

“A STUDY ON THE INFLUENCE OF SENSORY MARKETING –IN BUYING DECISION OF YOUTH WITH SPECIAL REFERENCE TO FAST FOOD INDUSTRY IN KAYAMKULAM LOCALITY”

SHILPA.L, M .Phil Scholar

Nesamony Memorial Christian College,

Manonmaniam Sundaranar University, Tamil Nadu.

ABSTRACT

Sensory marketing is nothing but making use of five senses creatively to attract consumers for building awareness and making purchases. The use of five senses in the marketing field helps to trigger customer's emotions. Now a days, it is fundamental for the company to differentiate itself from its competitors. The study will seek to analyze the influence of sensory marketing towards youths with a particular reference to Fast food industries in Kayamkulam Area. This study outline has a deep impact on understanding the influence of senses on marketing among the youths in current marketing era. Consumers find the senses such as music for relaxing and smell as invigorating. However, it should be mentioned that this research is limited to the sample size and also to the context of the study. The present study is analytical and descriptive in nature.

KEY WORDS : SENSORY MARKETING,FAST FOOD INDUSTRIES .

I. INTRODUCTION

Everything around us is perceived by the human senses. People are able to recognize their surroundings including market, shopping environment through their senses such as sight, hearing, touch, smell and taste. Often senses play an important role in the selection and preference of a popular product. It tries to describe how the human senses (sight, hearing, smell, taste, touch) play a role in the buying behaviour and how they are affected by the information gathered by our senses. By relating to people in a far more personal way, sensory marketing is able to affect people in a way that traditional mass marketing cannot. Traditional marketing assumes that consumers will comprehensively consider solid product factors like price, features, quantity and utility. By contrast, Sensory marketing seeks to utilize the consumer's life experiences and feelings. These life experiences have identifiable sensor, emotional, cognitive and behavioural aspects. It assumes that people as consumers will act according to their emotional impulses.

Sensory marketing is widespread in modern marketing era and it may explain most of our purchasing decisions. It has an influence on the buying perception at new food court or restaurants emerging at every corner. Sensory marketing is used in different fields: visual, auditory, olfactory, gustative, and tactile

marketing. Sensory branding is a type of marketing which appeals to all the senses in relation to the brand. Business uses the senses to relate with customers at their emotional level. Brands can influence emotional associations in the customers' minds by enchanting to their senses.. In this way an effective sensory marketing effort can result in consumers choosing to buy a certain product, rather than an equal but less expensive alternate

II. OBJECTIVES OF THE STUDY

- Analyse the influence of sensory marketing in buying behaviour of youth in food industry.
- To assess the experience of music at Fast Food Restaurants.
- To find the relationship between atmosphere and music and Consumer Buying Behaviour at fast food industries.
- To evaluate the rate of influence of various sensory organs.
- To offer suggestions to make the food industry more attractive to customers.

III . RESEARCH METHODOLOGY

The study is based mainly on surveys conducted submitted to approximately 100 random respondents who are in regular or frequent consumption at several fast food restaurants. The questionnaire is designed to gain maximum perceptions of customers of how sensory marketing affects the consumption level of rational individuals and as such gain maximum information that can be useful for the management level of Fast Food Industries. The present study is analytical and descriptive in nature. Moreover, open-ended questions was conducted using the software IBM SPSS Text Analytics for preliminary content analysis. Descriptive statistics and the chi-square test for uniform distribution were also used to analyze and compare data.

IV. SOURCES OF DATA

In this study, both primary and secondary data were used; Primary data are collected through well structured and standard questionnaire. For collecting primary data of 100 respondents were collected and questionnaires were distributed among respondents. Secondary data consists of data collected from various journals, officials' websites, library etc

V. PERIOD OF THE STUDY

The period of the study limited to 3 months.

VI. LIMITATIONS OF THE STUDY

- The data is based on opinion of individuals which may bring some bias.
- Respondents are always busy with their work and thus the data collection was a difficult task.
- Non-availability of time is one of the major limitations of the study.

- This study focuses on the effect of consumer behaviour from sensory marketing only, thus other factors that could change behaviour of customer are not discuss in the study.

