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