



ROLE OF SENSORY ELEMENTS IN ADVERTISEMENTS FOR BRANDED HOT BEVERAGES (TEA/COFFEE)

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ABSTRACT This study focusses on the influence that the sensory cues (touch, taste, smell, sound and visual) in TV and digital advertisements have on the creating the urge to drink the particular brand of Tea / Coffee. This study further explores whether the urge to drink the Tea/ Coffee converts to actual purchase behavior. The sample comprised of 100 respondents from the urban location of Navi Mumbai and were those who purchased both tea and coffee. The proposition to be proved in the study is as below-
Sensory Inputs in advertisements → urge to drink tea/coffee → purchase
 The results proved that advertisements were vicariously able to create the visual and auditory images and also the feeling of smell in the case of hot brews like tea/coffee. Also, there was a high correlation between the urge to drink the tea/coffee and the actual purchase of the brand.

KEYWORDS : Sensory inputs, Advertisements, Tea/Coffee, urge to drink, Purchase

1. Introduction

Consumer preferences and choices are influenced by various conscious as well as subconscious cues. Sensory marketing uses the conscious as well as subconscious cues by engaging the five senses i.e. of touch, taste, smell, hearing and vision to create a positive, emotional and appealing effect in the minds of the consumer. In a cluttered and competitive marketing environment Sensory elements of the advertisements can pave the path for brand recall and brand preferences. Sensory triggers can stimulate favorable associations and thus can become purchase drivers. Sensory marketing is an important and growing research area and this study seeks to combine the two areas of sensory sciences and Marketing discipline in the purchase decision of branded Hot beverages like Tea and coffee which is commonly consumed in India. Today a consumer is bombarded with a number of brands of Tea and coffee. Hence the sensory marketing inputs that have been stored in his memory based on the exposure to advertisements act as an important attitudinal cue in his final purchase. TV and digital advertising is a commonality today, but marketers must find means and ways to understand how to maximize marketing and communication returns.

2. Literature Review

2.1 "Almost our entire understanding of the world is experienced through our senses." Martin Lindstrom, Brand Sense. Consumers purchase products based on accumulated perceptions created through the various involvement of the senses. 'Creating the perfect perception requires the perfect sensory appeal'. Lindström, in his theory of moving from classic or two-dimensional advertisement model to 5D advertisement model (where all the 5 senses are targeted), feels- 'the more sensory touch points leveraged the higher number of sensory memories activated.' The higher the sensory memories activated the stronger is the bond between the brand and the consumer.

"Advertising is intended to achieve predetermined objectives such as improved memorability, reinforcement of other promotion, change of attitudes or product sampling" (Burnett, 1999). The latent desires are evoked through advertising messages. One model that stood the test of time well, was developed by Lavidge and Steiner (1961). Ads move consumers closer to buying a product step by step- from being unaware of a product to buying it.

Brand experience can be thought of as sensations, feelings, perceptions, and behavioral responses evoked by senses (Djurovic, 2008). Sensory branding enables to entrench different points of memory in order to be remembered by the customers. The more they involve with the sense, the more they will be able to remember the brand. It also influences consumer satisfaction and loyalty. It enables the brand to sell products at a premium and create a powerful competitive advantage.

2.2 The Five sensory Inputs: Vision/Sight: Many studies have shown that a person who has been exposed to a product will prefer it over

similar choices, even in cases when the person cannot remember seeing the product (Bornstein, 1987). Colors are used to set the mood of a brand through logos and packaging" (Gobe, 2001). **Smell:** In 1932 Laird found a positive link between the perceived quality and the use of scent (Bone & Jantrania, 1992). **Taste:** Eating and drinking is strongly associated to joyful, positive memories, which is one of the reasons why the taste aspect should not be neglected in marketing (Gobe 2001). It recalls memories and past experiences. **Touch:** Apart from vision and hearing, touch is the most important sense to identify and manipulate object (Wolfe, 2006). Touch enhances the brand experience for a customer by adding sensory information of a brand (Gobe, 2001). The texture of a product influences customer's emotions hence their perception (Schmitt & Simonson, 1997). **Auditory:** Sound also influence the customer's choice of brand. It is very easy and affordable to add sound dimension for reinforcing the image of a brand (Schmitt & Simonson, 1997).

