



A Study on Sensory Advertising and Impact on Consumer Behaviour 2016

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ABSTRACT

The paper aims at studying the various advertisements that use sensory nodes to elicit consumer behavior, their impact on consumer minds and the success rate in the latest advertisement trends. The paper also considers various examples to explain the use of different senses in the same.

KEYWORDS

Introduction to the study

“People will forget what you said, people will forget what you did, but they will never forget how you made them feel”

-Maya Angelou, Author, poet, civil Right Activist.

Vision: Seeing is believing

Logos, corporate colors, characters and other graphical tools with which one can identify a specific product.

‘The eyes buy 70 or 80 percent of what people buy.’

The color of a brand logo improves brand recognition by 80%. And 84% of people believe that color amounted to the major consideration when they choose a brand.

This can be used by sensory branding in restaurants to stimulate hunger or in bars to because of its exciting properties.

Auditory – The sound grabbing the attention of your Ears

Depending on who you’re trying to target and bring in, you can slow people down by playing more mellow music and causing them to browse further for

Perhaps the second most used variable by marketing and advertising is the sense of hearing.

Sound when matched with a message is a powerful way to make the customer remember it.

Background music is an effective way to influence customer behavior at the point of purchase. If used properly, music can create a mood for the consumer that encourages them to buy, for example playing rock and roll music in a guitar store.

Olfactory – smell

There’s an entire science to what’s referred to as “scent marketing,” with several studies and real-world case studies of global brands Smell is the sense most linked to our emotional recollection.

It can create instant connections between a brand and other memories.

Neuro marketing studies show that 75% of emotions are trig-

gered by smell.

Restaurants sometimes send artificial smells into the areas around the venue to increase awareness of their product.

Research by the Sense of Smell Institute indicates that while people’s visual recall of images sinks to approximately 50% after only three months, they recall smells with a 65% accuracy after an entire year.

In the short term we remember just 1% of what we touch, 2% of what we hear, 5% of what we see, and 15% of what we taste and 35% of what we smell.

Gustative – having a great taste

This can work magic if you happen to be in the business of selling consumables, giving people the ability to taste and sample before they buy is the equivalent of letting people try on clothes, a general and effective best practice.

Gustative marketing is usually used (for obvious reasons) especially for food and beverage brands.

Tactile – Touch, The ultimate Experience

Touch strengthens brand identity and image by appealing to this sense. Touch considers physical and psychological interaction between the customer and the product. Touch is a way to control the ‘unconscious of the consumers, their perceptions, feelings and tastes’. Touch can be manipulated through materials, weight, softness, and comfort of the product.

Review of Literature

Aradhna Krishna, (2011), An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior

The article studies the various aspects of sensory marketing including the advertising part of it and links it to the various stages of consumer decision making process. Whilst he explains the need for involving touch, taste, smell, see, and hear in the buying process, he also mentions that there are also many concepts waiting to be discussed for the first time, for instance, how does one person’s sensory reality relate to another’s? People believe that their own senses provide an accurate representation of reality, but other people’s senses are biased. Their naïve realism theory is also consistent with

research on the bias blind spot, so that for a wide variety of judgmental biases, most people believe that they themselves are objective and unbiased, whereas everyone else is biased. This concept has not been explored within the world of sensory marketing and advertising. Another such concept is that of sensory arousal (as opposed to imagery)—do different people get aroused by different senses? Do some people get aroused more easily than others?

Furthermore, what the article states that advertisement (ad) content for food products can affect taste perception by affecting sensory cognitions. Specifically, it shows that multisensory ads result in higher taste perceptions than ads focusing on taste alone, with this result being mediated by the excess of positive over negative sensory thoughts. Since the ad effect is thoughts-driven or cognitive, restricting cognitive resources (imposing cognitive load) attenuates the enhancing effect of the multiple-sense ad. The results are exhibited across three experiments and have many implications for cognition and sensory perception research within consumer behavior, as well as several practical implications. It is not necessary for the foods which are not processed for example fruits, meat etc. these food products have least influence on connotative side of the consumer.

