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Influence of Sensory Marketing on Consumer by Enhancing Promotional Effectiveness of The Brands

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Abstract

This study aimed to understand better the Influence of sensory marketing on consumer by enhancing promotional effectiveness. The research objective is a) To find the impact of sensory marketing on consumer buying behavior. b) To study the promotion's effectiveness of brands through sensory marketing. The study was conducted through survey using structured questionnaire and analysis will be done using SPSS 26. Questionnaire was collected through convenient sampling. This study found that customers are a key factor for building successful brands because the brand image is constructed in their minds and imagination. Sensory model can help companies to create multi-sensory brand-experiences and practical guidance and contemporary examples for implementing sensory marketing strategies offer a base for building the perfect brand experiences. Further research is necessary in order to enhance the promotional effectiveness with taste because it has been found out that among all the senses, taste is the most effective one.

Keywords: Consumer behaviour of multisensory experience, perceived marketing, visual cues, taste effects, haptic orientation, olfactory, auditory.

1. Introduction

Brand experience is conceptualized as sensations, feelings, cognitions and behavioural responses evoked by brand-related stimuli that are part of brand design and identity, packaging, communication and environment. It is the perception of consumers at every moment of contact they have with a brand. Consumers create brand experience when they use a brand and inform others about brand information, promotions and events.

Brand experience for consumers is described as overall sensory stimulation. Consumers receive visual and auditory stimulation that creates a

profound attachment to a brand. Brand-related components appear as a part of brand design and identity, packaging and marketing communications (e.g. advertisements, brochures and corporate websites) and retail environments (e.g. stores and events). Brand identifiers are a major source of subjective and internal consumer responses known as "brand experience".

According to the definition provided by the American Marketing Association, sensory marketing "is the marketing techniques that aim to seduce the consumer by using senses to influence the consumer's feelings and

behaviours". In this context, stimulants addressing all, some or any of five senses, namely sight, hearing, smell, taste and touch senses, try to influence emotional and behavioural tendencies of consumers. Brightness of light, loudness of voice, softness of fabric, smell of detergent or taste of coffee samples at a market have influence on feelings and behaviours of consumers.

2. Literature Review

Five Senses

Touching, tasting, hearing, smelling and seeing a product plays an important role in our understanding. Perception of these roles has a valuable advantage in the market today. These senses are image of our daily lives, and by using them we satisfy our needs and desires. Recently, behavioural economists have started addressing these needs through sensory marketing which is usually associated with a favourable emotional response to make a change in the shopping behaviour (Yoon and Park, 2011). Sensory Marketing, as a marketing-oriented experience, is one of the innovative solutions that give the consumer opportunities to percept and experience the product and services (Heitzler et al. 2018). The color and shape of a product or atmosphere released odour, efficient song, being free in touching and tasting the delicious food products, with different effects, motivate the consumer behaviour. Also, sensory cues such as color, light, music and smell in the store atmosphere has a positive effect on customer reactions (Spangenberg et al. 1996). Tourly and Milliman (2000) in their study concluded that the five sensory stimuli in the environment of the store has positive effect on shopping intention, time understanding, going back, mood, time, satisfaction, spent money, product involvement, enjoyment and arousal.

Sensory marketing is trying to create the perfect sensory stimuli and achieve the greatest impact on buying behaviour of consumer.

Visual in Sensory Marketing

Visual is dominant sensory system and the strongest sense used in marketing. More than 80% of the commercial and shopping communications are done through the sight sense (Jayakirishnan, 2013). Therefore, it is a long time that creative managers try to make a visually appealing images and messages understandable by the consumer. Logos, colours, packaging and designing product are examples of visual stimuli that can be part of any brand strategy (Hulten, 2013).

Smell in Sensory Marketing

You can close your eyes, cover your ears, do not call and refuse to taste, but the smell is part of an air that you breathe (Lindstrom, 2015). The sense of smell involves 45% communication with the brand (Kotler and Lindstrom, 2015). The sense of smell is very close to our emotions and behaviour and it has great influence on our behaviour. Stores, which use conditioning smells, can be better assessed by the consumers. Good smell triggers memory and is effective in justifying the added value of goods. In a research conducted by Krishna et al (2010), they come to this result that in long-term effect of smell causes more fragrant memory and an aromatic object is much attractive than non-aromatic one.