VII . THE EMERGENCE OF FIVE SENSES IN THE WORLD OF MARKETING

• VISUAL MARKETING (SIGHT)

Sight has been the most powerful sense in the advertising world over the past century. Sight is the most prominent sense because eyes contain two-thirds of the sense cells in the body. Firms utilize this sense in order to establish an identity in the minds of their consumers and it ultimately create a sight experience for their consumer. We use our sense of sight to understand the contrasts or differences between many things such as big or small, light or dark or thin and thick .This helps us to realize when there are certain differences or any changes in the new store , interior new package or new product design.

Now,the sense of sight can used with a series of innovative technologies such as virtual reality. With the aid of these gadgets, firms and brands can provide customers with sensory experiences that are more enveloping and would not be possible otherwise.

• AUDITORY MARKETING (SOUND)

Sound is a sense that is often under used in marketing.However, it accounts for 99% of all brand communication. Sound affects our mood and psychological state of people. It promotes peace of mind and alerts us to danger. Since the early 20th century, sound has been applied in mass marketing. Its aim is to create an awareness about a firm and its products mainly in television and radio. People always express their identity and emotion through sounds as their medium. We convey to others who we are, where we come from, our likes and dislikes, how we feel, in a verbal mode using our auditory elements . Using sound, we can clarify our arguments, opinions and feelings in a manner that facial expressions alone cannot the sound or hearing can be stimulated in the same way as sight and smell. More and more restaurants are keying in on the importance of music as a way enhance the customer experience and differentiate their brand from the competition.

• OLFACTORY MARKETING (SMELL)

Of all five senses, smell is believed to be more associated to emotion due to the brain's olfactory bulb, which detects odours, fast-tracks signals to the limbic system and then links emotion to memories. Recently, many companies sells scent and aromas to different brands and firms to enhance their marketing strategy and brand identity. Now,there are about 20 scent-marketing companies in the world, collectively worth around \$80million said by Harald Vog. He is a co-founder of the Scent Marketing Institute in Scarsdale, New York. With the sense of smell, it is so sensitive and powerful so that many companies have joined the industry. About 75% of our emotions are generated by olfactory elements .

- **GUSTATIVE MARKETING (TASTE)**

The sense of taste is the most important one because as it attracts the consumers to the business and brands because we can't taste anything from a distance. It is the most distinctly emotional sense. Our taste is dependent on our saliva .It differs on each person to person . People who prefer saltier foods ,they are used to a higher concentration of sodium and have a saltier saliva. About 78% of our taste preferences are dependent on one's genes. Taste also has a social aspect as it was inherently attached to it. We enjoy food by ourselves since eating as it facilitates social interaction between people. Business meetings and home dinners are almost all the time in company of others and companies need to take this into consideration.

- **TACTILE MARKETING (TOUCH)**

Touch is very important in sensory branding .It helps to strengthens the experience an individual while interacting with a product. Tactile marketing can be used by firms and brands to express their identity and values. This requires an interaction between consumer and brand and difficult from a distance.

Tactile marketing can be promoted by different sense expressions such as, temperature and weight,form and steadiness and material surface . Most people have a positive response to touch, as it is very useful in services. During an enjoyable touching experience, the hormone oxytocin is released, then , it leads to calmness and well-being. Now , Firms have to become selective of when to utilize tactile elements since it is perceived diversely across different cultures.

VIII .FINDINGS, CONCLUSION AND SUGGESTIONS

Hypothesis

H₀: There is no relationship between atmosphere and music and consumer buying behavior at fast food industries .

H₁: There is a relationship between atmosphere and music and consumer buying behavior at fast food industries .

H₀: There is no relationship between gender and scent in relation to consumer buying behavior at fast food industries

H₁: There is a relationship between gender and scent in relation to consumer buying behavior at fast food industries.

