

**THE IMPACT OF SENSORY MARKETING ON CONSUMER
BUYING BEHAVIOUR; AN EMPIRICAL ANALYSIS OF
RETAIL CHAIN**

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THE IMPACT OF SENSORY MARKETING ON CONSUMER
BUYING BEHAVIOR: AN EMPIRICAL ANALYSIS OF RETAIL
CHAIN

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ABSTRACT

The research analyzes the impact of sensory marketing on the success of advertisements. The recent growth of sensory marketing heralds a whole new age in the marketing industry, one in which the five senses of customers will be the primary emphasis of marketing tactics and methods. The five senses are the central emphasis of this marketing philosophy (sight, smell, hearing, taste, touch). Consumers' actions were found to be influenced by all five senses at the same time. From a management point of view, managers may employ sensory marketing to establish subconscious triggers that define customer perception of abstract conceptions of the product (such as its sophistication, quality, elegance, innovation, modernity, and interaction).

This study used is quantitative in nature and survey questionnaire was used for data collection purpose. Study conducts self-administered survey and 250 questionnaires among respondents. Sound and the multi-sensory impact of ad campaigns have significant correlation. The relationship between brand promotions' visual and multisensory experiences is significant. The is no significance association between Feel and Multi-Sensory Experience of Brand Promotions. However, the study has significant correlation between Taste and Multi-Sensory Experience of Brand Promotions. Meanwhile Touch has significant association with Multi-Sensory Experience of Brand Promotions. At the end the Multi-Sensory Experience of Brand Promotions and Consumer Buying Behaviour are significantly associated. Consequently, the findings suggest that one effective way for businesses to entice and retain clients is to appeal to their senses via a well-planned marketing campaign.

Key words: Sensory Marketing, Consumer Buying Behaviour, Multi-sensory experience, Smart PLS.

DUYUSAL PAZARLAMANNIN TÜKETİCİ SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ: PERAKENDENİN AMPİRİK BİR ANALİZİ

ÖZET

Araştırma, duysal pazarlamanın reklamların başarısı üzerindeki etkisini analiz ediyor. Duyusal pazarlamanın son zamanlardaki büyümesi, pazarlama endüstrisinde, müşterilerin beş duyusunun pazarlama taktikleri ve yöntemlerinin birincil vurgusu olacağı yepyeni bir çağın habercisidir. Beş duyu, bu pazarlama felsefesinin merkezi vurgusudur (görme, koklama, duyma, tatma, dokunma). Tüketicilerin eylemlerinin aynı anda beş duyudan da etkilendiği bulunmuştur. Yönetim açısından, yöneticiler ürünün soyut kavramlarına (sofistikeliği, kalitesi, zarafeti, yeniliği, modernliği ve etkileşimi gibi) ilişkin müşteri algısını tanımlayan bilinçaltı tetikleyiciler oluşturmak için duysal pazarlamayı kullanabilirler.

Kullanılan bu çalışma doğası gereği nicel olup, veri toplama amacıyla anket anketi kullanılmıştır. Çalışma, katılımcılar arasında kendi kendine uygulanan bir anket ve 250 anket yürütür. Reklam kampanyalarının ses ve çoklu duysal etkisi önemli bir korelasyona sahiptir. Marka promosyonlarının görsel ve çoklu duysal deneyimleri arasındaki ilişki önemlidir. Hissetme ve Marka Promosyonlarının Çoklu Duyusal Deneyimi arasında anlamlı bir ilişki yoktur. Bununla birlikte, çalışma, Lezzet ve Marka Promosyonlarının Çoklu Duyusal Deneyimi arasında anlamlı bir korelasyona sahiptir. Bu arada Touch, Marka Promosyonlarının Çoklu Duyusal Deneyimi ile önemli bir ilişkiye sahiptir. Sonunda, Marka Promosyonlarının Çoklu Duyusal Deneyimi ve Tüketici Satın Alma Davranışı önemli ölçüde ilişkilidir. Sonuç olarak, bulgular, işletmelerin müşterileri cezbetmenin ve elde tutmanın etkili bir yolunun, iyi planlanmış bir pazarlama kampanyası aracılığıyla duyularına hitap etmek olduğunu göstermektedir.

