

Chapter 8

Sensory Marketing and Its Influence on Consumer Buying Behavior: A Comprehensive Analysis

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ABSTRACT

The marketing tactic whose usage and significance have grown in recent years is sensory marketing, which appeals to consumer's senses to influence their perception and purchasing behavior. The study explore the clever ways in which companies use sensory cues to influence consumer decisions. The study used a multifaceted approach to investigate the psychological processes that underlie sensory marketing and how they affect consumers perceptions, feelings, and, ultimately, purchasing decisions. The study is based on Descriptive cum Theoretical Approach which is justified by past studies and their outcome. It examines the components of sensory marketing visual, auditory, olfactory, tactile, and gustative marketing and how they could affect consumer behavior through number of literature reviews. It concludes that the challenge facing marketers is to investigate, comprehend, and stimulate the

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five senses of consumers in order to possibly trigger a shift in consumer behavior that would directly impact sales, earnings, and market share.

INTRODUCTION

These days, fierce competition pushes businesses and brands to aim for uniqueness. Using marketing techniques that successfully entice customers is one approach to set oneself apart from competitors. One marketing tactic whose usage and significance have grown in recent years is sensory marketing, which appeals to consumers' senses to influence their perception and purchasing behavior. Understanding human senses is essential to comprehending consuming processes, wherein personal choices and actions play a significant role. A cutting-edge marketing tactic known as “sensory marketing” is used to enhance a consumer's interaction with a brand, creating a lasting emotional bond that maximizes brand loyalty. Numerous factors influence a person's decision to purchase a good or service, including cultural, social, psychological, and individual considerations. More and more individuals are becoming aware of the importance of sensory marketing as it moves into the spotlight. This document addresses a topic that benefits both businesses and the individual customer. It addresses how the senses are involved and makes an effort to make clear how crucial they are to corporate communication. Sensory marketing influences the consumer's senses, which in turn influences perception, decision-making, and behavior. The primary goal of sensory marketing is to communicate directly to the consumer's brain, piquing their curiosity and enticing them to buy that specific product—thereby forging a relationship between the customer and the product. Because the five senses are so vital to human existence, creating brands that are highly valued is a major contributing factor to the market's constant growth in brands. Our sense of smell, which oversees the scents we inhale while eating, deserves our gratitude. Because taste and emotional state are closely related, one's flavor can significantly impact one's mood as well as their perception of a brand. To help marketers better understand how to use sensory experiences to increase brand engagement and boost sales, this chapter proposal will include a thorough analysis of sensory marketing and how it affects consumer purchasing behavior. This chapter aims to expand our knowledge of the intricate relationship between sensory stimuli and consumer decision-making processes through a combination of theoretical frameworks, empirical research, and real-world examples. This comprehension will finally empower marketers to develop more powerful and successful marketing campaigns. According to recent study, a new era of consumer product firms utilizing sense-based marketing is poised to begin. Good products or services are no longer the sole criterion for selection, as competition amongst businesses is

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