Audio in Sensory Marketing

Sound has long been recognized as an important driver of positive effects on mood, preferences and consumer behaviour (Alpert et al. 2015). Hearing share in relating to brand building is 41% (Kotler and Lindstorm, 2015). The sound can be used as an efficient tool for communicating with the unconscious needs of the consumer. It effects on our shopping habits (Lindstrom, 2015). In addition, Hui and Dube (1997) in their study of music in a retail environment showed that music in store leads to positive emotions in consumer and understanding of music causes a positive approach to the store. Other studies show that store music can be effective in increasing sales (Matilla and Wirtz, 2001) and influence on purchase intentions (Baker et al. 2002).

Touch/Feel in Sensory Marketing

Touch is the largest sensory organ of the body and it is symbol of physical contact through the skin. Touch sense associated with brand building has 25% share. By touching the products, customer behaviour and shopping attitude is positively affected. Reading Peck and Wiggins (2016) suggests that the touching the touch-screen electronic products encourages shoppers to interact with the products. One reason could be the fact that the eye alone is not enough to judge products like computers or mobile phones. Material, temperature, weight and shape impact positively on touch experience and enhance customer loyalty (Rodrigues et al. 2011).

Taste in Sensory Marketing

Flavours associated with brand building has 31 % share (Kotler and Lindstrom, 2005). In situations where there is fierce competition among the marketers of food products, using an intuitive expression of good taste is an effective way to influence consumer behaviour. It should be significant for companies that using marketing through the palate, they can be persuasive for the consumer. In this regard, Coca-Cola is one of the brands that has had a unique identity for itself using the taste (Jayakrishnan, 2013). Providing and the way of serving the food and beverages as intuitive expression are important for taste experience.

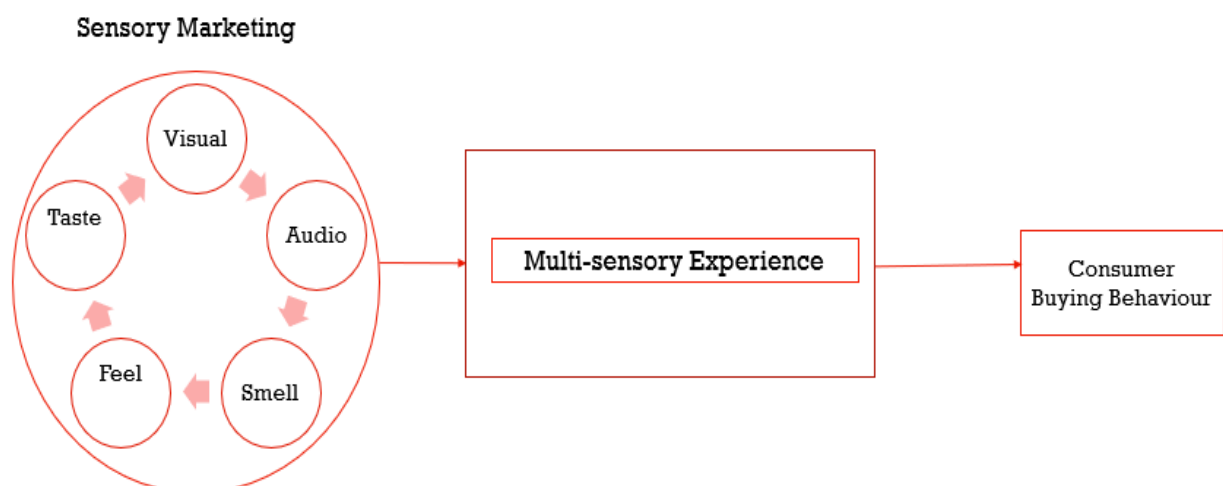
Multi-Sensory Experiences

A multi-sensory brand-experience takes place when more than one of the five senses contributes to the perception of sensory experiences (Hult et al., 2009). The following is a definition of a multi-sensory brand experience: a multi-sensory brand-experience supports individual value creation and refers to how individuals react when a firm interacts, and supports their purchase and consumption processes through the involvement of the five human senses in generating customer value, experiences, and brand as image.