Anahtar Kelimeler: Duyusal Pazarlama, Tüketici Satın Alma Davranışı, Çoklu duysal deneyim, Akıllı PLS

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I dedicate this work to my parents, who set me on the path to education and whose prayers and support have been an inspiration to me in all my endeavors of a noble nature; to my respected professors; and to my supportive siblings, who have always been there to lend a hand and show me that I can accomplish anything I set my mind to.

Muhammad Umer SOHAIL

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1. CHAPTER

1. INTRODUCTION

1.1 Research Background

It's possible that the great majority of sales might be attributed to sensory marketing strategies used by companies. How consumers feel about spending money at the apparently infinite array of food courts and restaurants is affected. Sensory marketing Examples include campaigns that appeal to the senses of sight, sound, smell, taste, and touch. Using sensory branding, a company may appeal to a customer's five senses simultaneously. It aims to touch the client on an emotional level by appealing to their senses. Companies may influence how customers feel about their goods by playing on their senses and encouraging them to draw erroneous conclusions.

The purchasing has long been considered functional so on fulfill mainly physiological and safety needs (Castronovo & Huang, 2012). Moreover, due to saturation of consumption and a change in mentalities, professionals had to go looking out a word for innovating so on market new products and to differentiate themselves from increasingly increased competition, that's when sensory marketing appeared. The latter groups together all the marketing techniques that appeal to a minimum of one or more of the consumer's five senses. This modern strategy, which has been explored since the turn of the century (mostly for olfactory marketing), but which first debuted in 1950, is an effort to remedy these deficiencies. Conventional marketing theory is based on the premise that competition is exercised, particularly within broadly specified categories of products, because consumers are rational actors who weigh numerous

Factors before making a purchase. An objective, scientific, and mechanistic perspective on wares and consumers is discussed. On the other hand, sensory marketing focuses the customer's living experiences. The sensory, emotional, cognitive, behavioral, and relational aspects of these interactions are now not only functional. He seeks to analyze the consumption situation. Then checks the suitability of the products to the expectations of the shoppers likewise because the thanks to designing them, to package them and to market them during an attractive commercial climate. The client is more willing to be

Driven by his instincts and feelings than by reason in this sense. Sensory marketing postulates that a customer is likely to spend longer and spend more money in an extremely good location, influenced by music, a smell, or an environment that is generally friendly. Within the same logic, he tends to show to products w in a context where the extent of consumer demand and their desire to measure pleasant and unique customer experiences are increasing, sensory marketing represents a noteworthy alternative to the worth war, also making it possible to strengthen the image of brands and improve the customer experience. Among the numerous sectors implementing strategies supported sensory stimulation, mass retailing also calls on the senses to shape perceptions and influence the purchasing behavior of consumers.

However, whether there are many studies, experiments, or perhaps marketing or psychological research on the consequences of those sensory stimuli on consumer behavior, too few have focused more specifically on the buying behavior of the patron. or the purchasing is that the engine that determines the expansion of the corporate. Hose consumption is meant to present him this sense of well-being.

Emotions have an effect on a wide range of retail metrics, including the priority and selection of retail advertising, store files, time spent in the store, looking satisfaction, product satisfaction, pleasure seeking and consumption-oriented shopping, shopper higher cognitive process vogue, desire, and interest. Several buyers bought the goods because of the effect it had on them emotionally. Emotions influence a wide range of variables, including shoppers' decision-making styles, the products they want, the amount of time they spend in stores, the priority and selection of retail advertising, and

the satisfaction they report with their shopping experiences overall and with the products they purchase. The Reason Why The goal of sensory advertising is to stimulate the consumer's senses to establish an emotional connection between the buyer and the product, which will hopefully lead to a purchase. With the ever-increasing number of brands, it is becoming more important to use all five senses to form a unified whole. Brands having a strong sensory interaction with their consumers help to untangle promotional material difficulties. Discrimination based on a person's senses might hinder future attempts at persuasive advertising.

1.2 Purpose of this Research

In order to complete an investigation related to retail, the report requires the following data.:

- How do businesses use sensory marketing?
- What are their immediate and long-term goals for this resource?
- Migros Retail's overarching ideas on sensory marketing.

