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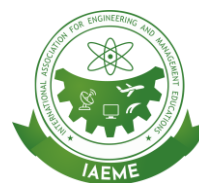
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THE IMPORTANCE OF SENSORY MARKETING ELEMENTS AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

In this report, a study and analysis of the importance of Sensory Marketing elements and its impact on consumer buying behaviour is conducted.

This study focused on sensory marketing that appeals to the five senses of coffee drinkers (“sight,” “smell,” “sound,” “taste,” and “touch”) to provide a sustainable growth model for the saturated coffee market. The study identified the relationships among coffee drinkers sensory marketing factors, the “PAD” emotions (pleasure, arousal, and dominance), flow, and behavioural intentions. It an online survey of coffee drinkers aged 20 years and older. A total of 132 surveys were used for the final analysis. The results showed that there are statistically meaningful relationships between “smell” and dominance, “taste” and dominance, “taste” and arousal, “touch” and dominance, and “touch” and arousal. In addition, it was confirmed that there are significant relationships among the PAD emotions; pleasure also has positive effects on flow and behavioural intentions. Finally, this study found significant moderating effects

of relating to and utilitarian usage motivations on the hypothesized relationships. Based on our findings, several important academic and business implications are provided, which can contribute to the sustainability of coffee market.

Keywords: Consumer behaviour of multisensory experience, senses; sensory marketing; perception, buying behaviour, coffee taste, smell, touch, behavioural intention.

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1.1. INTRODUCTION

SENSORY MARKETING Sensory marketing is a potent tool that aims to appeal to at least one of the five senses in order to prompt significant, positive and in-turn, profitable responses from a business' main target audience. Sensory marketing provides a more special and memorable experience to its target market. It is also known to perform best when more than one sense is being targeted in one single message or campaign.

APPEALING TO THE FIVE SENSES Although sensory marketing is more common nowadays, it doesn't mean that it's an easy task to carry out. There are many things to consider when focusing on the senses as a means of evoking emotions and actions from your audience. It's vital that you choose the types of senses that are in coherence with your product.

Sight Sensory marketing regarding sight is one of the most important. Individuals like to see things that are aesthetically pleasing and captivating. **Hearing** Using sound within your sensory marketing strategy is also a great way to establish your brand and make it more memorable. For example, in the 1920s it was common for companies to carry out their advertising via the radio. This was done through jingles, brand promotions and music. **Touch** Sensory marketing also encompasses touch. Although it might seem like a strange way to market products or services, in some instances it makes a lot of sense. For example, if you're buying a new car - you'll need to do a test-drive first i.e., see how it works, how comfortable it is and how you feel while driving it. **Taste** can only really be applied to vendors of food and drinks - e.g. While drinking coffee. Some **Smells** vividly take you back to your childhood or a particular moment in your life. The sense of smell should not be underestimated, especially not in your sensory marketing strategy.

Sensory Marketing engages the sense of the consumer and creates a direct impact on behaviour of customers. Sensory marketing is about engaging sense of the consumers and creates an impact on judgement and behaviour of the consumer, “Almost our entire understanding of the world is experienced through our senses.” The 5 human senses are of great importance for an individual’s experience of different purchase, consumption process, and frequency of purchase. It is through the five human senses that a customer can distinguish or prefer their own test, physiology and consumer psychology to understand how sensory interactions influence people’s behaviour and judgements. Marketers have to market their brand or the dedicated point of sale along with the sensory attributes like touch, taste, smell, sight and sound that will produce the activation of emotions that make customers aspire a given product. Brands can create emotional links in the customer’s mind by appealing to their senses. Sensory Branding is a type of marketing technique that appeals to all the senses (sight, smell, touch, sound, taste) in relation to the brand. Sensory branding has been one of the most important marketing tools used by the top successful marketers.

Consumer behaviour involves the study of individuals and the method they employ to choose, utilise, and set out products and services to fulfil their wants and the effect that these methods have on the consumer and the society as a whole. Consumer behaviour refers to all the thoughts, feelings and actions that an individual has or takes before or while buying any product, service or idea. Buyer behaviour is the concept which answers what, why, how, when, and where an individual makes a purchase. This study aimed to understand better the Influence of sensory marketing on consumer by enhancing to buy the product.