Consumer Buying Behaviour

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the market place when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics. Consumer behaviour is broadly studied field. It lets the companies understand how consumer decides about buying their product or acquiring services. Marketing managers are always interested to know more about consumers' behaviour so they can prepare better communication and advertising campaigns and messages about their products and services (N. Ramya, 2017).

3. Proposed Model



4. Research Methodology

The methodology of the study is based on the review of research papers and articles for gaining a better understanding of the concept and understanding the research gaps. A survey was then conducted based on the focus of this study. Research papers on the topics of consumer behavior of multisensory experience, perceived marketing, visual cues, taste effects, haptic orientation, olfactory, auditory effects on consumer buying behavior were reviewed in order to gain a deeper understanding of the topic

5. Data Analysis

and subsequently, various articles about brands using sensory marketing was also studied. Further, a survey was conducted, through the method of convenience sampling was used the purpose of this survey. An E-questionnaire was prepared using Google forms and this was then circulated via WhatsApp and Facebook. A total of 148 people took this survey.

DEMOGRAPHIC ANALYSIS

Particulars		Frequency	Percentage
Gender	Male	59	39.9
	Female	89	60.1
	Total	148	100.0
Age	less than 18 years old	1	0.7
	18-30 years old	135	91.2
	31-45 years old	7	4.7
	above 45 years old	5	3.4
	Total	148	100.0
Education	Less than a high school diploma	0	0.0
	High school degree or Equivalent	7	4.7
	Bachelor's degree	66	44.6
	Master's degree	75	50.7
	Doctorate	0	0.0
	Total	148	100.0
Employment	Student	92	62.2
	Self-Employed	21	14.2
	Employed	35	23.6
	Retired	0	0.0
	Total	148	100.0
Location	Urban	135	91.2
	Rural	13	8.8
	Total	148	100.0

To better understand the nature of respondents in the research study, a Demographic analysis was conducted using frequency analysis. Through the analysis, we are able to identify various features of the study. The analysis identified that the Male: Female ratio of the research study is 39.9% to 60.1%. 91.2% of respondents in the research study were

millennials (between the age of 18-30 years old). Among all the respondents of 148, were either students or populous who were employed. More than 94% population in this study had more than a High School Degree. Therefore, we can safely state that this study was conducted among people who had a high level of education.

STUDY SPECIFIC PROFILE

Particulars		Frequency	Percentage
Brand Promotions	Video Presentation	78	52.7
	Mascots	30	20.3
	Posters & Banners	26	17.6
	Jingles	14	9.5
	Total	148	100.0
Long lasting impact of promotion when brands use sensory elements	Strongly agree	35	23.6
	Agree	84	56.8
	Neutral	26	17.6
	Disagree	3	2.0
	Strongly disagree	0	0.0
	Total	148	100.0
Intention to purchase a product after being influenced by the brand promotion	Almost never	5	3.4
	Once in a while	32	21.6
	Sometimes	77	52.0
	Often	22	14.9
	Almost Always.	12	8.1
	Total	148	100.0
Brands should increase their promotions and advertisements to boost their sales.	Not important	7	4.7
	Slightly satisfied	19	12.8
	Moderately satisfied	44	29.7
	Quite satisfied	60	40.5
	Extremely satisfied.	18	12.2
	Total	148	100.0
In brand promotions the sensory element which appeals me the most is	Visuals	101	68.2
	Audios	10	6.8
	Smell	7	4.7
	Touch	22	14.9
	Taste	8	5.4
	Total	148	100.0

Study specific questions were asked in the questionnaire to know what aspects of brand promotions affects the most to consumer buying behavior. This was analyzed through frequency analysis using the SPSS software. Video presentation appeals 52.7% of people.

This shows people find video presentations to be most appealing when comes to influenced by brand promotions. 20.3% people voted for mascots, 17.6% voted for poster and banners and rest 9.5% find jingles to be most appealing.

80.4% of people feel that when brands use sensory elements in their promotions then it makes a long-lasting impact. Majority of people get influenced by brand promotions with the intention to purchase a product. As data shows 8% people always get influenced, 14.9% are influenced often, 52% are influenced sometimes and 21.4% are influenced once in a while. When people were asked that if they are satisfied with current advertisements and promotions: About 95% were satisfied with the current marketing strategies. In brand promotions the sensory element which appeals people the most is visuals. About 68% people voted for visuals and 14% people voted for touch.

