

Chapter 2

Enhancing Online Shopping Experiences

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ABSTRACT

In the constantly evolving online shopping world, sensory marketing is crucial for creating engaging experiences for consumers. This study provides a comprehensive analysis of sensory marketing, highlighting its importance in enhancing the online purchasing experience. It focuses on tactile, visual, and aural cues that influence consumer behavior, emotions, perceptions, and product selection. This section emphasizes visual sensory marketing, examining the impact of high-quality product images, videos, and 3D models, as well as the use of color, typeface, and layout in creating visually appealing online stores. It also explores virtual trials, haptic technologies, and product interaction functionalities, addressing challenges and opportunities in providing tactile feedback in digital environments. Furthermore, it delves into how immersive technologies like augmented reality and virtual reality enhance sensory experiences and product exploration, affecting consumer choices and emphasizing the integration of sensory marketing strategies into e-commerce.

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INTRODUCTION

Marketing, which focuses primarily on influencing consumer purchasing decisions, has made it crucial for marketers to comprehend the constantly evolving consumer needs and adjust to the new market conditions accordingly. The retail sector, known for its high dynamism, compels companies to seek ways to conform to the shifting market requirements. The modern retail industry has been greatly influenced by the adoption of cutting-edge technologies, implementation of creative management approaches, and the incidence of mergers and acquisitions. In the midst of heightened competition, retail enterprises are observed emphasizing not only on attracting customers but more significantly on retaining them and ensuring the satisfaction of their existing customer base. Sensory marketing practices have emerged as crucial in crafting comfortable and distinctive retail settings. In order to enhance their appeal to customers and effectively compete with counterparts, conventional retailers must modify and adjust their customer engagement strategies. Those who excel in integrating consumers' sensory experiences into their marketing endeavors and consequently influencing consumer behavior gain a competitive edge over their competitors. As posited by Krishna (2010), sensory marketing serves as a tool for creating subconscious stimuli that shape consumers' interpretations of intangible aspects of a product or establishment. Within the realm of sensory marketing, researchers predominantly analyze consumers' emotional and behavioral responses by stimulating the five senses. It is imperative, during the execution of sensory marketing initiatives, to grasp the impacts of the five senses on consumers accurately, while also considering the specific sensory effects on different consumer segments.

Sensory marketing is described as “marketing that stimulates the senses of consumers and impacts their perception, evaluation, and actions.” From this assertion, one can infer that by engaging in this approach, all five senses of an individual are utilized as a marketing tactic to sway the consumer's perception, evaluation, and behavior towards the intended product or service. Sensory marketing aims to offer consumers a comprehensive sensory encounter in order to enhance the value proposition. The encounters delivered to consumers through the five senses are visuals, Auditory perception, Olfaction, Tactile sensation and Gustation. Interfaces that simulate physical touch when navigating virtual and online worlds are a result of modern technology; these are referred to as haptic sensations (Basdogan et al., 2020; Kim & Forsythe, 2008a; Nah et al., 2011). The literature currently in publication does not do a sufficient job of capturing the slow change in attitudes around sensory media on online platforms. The COVID-19 pandemic's effects, along with the growth in internet consumption and sales, have increased competition (Arora & Sharma, (2021); Arora & Sharma, (2022)). Suppliers are facing issues in capturing consumer attention in online environments, where sensory engagement has

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