Ryan Smith Elder, (2008), COGNITION AND SENSORY PERCEPTION: THE EFFECTS OF ADVERTISING AND MENTAL SIMULATION ON THE PERCEPTUAL CONSUMPTION EXPERIENCE

In this article, the author explores whether other senses are so physiologically closely tied to taste that mentioning them will make no difference, and whether an advertisement in general can create an impact on taste perceptions. By exploring if the ad can affect taste itself, we test an additional possible effect of the ad. While food advertising is typically used to spark interest in the food or an intention to buy it, it is not usually used for affecting taste perception. Further, if the advertisement does affect taste, then we are also suggesting that taste is affected by cognition and is not automatically incorporated into perceptions of certain food images and past experiences. Besides looking at the effect of ads on taste perception, the paper additionally explores what happens to 6 consumers' thoughts about the food when the ad is changed.

Second, we show that the processing of ads is deliberate and cognitive so that the enhancing effect of multiple-sense ads is reduced when cognitive resources are constrained. The hypotheses are supported across three experiments and research has many practical implications for ad executives and managers since it can easily and readily be applied in directing ad copy for food products. In the rest of the article, the author builds a conceptual framework and hypotheses, elaborates on the experiments, and ends with conclusions and ideas for future research.

Methodology of Research

The research methodology involves studying various articles, and literature reviews understanding the width and length of sensory advertising, also looking at various examples of such ads.

What is real?

Yes, just like the Matrix's explanation, "real is what you can taste, touch, see, smell and feel. The world that you know of exists in a place where senses play a very big role."

THE SENSES:

Visual

Auditory

Olfactory

Gustative

Tactile

Analysis and Conclusion

While it only seems illegitimate to talk endlessly about sensory advertising and not present any examples for the same. We've compiled several examples (the best ones) and the aspect of sensory advertising they depict in our research in order for the reader to garner a better understanding of the same.

Apple: Apple has been providing consumers special experiences by stimulating human's senses, galvanizing the Apple brand, and intensifying communication with the consumers. The factors that stimulate senses are not only limited to apple products, but throughout the concept store, that consumers can experience and learn more about the brand, Apple. Apple concept store is a place where consumers can 'experience' Apple. Consumers are able to see, touch, listen, and experience Apple comprehensively. It was designed to maximize the sensuous value and contribute to creating an image of the Apple as 'state-of-the-art' lifestyle.

Starbucks: Auditory & Olfactory marketing

Starbucks' philosophy is to give satisfaction to consumers not only in realms of taste, but also olfactory, visual, tactile, and auditory sense. In order to pursue such goals, Starbucks is making an effort to consistently create a sound, perfume, font, and taste that can appeal to consumers. All background music at Starbucks is selected and released from Hearmusic, from the main office of Starbucks. Hearmusic provides 2~3 CDs per month that contain approximately 100 songs to 9000 Starbucks shops worldwide. From this, consumers were able to enjoy coffee at a refreshing and comfortable environment. Regardless of countries and places. Consumers share the similar experience at atmosphere at Starbucks.

Singapore Airlines: olfactory marketing

Singapore Airlines is an example of a successful olfactory marketing company. Singapore Airlines introduced Stefan Floridian Waters, an aroma. An aroma which has been specifically designed as part of Singapore Airlines. Stefan Floridian Waters formed the scent in the flight attendants' perfume, was blended into the hot towels served before takeoff and generally permeated the entire fleet of Singapore Airlines planes. The patented aroma has since become a unique and very distinct trademark of Singapore Airlines.

Nokia and Microsoft: the sultans of sounds. A specific sound of mobile phone announces that there is Nokia or Motorola mobile phone around us or while loading Windows with specific sound, it indicates that this operating system is purchased from Microsoft or Opel Co.

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