6. Reliability Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.941	36

Reliability analysis was conducted after gathering all the responses so as to measure the internal consistency of the data and to understand how closely related the scale variables are within the dataset. For a dataset to be reliable, the Cronbach's Alpha of the data should be between .6 and .95. According to the output received after conducting the reliability analysis, the Cronbach's Alpha obtained for all of the 36 scale variables was obtained as 0.941 which means the data is genuine and within satisfiable limits.

SAMPLE ADEQUACY TEST

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	3221.074
	df	465
	Sig.	.000

After collecting the data and understanding the genuineness of the responses, a KMO and Bartlett's test was conducted to check whether the responses gathered were enough for conducting further analysis. For the data to be enough for sampling, the measure of sampling adequacy should be above 0.6. When the KMO sampling

adequacy test was conducted, the value came out as 0.910 which is much more than 0.6. Therefore, we have adequate data to perform further analysis.

CHI-SQUARE TEST

<u>Null Hypothesis</u>	<u>Pearson's Chi Value</u>	<u>Accept/ Reject Null Hypothesis</u>
Feel		
There is no significance relationship between age and the sensory element: feel.	0.793	Accept the null hypothesis
There is no significance relationship between gender and the sensory element: feel.	0.147	Accept the null hypothesis
There is no significance relationship between education and the sensory element: feel.	0.941	Accept the null hypothesis
There is no significance relationship between employment and the sensory element: feel.	0.521	Accept the null hypothesis
There is no significance relationship between location and the sensory element: feel.	0.336	Accept the null hypothesis
There is no significance relationship between appealing brand promotions and feel	0.756	Accept the null hypothesis
There is no significance relationship between sensory elements used in brand promotions and the sensory element: feel.	0.554	Accept the null hypothesis
There is no significance relationship between purchase intention and the sensory element: feel.	0.03	Reject the null hypothesis
There is no significance relationship between sales due to promotion and the sensory element: feel.	0.08	Accept the null hypothesis
There is no significance relationship between the most appealing sensory element and the sensory element: feel.	0.761	Accept the null hypothesis
Smell		
There is no significance relationship between age and the sensory element: smell.	0.897	Accept the null hypothesis

There is no significance relationship between gender and the sensory element: smell.	0.277	Accept the null hypothesis
There is no significance relationship between education and the sensory element: smell.	0.39	Accept the null hypothesis
There is no significance relationship between employment and the sensory element: smell.	0.73	Accept the null hypothesis
There is no significance relationship between location and the sensory element: smell.	0.005	Reject the null hypothesis
There is no significance relationship between appealing brand promotions and smell	0.202	Accept the null hypothesis
There is no significance relationship between sensory elements used in brand promotions and the sensory element: smell.	0.899	Accept the null hypothesis
There is no significance relationship between purchase intention and the sensory element: smell.	0.78	Accept the null hypothesis
There is no significance relationship between sales due to promotion and the sensory element: smell.	0.023	Reject the null hypothesis
There is no significance relationship between the most appealing sensory element and the sensory element: smell.	0.219	Accept the null hypothesis
Visual		
There is no significance relationship between age and the sensory element: visual.	0	Reject the null hypothesis
There is no significance relationship between gender and the sensory element: visual.	0.775	Accept the null hypothesis
There is no significance relationship between education and the sensory element: visual.	0.002	Reject the null hypothesis
There is no significance relationship between employment and the sensory element: visual.	0.491	Accept the null hypothesis

There is no significance relationship between location and the sensory element: visual.	0.002	Reject the null hypothesis
There is no significance relationship between appealing brand promotions and visual.	0.13	Accept the null hypothesis
There is no significance relationship between sensory elements used in brand promotions and the sensory element: visual.	0.053	Accept the null hypothesis
There is no significance relationship between purchase intention and the sensory element: visual.	0	Reject the null hypothesis
There is no significance relationship between sales due to promotion and the sensory element: visual.	0.006	Reject the null hypothesis
There is no significance relationship between the most appealing sensory element and the sensory element: visual.	0.024	Reject the null hypothesis
Audio		
There is no significance relationship between age and the sensory element: audio.	0.193	Accept the null hypothesis
There is no significance relationship between gender and the sensory element: audio.	0.063	Accept the null hypothesis
There is no significance relationship between education and the sensory element: audio.	0.078	Accept the null hypothesis
There is no significance relationship between employment and the sensory element: audio.	0.117	Accept the null hypothesis
There is no significance relationship between location and the sensory element: audio.	0.445	Accept the null hypothesis
There is no significance relationship between appealing brand promotions and audio.	0.549	Accept the null hypothesis
There is no significance relationship between sensory elements used in	0.208	Accept the null hypothesis