1.2 RESEARCH BACKGROUND

Sensory marketing, first suggested by Schmitt (1999), is a marketing strategy that stimulates consumer emotions instead of their rational judgment by appealing to the five human senses sight, smell, sound, taste, and touch. Later, Krishna (2012) defined sensory marketing as a marketing strategy that can not only affect consumers’ five senses but can also consecutively affect them emotions, perceptions, judgment, and behaviour. Erdil (2015) explained the application mechanism of sensory marketing: it creates stimulation based on external environmental factors that can appeal to consumer senses. These external environmental factors affect not only consumer emotions but also, product or brand evaluations; therefore, these factors can ultimately affect customer purchase intentions and behaviour.

According to Lindstrom (2006), external environmental stimuli affect all five human senses. Humans are most affected by sight; the first impression conveyed through sight assists consumers in forming product and brand image. Sight is the most effective sense for delivering

sensory marketing messages to customers. As smell is connected to breathing, it is the one sense that cannot be ignored. Smell most directly and most quickly affects memory. Sound varies. Sound has a long-term effect on the memory, and a vast amount of information is absorbed through sound. Taste differentiates among sweet, salty, sour, bitter. When humans consume food, the five senses operate in harmony, as food is not only related to taste, but also to smell, texture, appearance, and the sound of chewing. Lastly, touch is a sensory factor felt by the skin. As touch occurs when a person encounters something or someone, it leads to a rapport between the two, changing human emotions and considerably affecting communication.

Although sensory marketing can affect all five human senses, few prior studies consider all five sensory factors. the sensory marketing factors of sight and smell to have a significant impact on consumer shopping experiences in the fashion industry. The literature adopts four of the five sensory marketing factors (sight, smell, sound, and touch). the significant effects of these four sensory factors on retail customers' emotions. To fill this gap in the existing literature, this study includes all five sensory factors applied to the context of coffee sensory marketing.

Sensory marketing is considered an important marketing strategy because it allows consumers to differentiate a particular product or brand in various decision-making situations related to consumption activities.

1.3 AIM OF THE STUDY

The aim is to study the influence of Sensory Marketing element on the consumer buying behaviour by focusing on selected Sensory (Test, Touch, Smell) and to identify the highly influential Sensory Marketing elements and then compering the results with that of influential in Coffee consumers, to decide on improvements can be made to attract more customers.

1.4 SCOP OF THE STUDY

The scope of the study restricts to the Sensory Marketing on Coffee only. Sensory Market it is limited to JSSCMS Campus Mysore city is commercial city to area net product the study is conducted only for the purpose of the academic fulfilment and the study is conducted for the academic period of 2020-2022.

This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations it concepts and practices might vary.

The study helps to understand the different concepts of Sensory marketing on the product what I choice, but while implementing it might differ from situation to situation.

This study helps to understand and know how to deal with different kinds of customers and how to make an impressive using Sensory marketing campaign.

1.5 NEED OF THE STUDY

Sensory Marketing is an essential component of influencing to buy, since it facilitates the best buying consumer experience to consumers. Where customer can buy in coffee shop easily, by which sales are impacted positively.

Its main purpose is to attract, engage and motivate the customer towards making buy, where it creates an impact on consumer buying behaviour.

1.6 OBJECTIVE OF THE STUDY

- To identify the Sensory Marketing elements in Coffee.
- To study the factors affecting Sensory Marketing on consumer buying behaviour.
- To analyse the prominent factor influencing Sensory Marketing on consumer buying behaviour.

1.7 PURPOSE OF THE STUDY

The purpose of the study is to understand does the Sensory Marketing (Smell, Taste, Touch) on a Coffee and How the coffee drinkers will be influencing through Smell, Taste, Touch.

1.8 LIMITATION OF THE STUDY

On completion of this study, few limitations got realized, which can be taken care of during future research. This study was only restricted to JSSCMS, JSSSTU Campus, Mysore city. This will also help in understanding how Sensory marketing techniques and the data collected from young consumers.

1.9 STATISTICAL TOOLS USED

To analyse the data collected the statistical tools which were used are:

- Reliability test
- Correlation
- Regression
- Factor Analysis (Independent & Dependent Variables)

1.10 FINDINGS

The study shows that Sensory Marketing (Smell, Taste, Touch) does play an important role in determining the Consumer Buying Behaviour of a Coffee. This paper aims to investigate the influence of Smell and Taste, Touch on the buying behaviour of Coffee Consumers.