Analysis and Findings

Cross Tabulation

TABLE .1

An experience music at Fast Food Restaurants.- Agew cross tabulation

		AGE				
		18-20	21-23	24-27	28-30	TOTAL
An experience of music at fast food restaurants	Enjoying	11	8	14	5	38
	Relaxing	7	21	8	1	37
	Exciting	2	6	4	1	13
	Nothing	1	9	2	0	12
TOTAL		21	44	28	7	100

According to Table 1 above, most of the youngsters found music to be relaxing, exciting, and enjoying compared to those who are slightly older that is 28-30. Music have an intense effect on youngsters. It can improve their moods and self-esteem and give them inspiration from role models. Music is something that each person has his or her own specific opinion regarding their perception. Different people have different taste where some interested to hear melodies or fast musics etc. Similarly there are various types of music ie melodies ,solo song, fast musics ,devotional songs etc have many ways of leaving an impact on someone. It can be relaxing, exciting, soothing, enjoying, and many more. Associating music to a message is a perfect way to make the consumer to remember it. However, music is also significant for sensory marketing users as researchers emphasized the impact of music on behaviour.

Correlation and Hypothesis Testing

From Table 2, we can deduce that there is a weak correlation between smell (scent) and the motivation to choose the fast food industries. It is difficult that perception of smells is different from a person to another, and there are plenty individual variants that marketers have to take into account. The first one is the sex of the person .It had noticed that women are more sensitive to smell than men. However, each sex does not have the reaction faced on the same smell: For instance, men stay longer than women in a shelf perfumed with spicy scent, while women are more sensitive to shampoo smelling than men. The age of the customer modifies his perception the sense of smell breaks up as the person gets older.

TABLE.2

The relationship among GENDER and SCENT and BUYING BEHAVIOUR.

		Gender	Is the smell of the Restaurents motivates you to choose Fast Food Restaurents without plan
Gender	Pearsons Correlation Sig .(2 tailed)	1	0.98 0.97
	N	100	100
Is the smell of the Restaurents motivates you to choose Fast Food Restaurents without plan	Pearsons Correlation Sig .(2 tailed)	0.98 0.97	1
	N	100	100

TABLE.3

Experience of music at restaurents .

		Frequency	Percent(%)	Valid Percent(%)	Cumulative Percent (%)
Valid	Enjoying	38	38	38	38
	Relaxing	37	37	37	75
	Exciting	13	13	13	88

	Nothing		12	12	12	100
	TOTAL		100	100		

Experience music. From Table 3, it can be deducted that 37% found the atmosphere to be relaxing, 13% found it exciting, 38% found it enjoying, and the last 12% found it as nothing. Figure 1 below shows that most of the participants strongly agreed that music is highly stimulating and exciting and influences them while buying at Fast food restaurants. Only a few responded that they felt nothing while listening to music, they need not be stimulated by hearing music .

Music acted as a persuading and a stimulating signal. Music is used to inspire emotions of the consumers corresponding with the symbolic meaning of the product so that the likelihood of purchase is increased. When consumers enjoy the background music, they feel they spent only less time relative to the actual amount of time they have spent in the restaurant. If they dislike it, they spend only short amount of their time in the restaurant, they claim to have been there for much longer

- **Experience scent.** From the below Table 4, it can be said that 37% found it relaxing, 13% found it exciting, 38% found it enjoying, and 12% found it as nothing. Seventy-five percent of emotions are generated by smell . Consequently, smell symbolizes a direct line to feelings of happiness and hunger and is a sensory signal that cannot be turned off . The sense of smell is linked to pleasure and well-being and is closely associated to emotions and memories. As a scent can be administered and create an effect in a person's mind without him or her even paying attention to it, smell is "something that the customer cannot ignore". About 74 % of respondents are belong to gender group males.

OTHER RELATED FINDINGS

- About 70 % of the respondents belong to age group of above 21& up to23.
- Among 50 respondents of youth 82% has a habit of visiting fast Food restaurants.
- Among the total respondents of youth 68 % like music in restaurants and they doesn't think that the music in restaurants is an annoying factor
- 88%of respondents among 100 youth are think there should be music in restaurants only 12 % respondents opinioned they feel nothing while hearing the music .
- Among 100 respondents of youth 24% says their buying decision depends on kind of music playing in the restaurant but most of the respondents that 46 percentages says that they don't have any opinion about the kind of music in the restaurants.
- Among total respondents78% likes to hear sweet melodies in restaurants.