3. Objectives of the Study

1. To understand and find which Sensory Inputs in Advertisements create an urge to drink the beverage (Tea/ Coffee)
2. To analyze whether the urge to drink the beverage after seeing the ad leads to the desire to purchase it.

The proposition to be proved in the study is as below-

Sensory Inputs in advertisements → urge to drink tea/coffee → purchase

4. Hypothesis

H₁₀: Sensory (touch, taste, smell, visual, auditory) inputs in advertisement do not create any urge in the viewer to drink the beverage (Tea/Coffee)

H_{1a}: Sensory (touch, taste, smell, visual, auditory) inputs in advertisement create an urge in the viewer to drink the beverage (Tea/Coffee)

H₂₀: The urge to drink the beverage has no effect on the purchase.

H_{2a}: The urge to drink the beverage makes the consumer purchase the beverage

In this study the beverages under consideration are Branded Tea and Coffee

5. Methodology

The population of the study comprises mostly of Middle class Indians with an annual income starting from 4Lak -15 Lak. The responses of a sample of 100 respondents were used for the study.

The advertisements related to Nescafe, Bru, Tata Coffee Grand were the primary ads for coffee that was referred to by the respondents. For Tea the primary advertisements that were referred to by the respondents was Tata Tea, Brooke Bond/ Taj Mahal, Lipton and Wagh Bakri Tea.

A 45minute structured focus group session was conducted in which various aspects of the sensory inputs of sight, sound, and the evocation

of taste, smell and touch experienced by the members through the tea/coffee advertisements were discussed. The questionnaire comprised of statements in a 5point Likert scale to measure the 5 sensory inputs in TV and Digital advertisements and others to measure the urge to drink followed by purchase of the brand.

The Cronbach Alpha score was .856 hence indicating that the reliability of the scale is very high.

6. Data Analysis and Interpretation

6.1: Hypothesis- 1

H₁₀: Sensory (touch, taste, smell, visual, auditory) inputs in advertisement do not create any urge in the viewer to drink the beverage (Tea/Coffee)

H_{1a}: Sensory (touch, taste, smell, visual, auditory) inputs in advertisement create an urge in the viewer to drink the beverage (Tea/Coffee)

Table 1: Anova output of Regression analysis conducted

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.328	5	14.666	43.650	.000 ^b
	Residual	31.582	94	.336		
	Total	104.910	99			

a. Dependent Variable: Urge to drink
 b. Predictors: (Constant), Taste communication, Visual_image, fragrance, Texture Communicated, auditory images

Table 2: Coefficients of Regression Analysis conducted

Coefficients						
Model		Unstandardized	Standardized	t	Sig.	
		Coefficients	Coefficients			
		B	Std. Error	Beta		
1	(Constant)	.527	.273		1.927	.057
	Visual image	.495	.066	.557	7.551	.000
	Experience fragrance	.208	.079	.195	2.642	.010
	Sound of pouring the bev. Auditory images	.268	.078	.254	3.448	.001
	Texture Communicated	-.057	.073	-.057	-.787	.433
	Taste communication	-.036	.067	-.038	-.535	.594

a. Dependent Variable: Urge to drink

The Model summary shows the R value of the combined sensory inputs of sight, sound, taste smell and touch to be .836 and the R² value .699. This proves that 69.9 cases of the variance in generating the urge to drink is created by the sensory factors of shown in the advertisements sight, sound, taste smell and touch. The Anova Table 1 shows that the value of R² is significant as indicated by the p value of the F statistic which is .000(less than .05).