brand promotions and the sensory element: audio.		
There is no significance relationship between purchase intention and the sensory element: audio.	0.005	Reject the null hypothesis
There is no significance relationship between sales due to promotion and the sensory element: audio.	0.068	Accept the null hypothesis
There is no significance relationship between the most appealing sensory element and the sensory element: audio.	0.014	Reject the null hypothesis
Taste		
There is no significance relationship between age and the sensory element: taste.	0.184	Accept the null hypothesis
There is no significance relationship between gender and the sensory element: taste.	0.33	Accept the null hypothesis
There is no significance relationship between education and the sensory element: taste.	0.37	Accept the null hypothesis
There is no significance relationship between employment and the sensory element: taste.	0.324	Accept the null hypothesis
There is no significance relationship between location and the sensory element: taste.	0.258	Accept the null hypothesis
There is no significance relationship between appealing brand promotions and taste.	0.503	Accept the null hypothesis
There is no significance relationship between sensory elements used in brand promotions and the sensory element: taste.	0.133	Accept the null hypothesis
There is no significance relationship between purchase intention and the sensory element: taste.	0.562	Accept the null hypothesis
There is no significance relationship between sales due to promotion and the sensory element: taste.	0.008	Reject the null hypothesis

There is no significance relationship between the most appealing sensory element and the sensory element: taste.	0.851	Accept the null hypothesis
Multi-sensory Experience		
There is no significance relationship between age and multi-sensory experience.	0.026	Reject the null hypothesis
There is no significance relationship between gender and multi-sensory experience.	0.425	Accept the null hypothesis
There is no significance relationship between education and multi-sensory experience.	0.051	Accept the null hypothesis
There is no significance relationship between employment and multi-sensory experience.	0.332	Accept the null hypothesis
There is no significance relationship between location and multi-sensory experience.	0.009	Reject the null hypothesis
There is no significance relationship between appealing brand promotions and multi-sensory experience	0.252	Accept the null hypothesis
There is no significance relationship between sensory elements used in brand promotions and multi-sensory experience.	0.397	Accept the null hypothesis
There is no significance relationship between purchase intention and multi sensory experience.	0.222	Accept the null hypothesis
There is no significance relationship between sales due to promotion and multi sensory experience.	0.044	Reject the null hypothesis
There is no significance relationship between the most appealing sensory element and multi sensory experience.	0.592	Accept the null hypothesis
Consumer Buying Behaviour		
There is no significance relationship between age and consumer buying behaviour.	0.858	Accept the null hypothesis

There is no significance relationship between gender and consumer buying behaviour.	0.808	Accept the null hypothesis
There is no significance relationship between education and consumer buying behaviour.	0.041	Reject the null hypothesis
There is no significance relationship between employment and consumer buying behaviour.	0.356	Accept the null hypothesis
There is no significance relationship between location and consumer buying behaviour.	0.021	Reject the null hypothesis
There is no significance relationship between appealing brand promotions and consumer buying behaviour.	0.759	Accept the null hypothesis
There is no significance relationship between sensory elements used in brand promotions and consumer buying behaviour.	0.898	Accept the null hypothesis
There is no significance relationship between purchase intention and the sensory element: consumer buying behaviour.	0.167	Accept the null hypothesis
There is no significance relationship between sales due to promotion and consumer buying behaviour.	0.01	Reject the null hypothesis
There is no significance relationship between the most appealing sensory element and consumer buying behaviour.	0.429	Accept the null hypothesis

REGRESSION ANALYSIS

NULL HYPOTHESIS

H_{10} = There is no significant relationship between Visual and Multi-sensory experience of brand promotions.

H_{20} = There is no significant relationship between Audio and Multi-sensory experience of brand promotions.

H_{30} = There is no significant relationship between Taste and Multi-sensory experience of brand promotions.

