

# Impact of Sensory Marketing on Consumer Satisfaction

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## ABSTRACT

Sensory marketing, engaging various senses such as sight, taste, touch, smell, and hearing, enhances consumer satisfaction, influences purchase behavior, and increases the likelihood of customers revisiting and recommending businesses. The purpose of this study was to analyse the impact of factors of sensory marketing on consumer satisfaction and to examine whether exists any significant difference between demographic and sensory marketing. We used the questionnaire method to collect data. The study reveals sensory marketing plays a vital role in purchase decisions and consumer satisfaction.

**Keywords:** Sensory marketing, sight, taste, touch, smell, hearing, purchase behaviour, consumer satisfaction.

## INTRODUCTION

Sensory marketing is a marketing technique that aims to appeal to consumers' senses to create a deeper and more memorable connection between the consumer and the brand or product. It leverages the power of sensory experiences to influence consumer perception, emotions, and behavior.

There are five main senses that sensory marketing typically focuses on:

1. **Visual:** Visual elements such as colors, shapes, and images play a crucial role in branding and marketing. For example, the design of a product packaging or the aesthetics of a store can influence how consumers perceive a brand.
2. **Auditory:** Sound can also be used to create a unique brand experience. Think of jingles, sound effects, or even the ambient music in a store, all of which can influence consumer perception and mood.
3. **Olfactory:** Smell is a powerful sense that can evoke strong emotions and memories. Businesses often use scents in their stores or products to create a pleasant and memorable experience for consumers.
4. **Tactile:** Touch can also play a role in sensory marketing. The texture of a product, the feel of packaging, or the comfort of a store's layout can all impact how consumers perceive a brand.
5. **Gustatory:** While less common in marketing, taste can also be a sensory element that businesses leverage to create unique experiences. For example, offering product samples in stores to let consumers taste and experience the product first hand.

By appealing to multiple senses simultaneously, businesses can create a holistic brand experience that engages consumers on a deeper level and sets their brand apart from competitors. This can lead to increased brand loyalty, stronger emotional connections, and ultimately, higher sales and customer satisfaction.

**REVIEW OF LITERATURE**

1. “ Analysis of Sensory marketing on consumers at Retail Stores” by Himunashu Gulati and Shwetha Roy This study examined whether age is correlated with respect of Sensory experiences and Sensory awareness. The researcher found that sight, smell and music have highest effect on retail stores.
2. “A study on the influence of Sensory Marketing in buying decision of youth with special reference to Fast Food Industry” by Shilpa L. The Purpose of this study was to analyse the influence of Sensory Marketing in buying decision of youth. The researcher concluded that if restaurants wants to attract more customers then they have to give importance to taste, music, smell and appearance of the restaurant.
3. “The effects of Sensory Marketing on Clothing Buying behaviour” by Selen Tekin, Seher Kanat. The objective of this research was to analyse the effects of Sensory Marketing on Clothing Buying behaviour. The researcher found Visual factor plays an important role in clothing buying behaviour.

**OBJECTIVES**

1. To analyse the impact of factors of sensory marketing on consumer satisfaction.
2. To examine whether exist any significant difference between demographic and sensory marketing.

**RESEARCH METHODOLOGY**

Primary data was collected from 46 respondents for the purpose of the study through convenience sampling. Close-ended questionnaire was created with Section A and Section B in Google forms. Section A consisted of 25 questions relating to various factors impacting the consumer satisfaction through factors of sensory marketing and Section B consisted of demographic profile of the respondents such as gender, age, education, occupation and monthly income. Section A used 5 – point Linkert Scale ranging from Completely Disagree to Completely Agree. The purpose of the study was to find out the impact of Sensory Marketing on Consumer Satisfaction. Quantitative approach was used in the research where mathematical and statistical tools were applied to see the relationship between dependent and independent variables.

The dependent variable is the consumers satisfaction and the independent variables are Sight, Touch, Taste, Smell and Sound. The independent variables have a direct impact on the consumers satisfaction i.e., the dependent variable. SPSS software was used for to calculate the relationship between Sensory marketing. Percentage, t-test, Anova and Multiple Regression tests were performed in the study.

**DEMOGRAPHIC PROFILE**

S.NO	PERSONAL INFORMATION OF THE RESPONDENTS		PERCENTAGES	S.NO	PERSONAL INFORMATION OF THE RESPONDENTS		PERCENTAGE
1.	GENDER	Male	6.52%	4.	OCCUPATION	Student	82.61%
		Female	93.47%			Employed	6.52%
2.	AGE (Years)	15 – 25	82.60 %			Own Business	4.35%
		26 – 35	10.87%			Professional	6.52%
		36 – 45	2.17%			5.	FAMILY

					MONTHLY INCOME		
		Above 46	4.35%			20000	
						Rs.20000- Rs.40000	26.09%
3.	EDUCATIONAL QUALIFICATION	High school	10.87%			Rs.40000- Rs.60000	13.04%
		Bachelor Degree	76.09%			Rs.60000- Rs.80000	8.68%
		Master Degree	6.52%			Rs.80000 - Rs.1,00,000	13.04%
		Profes- sional	4.35%			Above Rs.1,00,000	30.43%
		Others	2.17%				

