

Dissertation: SENSORY STIMULI IN MARKETING

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Introduction

In the recent past, human senses have turned out to be more essential for marketers since they deliver the meaning of behaviors and experience among consumers. More importantly, human senses are useful in advertising because they provide consumers with pleasure, satisfaction, and excitement aiming to attain sensory experience (Hultén 2017, p. 281). In fact, sensory experience is developed from a combination of different senses, which encompasses the touch, taste, vision, sound, and odor. Precisely, sensory experience is the product of the responses of senses to various triggers or aspects in marketing referred to as stimuli. Marketing through the sensory stimuli is based on the fact that most of the consumers utilize the items depending on emotions, perceptual images and feeling that particular details make (Reydet and Carsana 2017, p.132). Besides, sensory marketing encompasses customers' senses and influence their habits, judgment, and perception. The main aim of this experience is to transfer information to the appropriate part of the human intelligence, accomplishing consumer senses inspiration, and ultimately establishing a bond between the product and customer mainly, lure to purchase (Esmailpour and Zakipour 2016, p.212).

Studies have highlighted that the application of the unconscious sensual inducements in modern advertising can be an active manner to accomplish consumer engagement and influence their perception (Berg and Sevón 2014, p.290). Besides, as long as there is a harmonious relationship between the five senses and stimulants tailored with sufficient interesting influence, they yield more impact on the purchaser (Hultén 2017, p. 282). Significantly, sensory experience is beneficial because it assists in distinguishing the brand, strengthen consumer memory toward the product, and connect the consumer to the brand. Similarly, senses are the mirror of human lives, and by utilizing them, marketers satisfy customer desires and needs (Biswas et al. 2014, p.112).

Sight is the primary sensory component and the most robust sense applied in marketing. Approximately 80 percent of shopping and commercial communications are conducted via the sense of sight. Marketers use visually attractive messages and images to

lure customers (Esmailpour and Zakipour 2016, p.213). In addition, product's design, packaging, colors, and logos are instances of visual stimuli, which are utilized in determining the strategic approach to support and develop a favorite image of an item in the minds of the customers. Studies have also demonstrated that sight stimuli can also deliver an emotional reaction apart from arousing attention (Hultén 2017, p. 283). Marketers also take advantage of this sense aiming to initiate brand identity and eventually develop a sight experience for a customer. Human beings utilize their sight to create perceptions about the differences or contrasts between products such as dark or light when there are variations in product design, store interiors or packaging (Booth 2014, p.10). In marketing, sight sense is also applied in a myriad of innovative and new technologies particularly virtual reality. In this regard, such gadgets enable marketers to offer consumers with sensor experience, which are further immersive (Reydet and Carsana 2017, p.133).

The sense of smell is of great benefit in marketing because it can affect the behavior and emotions of the consumers. In addition, it contributes 45 percent of brand communication with consumers (Hinestroza and James 2014, p. 5). Researchers have discovered that smell and odor can have a valuable effect on customer behavior. According to Biswas et al. (2014), the scent is considered to be connected to emotion because the olfactory bulb in the brain, which identifies odor, speed-up indicators to the limbic system and later connects emotion to recalls. The study justified the reasons why most marketing managers are committed to selling aromas and scent to various firms and brands aiming to strengthen their brand identity and marketing strategy. Importantly, using odor or smell in marketing substantially affects the attitudes of product quality (Biswas et al. 2014, p.113). In so doing, scent assists to jump-start a series of emotions and happy memories among its targeted customers to realize sensorial branding.

The sense of sound has a powerful impact on branding and marketing. Indeed, it is acknowledged as a critical driver of favorable effects on consumer behaviors, preferences,

and mood. Shabgou and Daryani (2014) noted that a firm could accomplish 41 percent in terms of brand building through the hearing senses. Moreover, the sense can be applied as a proficient instrument for interacting with the desires of the buyer, and it also influences people spending habits (Shabgou and Daryani 2014, p.573). Another study by Reydet and Carsana (2017) evaluated the effect of music in a shopping area indicated that music in a commercial center inspires the optimistic emotions in customers. Additionally, comprehending the music generate a confident approach to the shop and sways buying intentions. The combination of sight and sound in marketing contribute 99 percent of brand communication (Biswas et al. 2014, p.117). Empirical evidence has discovered that sound influences the psychological and mood state and enhance peace of mind. For instance, the application of jingles in the US was an innovative way to promote new services and products in the 1920s (Reydet and Carsana 2017, p.135). In addition, most of the marketers leverage the power of popular music to link it with the brands and produce a stronger brand identity.

Taste is also suitable for producing sensory experience. Notably, when flavors are effectively used in marketing, they can assist in 31 percent of the brand building. In circumstances where is competitive rivalry among the marketers especially in the food industry, making use of an instinctive expression of excellent taste is an efficient technique to sway behaviors of the consumers (Hultén 2017, p. 285). For instance, Coca-Cola is one of the successful brands in the uses of the sense of taste in developing brand identity. The marketing team uses an intuitive manifestation, which is pertinent for taste experience (Asioli et al., 2014, p.14). Likewise, marketers in this industry can entice more consumers by explaining a meal or food with colourful names (Biswas et al. 2014, p.119). Taste is also popular among marketers in accomplishing the loyalty of the customers particularly by service differentiation.

The sense of touch occupies the most significant portion of the human body. It accounts for 25 percent in brand building (Krishna and Schwarz 2014, p.160). Substantially,

by touching the items, the behavior of the customer and the purchasing attitude is influenced. For instance, electronic products with touch-screen encourage customers by touching which helps to interact with items (Hultén 2017, p. 286). Researchers argued that shape, weight, temperature, and materials texture constructively to touch experience and strengthen customer loyalty especially goods such as mobile phones and computers. Research conducted by Esmailpour and Zakipour (2016) revealed out that utilizing auditory and visual sensory cues affect the attention of the customer and forces consumer shopping behavior to achieve positive association with touching the items. Therefore, if sensory stimuli inspire the customer nearer to the product, probably he or she will touch it (Esmailpour and Zakipour 2016, p.213).

Conclusion

Marketing teams leverage the power of the human senses in purchasing various items. In particular, the senses of touch, taste, smell, sight, and sound helps to achieve brand identity, loyalty, and attitude as well as customer memory. Additionally, they serve as a useful base for sensory experience. The majority of customers purchase a product based on emotions, mental images, and feelings (Reydet and Carsana 2017, p.132). They also influence the customers' behaviors, judgment, and perception toward a product. The senses are of critical significance for a consumer's experience of different consumption and purchase processes. Therefore, understanding the human senses enables the marketers to be more effective in realizing personal experience.

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