The relationship can be mathematically written as (Table 3):

$$Urge\ to\ drink = .527 + .495visual + .268\ sound\ of\ pouring + .208fragrance$$

Texture and Taste are not statistically relevant as their p value is greater than .05 so we do not use it in the predictions. The sensory impact of the visual images shown in the advertisements have the maximum impact in creating the urge to drink the beverage. Visual, auditory and fragrance are statistically significant. The standard coefficients for visual being the highest at .495 (p=.000) followed by the auditory .268(p=.001) and with aroma being .208 (p=.010)

Inference: Accept Alternate Hypothesis that of the sensory factors in advertisements visual, auditory and fragrance have a strong impact in creating the urge to drink. The other two senses olfactory and taste are not communicated through the ads.

6.2. Hypothesis -2

H₂₀: There is a strong correlation between the urge to drink the beverage and the actual purchase.

H_{2a}: There is no strong correlation between the urge to drink the beverage and the actual purchase.

Table 3: Correlations between Urge to Drink and Brand Purchase

Correlations			
		Urge_to_drink	Brand Purchase
Urge_to_drink	Pearson Correlation	1	.760**
	Sig. (2-tailed)		.000
	N	100	100
Brand Purchase	Pearson Correlation	.760**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the correlation between the urge to drink (as shown in Table 3) created by the advertisements and the actual purchase of the beverage (Tea/ Coffee) Brand is .760. The p value for the correlation coefficient is .000 (Table3) which is less than .01 the assumed level of significance. This implies that the correlation coefficient between the Urge to drink and the purchase is positive, high and statistically significant or in other words the urge to drink makes the consumer purchase the brand.

This study thus proves that of the 5 sensory elements in advertisements Visual, auditory and fragrance create the urge to drink the tea/ coffee the other two i.e taste and touch are not created through the Advertisements. The relevant three sensory inputs that create the urge to drink ultimately results in the purchase of the tea or coffee depicted in the advertisement.

Hence the proposition below is proved-

$$Sensory\ Inputs\ in\ advertisements \rightarrow urge\ to\ drink\ tea/coffee \rightarrow purchase$$

7. Conclusion and Suggestions

Television advertisements still have a reach that can account for a huge market especially in a country like India where 70 % of it dwells in rural area. Digital advertisements are also fast permeating the large market of internet users. Smartphones have further become an enabling factor to watch these advertisements. The canvas of these advertisements are wider and can connect to the audience through its storyline, background colors, music and content. Among the 5 senses it is natural that the visual and the auditory are the ones that the brand is able to use more effectively, however, creative advertisements can go a step further to convey the other three senses -fragrance, taste and touch. Looking into the common design and format of the adverts as per say, visual aids of the boiling tea or making coffee, the aromatic steam, and the refreshed look on the actor's face after consuming them, motivate the viewers to create the feeling of touch taste and smell. This study proves that visual, auditory and fragrance create the urge in the consumer to drink the tea or coffee. As per the findings of this study the other two sensory inputs of taste and texture are not communicated at all through the advertisements.

Visual and auditory cues can effectively create the perceptions of taste and touch. When a consumer vicariously sees the advertisement content, he/she automatically starts perceiving the texture and taste. The visuals of the images depicted in the advertisements should trigger the feeling of touching the brand and experiencing the texture and purity of the tea/coffee. For example, Nestle's Sunrise coffee advertisement shows the model inhaling the aroma of the coffee and then there is the image of the coffee granules being scooped out with a spoon to be put into the coffee cup and the swirling movement of the milk being poured into the mug. This advertisement effectively brings out the texture of the coffee as also the taste of the rich brew. Similarly, when most of the tea brands are talking about social issues 'Wagh Bakri' has used all the sensory cues even taste and texture of the tea leaves effectively in its 'Rishton ka hi fever' ads. If Brand Recall, has to be triggered while the consumer is purchasing tea/coffee then the sensory inputs through the advertisements have to be very strong. In a cluttered market with numerous competitors, brands can very effectively impress the mental landscape of the consumers mind and heart and find a permanent place there.

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