



# Influence Of Sensory Branding On Consumer Behavior In Supermarkets

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## ARTICLE INFO

## ABSTRACT

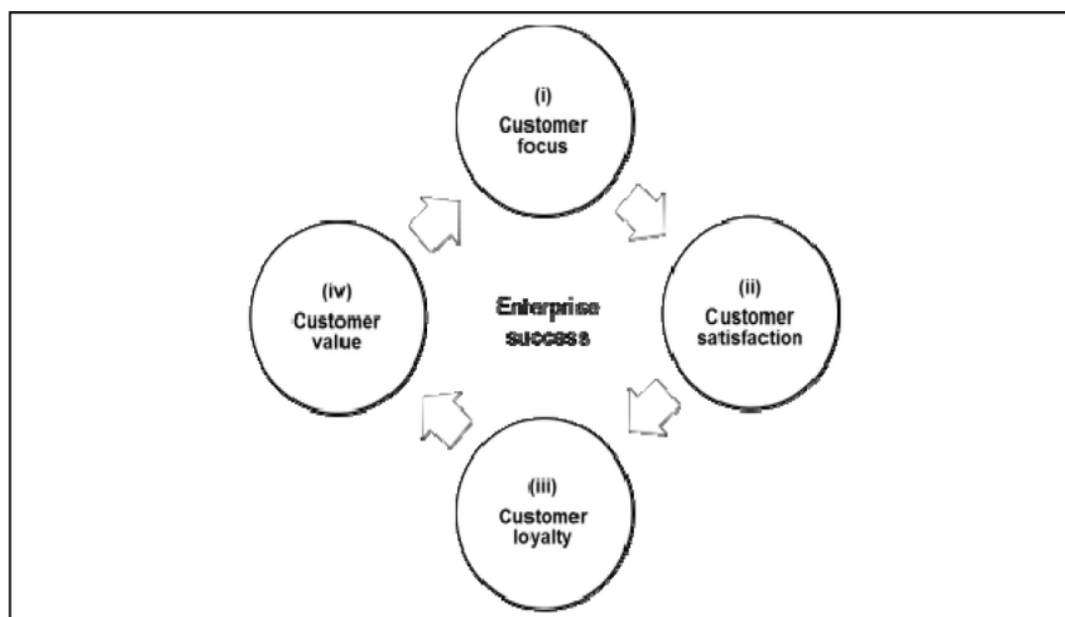
The study examines how sensory marketing affects how well advertising work. The marketing business is entering a new era marked by the rise of sensory marketing, wherein marketing techniques and methods will prioritize appealing to clients five senses. This marketing concept places a strong focus on the five senses. All five senses were proven to have simultaneous effect over consumers behavior. Managers may use sensory marketing to create unconscious cues that shape consumers perceptions of abstract ideas about the product, including its sophistication, quality, elegance, invention, modernity, and interactivity. The quantitative character of this study necessitated the use of survey questionnaires to gather data. There is a strong association between sound and the multisensory impact of advertising efforts. There is a strong correlation between the visual and multimodal aspects of brand advertising. The relationship between Feel and Multi-Sensory Experience of Brand Promotions is not significant. Nonetheless, there is a strong association in the study between taste and the multisensory experience of brand promotions. Touch, on the other hand, is closely related to Multi-Sensory Brand Promotion Experience. Ultimately, there is a strong correlation between the multisensory experience of brand promotions and consumer purchasing behavior. Consequently, the results imply that appealing to customers senses through a carefully thought-out marketing effort is one efficient approach for companies to draw in and keep customers.

**Keywords:** Sensory marketing, Consumers, Sophistication, Elegance, Modernity, Interactivity, Appealing, Subconscious, Perceptions, Commend.

It's feasible that businesses employment of sensory marketing techniques is to blame for the vast majority of purchases. Customers' attitudes on spending money at the seemingly limitless number of eateries and food courts are impacted. Marketing via senses Campaigns that stimulate the senses of taste, smell, touch, sound, and sight are a few examples. A business may concurrently appeal to a customer's five senses by using sensory branding. It appeals to the client's senses in an attempt to emotionally engage them. Businesses may sway consumers' opinions about their products by appealing to their senses and leading them to make incorrect assumptions.

Many retail metrics, such as the importance and choice of retail advertising, store files, time spent in-store, product satisfaction, pleasure seeking, consumption-oriented shopping, and shopper higher cognitive process vogue, desire, and interest, are influenced by emotions. A number of purchasers purchased the products due to the emotional impact they made on them. Many factors are influenced by shoppers' emotions, such as their decision-making processes, the products they want, how long they spend in stores, the importance and choice of retail advertising, and how satisfied they are with both their overall shopping experiences and the items they buy.

The Justification Sensual advertising aims to arouse the buyer's senses in order to create an emotional bond between them and the goods, which should ultimately result in a purchase. Utilizing all five senses to create a cohesive whole is becoming more and more crucial as the number of companies rises. Strong sensory interactions between brands and customers facilitate the resolution of promotional material issues. Advertising that discriminates against people based on their senses might be counterproductive in the future.