1.11 MANAGERIAL IMPLICATION

- The current study suggests the numerous consequences for marketers. This study will help marketers because it can focus them more on factors such as smell, taste and touch

when this research concludes that these factors play an important role in the success of sensory Marketing. For marketers, demographic conclusions will also be very helpful.

- This study shows the importance of sensory Marketing in creating a positive attitude towards the Coffee to a positive revision of the conduct.
- The majority of the studies carried out in the developed world should be noticed, so that the study can be considered as an added value to the pool of current literature given the lack of research on sensory Marketing.
- A significant implication to marketer is that coffee Drinkers must emphasis on the taste and smell; they must ensure that there is a favourable taste of coffee. Smell of coffee play important role in attracting consumers towards the coffee. The fresh and good smell of coffee appeals to the consumers. Not smell of the coffee only but overall scents of the coffee must be focused as overall aroma of the coffee will create positive impact.
- Coffee shop managers should rely on visual stimulation on designing interior furnishings that cultivate a harmonious environment in the shop area. The interior setting should be in line with the brand style, while coffee shops need to be a multifunctional rest place. Since customers today are particularly receptive to emerging patterns and sensory factors, managers at the coffee shop should strive to provide a new and convenient environment by concentrating on seasonally or periodically updating or renovating coffee spaces.

LITERATURE REVIEW

2.1 INTRODUCTION

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 (Ayushi Gupta, 2020) 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.

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

2.2 LITERATURE REVIEW

The sensory aspect of a brand image refers to brand experiences, shaped through a consumer's physical senses (sight, sound, smell, taste, touch). The marketplace of today has undergone a noteworthy change, where we have gone from selling and promoting products and services to enticing customers and selling through experiences (Sherry, 2020).

(Engin, June 2015) Sensory marketing "is to communicate with consumers through sight, hearing, smell, touch and taste senses". Addressing senses of consumers is one of the ways reaching out to them and offering an experience. Stimulants produced by marketing are initially received by the sense organs and perception is achieved by interpreting these sensations.

(Hulten, 10 October 2020) 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 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
Visual in Sensory Marketing

(Krishna, 2010) 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 the sense of smell involves 45% communication with the product. 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 research conducted by them 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
Smell in Sensory Marketing.

(AK1, June 2015) The five human senses have great importance for an individual's different purchase experiences and consumption processes. By the help of senses, individuals become conscious of and perceive firms, products and brands. All kinds of physical stimuli are received by the senses then the perception process occurs. The types, amount and the way of these stimuli affect the perception process of the individual. The senses are the starting point of perception, and the retailers have understood the importance of store environment for using these stimuli to affect the perception of customers. Past research has examined the main effects of these stimuli such as music, scent, atmosphere, tactile and taste.

Customers also have a reasonable excuse to make an investment, and music is proven to influence consumption as a strong communication power. The key was to make the right sound for the target; otherwise, the sound would not have the needed effect. New and distinctive

brands in the competitive brand market have therefore been established, and marketers have used the sound symbolism technique linked to brands, to make them recognizable. "Sound" has a longer-term memory effect (Dijk, 2009).

The enthusiastic linkage between a brand and a purchaser is significant in building solid brands. Scientists likewise affirm that buyers search for and purchase passionate encounters around what has been purchased and no longer purchases items and administrations alone. Encounters happen because of experiencing, going through or living through things. Encounters give tangible, enthusiastic, psychological, conduct, and social qualities that supplant practical qualities (Antonio, 2017).

A multi-sensory brand-experience takes place when more than one of the five senses contributes to the perception of sensory experiences. 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 (Hult et al., 2009).

Consumer buying behaviour is the total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace 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)

2.3 GAP ANALYSIS

Sensory marketing, which stimulates the human senses, is related to everyday activities and connects to all consumption activities. However, this study limited its scope to coffee. As there will be different results from sensory stimulus and different marketing implications depending on the field or subject of the study, future studies should expand the research on sensory marketing by applying more various strategies across different Coffee tests.

RESEARCH DESIGN

3.1 INTRODUCTION

Research design is a broad plan that states objectives of research and provides the guidelines what is to be done to realize those objectives. It is, in other words, a master plan for

executing a research project. But in relation to subject concern, it is a pattern or an outline of research project workings. It is the statement of essential element of the study that provides basic guidelines of conducting the project.

