Research Paper Management

Sensory Science Marketing

Chandrasekaran S Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi - 630004, Tamil Nadu

Dr.K.Chandrasekar Assistant Professor, Alagappa Institute of Management, Alagappa University, Karaikudi - 630004, Tamil Nadu

ABSTRACT

In today, business doesn't succeed without marketing. If you see 'Marketing' is single word but, till now they cannot scarify within boundary limit because marketing can grow up in different faces. On this paper to review that sensory marketing it is a new face from the home which is highly impacted of consumer buying behaviour at today business world. As element of strategy of differentiation and positioning, contemporary marketing begins to make use of tools that would have never thought in the past and thinks creatively in order to expand and harden the mental terri¬tory each brand occupies in our brains as consumers. The sensory marketing nothing but, dealing with senses through stimuli designed to be directly related to a particular brand/product.

KEYWORDS Sensory marketing, Human senses, Experiential marketing, Store sense

1. Introduction

It's very difficult to find consumer taste and preferences in subject of their purchasing behaviour. On other hand, it was vast improvement of marketing techniques to overcome the troubles to capturing the consumer mind. Nevertheless, consumer can never easily to buy it anything at today market, they have much more concentrate to spend their money in way of huge reference groups so that, marketer need to change their techniques day by day for selling their product/service. In this point of view, they have might concentrate with human senses of marketing which is consists of human senses' nature, scientific dimensions and psychological aspects, it's also connect with their purchasing behaviour because human senses is ultimate decision maker to buy or acceptance of any object by the way of stimulated it. For the last decade, the five senses have received enlarged attention in the field of marketing from both researchers and practitioners. Research on the humans senses have shown that sensory cues of sight, sound, smell, taste and touch all can affect our preferences, memories and choices, where they play a crucial part in the creation of an emotional connection and experience of the process of purchase.

2. Human Senses in way of Marketing

Sense: Any of the faculties, as sight, hearing, smell, taste, or touch, by which humans perceive stimuli originating from outside or inside the body.

Vision: In today we are living in a visual based world, the sense of sight has been described as our most seductive sense having the power to convince us despite no logic. On marketing, vision is most influenced factor of consumer buying behaviour because 'Visual' stimuli includes logos, names, packages, product design etc. and are regarded as a critical part that should be included in any strategy that concerns branding.

Sound: The frequency of the human hearing is incredible, with a range of more than nine octaves, topping the otherwise remarkable range of vision. Sound has long been used in the field of marketing and has been recognized as an important component that triggers and influences the consumer's mood, behaviour and preferences. Music has been identified to play an important role in the lives of the consumers.

Touch: The sense of 'touch' is most sensitive of our body's organs also plays an important role for our behavioural development. Being offered the opportunity to touch an object has been shown to create a feeling of ownership of the touched object that consumers are buying more products than ever before based on touch and trial. It emphasizes that tactile input will have a positive impact on the consumer response as well as their perception of product quality.
Smell: The 'smell' can start to create an emotion or feeling of calm. They can evoke memories or to evaluate the stress. Some of our reactions to the scents come from old associations that evoke good or bad feelings. To creating opportunity to smell of object like food, furniture and other scent of store atmospherics is highly influenced of consumer behaviour.

Taste: Our taste receptors obviously contribute to the experiences we have with many products. Specialized companies called "flavor houses" keep themselves occupied with the development of new blends to cater the changeable consumer tastes. The changes in our culture also determine the flavors that we consider desirable.

3. Review of Sensory Marketing

Atmospherics can be used in changing the buying behavior of customers. The use of atmospherics relates with the concept of sensory marketing which refers to the five senses.

Sensory marketing: Marketing techniques that aim to seduce the consumer by using his senses to influence his feelings and behaviour (AMA). Ensemble of all the variables of action controlled by the producer or retailer to create, around the product or service, a specific multi-sensory environment, either through the product itself or the communication or the environment in the point of sale.

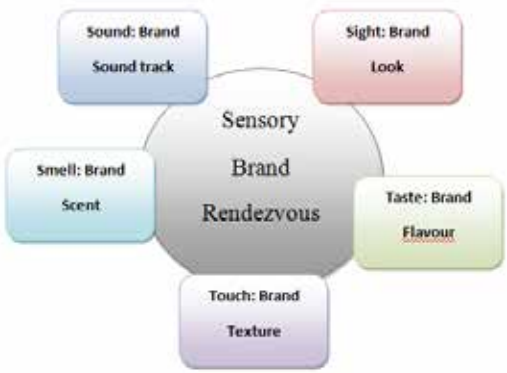
Aradhana Krishna (2010) emphasizes the need to acknowledge the sensuality of products and defines sensory marketing as "marketing that engages the consumers' senses and affects their behaviour".

