



## Perception of Youth towards Sensory Marketing

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### Introduction

The consumer many a times behaves in a not so common manner than what is written in the theories of consumer behaviorism. In order to understand the difference in the written and the practical it has become important to understand the sensory marketing importance and the behavioral pattern. The sensory marketing techniques are based on the theory that combination of neuro science with rand management and marketing would be important to understand it completely. It joins the fields of neural science including those of human brain, human neuro physiology, psychology cognitive sense and even chemistry. Sensory marketing gives an understanding of sensation and perception as it brings into practice the consumer behavior. Sensory marketing is an function of the understanding of sensation and perception to the field of marketing to consumer perception, cognition, emotion, learning, preference, choice, or evaluation. As one knows, sensation and perception are stages of processing of the senses. Sensation is when the stimulus impinges upon the receptor cells of a sensory organ it is biochemical (and neurological) in nature. Perception is the awareness or understanding of sensory information. In Latin, perception or percipio means 'apprehension with the mind or senses.' An easy way to understand the difference between sensation and perception is by considering visual illusions. The marketers exploit the human mind which can fool itself by believing many untrue things. There is a notable difference between sensation and perception with regards to the sense of vision. Some of the biases are direct distance bias, the sizing bias and consumption bias. Packaging gives different visual cues to the product. It can be used to convey many descriptions of the product. To give an impression of heaviness, display the product image on the bottom or right side of the package. Packaging can also be used to highlight certain attributes of a product. Across various culture and region, symbols have different meaning. Many visual cues are based on the respondent cultures especially if they are associated with specific cultural norms or traditions. The sense of vision has many connections with other senses. Vision precedes touch allowing us to identify which product we want to touch and what to expect when we feel them. It is found that many entrepreneurs haven't realized the impact of sensory activities and cannot use it in an effective way. So, this problem bring us to the question that how sensory marketing will be used in an effective way as the promotional tool so that it increases the store image, customer value which will affect consumer behavior. Our main goals in this paper is to show that through sensory marketing, rooted in human five senses, we can have influential affect on the consumer behavior.

### Review of Literature

Daucé, Rieunier (2002) has reviewed that the aim of sensory marketing is to motivate the customer to buy the product even though it is also believed that it sensory marketing also influences his behavior in a positive way to buy a product or service, or a selling point. It is time now that the marketers understand the importance of sensory marketing and take it as an



advantage for increasing their sales. There are certain factors called the 'atmospheric factors' that help the customers feel and perceive the senses of the individuals. Lindström (2005, 2010), says a sensory brand can be created starting from giving a stimulus that can be linked to a brand. It is considered that the senses of a human being can ensure the customer's experience in the store and trigger his imagination and help in improving the products and retain the loyalty of the customer. Not necessarily all the senses need to be part of the sensory marketing. Many a times just one or two could also be helpful in creating a brand. Like he pointed out that the shape of the product, the smell or the colour either of them can be a part of the sensory marketing.

Krishna (2009) pointed out that sensory marketing can be defined as the way in which says that the association between perception and sensation together defines the marketing filed. Once the various sensory organs are stimulated, internal response is created in the brain for how the response is perceived by it. A positive or negative response is created by positive emotional or cognitive reactions created a positive or negative understanding the perception towards the sensory response.

Smilansy (2000) said that the bilateral interaction in the actual time and the real time is what causes sensory reaction. Sensory marketing also looks for a longer and deeper relationship with the customer so that they can be retained for a longer period of time. In today's time all over the world a wide range of interaction or rather communication is possible due the interactive multimedia. All the features and benefits of a particular product or brand, its other added features attract the consumers but this is not enough.

Schmitt and Simonson (1997) the companies that have an interaction with the consumers and the customers in a better manner provide them with a lifelong everlasting experience that often led to the formation of proper branding the service in the customer's mind. It is noteworthy that the relationship-centered commercials can only focus on what we see and listen to, but they do not have any effect on three other senses.

Heitzler et al. (2008) said that major businesses and brands have spent a major portion of their marketing and advertising in new forms of advertising and marketing. They use new techniques in advertising and marketing to create a long term connect with consumers. In the new age of marketing it is important to have increased focus on the five senses of humans.

### Research Methodology

The present study is an exploratory investigation in which an attempt has been made to observe the perception of youth towards sensory marketing. The objectives of the study are :

- 1 To explore the concept of sensory marketing.
- 2 To understand the perception of youth towards sensory marketing.