Advertising is one of the most popular strategies used by businesses to attempt to sway the decisions of their customers. Businesses utilize a range of marketing strategies to influence consumer behavior. Consumers are more likely to engage with firms that express strong emotional values and feelings via their advertising. Marketers are aware that by appealing to consumers better angels and evoking pleasant emotions through their advertising, they may influence their purchasing decisions. The study's findings indicate that commercials have the ability to change customers opinions about a product. To increase consumer accessibility, companies should provide small-sized advertising materials.

Once a business has established a strong brand identity, consumers will know what the good or service is. After conducting sufficient research, through social media or official corporate channels, a customer has greater knowledge about a good or service. Diverse viewpoints exist about the significance of information. In research, the comprehension of different kinds of information by young people and elderly persons is compared. Today's kids are more inclined than their elders to look for and depend on reliable sources of information.

Sensual marketing is a completely new concept that emphasizes the enjoyment of the senses by focusing its tactics on touch, emotion, hedonism, love, and the five senses. Despite the fact that these ideas show that sensory marketing is simply the next logical step in the development of traditional marketing, which may seem too logical for the modern market.

Using images to promote products sight. Since the sense of sight is the one that is most stimulated by the outside world, marketing primarily depends on it. Marketers are acutely aware of the significance of seemingly little elements, such as the color and form of a product's packaging, the layout of display cases in stores, and the way a marketing campaign is carried out. The basic methods of classification and differentiation used by the human visual system are color and shape. If a brand name is associated with a color that people are familiar with, they are more likely to recall it.

The skin has more than four million sensory receptors, and the materials, weight, smoothness, and ease of use of a product may all have an immediate effect on these receptors. Appealing to the sense of touch is highly valued in packaging design and even in some types of advertising. Our packaging may have a significant effect on customers' recall of our items. It's an infallible method for tapping into the opinions, feelings, and preferences of customers as well as their subconscious. Customers strong urge to pick up and try products on is a major factor in retailers window-display strategies. Our hands serve as the main conduit between our cerebral brain and the outside world.

It is no longer necessary to establish that sensory marketing influences customer behavior. While many are unsure if sensory marketing will not be a fad, studies have shown that there is a connection between the two fields of environmental psychology and marketing. Although the practice is relatively new, the concept has been around for quite some time in environmental psychology.

Our entire experience is greatly enhanced by our sense of smell. Before drinking the milk, we give it a quick sniff in the refrigerator, and we respond properly if we detect even the tiniest trace of smoke. Detecting bad or unpleasant smells in food is an essential safety feature. We don't load anything into our shopping basket unless they have a pleasing feel and aroma. We automatically scan the package for indications of tampering and inspect the seals on cans of peanuts or beverages.

Taste engages our other senses more than most people realize, according to Professor Charles Spence. It goes much beyond the tongue's ability to perceive basic flavors. Taste is unmatched in significance and sophistication. Our taste preferences are not hardwired from birth in most cases. If people can relate the

narrative on a personal level, that's great. The popularity and acceptance of one flavor or cuisine may have an impact on how others are seen.

Distributors utilize sensory marketing in addition to manipulating consumers' cognitive and emotional responses at the moment of sale to affect their visitors' physical behavior. Therefore, behavioral reactions are the physical responses and client behavior at the time of sale. Three responses may be seen in consumer behavior: the customer's attitude, their purpose, and their purchasing and physical behavior.

Consumer buying behavior is the culmination of a buyer's pre, during and post-purchase thoughts and emotions regarding a good or service. Sociology, psychology, anthropology, and economics are all relevant to the study of consumer behavior. The field of consumer behavior research is quite broad. It aids companies in discovering the elements that customers consider when deciding whether to buy a product or avail a service.

Bring in the Audience It was discovered that red is the most visually pleasing color. This tendency may be explained by positive associations with red in a festive setting. In actuality, it enhanced favorable perceptions to a greater extent than the use of black, which is supposed to symbolize dependability, in advertisements.

The study's findings, which examine how sensory marketing influences customers' decisions to purchase apparel, are presented, along with recommendations for more research. Customers frequently commend their favorite clothes businesses. Because of this, customers develop comprehensive opinions of the shop based on their interactions with the goods, service, and environment as a whole. Therefore, companies who are concerned with their consumers' perceptions of their worth ought to incorporate persuasive sensory marketing cues into the layout of their stores and merchandise. Multisensory marketing techniques have a big influence on consumers' decisions to purchase clothes. Put simply, customers react to information that is offered to them by any of the four senses: touch, sound, smell, or sight.

Unlike other things, the quality of clothes cannot be determined by personal tastes. It has been confirmed that consumers generate comprehensive impressions of a store's brand, goods, service, and atmosphere by examining the sensory cues that most influence their views.

A growing number of firms are using a sensory element in their marketing tactics in the modern day. A certain level of sales environment has been demonstrated on several times to cause unintentional expressive and social reactions in people. Stimuli have the potential to change consumers qualitative opinions of a product in addition to its overall image or sales volume. Customers will respond to sensory marketing strategies in very different ways, even though businesses utilize them to support their positions. Therefore, the formation of stimuli is driven by both human perceptions and environmental influences.

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