3.2 OBJECTIVES

- To identify the Sensory Marketing elements in Coffee.
- To study the factors affecting Sensory Marketing on consumer buying behaviours.
- To analyse the prominent factor influencing Sensory Marketing on consumer buying behaviours.
- To find the influence of Sensory Marketing on product awareness and create desire.

3.3 SAMPLE DESIGN

Data collection was done through a survey using a structured questionnaire consisting of 16 questions which would touch up on different dimensions of Sensory Marketing elements such as Smell, Taste, Touch, Customer Satisfaction.

3.4 SAMPLE SIZE

The sample size is computed using a formula shown below. Substitution of value of p as 0.10, d as 0.05, and z as 1.96 is made. P is the probability of occurrence and q is probability of non-occurrence. E is standard error and z is confidence level. The sample size 200 thought to be adequate one. As there would be errors, 132 samples were considered.

For the calculation of sample size, the following formula has been used.

$$N = \frac{Z^2 \frac{1}{2} P(1-P)}{d^2}$$

Where, P is the probability of occurrence, q is probability of non-occurrence. E is standard error and z is confidence level.

3.5 SAMPLE METHOD

The questionnaire was circulated to target population primarily using social media platforms and the response was recorded using “Google Forms”.

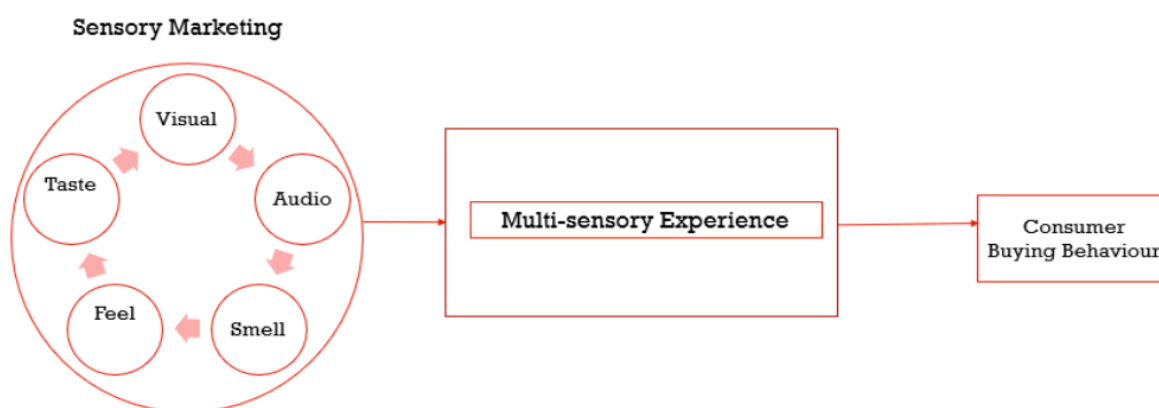
3.6 DATA COLLECTION

The research was conducted to know the buying behaviours of consumers in the JSSCMS Campus city of Mysore. So, the data collection involved a survey where in a structured questionnaire was presented to the target population.

3.7 PRIMARY DATA

The questions were presented to target population and the responses were recorded. The variables that were used in forming the questions were on Sensory Marketing elements such as Smell, Taste, Touch, Customer Satisfaction.

3.8 CONCEPTUAL MODEL



3.9 QUESTIONNAIRE DESIGN

The independent variables are Taste, Smell, Touch. Each independent variable has three questions each. The dependent variable has three questions. Demographics that were considered are age group, educational qualification and their

All the variables were measured with a 5-point Likert scale, where 1 being Strongly disagree, 2 being Disagree, 3 being Neutral, 4 being Agree and 5 being Strongly agree.

3.10 HYPOTHESIS

1. Factor 1: Smell

- **H0:** There is no significance difference between smell and Coffee smell.
- **H1:** There is a significance difference between smell and Coffee smell.

2. Factor 2: Taste

- **H0:** There is no significance difference between Taste and Coffee test
- **H1:** There is a significance difference between Taste and Coffee test

3. Factor 3: Touch

- **H0:** There is no significance difference between Touch and Coffee froth
- **H1:** There is a significance difference between Touch and Coffee froth

3.11 VARIABLES DESCRIPTION

- **Smell:** Smell is the one of the senses that cannot be turned off and is strongly linked to an individual's memory, as it enables recall. It is estimated that 75% of our emotions are influenced by what we smell (Venter, 2015). Our sense of smell could invoke feelings

and memories through the interaction with a specific form of sensory input, whether it be in the form of the smell of coffee or perfume. To attract and retain consumers, different stores infuse different ambient scents throughout their stores.