1.3 Research Objective

Therefore, this research proposal aims to respond to the following research question:

1. "Study consider that sensory marketing is a tool that impacts and influences the purchasing behavior of the consumer

1.4 Research Questions

Thus, the report will try to give an answer to the question:

1. How the Migros Retail can use sensory marketing to promote consumer buying behavior?

1.5 Definition of Terms

Sense: Senses that allow organisms to pick up on signals from the environment or from other parts of the body, such as the eyes, ears, nose, tongue, and skin (Oxford English Dictionary).

Sensory marketing: An "ensemble of all the variables of action controlled by the manufacturer or retailer to create, around the product or service, a distinctive multi-sensory environment" (American Marketing Association) that is intended to elicit an emotional response from the target market and encourage a purchase (S. Rieunier, 2009)

Atmosphere: Consumers form an impression of a shop based on sensory inputs such architecture, layout, signage and displays, color, lighting, temperature, noise, and fragrance (American Marketing Association).

1.6 Theoretical framework

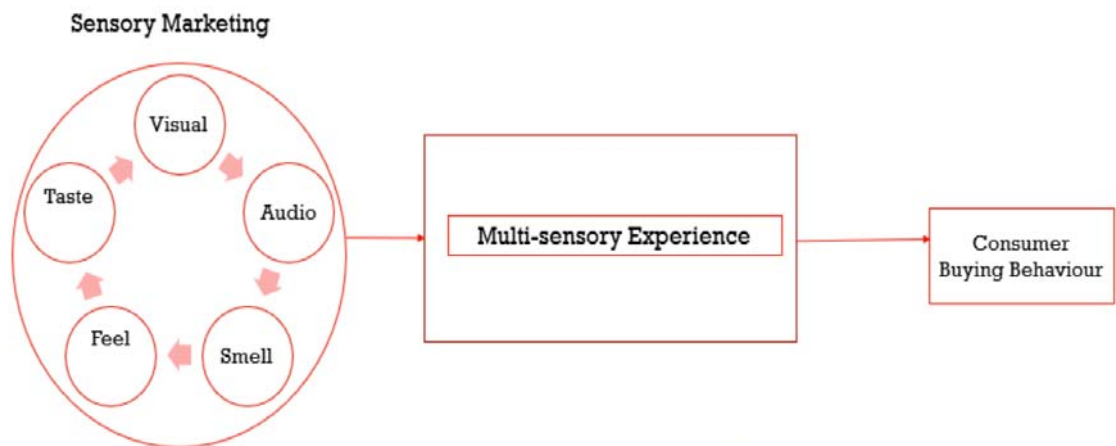


Figure 1.1 Research Framework

1.7 Research Hypotheses

H1: There is significant relationship between Visual and Multi-sensory experience of brand promotions.

H2: There is significant relationship between Audio and Multi-sensory experience of brand promotions.

H3: There is significant relationship between Feel and Multi-sensory experience of brand promotions.

H4: There is significant relationship between Taste and Multi-sensory experience of brand promotions.

H5: There is significant relationship between Touch and Multi-sensory experience of consumer buying behavior.

H6: There is significant relationship between consumer buying behaviour and Multisensory experience of brand promotions.

Through our hypothesis, this study to carry out an investigation to collect information that does not ultimately allow us to understand the impact of sensory marketing on consumer behavior. Therefore, it is necessary to establish a working methodology that does not allow us to diagnose our study and to know what are the variable indicators qualitative or quantitative that do not allow us to properly study our proposed research?

2. CHAPTER

2. Literature Review

2.1 Sensory Marketing

Social media marketing is used by businesses to persuade consumers to purchase their wares. Moreover, it was stated that social media must use several online word-of-mouth channels, including blogs, networking websites, chat rooms, and customer evaluations (Castronovo & Huang, 2012).

One of the most common ways that companies try to influence their consumers' purchasing decisions is via advertising. While influence client habits, businesses use a variety of marketing tools (Castronovo & Huang, 2012). Customers have a stronger connection to brands whose advertising convey emotional values and sentiments. Advertisers know that they can affect consumers' buying habits by appealing to their better angels by using positive emotional appeals and messaging. According to the results, the study shows that advertisements have the power to influence consumers' perceptions of a product. Make their items more accessible to buyers, businesses should create miniature promotional materials (Kumar & Raju, 2013).

