

ROLE OF SENSORY MARKETING IN INFLUENCING PURCHASE BEHAVIOUR OF CONSUMERS

¹Ms. Aditi Pareek and ²Dr. Ankita Jain

¹Research Scholar and ²Associate Professor, Department of Management, IIS (Deemed to be University), Jaipur

¹Aditipareek23842@iisuniv.ac.in and ²ankita.jain@iisuniv.ac.in

ABSTRACT

In the new era of marketing five senses of consumers plays an important role in influencing their purchase Behaviour. This paper proposes the sensory marketing as the new pattern in the field of marketing, which focuses on (sight, smell, hearing, taste & touch). This will help the brands to create a relationship between them and consumers and also with the product which is being offered them to purchase. The data for the study is collected through survey & the sample consisted of 125 respondents of McDonald's restaurant in Jaipur and they were chosen by convenience sampling. The paper identifies the relationship of these senses on the purchase Behaviour of consumers. The results of the study states that the tactical inducement of the consumer senses is one of the best & practical method for the brands to attract the consumers and maintain their loyalty towards their brand.

Keywords: - Brand Loyalty, Marketing, Purchase Behaviour, Sensory Marketing, Senses.

INTRODUCTION

In today's competitive and dynamic market customers demand for better quality, greater Reality and efficient delivery because traditional marketing focuses on selling of the final product. Now a day's most of the companies are looking ways to reduce their cost of production and making every effort to enhance their quality of their products and services. Costa et al. assured that touching, tasting, hearing, seeing a product are the additional factors that plays an important role in understanding.

These senses portrait the image of our daily lives and with their help we satisfy our daily needs and desires. Sensory marketing ¹can be defined as the marketing that attract the consumer's senses and affect their perception, judgement and behaviour. In modern times the competition in fast food chain restaurants is very high and on daily basis restaurants are striving for the new techniques and new methods for capturing bigger market share.

It is very important for the fast food chain restaurants to create a environment that is pleasant and where customers can come and spend quality time with their family and closed ones. Environment plays an important role in determining the level of consumer's satisfaction, their visit and revisit in the restaurant. Sensory marketing is an emerging tool to build a positive brand image and gaining customer loyalty. Traditional marketing has also started to find creative ways to attract customers where more personalized attention is given to the customer satisfaction.

Sensory marketing is the new term and it is the part of experimental marketing. It is the complete new trend in the field of marketing where marketers try to evoke the emotions through different marketing activities into the mind of the customers.

We as consumers purchase products as per our necessities or priority. The study of consumer behaviour analyses the product and services that buyer's purchase and how the purchase is affecting their daily lives. Noel (2009) states that consumer is an individual who determines need or want, searches for a product to fulfil the need and then purchases the product to consume in regards to fulfil the need with a specific end

- ¹ Hussain, S. (2018). Brand Image and Customer Loyalty through Sensory Marketing Strategies - A Study on International Fast Food Chain Restaurants. International Journal of Management Studies, 2(7), 32-39.

goal. It is the study of how an individual decide on selections to pay their accessible assests i.e. time, money and efforts. It considers the investigation of what they purchase and what they get.

REVIEW OF LITERATURE

Shilpa, L. (2021). Conducted study on the influence of sensory marketing and their buying decision of youth with special reference to fast food industry in kayamkulam locality. Everything that is around us is perceived by the human senses. Human recognize their surroundings which includes markets, and the environment through their senses. Senses always plays crucial role in the selection and preference of the products. The objectives of the study analyze the influence of sensory marketing on the buying Behaviour of youth in food industry. To find out the relationship of atmosphere and the buying Behaviour of consumers in fast food industries. To examine the rate of influence of various sensory organs and to offer suggestions to the fast food industry to make it more attractive. The data for the study is collected through surveys who are frequent and regular consumption at fast food restaurants. Data is analyzed using IBM SPSS software and inferential statics used to test and compare the data is chi-square. The study concluded that sensory marketing provide a complete experience to the consumers and it stands uniquely interactive way to win the audience.