**INFERENCE:**

From the above table it is found out that the gender profile shows that male comprises of 6.52% and female comprises of 93.47% of the total sample. 82.60 % belong to the age group of 15 – 25, while 10.87% belong to 26 – 35, 2.17% belong to 36 – 45, 4.35% belong to above 45 years. With respect to educational qualification 10.87% of the respondents are in high school, 76.09% of the respondents have bachelor degree and 6.52 % are master’s degree 4.35% are professional 2.17% belongs to Other category. 82.61% of the respondents are students, 6.52% are employed, 4.35% are business owners 6.52% are professionals. With respect to family income 8.70% have below Rs.20000, 26.09% of the respondents are between Rs.20000 – Rs.40000, 13.04 % are between Rs.40000 – Rs.60000, 8.68 % are between Rs.60000 – Rs.80000, 13.04 % have monthly income Rs.80000 – Rs.100000 and 30.43 % have monthly income above Rs.100000.

**REGRESSION BETWEEN FACTORS OF SENSORY MARKETING AND CONSUMER SATISFACTION**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628 <sup>a</sup>	.395	.321	.60312
a. Predictors: (Constant), Taste, Sound, Smell, Sight, Touch				

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.724	5	1.945	5.347	.001 <sup>b</sup>
	Residual	14.914	41	.364		
	Total	24.638	46			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Taste, Sound, Smell, Sight, Touch						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.843	.617		1.366	.179
	Sight	.256	.138	.253	1.846	.072
	Smell	.086	.096	.117	.899	.374
	Sound	.003	.111	.003	.024	.981
	Touch	.200	.132	.228	1.512	.138
	Taste	.251	.118	.298	2.126	.040

a. Dependent Variable: Consumer Satisfaction

The multiple regression shows a substantial relationship between 5 factors of sensory marketing and Consumer satisfaction (R = 0.638). the R Squared value indicated that about 39.5% of the factors of Consumer satisfaction are explained by 5 factors of sensory marketing.

$$\text{Consumer Satisfaction} = 0.843 + 0.256 (\text{Sight}) + 0.086 (\text{Smell}) + 0.003 (\text{Sound}) + 0.200 (\text{Touch}) + 0.251 (\text{Taste})$$

The beta value indicates the relative influence of the entered variable that the Taste (.298) has the greatest Influence on Consumer Satisfaction followed by Sight (.253), Smell (.117), Sound (.003).

### DEMOGRAPHIC AND SENSORY MARKETING

ANOVA					
Age					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.404	3	.135	.252	.860
Within Groups	23.000	43	.535		
Total	23.404	46			

One way Anova was conducted to evaluate null hypothesis. The P value is 0.860 (P < 0.05) which means we reject null hypothesis. There is significant difference between age group and Sensory marketing

ANOVA					
Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.259	3	.420	.576	.634
Within Groups	31.295	43	.728		
Total	32.553	46			

One way Anova was conducted to evaluate null hypothesis. The P value is 0.634 (P < 0.05) which means we reject null hypothesis. There is significant difference between Occupation and Sensory marketing

ANOVA					
Qualification					
	Sum Squares	df	Mean Square	F	Sig.
Between Groups	2.968	3	.989	1.979	.131
Within Groups	21.500	43	.500		
Total	24.468	46			

One way Anova was conducted to evaluate null hypothesis. The P value is 0.131 ( $P < 0.05$ ) which means we reject null hypothesis. There is significant difference between Qualification and Sensory marketing

ANOVA					
Income					
	Sum Squares	df	Mean Square	F	Sig.
Between Groups	5.774	3	1.925	.542	.656
Within Groups	152.652	43	3.550		
Total	158.426	46			

One way Anova was conducted to evaluate null hypothesis. The P value is 0.656 ( $P < 0.05$ ) which means we reject null hypothesis. There is significant difference between Income and Sensory marketing.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Sensory Marketing	Equal variances assumed	2.839	.099	-.712	42	.480	-.21026	.29534	-.80628	.38576
	Equal variances not assumed			-.936	6.309	.384	-.21026	.22453	-.75321	.33270

The independent sample t-test was conducted to evaluate null hypothesis. The  $P = 0.099$  which is greater than 0.05 we reject null hypothesis. There is significant difference between Gender and Sensory marketing

**CONCLUSION:**

Sensory marketing techniques at retail stores significantly impact consumer satisfaction by creating holistic sensory experiences, influencing buying decisions, and shaping the company's image. This study reveals that Sight, Taste and Touch plays important role in purchase decision and consumer satisfaction. The Sensory experience makes the retail store as a better and special place for consumer.

**REFERENCES**

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3. “The effects of Sensory Marketing on Clothing Buying behaviour” by Selen Tekin, Seher Kanat.
4. “The impact of Sensory marketing in the beauty industry” by Mathilde Thierry
5. “Impulse buying behaviour in retail stores- triggering the senses” by Sonali Bannerjee and Sunetra Saha