- Among 100 respondents 42% are disagree with the opinion that the food smell makes a restaurant unpleasant.
- 52% of respondents agrees that the smell of a food can stimulate their appetite
- Among 100 respondents 52 percentages of the respondents will buy a food because of its smell even though they are not hungry.
- Among 100 respondents 56 percentage of the respondents will not buy a food because of its bad smell even though they are hungry.
- 84% of respondents attracted to a restaurant by interior of it.
- 28 percentages of respondents like bright lights in restaurants.
- Among total respondents 56% are attracted by the presentation of the food.
- 40% of respondents are attracted by red and white colour combination in a restaurant.
- It shows that the respondents give a positive response towards sight in restaurants . And it reveals that the youth attracts to a restaurant by sight.
- 48% of respondents are says they will not prefer touch and buy in restaurants.
- Among total respondents 86% are attracted to a restaurant by the taste of that food.
- Among 100 respondents 74% will not go a food place where they get a food with bad taste.
- Among total respondents 76% says they will revisit a restaurant from where they get tasty food.
- 60% of respondents are attracted by the taste of the food in their buying decision.
- The respondents give a positive response toward taste. And it reveals that the youth likes a restaurant by taste of their food.
- 40% of the respondents says that Gustative elements has more effective in customer satisfaction and 30 % of the respondents suggest to Auditory elements are more effective 20 % of respondents accounts to Olfactory elements remaining 8% and 2% are covered by Visual and Tactile elements

IX . CONCLUSION

The study intends to analyse the influence of sensory marketing among youth in fast food industry. This study has conducted among fifty people. The samples were selected from, the men and women of Kayamkulam Locality. It consists of background of consumption pattern of target group regarding in restaurant, perception toward sensory marketing in restaurant, and general response from target group toward sensory marketing activities in restaurant. Sensory marketing is simply a process of winning a customer's trust and attention by appealing to each of the five senses. To no surprise; it has become popular among a variety of industries and businesses across the world. Today, marketing is all about customer experience and sensory marketing ties this concept quite nicely .Sensory marketing provides a complete experience to the consumers. For this reason, It stands out as a uniquely interactive way to win audience attention.

X .SUGGESTIONS

- Youth is the time of life when one is young. Youth audience area lucrative consumer group, and for businesses to be successful, they must adapt the remarketing strategies to fit the needs of modern young people.
- The young respondents like music in restaurants there for restaurants may focus on playing music at outlets, preferable light music to retain and attract more customers.
- Restaurants may avoid remittance of foul smell, as smell is one of the major factor of attracting youngsters to the restaurant.
- Restaurant outlets should have good interiors with better color combination it will attract more youngsters to the outlet.
- Food presentation should be more innovative as it must be catchy to the eyes of customers.
- Restaurants should present tasty and delicious food to maintain customer satisfaction and retention.
- Restaurants should offer food items at reasonable price and should maintain quality service.
- For attracting more young customers the restaurants should give more importance to the taste of the food then to the music in the restaurants then to the smell coming from restaurants and then to the sight of the restaurant and in finally to the touch.

XI. BIBLIOGRAPHY

BOOKS

- Peck, J., & Wiggins, J. (2006).” *It just feels good: Customers’ affective response to touch and its influence on persuasion*” . Journal of Marketing, 70(4), 56-69.
- Krishna, A., & Morrin, M. (2008).” *Does touch affect taste? The perceptual transfer of product container haptic cues*”. The Journal of Consumer Research, 34, 807-818.
- Krishna, A. (2010).”*Sensory marketing: Research on the sensuality of products*”. New York. Routledge.
- Krishna Aradhana . (2011) ” *sensory marketing* ” .New heights publishers.New Delhi

WEBSITES

- <https://www.campaignlive.co.uk/article/marketing-age-sensory-deprivation/1415852>
- <https://books.google.co.in/books?isbn=131742784X>
- <http://www.ejbss.com/recent.aspx/>
- <Http://www.emerald-library.com>