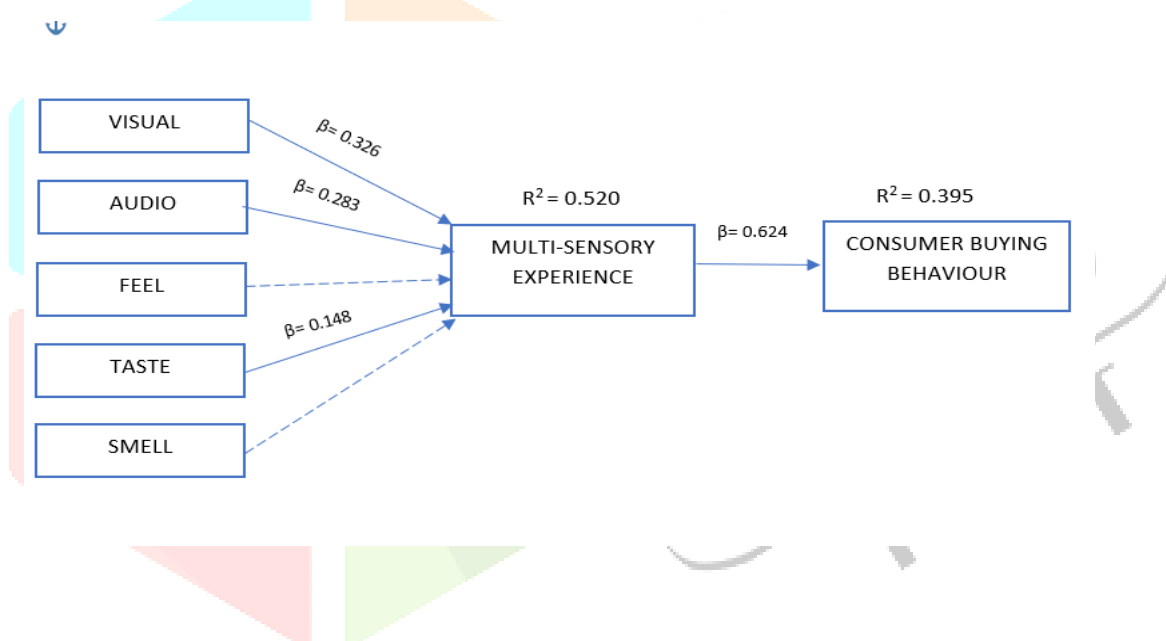
H_{40} = There is no significant relationship between Smell and Multi-sensory experience of brand promotions.

H_{50} = There is no significant relationship between Touch and Multi-sensory experience of brand promotions.

H_{60} = There is no significant relationship between consumer buying behaviour

and Multi-sensory experience of brand promotions.

Relationship	Unstandardized B	Significance	Decision
Visual--->Multi-sensory Experience	0.326	0	Reject null hypothesis
Audio--->Multi-sensory Experience	0.283	0	Reject null hypothesis
Feel--->Multi-sensory Experience	-0.14	0.064	Accept null hypothesis
Taste--->Multi-sensory Experience	0.148	0.032	Reject null hypothesis
Smell---> Multi-sensory Experience	0.056	0.461	Accept null hypothesis
Multi-sensory Experience--->Consumer Buying Behaviour	0.624	0	Reject null hypothesis



HYPOTHESIS 1

Association between Visual and Multi-sensory Experience of Brand Promotions.

H_{10} = There is no significant relationship between Visual and Multi-sensory experience of brand promotions.

Here, the significance value between these two factors is 0.00 which is less than 0.05. Therefore, there is a significant relationship between the sensory element, visual and multi-sensory Experience. Therefore, we reject the null hypothesis.

Multi-sensory Experience = (0.326) Visual.

HYPOTHESIS 2

Association between Audio and Multi-sensory Experience of Brand Promotions.

H_{20} = There is no significant relationship between Audio and Multi-sensory experience of brand promotions.

Here, the significance value between these two factors is 0.00 which is less than 0.05. Therefore, there is a significant relationship between the sensory element, audio and multi-sensory

Experience. Therefore, we reject the null hypothesis.

Multi-sensory Experience = (0.283) Audio.

HYPOTHESIS 3

Association between Feel and Multi-sensory Experience of Brand Promotions.