McCarthy (1964) proposes the "marketing mix," sometimes known as the "4Ps," which may be used by businesses to implement their marketing strategies (Bennett, 1997). Rather than a hard and fast scientific theory, the marketing mix is more of a conceptual framework for thinking about how to position your product to appeal to your target market. Depending on how you employ the resources at available, you may develop either a quick fix or a more permanent solution (Palmer, 2004). correlations

Between cake making and the marketing mix. It's possible for bakers to adjust the ratios of ingredients in a cake's batter to get a desired flavor the customer's living experiences. The sensory, emotional, cognitive, behavioral, and relational aspects of these interactions are now not only functional. He seeks to analyze the consumption situation. Then checks the suitability of the products to the expectations of the shoppers likewise because the thanks to designing them, to package them and to market them during an attractive commercial climate. The client is more willing to be

The relative importance of the various marketing methods may shift depending on the kind of product being promoted (Hodder Education, n.d). The marketing mix management paradigm has been utilized "as a creator of distinction" in the area of marketing since the 1940s, according to research (Grönroos, 1994). It's (Van Waterschoot's) fault. According to Kent (1986), "the holy quadruple...of the marketing faith...written on tablets of stone" are the 4Ps of the marketing mix. Möller (2006) argues that the marketing mix is an essential topic for discussion in both academic and professional settings.

Social media marketing has become more crucial for firms to reach out to their intended demographics (Castronovo & Huang, 2012). Companies apply social media marketing to encourage clients to acquire items, as stated by Bruhn, Schoenmueller, and Schäfer (2012). In addition, blogs, networking websites, chat rooms, and customer ratings are all examples of online word-of-mouth platforms (Bruhn et al., 2012). Vinerean et al. (2013) state that the cost of marketing via social media is lower than that of marketing through conventional channels. "social media marketing" gives users the "ability to sell their products, services, brands via online platforms" (Vinerean et al., 2013). According to Balakrishnan, Dahnil, and Yi (2014), companies may retain their public relations with their clientele in good standing by employing social media marketing.

Advertising is a common marketing tactic used by businesses to influence consumer opinion. Companies' arsenals of marketing tools for influencing consumer habits are always expanding. Advertisements that evoke strong emotions in viewers tend to be remembered fondly by consumers. Emotional appeals, particularly those that are

seen as positive, are used by marketers as a means of influencing consumers' purchasing decisions. The research surveyed a total of 201 people, including both men and women. According to the study results, commercials have the power to alter consumers' perceptions of a product. In addition, viewers are interested in persuading commercials. In the sake of client convenience, businesses should create little product advertising (Kumar & Raju, 2013).

Gensler et al. (2013) want to find the most significant social platform that impacts consumers by conducting a survey. Their research showed that, compared to still pictures, videos had a far bigger impact on consumers' propensity to make a purchase. Eighty percent of marketers, the study found, employ visual marketing strategies, such as videos, to boost brand value.

A successful social media marketing strategy is essential for building consumer familiarity with a company. Advertising on social media platforms has a special benefit since it raises consumers' awareness of the advertised brand (Kohli et al., 2015). According to Singh and Sonnenburg (2012), social media marketing helps company owners stay informed about customer concerns. For instance, if there is an issue, the company's owner may act swiftly to resolve it. An improved brand reputation is the result of customers feeling heard and their concerns being addressed. Marketers that make advantage of social media to interact with their target audiences are more likely to inspire brand loyalty among their target audiences (Hollebeek et al., 2014).

Once a firm has successfully built brand recognition, customers will become familiar with the product or service. After doing enough research, either via official company channels or social media, a client is more informed about a product or service (Fournier & Avery, 2011). People have different perspectives on the value of information. A study compares how well young individuals and older adults comprehend various types of information. When opposed to their elders, today's youth are more likely to seek out and rely on credible sources of information (Tsimonis & Dimitriadis, 2014).

Sharing information about a product's qualities and advantages is crucial to marketing in the social media sphere. Marketers are unnecessary since satisfied consumers will spread the word about a product's value and advantages to their social networks (i.e., not only to other customers) (Hashim and Hamzah, 2014).

Kadhim, Abdullah, and Abdullah (2016) discovered that the two most essential elements influencing consumers' actions are purchasing behavior and successful advertising. Businesses are using a variety of promotional channels to improve their market share. Marketers often overuse one method: advertising on social media. However, to ensure continued sales, a company's primary focus should be on addressing the concerns of its clientele.