Platon, O. (2021). Conducted study on sensory marketing during COVID-19, Creating a Multisensory Experience for Online. Shopping. Experiences of the consumers is represented by their reactions and interpretations about the product. The aim of this paper is to make marketers understand how they can adapt sensory marketing in the digital context and how these senses can be utilized to appeal the consumers. The data collected for the study is through secondary sources such as journals, articles etc. the paper is conceptual in nature. The study concluded that sensory elements or marketing deals in the offline shopping or the physical stores. If the consumer wants to make good and right decisions they use their senses to gain more information. Generally most of the consumers prefer offline shopping but the COVID-19 pandemic has forced the consumers to experience the online shopping and also it has forced the companies to think for new marketing strategies.

Rehman, A., Irshad, M. (2021). Examined the Effect of Multisensory Branding on Purchase Intention at Cafes in Pakistan. Sensory marketing acts as a strand for the brands. Sensory marketing allows an individual to attach to the brand emotionally. Sensory system plays a role of human nervous system which is responsible for processing the information in human body. The aim of this paper is to identify the impact of multisensory branding on the purchase intention of consumers in the cafes of Pakistan mediating with customer satisfaction. Positivist approach has been adopted because it is based on deductive research. Hypothesis has been tested using correlation to identify the relationship between independent and dependent variables. Questionnaire were designed on 5 point Likert scale and were distributed to the respondents aged 18-30 years. The data collected for the study is collected through convenience sampling. The study concluded that the sensory elements plays a very important role in revisiting of consumers in the cafes. It has shown that the customer satisfaction has proven beneficial in customer intention. From this research the marketers gained lot information about the effect of sensory marketing in cafes.

Gosal, G., Filbert, V. (2021). Examined that the Relationship between sensory marketing, packaging, and Purchasing decisions (A study of coffesia's coffee product). In the current era, the demand and trend of coffee is growing rapidly in youth. Packaging is considered as one of the most important factor of the product it helps the coffee business who are unable to raise their businesses. The purpose of this study is to find out the whether there is a relationship between sensory marketing, packaging and purchasing decisions of coffesia's coffee products where sensory marketing is focused. The data collected for the study is collected through both primary and secondary. Secondary data is collected through books, reviews and journals. Primary data is collected through questionnaires. Inferential data is analysed using (SEM – PLS). The study concluded that the sensory marketing has a positive effect on consumer buying behaviour and packaging helps buyers to purchase the product.

Singh, S., Chandrakar, P., Ranjan, A. (2020). Conducted a Review on the Impact of Sensory Marketing on Consumer Buying Behaviour. The main purpose of sensory marketing is to send messages in the correct

hemisphere of brain, and to stimulate the senses of the buyer and then eventually make a bond between the client and merchandise. The purpose of this paper is to identify how multi-sensory brand experience is in the regard to the human mind and senses. Research carried out in this paper is based on non – empirical research. It includes literature review, conceptual article and author’s personal opinion. Research paper from the year 2008 – 2018 are considered in this paper to understand the concept of sensory marketing. The study concluded that the sensory marketing plays an important role in influencing the consumer behaviour. And the efforts that is being made by the marketers in order to make use of sensory marketing and influence the customers have impact on consumer buying behaviour.

Paida, G., Buele, I. (2020). Conducted study on the influence of Olfactory and Visual Sensory Stimuli in the Perfume- Purchase Decision. Marketing has been based on the various marketing disciplines such as psychology, sociology etc. when the neurosciences has rebel it resulted in the creation of new discipline which is called neuromarketing. The main aim of this research is to determine the influence of olfactory and visual senses in the decision making of perfumes. The study is based on experiments, field research and structured surveys in which 10 students from different streams of Salesiana University participated. The study concluded that as far as personality is concerned the female introverts prefer the floral fragrances and male prefer caramelized scents and those who belong LGBTI community prefer wood type fragrances. The students of the university stated that smell is the most important when purchasing the perfumes. The respondents stated that advertising is easy to remember for a longer time when displayed with images.