- **Taste:** Taste is distinguished by special structures in the mouth called taste buds, with different taste areas on our tongue detecting different tastes (Mishra, 2013). Taste and smell are closely linked to one another, and consumers tend to like either both the taste and smell, or dislike both the taste and smell
- **Touch:** Skin is the human body's largest organ. It is through touch that one can feel and harness pressure, even without one's senses being activated. An individual's skin has more than 40000 sensory receptors that can be activated and manipulated through exposure to various textures and materials of a given product, service, or brand (Zona, 2012). With the advancements in technology, marketers have been able to design touch screens as a method of utilising the sense of touch in their advertising campaigns, so that consumers are able to gain a deeper attachment with a specific product, service, or brand.

3.12 STATISTICAL TOOLS USED

The statistical tools which were used to understand the collected data were reliability analysis, correlation and regression.

Cronbach's alpha (reliability test) is a measure of internal consistency, that is, how closely related a set of items are as a group. It is a measure of scale reliability. A "high" value for alpha does not imply that the measure is unidimensional. If, in addition to measuring internal consistency, you wish to provide evidence that the scale in question is unidimensional, additional analyses can be performed. Exploratory factor analysis is one method of checking dimensionality.

Technically speaking, Cronbach's alpha is not a statistical test – it is a coefficient of reliability (or consistency) (UCLA, 2021).

Correlation is a statistical term describing the degree to which two variables move in coordination with one another. If the two variables move in the same direction, then those variables are said to have a positive correlation. If they move in opposite directions, then they have a negative correlation (Hayes, 2022).

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more [independent variables](#). It can be utilized to assess

the strength of the relationship between variables and for modelling the future relationship between them (CFI team , 2022).

DATA ANALYSIS

Table no. 4.1 Shows classification of respondents on the basis of gender

Gender	No. of the respondents	Percentage (%)
Male	75	49.2
Female	77	50.8
Total	152	100

Source: field survey through Google form

Interpretation:

From the above table and Graph consist of classification of genders as in our survey 65 respondents are Male and remaining 67 respondents are Female.

Table no. 4.2 shows classification of respondents on the basis of age group.

Age Group(years)	No. of the respondents	Percentage (%)
18-25	105	69.0
26-33	20	13.1
34-41	8	5.2
Above 42	18	11.8
Total	152	100

Source: field survey through Google form

Interpretation:

From the above table and graph shows majority of 105 respondents are age 18 to 25, second majority of 19 respondents are 26 to 33 age group, 7 respondents are 34 to 41 age group and remaining 1 respondent are low age group above 42.

Table no. 4.3 Shows classification of respondents on the basis of respondents Education qualification.

Occupation	No. of the respondents	Percentage (%)
Student	92	60.5
Self Employed	20	13.1
Govt. Employee	10	6.5
Corporate Employee	30	19.7
Total	152	100

Source: field survey through Google form

Interpretation:

From the above table and graph shows educational level of the respondents, in this survey majority of 75 respondents are Post graduation level, and second majority of 53 respondents

are Under graduation level, 02 respondents are PUC and remaining 01 respondents are SSLC at least 01 respondents are competing their PhD level.

Table no. 4.4 show classification of respondents based on occupation.

Occupation	No. of the respondents	Percentage (%)
Student	92	60.5
Self Employed	20	13.1
Govt. Employee	10	6.5
Corporate Employee	30	19.7
Total	152	100

Source: field survey through Google form

Interpretation:

In the above table and graph shows occupation of the respondents in our survey majority of 79 respondents are students, 29 respondents are Corporate Employee, 17 respondents are Self Employed, 07 respondents are Govt. Employed.