4. Different tools of sensory marketing

4.1 The brand experience

The store offers the greatest potential for consumers to really experience the brand. Brand experience can be thought of as sensations, feelings, perceptions, and behavioural respons-

es evoked by brand related stimuli (see pic.1). These influence consumer satisfaction and loyalty, enabling the brand to sell products at a premium and create a powerful competitive advantage. The more powerful this experience, the stronger the brand impression and the retailer's ability to create meaningful and memorable differentiation. In recent years, companies like Nokia, Apple have opened flagship stores in various countries to provide more consumer brand sensory engagement opportunities. It rapidly became an 'experience hotspot' with thousands of young shoppers now visiting the store every day. These 'flagship' stores are a powerful example of the interactive avenues retailers are using to connect their brand with consumers in an experiential environment.



(Picture: 1 Sensory Brand Experience)

4.2 The sensory store

The significance of the internet and social media in the retail mix is not to be underestimated, the very conservative recent sales growth noted in all the countries reveal that retailers need more than ever to optimize every physical customer contact and engagement opportunity to drive customer numbers, sales and customer satisfaction in bricks and mortar environments. It is even more important to address some of the commonly reported negatives about the physical retail environment. With the significant capital investment that retailers have at stake in physical retail stores, it would be short sighted indeed to both underestimate and undervalue the significance of tactile interaction with a product and the human service interactions that can only be found in a store environment. For emerging retailers who for reasons of budget availability aren't able to secure the most convenient locations i.e. shopping centres or popular strips, increasing the sensory and hedonic appeal of the retail environment could help overcome some of the convenience and accessibility concerns that customers may have, as well as serving to differentiate the retail offer in relation to the more accessible, but less memorable competition.

4.3 Sensory description labels

There are many variables that affect consumer choice of purchase of a food product store. For fruit and vegetable section generally do not provide any information about the sensory characteristics of their products but the price, brand, and sometimes origin are communicated. It would be of great interest to get the consumers to look and screen for their preferred sensory characteristics instead of price. The importance of labels and descriptions in relation to consumer decision making in a retail store raises the question of how sensory description of food products could affect consumer choice. Food labelling in a retail store is meant to provide different types of information and knowledge about the food item, and it may act as an external influence on the consumers in their search for an appropriate purchase. However, labelling research to date has predominantly focused on aspects such as nutritional and health claims, product ingredients, policy, product origin and safety. The descriptive labels allow consumers to concentrate more on their feelings and on the expected taste of the food during the decision making process. Using the right type of description or words in a marketing strategy could be essential for the information search. Attributes such as taste and texture will most likely be determined by the consumer after the product is purchased and consumed. If the consumer's perception of the sensory attributes is at odds with the information and labels provided by the store, the consumers could lose confidence in the product. Moreover, consumers may have different levels of product knowledge and past experience of the food product, and so the labels may help them to interpret new information in the pre purchase search.

4.4 Communications of sensorial

An involving marketing and communication strategy provide the activation of five senses. One of the senses more stimulated through the communication is the view. The view can be stimulated through images, shapes, colours and settings that perceived through the eyes and can attract the attention of consumers and remain imprinted in their memory for a long time. Even the sound dimension may be important in an advertising campaign. The individuals may be attracted to pleasant sounds and at the same time, bothered by annoying sounds. Hence the effectiveness of music and jingle may facilitate the memory of information and increase the familiarity of the product and the brand. Smell can play an important role on the body and on the mind of the individual, having the power to evoke memories buried in the memory. There are several companies that have tried to move in this direction. Some, for example, used to make the perfume to promote their products with flyers, postcards and inserts perfume scratch. For the touch some companies use the touch screen technology, through screens and interactive displays that allow consumers to explore the world of the brand through tactile interaction. The touch screen technology, for example, can turn into a real showcase interactive tool by extending the communication in locations not normally delegated to interactivity.

5. Conclusion

These data taken together characteristics and the effectiveness of the implementation of sensory marketing in retail industry. It has different tools to stimuli consumer behaviour through brand experience, communication, store atmospherics and food product labels as emerging area for improving sales and retaining the consumers. To understanding the subject of how the senses can be engaged through light, sound, touch, smell and taste, link with brand and intelligent promotional agendas will be essential, if retailers are to capitalize upon the potential of customer's in-store. Sensory marketing is a valuable tool in order for them to accomplish this, a tool which has been proven to be effective in the global stage.

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