

SENSORY MARKETING

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ABSTRACT:

The human senses have long been unnoticed, despite their responsiveness being in great importance. The five human senses are of great importance for an individual's experience of different purchases, frequency of purchase and consumption process. Marketers have to market their brands along with the sensory attributes like touch, taste, smell, sight and sound that will generate the activation of emotions that make customers desire a given product. 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 customers and product and inducing them to purchase.

KEYWORDS:

Sensory Marketing, Five Senses, Purchase, Sales, Emotions, Consumer Behaviour, Perception.

PURPOSE OF THE STUDY:

The purpose of the study is to examine the role of five human senses in an individual's experience or different purchases, frequency of purchase and consumption process.

RESEARCH QUESTIONS:

- 1. How does sensory marketing help people connect to a brand and influence purchasing decisions?*
- 2. What do marketers and consumers gain from sensory marketing?*

OBJECTIVES OF THE STUDY:

To answer the research questions, the study also aims to fulfil the following objectives:

- 1. To determine the difference between sensory marketing and traditional marketing tools and the uniqueness thereof.*
- 2. To examine whether using experiential marketing and traditional marketing has a positive effect on purchase decision and ultimately customer loyalty.*
- 3. To assess the relationships between experiential marketing and certain aspects of brand equity/recognition, recall and attitude.*

4. To provide possible future strategies which marketers could incorporate.

SIGNIFICANCE OF THE STUDY:

1. To bring forth the importance and relevance of sensory marketing.
2. Help marketers increase brand awareness through sensory marketing.
3. Expanding and popularising the philosophy of experiential marketing.
4. The search emphasizes on how to enhance peoples loyalty, perception and brand image.
5. The study contributes to both present and future use of sensory marketing strategies.
6. Advices how to engage all senses of a consumer.

INTRODUCTION:

The area of psychological marketing known as sensory marketing is an advertising strategy intended to appeal to one or all of the five human senses of sight, hearing, smell, taste and touch to create an emotional association to a specific product or brand. Sensory marketing is a relatively new discipline of marketing that embodies the ideas of activating some if not all of the five sense which include sight, smell, hearing, taste and touch. Triggering these senses can prove to be extremely powerful tools for marketing because they can greatly sway consumers on whether or not they will purchase certain items.

Today Great Marketing is all about the customer perception. Sensory Marketing ties into this concept quite nicely. Because it is all about enhancing customer experience, sensory marketing has become a go-to-tactic for many multinational brands. Today it is one of the smartest ways for brands to trigger emotions and maintain engagements. Sensory Marketing assumes that people, as consumers, will act according to their emotional impulses and hence tries to identify and understand the consumers emotions. It is the technique that is used to reach the customers senses and influence their behaviour based on how brand and tactics make them help.

Our Five Senses that help to build emotions and recognition and get the customers to fall in love with your brand using multi-sensory marketing and to create emotional bond are :

1. Sight : Glowing, Fuzzy, Immense, Gleaming, Brilliant, Translucent etc. Marketers have long known that we react to colours based on our visual experience of the surroundings and the emotions they trigger. Such as –
 Blue for sky – welcoming
 Green for nature – Natural
 Red for blood – Danger or urgency
 Yellow for sunshine – Happiness
 Some colours also associated with taste such as Red - Sweet, Green - Sour, Blue – Bitter, Yellow – Salty. Some of the effects of visual cues are perception, sensation, affect, memory, cognition, judgement, behaviour.

2. Sound : Crunched, Hush, Loud, Noisy, Whistling, Snapping, Echoing, Scratch etc. Sound through music, service areas such as shops, supermarkets, malls are trying to create a good atmosphere. Music and sounds can be used to influence customers behaviours, to provide customers information to help customers remember your brand music may act as a peripheral

persuasion cue in advertising, triggering affective feeling states or moods that can spill over and shape consumers or brand attitudes. The liked and disliked music may affect individuals mood, which in turn guides customers product choices.

3. Smell : Acrid, Sweet, Clean, Fresh, Rich, Stale, Smoky, Delicate etc. Researchers believe that smell is the sense which is most powerfully linked to emotions. Scent marketing companies world-wide are developing scents and aromas for companies to help them enhance their marketing and re-enforce their brand identity with customers. Natural and chemical substances are released into the air to improve feelings of well-being and even increase human performance. Scent conditioning systems are now found in hotels, homes, resorts, healthcare institutions, retail stores etc. Researchers say that aromas of lavender, basil, cinnamom, citrus flavors are relaxing whereas peppermint, rosemary are invigorating, ginger, cardamom chocolate tend to stir romantic feelings while rose promotes positivity and happiness.

4. Taste : Smooth, Textured, Bitter, Sour, Rich, Raw, Rough, Soft etc. It is one of the most distinct emotional senses depending on other senses. It helps in strengthening a firm or a brand identity and creating an image of a product. It helps in differentiating their products from rivals firms and attracting the attention of the customers and also in adding value. The taste of an individual comprises much more than only the brands actual taste. It includes scent, sound, designs and textures. The concept of taste is often more related to the customers whole sensory experience than to just what is put in the mouth.

5. Touch : Solid, Tender, Prickly, Slick, Smooth, Tepid, Sting, Ambient etc. A touch strategy makes it possible for customers really to feel and touch a brand. It includes certain motivational factors to touch and to achieve the goal to purchase and extract specific material properties such as texture, hardness, weight, temperature etc.

DIFFERENCE BETWEEN MASS MARKETING, RELATIONSHIP MARKETING AND SENSORY MARKETING:

	Mass Marketing	Relationship Marketing	Sensory Marketing
Marketing	Goods logic, Exchange Perspective, Transactional marketing	Service logic, Relationship perspective, Relational marketing	Experience logic, Brand Perspective, Sensorial marketing
Strategic Marketing	Product focus, Customer acquisition, Transactional strategies	Customer focus, Customer retention, Relational strategies	Sense focus, Customer treatment, Sensorial strategies
Tactical Marketing	Persuasion and promotion, One-way communication, Product technology	Interaction and interplay, Two-way communication, Information technology	Dialogue and online inter-activity, Multi-dimensional communication, Digital Technology

SENSORY MISMATCH:

In Sensory Marketing, expectation is the driver of success. The first glimpse of a product will set expectations of the form, material and smell. If these expectations do not come true, there will be sensory mismatch. This has an impact on the product experience – when the experience with the product exceeds the expectation, consumers will often evaluate the experience as positive and if the interaction falls short the experience will often be viewed as negative. Sensory Mismatch also has an influence on the brand evaluation. In general consumers form strong relationships with sincere brands like Hallmark. A brands personality influences how its actions and behaviours are perceived by the customers. The actions can be derived from consumer reviews, advertising, past experience.

CONCLUSION:

The concept of sensory stimulation is based on the premise that customers senses should be treated holistically and that customers should be provided with specific experiences with a view to stimulating all their five senses. In the era of rapid development of various forms of marketing communication, which translates into an overload of stimuli data and messages – the holistic marketing appears to be an effective way of supplementing other forms of marketing communication.

Designed to place the importance of the customers experience at the forefront, sensory marketing is a powerful method for any company who wants to make its interactions with customers more meaningful and compelling. In future mostly online and offline companies will be using both online and offline sensory marketing techniques and there will be more use of multi-sensory techniques. Probably phones will enable us to smell who is calling and websites and emails will be aromatised.

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