The locale for the study was restricted to the Indore city in Madhya Pradesh state. Youth i.e people of the age 18 to 28 in and around Indore served as the sample for the study. The criteria for selection of the respondents for the study were the youngsters. The total sample size was comprised of 100 youngsters who were selected by random sampling method. For collection of data a Questionnaire on sensory marketing were developed. The scale comprising of 12 statements and respondent were asked to mark their choice on a five point Likert scale. The responses were taken on a scale of 1-5 where 1 represent strongly disagree and 5 represent strongly agree. Regression was used to find the impact of sensory marketing on youth.

### Results And Discussions

Cronbach's alpha coefficient was used which was 0.768, to determine the reliability of questionnaire. The statistical tool used were regression test and SPSS software used to analyze the data. The further results are as follows :

Hypothesis 1: Positive perception of all five senses on consumer behavior by youth.



To investigate the perception of sensory marketing on the youth we used regression test. According to Table 1, the estimated significant level 0.00 that is less than 0.05 and also calculated correlation coefficient 0.412 show that there is a direct and significant relationship between the perception of sensory marketing on the youth. According to the coefficient of determination which is 0.170, five senses can impact 17% on consumer behavior.

Table 1: regression test of main hypothesis is

Adjusted determined coefficient	Coefficient of Determination	Correlation coefficient	P-Value
0.184	0.170	0.412	0.000

Second hypothesis: positive perception that sight sense affects on consumer behavior:

As Table 2 shows, the estimated significance level was 0.000 which is less than 0.05 and the calculated correlation coefficient was 0.225. It shows that there is a low positive perception of stimulating the sight sense on consumer behavior. Coefficient of determination is 0.051. It means that the sight sense can impact 5.1% on consumer behavior.

Table 2:

Adjusted determined coefficient	Coefficient of Determination	Correlation coefficient	P-Value
0.082	0.051	0.225	0.000

Third hypothesis: positive perception that sense of smell affects on consumer behavior:

As Table 3 shows, the estimated significance level was 0.000 which is less than 0.05 and the calculated correlation coefficient was 0.307. It shows that there is a direct and significant relationship positive perception of stimulating the sense of smell on consumer behavior. Coefficient of determination is 0.082. It means that the sight sense can impact 8.2% on consumer behavior.

Table 3:

Adjusted determined coefficient	Coefficient of Determination	Correlation coefficient	P-Value
0.084	0.082	0.307	0.000

Fourth hypothesis: positive perception that sense of hearing affects on consumer behavior:

As Table 4 shows, the estimated significance level was 0.000 which is less than 0.05 and the calculated correlation coefficient was 0.282. It shows that there is a direct and significant relationship positive perception of stimulating the sense of hearing on consumer behavior. Coefficient of determination is 0.061. It means that the hearing sense can impact 6.1% on consumer behavior.

Table 4:

Adjusted determined coefficient	Coefficient of Determination	Correlation coefficient	P-Value
0.084	0.061	0.282	0.000

Fifth hypothesis: positive perception that sense of touch affects on consumer behavior:

As Table 5 shows, the estimated significance level was 0.000 which is less than 0.05 and the calculated correlation coefficient was 0.542. It shows that there is a direct and significant relationship positive perception of stimulating the sense of touch on consumer behavior.



Coefficient of determination is 0.181. It means that the hearing sense can impact 18.1% on consumer behavior.

Table 5:

Adjusted determined coefficient	Coefficient of Determination	Correlation coefficient	P-Value
0.123	0.181	0.542	0.000

Sixth hypothesis: positive perception that sense of taste affects on consumer behavior:

As Table 6 shows, the estimated significance level was 0.000 which is less than 0.05 and the calculated correlation coefficient was 0.480. It shows that there is a direct and significant relationship positive perception of stimulating the sense of touch on consumer behavior. Coefficient of determination is 0.154. It means that the touching sense can impact 15.4% on consumer behavior.

Table 6:

Adjusted determined coefficient	Coefficient of Determination	Correlation coefficient	P-Value
0.150	0.154	0.480	0.000

## Conclusion

A lot of research has been done and marketers have found that the human senses have a very important role to play in the shopping experience. Once the marketer stimulates these senses, consumer buying behavior will be influenced in so innovative way. Sensory marketing puts the human brain, along with its five senses, in the center of the marketing and show that companies and retailers can have a positive impact on five senses of the consumer through different senses such as color, smell, music, taste and texture. There is a need to understand and explore the basics of sensory marketing and a better understanding has to be developed. The youth who have a strong influence on the market have also perceived that the sensory marketing is important and impactful.

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