H_{30} = There is no significant relationship between Feel and Multi-sensory experience of brand promotions.

Here, the significance value between these two factors is 0.00 which is less than 0.05. Therefore, there is a significant relationship between the sensory element, feel and multi-sensory Experience. Therefore, we accept the null hypothesis.

Multi-sensory Experience = (-0.014) Feel.

HYPOTHESIS 4

Association between Taste and Multi-sensory Experience of Brand Promotions.

H_{40} = There is no significant relationship between Taste and Multi-sensory experience of brand promotions.

Here, the significance value between these two factors is 0.00 which is less than 0.05. Therefore, there is a significant relationship between the sensory element, taste and multi-sensory Experience. Therefore, we reject the null hypothesis.

Multi-sensory Experience = (0.148) Taste.

HYPOTHESIS 5

Association between Touch and Multi-sensory Experience of Brand Promotions.

H_{50} = There is no significant relationship between Touch and Multi-sensory experience of brand promotions.

Here, the significance value between these two factors is 0.00 which is less than 0.05. Therefore, there is a significant relationship between the sensory element, touch and multi-sensory Experience. Therefore, we accept the null hypothesis.

Multi-sensory Experience = (0.056) Touch.

HYPOTHESIS 6

Association between Multi-sensory Experience of Brand Promotions and Consumer Buying Behaviour.

H_{60} = There is no significant relationship between consumer buying behaviour and Multi-sensory experience of brand promotions.

Here, the significance value between these two factors is 0.00 which is less than 0.05. Therefore, there is a significant relationship between Consumer Buying Behaviour and multi-sensory Experience. Therefore, we reject the null hypothesis.

Consumer Buying Behaviour = (0.624) Multi-sensory Experience

7. Results and Discussions

The Chi-Square test was conducted, relationships between several nominal and scale variables were identified. The study discovered that there is a significant association of purchase intention with feel, visual and audio; location with smell, visual, multi-sensory experience and consumer buying behaviour; sales due to promotion with smell, visual, taste, multi-sensory experience and consumer buying behaviour; age with visual and multi-sensory experience; education with visual; most appealing brand promotion with visual.

After conducting the regression analysis, relationships between various variables were identified. the study identified that there were significant relationships between Visual and multi-sensory experience (H1), audio and Multi-sensory experience (H2), taste and multi-sensory experience (H4), multi-sensory experience and consumer buying behaviour (H5). Out of these 4 relationships, the relationship between multi-sensory experience and consumer buying behaviour (H6) was the strongest because it has the highest unstandardized β value (=0.624).

This means that for the sample population, promotions that create multi-sensory experience for customers, create a positive or negative

consumer buying behaviour among the sample population. Further, the research study measured that there is no significance of relationships between feel and multi-sensory experience (H_{30}), smell and multi-sensory experience (H_{50}) through regression analysis. Here, the only significant relationship identified was between taste and multi-sensory experience (H_4). This means that the only factor influencing Consumer buying behaviour is the sensory element: Taste.

8. Limitations and Future Scope

There are a number of limitations of this research that provide direction for future investigation. The current study is restricted only to Indian Demographic and does not take into account the consumer response to sensory marketing in foreign countries. The study only takes into account the five senses that is Visual, Audio, Feel, Touch and Smell and does not take into account other senses that could influence the consumer buying behaviour. Future research should be directed towards a wider audience to study the influence of multisensory experiences on consumer behaviour.

9. Conclusion

Given that today's consumers cannot spend their time watching TV ads and other traditional advertising practices, marketers, by providing an enjoyable shopping experience and a transcendent sense, should spend part of their

marketing budget to reach the minds and hearts of people. Despite. Extensive investigations, marketers have found that human senses have crucial role in their shopping experience and through strategic stimulation of these senses, consumer buying behaviour will be influenced in so innovative way. Sensory marketing puts the human brain, along with its five senses, in the centre of the marketing and show that companies and retailers can have a positive impact on five senses of the consumer through different senses such as color, smell, music, taste and texture.

Sensory model can help companies to create multi-sensory brand-experiences and practical guidance and contemporary examples for implementing sensory marketing strategies offer a base for building the perfect brand experiences. Further research is necessary in order to enhance the promotional effectiveness with taste because it has been found out that among all the senses, taste is the most effective one.

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