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### THE ROLE OF SENSORY MARKETING IN INFLUENCING THE CONSUMERS' PURCHASE PATTERNS

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#### ABSTRACT

Marketing establishes the relationships between the consumers and the organizations. All industries are facing competition, and it is the duty of the marketers to seek measures and enhance the sales of the products based on customer's preferences. Thus, this study was done to examine the effectiveness of sensory marketing for a hotel. The effect of the scent in a hotel to customer satisfaction was analyzed. The work has explored how sensory marketing can be used to increase the sales of the product. Questionnaire was distributed to 69 respondents. The study used the structural equation model to evaluate the direct and indirect relationship between the variables. The variables that was analyzed were brand strength (BS), customer perceived value (CPV), brand experience (BE) and OM. In addition, path analysis was used to evaluate the relation between the variables direct and indirect. The

key finding of this work showed that there was significant direct and indirect relationship between variables OM, BE, PVC, and BS.

## **1 INTRODUCTION**

Marketing plays an essential role in the sale of products and services [1]. The approaches used by the organization will determine if people will be attracted to them and hence purchase them. At the present, technology has made it possible for the producers of goods and services to present their products in a manner that is appealing to the public [2]. Organizations no longer need to have physical stores because they can sell the products through an online media for example by the establishment of websites that help them to sell the products online [3]. Such factors have also reduced the final cost of the product as the companies do not need to have physical stores and consumers can purchase their products online and have them delivered to wherever they are [4]. The advancements in technology have thus contributed positively to increase the sales of the commodities and therefore generate more revenues to the firms [5].

The rate of competition has increased in the business industries across the globe and firms are seeking measures to remain favorable in the market [6]. Some firms are maximizing the use of technology while others have embraced concepts such as sensory marketing that is aimed at attracting the consumers by the use of human senses [7]. Such factors are crucial because what gets into the mind of an individual is retained for an extended period. The five senses include the sight, the sound, the smell, the taste, and touch [8]. Using a view for instance, the choice of beautiful colors can develop emotional associations and thus attracting the consumers to purchase the product. Others have products on display so that the consumers can touch and feel them before making their final choice. Researching on such concepts has helped the organizations to be successful by increasing their revenues from the increased sales [9]. It is thus worthwhile to mention that as time progresses the associations find new concepts of coming up with ideas that enhance and promote the growth and the performance of the organization.

Sensory marketing is an approach that is used to engage the consumers to purchase the products or demand for the services by using the human senses for instance sound to change their perception and judgment regarding a specific brand [10]. Sense marketing plays a significant role in modern marketing because research indicates that the firms that maximize the approach have increased their sales. The clients have insights regarding the products they prefer to purchase or consume when they are exposed to additional elements such as nice scent they may shift and purchase the new commodity [11]. Brands for instance with music that can fit a brand identity gives them a competitive advantage because the consumers can prompt memory recall [12]. The color also plays essential role research indicates that people retain

what they receive visually and if the choice of colors is appealing then the brand will evoke motivation for the consumers to purchase the product. Smell is linked to the brain the efficient use of smell may foster a positive attitude to the brand. Touch entails placing the product near the consumers when the barriers are set it discourages the sales of the product [12]. Sensory marketing is used with the aim of filling the gap in the previous approaches that were used to sell the products in the market. A lot of focus is aimed at making the product more attractive by using the latest design in packaging them before they are presented to the public [11, 12].

Several works has been reported with regards to sensory marketing. Bruwer et al. [13] examined the distinctions in the conduct elements and sensory inclinations of buyer on wine product marketing and found that particular contrasts exist in the wine intake and sensory inclinations of male and females. Hemmerling et al. [14] analyzed natural taste potential significance for nourishment marketing and found that advertisers could conceivably utilize distinctive components of natural taste to meet consumers demand. Montouto-Graña et al. [15] explored buyer assessments on fresh-cut potatoes bundled under vacuum and under adjusted air, and found that sensory characteristic of vacuum packed was preferred by customers Carlucci et al. [16] surveyed buyer acquiring conduct towards seafood and fish items and found that smell and skin texture played an important role in customer's choice. Topcu et al. [17] analyzed sensory and epicurean quality characteristics of the new red meat and its influence on purchasers inclination and found that the sensory quality properties on their consumption inclination had an a lot greater impact than the epicurean ones .Hurley et al. [18] inspected impacts of private and open label bundling on customers buying preferences and found that customers favored open branded bundling compared to its private rival. Asioli et al. [19] investigated sensory encounters and desires for organic food buyers and found that flavor and smell are the most critical in driving buyers' decision. Krishna et al. [20] studied sensory marketing for effective brand advertisement and found that vision, touch, color, taste and smell have significant contribution on brand advertisement.