According to research by Hashim and Hamzah (2014), the convenience of online shopping appeals to most consumers because of the need for less physical exertion. According to Ling (2014), loyal consumers who are pleased with a product's performance seldom look elsewhere. Customers are persuaded to purchase a product because of a compelling social media campaign. Ling (2014) said that customers are more likely to be satisfied and loyal to a company if their expectations are met or exceeded by the offer.

Promoting your business through social media is one way to increase your consumer happiness. Sales are boosted when businesses employ social media marketing or an integrated communications campaign to highlight the benefits and qualities of their products (Marlina, Wardi and Patrisia, 2019b).

When a product delivers results that match the customer's expectations, the buyer is happy with the purchase. When a consumer repurchases an item, it's because they had a positive experience with it the first time around (Gordon, 2012).

Acutt (2015) argues that spreading word about a product or service through social media is an effective marketing strategy. The fashion business is advertising the benefits customers will get from buying their wares. An effective advertising campaign may persuade a consumer to stick with a certain brand. Brand promotion strategies have been

examined and identified by Brooks and Simkin (2012). The study's findings showed that companies are using more innovative strategies to sell their goods, one of which is social media advertising. According to Singh's (2012) research, customers' reactions to promotional messages sent through social media varied greatly. According to Singh (2012), a consumer's level of trust is influenced by an advertisement's central theme. This article by Aliata, Ojera, and Mise (2017) assesses the effects of social media advertising on client happiness.

A company may employ social media marketing to energize its clientele, as suggested by O'Toole and Pilling (2003). Customer happiness and final buying decisions are strongly linked to the marketing mix component of promotion. Promotion is the sole component of the marketing mix that aims squarely at the consumer and helps the business get in touch with them to boost sales and customer happiness (Ho and Dempsey, 2010). According to Leskovec, Adamic, and Huberman (2007), organizations may further influence consumers' propensity to make a purchase by using viral advertising.

According to Fernandes and Solimun (2018), social media marketing is all about informing the buyer about the product's qualities and benefits. They continued by arguing that firms employ promotion for a variety of purposes, including but not limited to demand generation, customer retention, revenue growth, market stimulation, and consumer happiness.

2.2 Importance of sensory marketing

One of the novel approaches to marketing, sensory marketing allows customers to have a feel for a product or service before they even buy it. The senses of touch, taste, hearing, smell, and sight all contribute significantly to our comprehension of a product. The way these jobs are perceived gives them a competitive edge in the modern business world (Citrin, et.al., 2003). Our senses reflect our everyday life, and we use to fulfill the wants and requirements. Although these ideas provide evidence that sensory marketing is merely the next logical step in the development of traditional marketing, which may seem too logical for the modern market, sensory marketing is, in fact, an entirely novel concept that emphasizes the enjoyment of the senses by focusing its tactics on touch, emotion, hedonism, love, and the five senses. Based on the patron's sense of smell, taste,

sight, and sound, sensory marketing may be rationally broken down into the following five subfields:

- Olfactory marketing
- Sound marketing
- Visual marketing
- Taste marketing

2.2.1 Olfactory marketing (Smell)

When it appeared within the 90s, Annick le guerer reports in an exceedingly study that companies have begun to realize Olfactory effects in motivating consumption. In his best-selling book, *Brain Rules*, Dr. John Medina explains. The employment of artificial odors to attract clients in public places like the street, the subway, or a grocery store is the most well-known kind of olfactory marketing in the food business (Randhir et.al., 2016).

Involvement of the brain regions involved for the formation of emotions and memories is prompted by olfactory stimuli. Smell is responsible for triggering 75% of our emotional responses, and the average person can recognize and recall up to 10,000 different odors (Randhir et.al., 2016). Smell is the only sense that has a direct connection to the brain. In his best-selling book, *Brain Rules*, Scholar elaborates. The employment of synthetic aromas to attract consumers in public places like the street, the subway, or the grocery store is the most well-known example of olfactory marketing in the food sector (Chebat & Michon, 2003). The popular coffee chain Starbucks is a perfect illustration of this idea. Now, instead of having the coffee beans roasted elsewhere, they are doing it in-store. The aroma of beans will permeate the air and provide another layer of depth to the experience. Surprisingly, there have been very few studies conducted in this area compared to those focusing on optical or auditory stimuli. The study of scent is very new, with studies just beginning within the previous 15 years, particularly in the United States (Chebat & Michon, 2003).

