

Chapter 9

Impact of Content–Driven Online Sensory Marketing on Customers Food– Buying Intentions

Senthilmurugan Paramasivam

 <https://orcid.org/0000-0003-3249-8088>

Christ University, India

Roshna Thomas

 <https://orcid.org/0000-0003-0038-510X>


Christ University, India

Manisha Saxena

 <https://orcid.org/0009-0004-0185-9391>

Christ University, India

Ishika Parasramka

 <https://orcid.org/0009-0004-1525-5679>

Christ University, India

ABSTRACT

The chapter explores the transformation created by technology driven online sensory marketing in the food sector. The growing competition and prominence of e-commerce in the food industry has made marketers exhibit intangibility elements as equivalent as tangible attributes of their food products in the digital platforms by employing sensory marketing techniques for positive customer evaluation of their brands. It is essential to use all five senses of sensory marketing to create enduring experiences and foster brand loyalty among the target market. This chapter, backed by previous research, investigates how sensory elements such as tactile, gustatory, olfactory, and auditory can be better presented in digital platforms in order to obtain effective appeals in the communications. This chapter also analyzes the evidence of past research on how sensory marketing accelerates online consumers experiences and engagements in e-commerce platforms in various dimensions.

DOI: 10.4018/979-8-3693-7683-6.ch009

1.BACKGROUND

The “word” food retail can be defined as food products sold to consumers that are not restaurant food and are consumed remotely (Murray & Caraher, 2019). The technology has transformed the retail industry to a large extent, as the retail food industry is dynamic. In conjunction with the changes, technology is considered to play a pivotal role in the evolution of the industry. The industry has progressed from having local family-owned tradition food stores to, in the last few decades, having larger and more centralized supercenters (Jarmin et al., 2009). In continuous to these changes, the global food retail industry is currently changing aggressively with a new arrival of large supermarkets and fast-food outlets (Murray & Caraher, 2019).

The rapid growth trends that emerged during the pandemic are persisting, reforming the industry. In December 2019, the percentage of e-commerce grocery sales in the US market was little under 4 percent; it’s now in the low teens and is anticipated to reach roughly 25 percent by 2030. The adoption of online grocery shopping is expected to be even higher in parts of Europe. (McKinsey,2022) It appears that there is no symptom of saturation in shopping habits that exist at the pre-Covid level in spite of weakening economies, surging inflation, and rising interest rates. These economic factors may sluggish the growth of eGrocery in the short term, but demand for online services from food retailers and the corresponding digitization of their operations is not going away. Food retailers will necessitate fully integrating their digital and physical channels. Consumer behavior and expectations will transform as digital natives become a leading retail customer segment and all age groups increasingly embrace online shopping. (pwc.com)

Figure 1. Changing the Grocery Markets



Source: <https://www.strategyand.pwc.com/>

The paradigm shift from a supply-driven to a demand-driven approach is prevailing in the evolving food retail industry. The guiding principle for a successful business model in the emerging e-commerce-backed retail food industry is clear understanding and acquiring knowledge of consumers exact wants, needs, and behaviors. The food retailers have been focusing on selling to the “average consumer,” but as the consumers are increasingly distinguishing from each other in who they are and what they want from their food shopping preferences, which leads to multiple need- based micro segments from the mass. The sustainability of the industry lies in offering a unique and precise experience to individual customers through a perfect blend of digital and physical interactions. This approach involves providing a wide range of center-store items in a low-touch format while emphasizing fresh and differentiated offerings as the new focal point of in-store experiences. The store is envisioned as a flexible platform, adaptable to changing needs and experiences (Edsall et al., n.d).

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/impact-of-content-driven-online-sensory-marketing-on-customers-food-buying-intentions/363553

Related Content

IoT, AI, and Robotics Applications in the Agriculture Sector

Atin Kumar, Nitish Karnand Himani Sharma (2024). *Advanced Computational Methods for Agri-Business Sustainability* (pp. 243-272).

www.irma-international.org/chapter/iot-ai-and-robotics-applications-in-the-agriculture-sector/350042

Smart Warehousing: Automation and Real-Time Monitoring

Harleen Aggarwal and Parinita Malhotra (2026). *Impact of Generative AI on Food Supply Chain Management* (pp. 255-290).

www.irma-international.org/chapter/smart-warehousing/384504

The Loss and Damage of Environmental Ethics in the Threshold of African Culture: Environmental Ethics and African Culture

Essien Essien (2020). *Environmental and Agricultural Informatics: Concepts, Methodologies, Tools, and Applications* (pp. 1589-1604).

www.irma-international.org/chapter/the-loss-and-damage-of-environmental-ethics-in-the-threshold-of-african-culture/233031

Breakthrough of Cutting-Edge Technologies Into the Culinary World: Trends and Challenges

Ananiasri Raghavan and Chidambaram Vijayabanu (2023). *Impactful Technologies Transforming the Food Industry* (pp. 44-62).

www.irma-international.org/chapter/breakthrough-of-cutting-edge-technologies-into-the-culinary-world/329476

From Kitchen to Table: The Transformative Journey of 3D Printing in the Food Industry

Ümit Can Kaya and Aybüke Elif Ceyhan Sezgin (2023). *Impactful Technologies Transforming the Food Industry* (pp. 184-195).

www.irma-international.org/chapter/from-kitchen-to-table/329485