Table No 4.5 Shows DESCRIPTIVE STATISTICS

Descriptive Statistics										
	N	Range	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1	152	4.00	4.0132	.09002	1.10978	1.232	-1.057	.197	.506	.391
Q3	152	4.00	3.7039	.08699	1.07247	1.150	-.592	.197	-.302	.391
Q2	152	4.00	3.9145	.09563	1.17898	1.390	-.913	.197	-.131	.391
Q4	152	4.00	3.7632	.09462	1.16651	1.361	-.617	.197	-.671	.391
Q5	152	4.00	3.3289	.10469	1.29070	1.666	-.111	.197	-1.199	.391
Q6	152	4.00	3.8618	.09290	1.14539	1.312	-.797	.197	-.147	.391
Q7	152	4.00	4.1711	.08338	1.02793	1.057	-1.277	.197	1.243	.391
Q8	152	4.00	4.0921	.07371	.90879	.826	-.881	.197	.576	.391
Q9	152	4.00	3.8487	.09135	1.12621	1.268	-.825	.197	-.018	.391
Q10	152	4.00	3.7961	.09067	1.11782	1.250	-.741	.197	-.104	.391
Q11	152	4.00	4.0066	.08530	1.05163	1.106	-.706	.197	-.479	.391
Q12	152	4.00	3.7105	.09129	1.12545	1.267	-.425	.197	-.783	.391
Valid N (listwise)	152									

Source: SPSS

Interpretation:

N= the responses collected were 152. The Likert was used to measure the responses of the respondent. Descriptive statistic was done using SPSS software as shown in the table.

Descriptive include range, mean, standard deviation, variance, kurtosis, skewness. Mean is the average of the variables; standard deviation is the statistical measure of dispersion of the set of data values. Whereas variable is square root of it.

Table No 4.6 Shows Factor Analysis (INDEPENDENT VARIABLES)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.804
Bartlett's Test of Sphericity	Approx. Chi-Square	302.335
	df	28
	Sig.	0

Source: SPSS

Interpretation:

KMO test measures sampling adequacy for each variable calculated as 0.804 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5 ceny C.A., & Kaiser H.F. (1997). Values ranging from 0.6 to 0.7 say that the adequacy is meritorious. Hence the sampling adequacy for items of independent variable is meritorious. Stating it is acceptable.

Table No 4.7 Shows Total Variance Explained

Total Variance Explained									
Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	3.253	40.666	40.666	3.253	40.666	40.666	2.601	32.513	32.513
2	1.110	13.875	54.540	1.110	13.875	54.540	1.418	17.726	50.240
3	.964	12.048	66.589	.964	12.048	66.589	1.308	16.349	66.589
4	.750	9.370	75.959						
5	.609	7.613	83.572						
6	.538	6.724	90.296						
7	.393	4.913	95.209						
8	.383	4.791	100.000						
Extraction Method: Principal Component Analysis.									

Source: SPSS

Interpretation:

The first part of the above table shows the variance of all 08 components of the % independent variable forming the cumulating up to 100. Which depicts the all 08 items play a significance role in their respective percentage. The later part of the table shows after the

extraction of fixed components under 03 extraction formed 04 factor where 40.666% of 1st factor, 54.540% of 2nd factor, 66.589% of 3rd factor, depicting that the 03 factor is replicating or signifying only by 66.589%. Which also says that the left percentage is filled by the unnamed factors. (KIM &MULLER (1978)).

Table No 4.8 Shows Rotated Component Matrix^a

Rotated Component Matrix ^a			
	Component		
	1	2	3
Q2	.835		
Q4	.771		
Q1	.747		
Q3	.686		
Q7		.908	
Q9		.669	
Q5			.888
Q6			.598
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^A a. Rotation converged in 4 iterations.			

Source: SPSS

Interpretation:

In this case component table (1) Q2 0.835 is better than the Q1, Q3, Q4, Component (2) Q7 is better than the Q9. Component (3) Q5 is better than the Q6

Table No 4.9 Shows Factor Analysis (DEPENDENT VARIABLES)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.646
Bartlett's Test of Sphericity	Approx. Chi-Square	87.024
	df	3
	Sig.	.000

Source: SPSS

Interpretation:

KMO test measures sampling adequacy for each variable calculated as 0.646 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5 ceny C.A., & Kaiser H.F. (1997). Values ranging from 0.6 to 0.7 say that the adequacy is meritorious.

Hence the sampling adequacy for items of independent variable is meritorious. Stating it is acceptable.

Table No 4.10 Shows Total Variance Explained

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.889	62.954	62.954	1.889	62.954	62.954
2	.671	22.373	85.327			
3	.440	14.673	100.000			
Extraction Method: Principal Component Analysis.						