The modern organizations are faced with challenges key among them is competition. Companies must, thus, seek information about the approaches they ought to use to attract the consumers if they intend to perform in the industry. Thus, this work has analyzed the effectiveness of sensory marketing by determining the effect of the scent in a hotel to customer satisfaction. In addition, this work has explored on how sensory marketing is utilized increase the sales of the product.

## **2 METHODOLOGY**

### **2.1 Research Approach**

In this study, the both the quantitative and qualitative modes of extracting data were adopted. Therefore, a mixed research method approach was adopted in conducting this study.

### **2.2 Area of study**

The area of study chosen for this work was Saudi Arabia due to its high population. The participant of this study was drawn from this population and the number of respondents was 69.

### **2.3 Data collection and analysis**

There was set of a questionnaire that was designed for this study. The close-ended structured survey questionnaires consisted of the questions on the customers' demographic information and information on the participants' sensory marketing. As for data analysis, the inferential and descriptive analyses were performed. The inferential analysis involved the data being analyzed through the use of advanced statistics tool entailing structural equation model (SEM). The descriptive analysis involved the summarized representations of the data collected, wherein general background and the statistical frequencies for the different variables of the demographics were obtained.

### **2.4 Ethical consideration**

For this work, prior permission of the participants was taken along with the preliminary approval of the confidentiality agreement. The confidentiality agreements were signed by the researcher that there will be no exposure of the names of the participants of the survey.

## **3 RESULT AND DISCUSSION**

### **3.1 Demographic Characteristics**

For this work, a total of 69 respondents took part. There were 42 female respondents and 27 male respondents. Based on Figure 1, the respondents who were within the age bracket between 18-24 years were 25, the number of respondents who were between 25-30 years were 19, the number of respondents who were between 31-35 years were 18, the number of respondents who were between 36-44 was 1, the

number of respondents who were with that age 44- 54 were 4 and finally the number of respondents who were over 55 years among the respondents were 2..

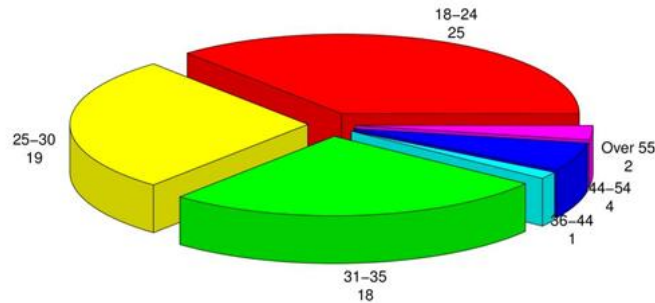


Figure 1: Age of respondents

Based on Figure 2, it can be observed that the number of respondents who had stayed in economy hotels was 27, the number of respondents who had stayed in resorts were 17, the number of respondents who had stayed in expensive hotels were 24.

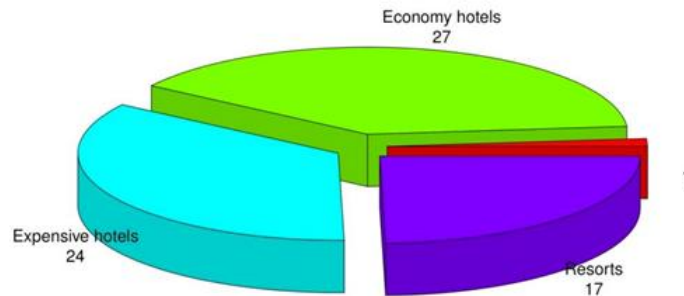


Figure 2: Hotel type stayed by respondents

Based on Figure 3, it can be observed that the number of respondents who has stayed in hotel within one year were 21, the number of respondents who stayed in the hotel within two years were 12, the number of respondents who stayed in hotel for more than three years were 7, and lastly, the number of respondents who had not stayed in the hotel were 13.