Research Objective

1. To determine the role of sensory marketing in influencing the purchase Behaviour of consumers.

Hypothesis

Ho: - There is no significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.

Ha:- There is a significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.

Research Design

The present research follows the empirical research design because the study attempts to identify the relationship of auditory marketing and buying behaviour of consumers and convenience sampling is used to collect the data from the respondents.

Sampling Size

The sampling size for the study is 125 and the targeted consumers are those who are visiting McDonald’s in Jaipur city.

Data Collection Method

The Data for the study is collected through both primary and secondary sources. Secondary data is collected through research papers and journals. Primary data is collected well-structured questionnaires which was bifurcated into 2 sections. 1st section recorded the respondents’ demographic profile and 2nd section consists of questions related to Sensory marketing and purchase behaviour of consumers in McDonald’s Jaipur. Questionnaires are developed and prepared in Google forms.

Data Analysis

Data is being analysed using spss 22 software. The statistical tool used in the study is correlation to identify the relationship of sensory marketing and purchase behaviour of consumers. The data of the study is tabulated and graphically represented through pie charts, bar graphs etc. the findings and recommendations in this paper are given on the basis of the responses obtained from the questionnaires.

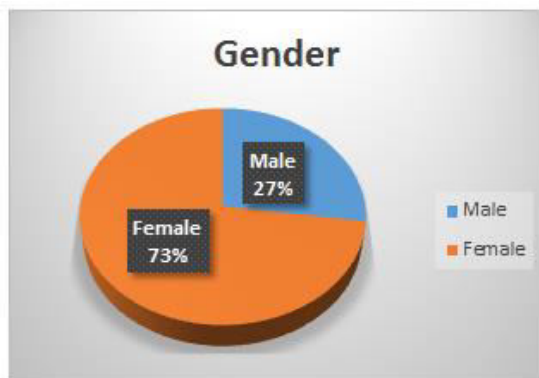
Demographic Analysis

❖ Gender

Table No. 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	34	27.2	27.2	27.2
	female	91	72.8	72.8	100.0
	Total	125	100.0	100.0	

Chart No. 1



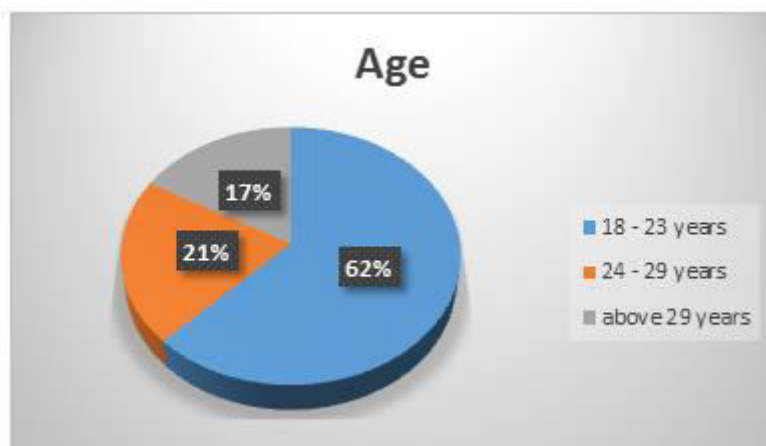
Interpretation: - From the above chart it can be interpreted that 73% of the respondents are female and 27% are male.