Source: SPSS

Interpretation:

The first part of the above table shows the variance of all 03 items of the 1-dependent variable forming the cumulating up to 100. Which depicts that the all 03 items play a significance role in their respective percentages. The later part of the table shows after the extraction of 1 fixed item 62.954% of 1st factor depicting that the 1 factor are replicating or signifying only by 64.954%. Which also says that the left percentage is filled by the unnamed factors (Kim & Muller (1978).

Table No 4.11 Shows Correlations.

Correlations					
		Fact_1	Fact_2	Fact_3	DV_Fact
Fact_1	Pearson Correlation	1	.424**	.368**	.716**
	Sig. (2-tailed)		.000	.000	.000
	N	152	152	152	152
Fact_2	Pearson Correlation	.424**	1	.285**	.533**
	Sig. (2-tailed)	.000		.000	.000
	N	152	152	152	152
Fact_3	Pearson Correlation	.368**	.285**	1	.394**
	Sig. (2-tailed)	.000	.000		.000
	N	152	152	152	152
DV_Fact	Pearson Correlation	.716**	.533**	.394**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	152	152	152	152
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: SPSS

Interpretation:

- Fact 1 represents the question based on Smell; Smell is significantly positively related to REGR factor.
- Fact 2 represents the question based on Taste; so, Taste is positively strongly related to REGR factor.
- Fact 3 represents Touch; Touch is significantly positively related to REGR factor.

Table No 4.12 Shows Regression (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.579	.56566
a. Predictors: (Constant), Fact_3, Fact_2, Fact_1				

Source: SPSS

Table No 4.13 Shows Regression (ANOVA^a)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.308	3	22.436	70.120	.000 ^b
	Residual	47.355	148	.320		
	Total	114.664	151			
a. Dependent Variable: DV_Fact						
b. Predictors: (Constant), Fact_3, Fact_2, Fact_1						

Source: SPSS

Interpretation:

A method for assessing the contribution of an independent variable or controllable factor to the observed variation in an experimentally observed dependent variable To determine whether any of the differences between the means are statistically significant, compare the p-value to your significance level to assess the null hypothesis. The null hypothesis states that the population means are all equal. Usually, a significance level (denoted as α or alpha) of 0.05 works well. (Ronald Fisher 1921)

Table No 4.14 Shows Regression (Coefficients^a)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.353	.257		1.373	.172
	Fact_1	.549	.059	.563	9.254	.000
	Fact_2	.251	.057	.262	4.439	.000
	Fact_3	.102	.052	.112	1.950	.053
a. Dependent Variable: DV_Fact						

Source: SPSS**Interpretation:****HYPOTHESIS:****1. Smell towards Coffee:**

- H0: Smell significantly influences Coffee smell.
- H1: Smell doesn't influence Coffee smell.

Sig. value \leq alpha0.00 \leq 0.05Therefore, null hypothesis is **accepted**.

Smell significantly influences Coffee smell.

2. Taste towards Coffee

- H0: Taste significantly influences Coffee test.
- H1: Smell doesn't influence Coffee test.

Sig. value \leq alpha

0.0 < 0.05

Therefore, null hypothesis is **accepted**.

Taste significantly influences Coffee test.

3. Touch towards Coffee

- H0: Touch significantly influences Coffee sensors.
- H1: Touch doesn't influence Coffee sensors

Sig. value \leq alpha

.053 > 0.05

Therefore, null hypothesis is **rejected**.

Touch doesn't influence Coffee sensors.

Table No 4.15 Shows Reliability test (INDEPENDENT VARIABLE)

Reliability Statistics	
Cronbach's Alpha	N of Items
.781	9

Source: SPSS

Interpretation:

Sensory marketing towards Coffee has Cronbach's alpha result of .781 which means that questions in the survey were better

Table No 4.16 Shows Reliability test (DEPENDENT VARIABLE)

Reliability Statistics	
Cronbach's Alpha	N of Items
.705	3

Source: SPSS

Interpretation:

Sensory marketing towards Coffee has Cronbach's alpha result of .705 which means that questions in the survey were better

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

The study is conducted On Sensory Marketing towards coffee, survey through Google form and then then question reliability test, regression analysis and factor analysis.

Demographic Properties:

152 participants of the survey are asked questions such as "age", "sex", "educational background", and "profession" to determine the demographic properties.