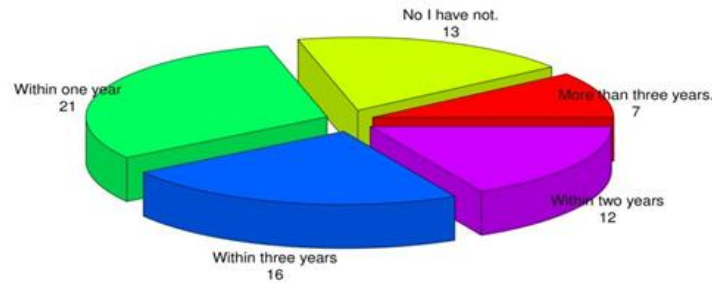


Figure 3: The specific time stayed in hotel

### 3.2 Regression analysis.

The variables that were analyzed were brand strength (BS), customer perceived value (CPV), brand experience (BE) and OM Table 1 gives the analysis of the regression models. From table 1, it can be observed that the regression between brand strength (BS) and customer perceived value (CPV) variables is significant. From Table 1, the coefficient of CPV was 0.913 (std.error = 0.140), with a z-score of 6.511, p- value of 0.000. This means that there is significant relationship between the BS and the CPV, from table 2, the regression between the CPV, BE and OM indicate that the independent variable OM has a no significant relationship with the variable CPV.

Table 1 also indicate that there is significant relationship between the BE and the CPV. From table 2, the estimate of BE was 0.699 (std.error = 0.217), with a z-score of 3.224 and a p- value of 0.001. This show that there is a significant relation between the CPV and the BE, the analysis also indicate there is no relation between the CPV and the OM. Table 1, further show the analysis of the regression between BE and OM. From Table 1, it can be observed that the coefficients estimate of OM is equal to 0.741 9 std.error = 0.123), with a z-score of 6.004 and a p- value of 0.000 which is less than 0.005 significant level. This implies that there is sufficient evidence to conclude that the regression between BE and OM is significant.

Table 1: The specific time stayed in hotel

Variables	Estimate	Std.Err	z-value	P(> z )
BS ~ CPV	0.913	0.140	6.511	0.000
CPV ~ BE	0.699	0.217	3.224	0.001
OM	0.101	0.169	0.598	0.550
BE ~ OM	0.741	0.123	6.004	0.000

### 3.3 PLS path analysis model

Based on Table 2, the analysis in the Table 2 provides the path analysis between the variables, OM, BE, CPV and BS. The table gives the loading analysis of the direct relationship between the variables OM and BE, the direct relation between OM and CPV, the relationship between BE and PVC, and finally the direct relationship between the CPV and BS.

Table 2: Path analysis

perc.975	original	Mean. Boot	Std. Error	perc.025
0.8780651	0.7940268	0.7968422	0.04274758	0.70667319
0.5401032	0.3029213	0.3000416	0.13037109	0.04483818
0.7503856	0.5493603	0.5562438	0.11382898	0.33267265
0.9358072	0.8908563	0.8894921	0.02717136	0.82359591

From the Figure 4, it can be observed that the estimate of the relation between Om and CPV was 0.3029, this direct relation between the Om and CPV. The relationship between the OM and CPV through an indirect path show that the variable BE act as moderating variables. The analysis indicate that the estimate of slope between BE and OM was 0.794 and the relationship between the BE and CPV was 0.5494 but the direct relation Om and PCV has a slope of 0.3029. This indicate that the variables BE act as a moderating variable. From the analysis of the graph it can be observed that there is a relation between the CPV and BS, with a slope of 0.8909.