❖ Age

Table No. 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 23 years	78	62.4	62.4	62.4
	24 - 29 years	26	20.8	20.8	83.2
	above 29 years	21	16.8	16.8	100.0
	Total	125	100.0	100.0	

Chart No. 2



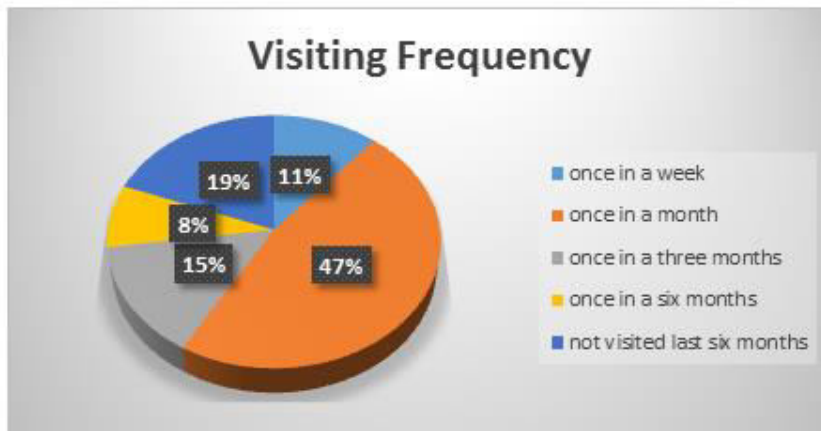
Interpretation:- From the above chart it can be interpreted that 62% of the respondents are from the age group of 18-23 years, 21% of the respondents from the age group of 24-29 years and remaining 17% of the respondents are from above 29 years.

❖ How often do you visit McDonald's fast food restaurant?

Table No. 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once in a week	14	11.2	11.2	11.2
	once in a month	59	47.2	47.2	58.4
	once in a three months	18	14.4	14.4	72.8
	once in a six months	10	8.0	8.0	80.8
	not visited last six months	24	19.2	19.2	100.0
Total		125	100.0	100.0	

Chart No. 3



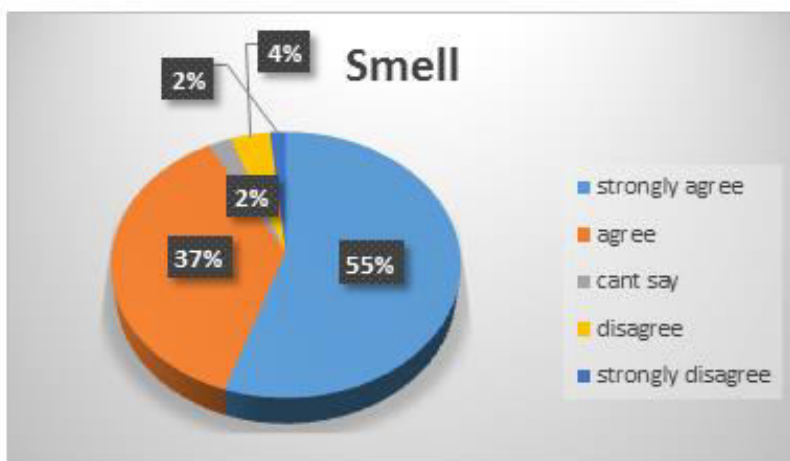
Interpretation:- From the above chart it can be interpreted that 47% of the respondents visits McDonalds once in a month, 19% of the respondents has not visited McDonalds since last six months, 11% of the respondents visit once in a week, 15% of the respondents visits once in three months and remaining 8% visit the fast food restaurant once in a three months.

❖ Rate the following factor that influences you to enter the McDonald's fast food restaurant and consume food items [Smell (Fragrance of the food items, aroma of the fast food restaurant)]

Table No. 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	69	55.2	55.2	55.2
	agree	46	36.8	36.8	92.0
	cant say	3	2.4	2.4	94.4
	disagree	5	4.0	4.0	98.4
	strongly disagree	2	1.6	1.6	100.0
Total		125	100.0	100.0	