The age range total 105 participants are "18-25 and younger" whereas 14.4 % is "between the ages of 26 and 33", 5.3% is "between the ages of 34 and 41", 0.8% is "between the ages of above 42"

75 of the participants (49.2 %) are "female" and 77 participants (50.8 %) are "male"; the survey has total 152 participants. In terms of educational background, 05 of participants (3.2

%) are “10th”, 06 (3.9 %) are “PUC” and the remaining 56 people 75 people 10 people (36.8 %, 49.3%, 6.5%) have “Undergraduate, post graduate and doctorate degrees”.

In terms of professions, 60.5 % of the participants are “Students”, 13.1 % is “Self-employee”, 6.5% is “Govt. Employee”, 19.7 % is “Corporate Employee”.

Reliability Analysis

The study has 3 variables. 5-point Likert type scale is used to measure variables (Strongly Agree = 5; Strongly Disagree = 1) and Cronbach’s Alpha statistics is used for reliability analysis of 12 questions. Cronbach alpha coefficient is a measurement of internal consistency of variables in the scale. In other words, alpha coefficient checks whether “k” number variables in the scale form a whole to explain or to question a homogenous structure.

The higher value of alpha coefficient in the related scale suggests that variables in the scale are consistent and include variables questioning elements of the same characteristic or that all variables go together to that extent. The ranges of alpha coefficient and reliability of scale based on these ranges are as follows

If $0,00 \leq \alpha < 0,40$, the scale is not reliable,

If $0,40 \leq \alpha < 0,60$, the scale is not very reliable,

If $0,60 \leq \alpha < 0,80$, the scale is very reliable,

If $0,80 \leq \alpha < 1,00$, the scale is highly reliable

The reliability value of this questionnaire focusing on 152 people is 78 %. This verifies that the questionnaire has a high level of reliability.

5.2 SUGGESTIONS

Identity the required positioning: The process begins with positioning which means achieving a position in consumers’ mind that is different from competitors.

Design the right sensory identity elements: The position identified guides sense motives of a consumers or coffee drinkers. For example, if the position is based on “freshness” concept, the coffee will use a happy voice and fresh, fruity smell.

Test the sensory elements: Emotional elements determined through positioning are tested on a target audience via focus groups at this step. The test reveals the individual responses of the target audience for each sense and positive or negative impressions and ideas about each sense are learned through open ended discussions. For example, loudness or softness of sounds and strong or subtle scents are aspects decided at this stage.

Optimize across the critical touch points: Sensory motives are determined based on test results of the target audience and then sensory identity is tested on actual market conditions. These tests might conclude that some sensory elements are more welcomed by the consumers of the market, in comparison to others, and optimal sensory motives can be determined because of this process.

5.3 SCOPE FURTHER STUDY

This study has various academic and practical implications. However, there are limitations to the study, and some underexplored areas remain for future research.

First, this study was based on Sensory Marketing towards coffee. For more reliable and generalized results, an analysis of data from customers from a wider variety of coffee and from different regions is needed.

Second, this study was based on an online survey completed by people living in Mysuru aged 20 and older. They were asked to respond to the survey based on their memories of coffee experiences over the past one months. These surveys relying on memory are useful, as coffee are locations people visit frequently, even daily. However, it may be a limitation of this study that the on-site interview survey was not conducted and completed within coffee shop. Future studies should address this concern.

Lastly, sensory marketing, which stimulates the human senses, is related to everyday activities and connects to all consumption activities. However, this study limited its scope to coffee. As there will be different results from sensory stimulus and different marketing implications depending on the field or subject of the study, future studies should expand the research on sensory marketing by applying more various strategies across different coffee flavours.

5.4 CONCLUSION

This study tries to measure existence and impact of sensory marketing which is one of marketing practices that focuses on five senses to influence feelings and behaviours of consumers. The goal is to determine the sense that dominates the high-end restaurant preferences, in other words, the purchasing decision. The research study's main objective was to determine the impact of sensory marketing on the Coffee position that achieve. This study concludes that all five sensory smell, touch, and taste are positively influence on coffee. Taste and smell of the coffee most influencing senses for to create positive brand attitude of the coffee. touch emerge as the least influencing factor in this study which contributes in the creation of the positive brand attitude towards coffee. This study is also recording the extended influence

of the brand attitude on the behavioural intention. Further this study concludes that positive brand attitude leads to the positive revisit behavioural intention.

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