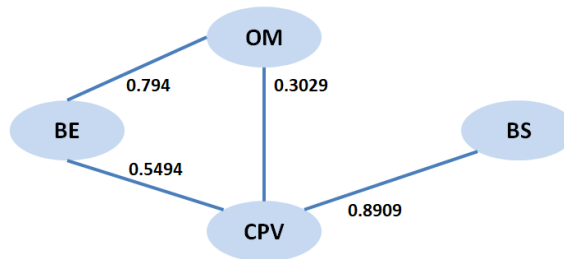


Figure 4: The path analysis

The Table 3 provides the analysis of direct contribution of the variables BE, CPV, and BS variables. Based on Table 3, the analysis indicates that the loading of the variables BE, CPV, and BS on the regression between the OM and the variables BE, CPV, and BS.

Table 3: Direct contribution of the variables

Variable	Original	Mean Boot	Std Error	perc.025	perc.975
BE	0.6304785	0.6367758	0.06738880	0.4993870	0.7709984
CPV	0.6578308	0.6732078	0.06338971	0.5534193	0.7823436
BS	0.7936250	0.7919308	0.04800460	0.6783104	0.8757352

The Table 4 provides the indirect relationship contributed by the variable BE, the variable CPV, the variable BS. There is also the analysis of indirect relation contributed by the variable BE and CPV, the variables BE and BS, and the variable CPV and BS

Table 4: Indirect relationship contributed of the variables

perc.975	original	Mean.Boot	Std. Error	perc.025	perc.975
OM -> BE	0.7940268	0.7968422	0.04274758	0.7066732	OM -> BE 0.8780651
OM -> CPV	0.7391281	0.7430347	0.06160759	0.6090913	OM -> CPV 0.8480146
OM -> BS	0.6584570	0.6614780	0.06443871	0.5222702	OM -> BS 0.7733871
BE -> CPV	0.5493603	0.5562438	0.11382898	0.3326726	BE -> CPV 0.7503856
BE -> BS	0.4894011	0.4949140	0.10286722	0.2868070	BE -> BS 0.6630303
CPV -> BS	0.8908563	0.8894921	0.02717136	0.8235959	CPV -> BS 0.9358072

### 3.4 Overall Discussion

Thus overall, the analysis indicates that there is both direct and indirect relationship between the OM, BE, CPV, and BS. The study indicate that there was a significant direct relationship between the variables OM and BE, there was also a direct relationship between OM and CPV, there was also a significant direct relationship between OM and BS. The study also indicated that there was a significance indirect relationship between the OM and the Variables CPV, BE, and BS. This was clear since the indirect path between PVC and BE was significant, the indirect path



between BE and BS was also significant. Thus, Sensory marketing plays a significant role in modern marketing because research indicates that the firms that maximize the approach have increased their sales. The clients have insights regarding the products they prefer to purchase or consume when they are exposed to additional elements such as nice scent they may shift and purchase the new commodity. This is agreed by the publication of Hultén et al. [21] where companies have embraced sensory marketing to enhance the sales of product to the next level. In addition, Hinestroza et al. [22] has expressed that sensory promoting is a rising strategy that coordinates the five human senses, and its current advertising systems is to achieve the objective market, and to stay in the clients' psyches as their first decision, is of high significance. On the other hand, Moreira et al. [23] has expressed sensory marketing is utilized by different brands to instigate the demand among their clients. Haase et al. [24] has expressed that sensory recognition is an essential factor to comprehend and adequately advance to purchasers. As shoppers process data deliberately and intuitively, both observation levels (express and certain) are fundamental for business to sustain their target market and sales.

#### **4 CONCLUSION**

The study conclude that the direct relationship between the OM and the BE, PVC, and BS. The study therefore indicates that there was a significant relationship between the variable BE, PVC, and BS. The study concludes that the variables BE, PVC, and BS have a strong significant relationship with the variable OM. Sensory marketing is an approach that is used to engage the consumers to purchase the products or demand for the services by using the human senses for instance sound to change their perception and judgment regarding a specific brand. Sense marketing plays a significant role in modern marketing because research indicates that the firms that maximize the approach have increased their sales. The clients have insights regarding the products they prefer to purchase or consume when they are exposed to additional elements such as nice scent they may shift and purchase the new commodity.

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