Chart No. 4



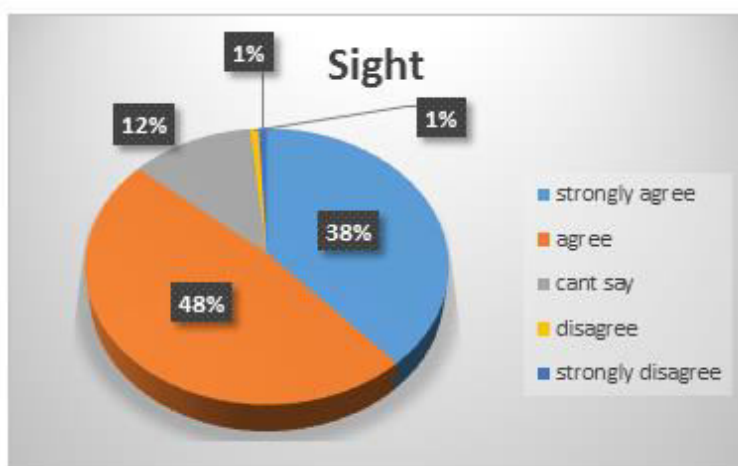
Interpretation:- From the above chart it can be interpreted that 55% of the respondents strongly agree that sensory aspect (Smell) influences them to enter McDonald’s and consumer food items, 37% of the respondents agree with the statement, 2% are neutral, 4% disagree with the statement and remaining 2% strongly disagree with the statement.

❖ Rate the following factor that influences you to enter the McDonald's fast food restaurant and consume food items [Sight (Exterior of the fast food restaurant)]

Table No. 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	48	38.4	38.4	38.4
	agree	60	48.0	48.0	86.4
	cant say	15	12.0	12.0	98.4
	disagree	1	.8	.8	99.2
	strongly disagree	1	.8	.8	100.0
Total		125	100.0	100.0	

Chart No. 5



Interpretation:- From the above chart it can be interpreted that 38% of the respondents strongly agree that sensory aspect (Sight) influences them to enter McDonald’s and consumer food items, 48% of the

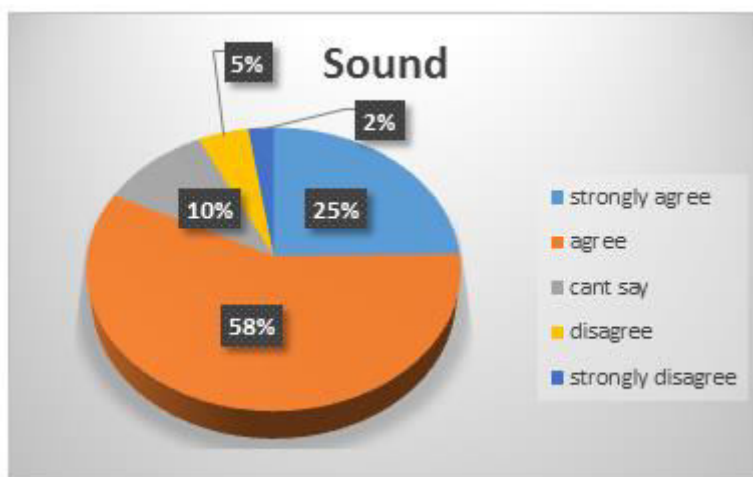
respondents agree with the statement, 12% are neutral, 1% disagree with the statement and remaining 1% strongly disagree with the statement.

❖ Rate the following factor that influences you to enter the McDonald's fast food restaurant and consume food items [sound] (background music of the fast food restaurant)

Table No. 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	31	24.8	24.8	24.8
	agree	72	57.6	57.6	82.4
	can't say	13	10.4	10.4	92.8
	disagree	6	4.8	4.8	97.6
	strongly disagree	3	2.4	2.4	100.0
	Total	125	100.0	100.0	

Chart No. 6



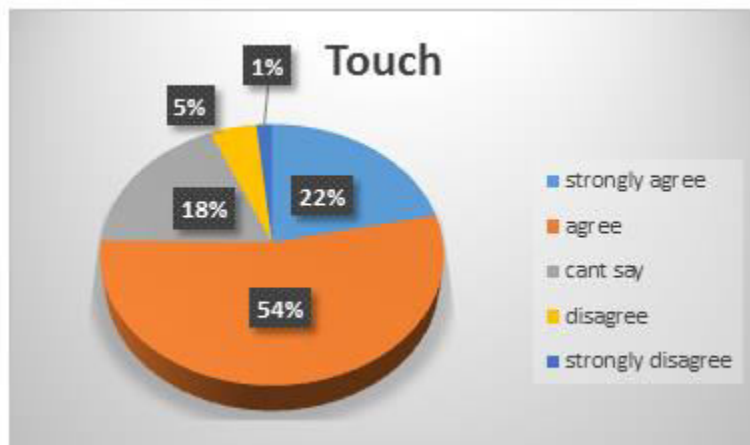
Interpretation:- From the above chart it can be interpreted that 25% of the respondents strongly agree that sensory aspect (Sound) influences them to enter McDonald's and consumer food items, 58% of the respondents agree with the statement, 10% are neutral, 5% disagree with the statement and remaining 2% strongly disagree with the statement.

❖ Rate the following factor that influences you to enter the McDonald's fast food restaurant and consume food items [touch (interior, texture of the seats in the fast food restaurant)]

Table No. 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	27	21.6	21.6	21.6
	agree	67	53.6	53.6	75.2
	cant say	23	18.4	18.4	93.6
	disagree	6	4.8	4.8	98.4
	strongly disagree	2	1.6	1.6	100.0
	Total	125	100.0	100.0	

Chart No. 7



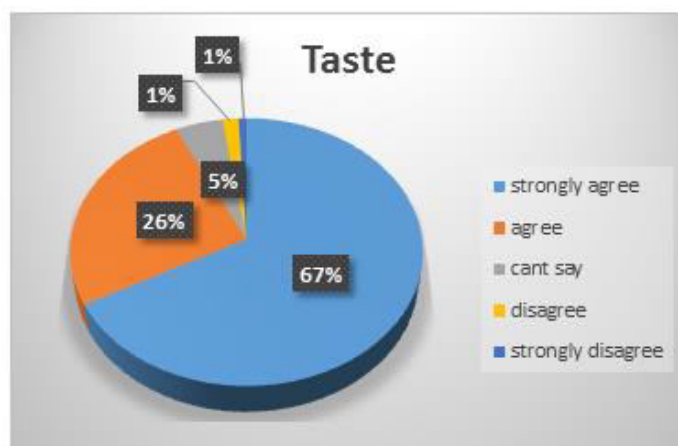
Interpretation:- From the above chart it can be interpreted that 22% of the respondents strongly agree that sensory aspect (Touch) influences them to enter McDonald’s and consumer food items, 54% of the respondents agree with the statement, 18% are neutral, 5% disagree with the statement and remaining 1% strongly disagree with the statement.

❖ Rate the following factor that influences you to enter the McDonald's fast food restaurant and consume food items [taste of the food items in the fast food restaurant]

Table No. 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	84	67.2	67.2	67.2
	agree	32	25.6	25.6	92.8
	cant say	6	4.8	4.8	97.6
	disagree	2	1.6	1.6	99.2
	strongly disagree	1	.8	.8	100.0
Total		125	100.0	100.0	

Chart No. 8



Interpretation:- From the above chart it can be interpreted that 67% of the respondents strongly agree that sensory aspect (Taste) influences them to enter McDonald’s and consumer food items, 26% of the respondents agree with the statement, 5% are neutral, 1% disagree with the statement and remaining 1% strongly disagree with the statement.

❖ The Sensory aspects leads to the repeat purchase in the fast food restaurants (McDonald’s)

Table No. 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	63	50.4	50.4	50.4
	agree	49	39.2	39.2	89.6
	cant say	10	8.0	8.0	97.6
	disagree	3	2.4	2.4	100.0
	Total	125	100.0	100.0	

Chart No. 9



Interpretation:- From the above chart it can be interpreted that 50% of the respondents strongly agree that sensory aspect Sensory aspects leads to the repeat purchase in the fast food restaurants (McDonald’s), 39% of the respondents agree with the statement, 8% are neutral, and remaining 3% disagree with the statement

Hypothesis Testing

Ho: - There is no significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.

Ha: - There is a significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.

Table No. 10

	Statements	Pearson Correlation	Significance Value	Decision Null Hypothesis (Accepted/ Rejected)
Sensory Aspects (Independent Variable)	Smell	1	.000	Rejected
	Sight	1	.000	Rejected
	Sound	1	.005	Rejected
	Touch	1	.187	Accepted
	Taste	1	.000	Rejected
Consumer Purchase Behaviour (Dependent Variable)	S1	.426	.000	Rejected
	S2	.357	.000	Rejected
	S3	.252	.005	Rejected

	S4	.119	.187	Accepted
	S5	.348	.000	Rejected

From the above table (10) it can be concluded that the p-value is lesser than 0.05 in smell, sight, sound and taste statement which states that the null hypothesis is rejected therefore “there is a significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.”

And the sensory aspect (touch) p-value i.e .187 is greater than the significance value i.e 0.05 which states that the null hypothesis is accepted therefore “There is no significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.”

FINDINGS

- 73% of the respondents are female.
- 62% of the respondents are from the age group of 18-23 years.
- 47% of the respondents visits McDonalds once in a month.
- 55% of the respondents strongly agree that sensory aspect (Smell) influences them to enter McDonald’s and consumer food items.
- 38% of the respondents strongly agree that sensory aspect (Sight) influences them to enter McDonald’s and consumer food items.
- 58% of the respondents agree sensory aspect (Sound) influences them to enter McDonald’s and consumer food items.
- 22% of the respondents strongly agree that sensory aspect (Touch) influences them to enter McDonald’s.
- 67% of the respondents strongly agree that sensory aspect (Taste) influences them to enter McDonald’s and consumer food items.
- 50% of the respondents strongly agree that sensory aspect Sensory aspects leads to the repeat purchase in the fast food restaurants (McDonald’s).
- From the above table (10) it can be concluded that the p-value is lesser than 0.05 in smell, sight, sound and taste statement which states that the null hypothesis is rejected therefore “there is a significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.”
- And the sensory aspect (touch) p-value i.e .187 is greater than the significance value i.e 0.05 which states that the null hypothesis is accepted therefore “There is no significant relationship of sensory marketing in influencing the purchase Behaviour of consumers.”

SUGGESTIONS

- A scent has the ability to influence and trigger memories instantaneously. So the concerned team should focus on developing the unique smell of the restaurant which can attract the customers and revive their memories of their last visit which can further encourage them to make the purchases. Also they should work on developing a brand smell of their products which can further help them to increase their sales.
- The brand’s identity can create a beautiful sight experience for its customers. The experience can be from packaging to store interiors to design of the product itself.
- A well-recognised music/sound of any restaurant can be a good strategy to establish the brand / restaurant. As per the findings sound has a great impact on consumer purchase so MacDonalld’s restaurant owners can work on their stores music and sound so that the customers can enjoy their visits.
- The touch enhances customer’s interaction with the products. Physically holding any product can motivate the person to “must-have” mind-set. Hence touch sense of any food item should be enhanced by McDonald’s in order to stimulate the sense of customers and ensure their purchase.

- The most valuable facets of the marketing is the one which directly appeals the consumer's sense of taste. The taste of any product is the most important part of any fast food restaurants success.

CONCLUSION

The fast food restaurants are covered by monopolistic competition under which they offer similar but not identical products. To ensure the stability of any fast food restaurant in the market they have to work diligently on their marketing.

Selling their products on the basis of sensory aspects is one of the modern technologies through which they can sustain and increase their market share.

The study includes the impact of various senses on the customer loyalty and their visits in the restaurant. A well-formed questionnaire is used and data is collected from 125 respondents. The result is giving the insights of the relationship laid by the sensory impacts on McDonald's restaurant

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