There is, nevertheless, unarguable proof that consumers' actions are influenced by odors. In the first place, science has shown the importance of scent in making purchasing decisions (Laird, 1935; Cox, 1969). Spangenberg, Crowley, and Henderson (1996) found that a pleasant aroma had a beneficial effect on customers' impressions of a store (and some of its items), their intentions to browse, make a purchase, and how long they stayed within (real and perceived). However, the specific olfactory qualities that may underlie these impacts have not yet been established (Doty, 1984). Unlike males, women have heightened olfactory perception, as noted by Hirsch and Gay (1991). While women are more sensitive to the aroma of shampoo than men, males tend to linger longer on a shelf that has been scented with a spicy scent (Wall Street Journal, 1990). Doty (1984, 1985) argues that as people age, their sense of smell deteriorates, altering their perceptions of the world. Those born before 1930 are more likely to recall odors from the natural world, whereas those born after remember smelling more food or synthetic substances (Hirsh, 1992). To prevent an unfavorable impression and subsequent sales drop, brands may benefit from olfactory marketing if they understand their target demographic.

2.2.2 Visual marketing

Advertising via the use of Images (sight). Marketing relies heavily on the sense of sight since it is the one that receives the most outside stimulation. Marketers have a firm grasp on the importance of such seemingly little details as the color scheme and shape of a product's packaging, the design of a store's display cases, and the execution of a marketing push. The human visual system uses color and form as its primary means of categorization and distinction. Customers are more likely to remember a brand name if it relates to an easily recognized color. Therefore, businesses like Coca-Cola, Kodak, and KFC have chosen to use colors that are instantly recognizable to their target demographic. Even though the consumer did not see the firm's name, the company might still be recognized. Studies on long-term memory retention have shown that people are up to 78% more likely to recall a message written in color as opposed to black and white. The significance of color is readily apparent and easily described in the food and beverage business. To perceive things like shape, color, size, motion, and

distance, the visual system converts incoming light patterns into data. Recent years have shown that a product's aesthetic is not the only thing significant to customers. Furthermore, studies have shown that visual cues play a pivotal role in the formation of both brand consciousness and the consumer experience.

Touch's historical significance is mirrored in the language as well (Ackerman 1990; Katz 1925, Williams 1976), thus this study uses tactile terms like "on the other hand" and "to remain connected" and "to the touch" when we talk to one another. The hands have been the primary focus of research in the study of touch; however, the study of touch may include any tactile structure on the body. The "smart hand," as defined by Klatzky and Lederman (1987) and Lederman and Klatzky (1987), is the "external brain" of the human body (Krishna, 2011).

2.2.3 Auditory marketing

The appropriate tunes have the potential to affect our dispositions and purchases (Krawczak, 2016). It is well-established that associating music with a message increases the probability that the client will remember the message. Since studies have shown that music may affect consumer behavior, it's hardly surprising that sensory marketing experts see the potential of playing soothing tunes at the register. The effectiveness of a sales setting depends on how effectively it accommodates the subjectivity of the potential customer (Célier, 2004). A product's innate sound may have a favorable meaning in the minds of consumers.

In Kellogg's TM, the focus is on the sound. While everyone knows Kellogg's for the "snap, crackle, pop" of their Rice Krispies TM, you may be surprised to learn that the company's signature cornflake crunch was developed in sound studios. (Randhir, et al., 2016) The power of music rests in its capacity to unify disparate elements and reinforce a wide range of mental and physical moods (Gumperz, 1977; DeNora, 1986). The goal of using music in retail is to have customers feel something that is compatible with the things being sold. When rock music is played at a guitar shop, potential buyers might imagine themselves making music with the instruments on display. One's propensity to buy a product may shift if they link it with a certain song. Sales at a pub

may be boosted by blasting music, according to research (North & Hargreaves, 1996). The best music to play in different settings has been the subject of scientific study; for instance, classical music may improve the overall quality of an experience in a wine cellar or tea shop (Areni & Kim, 1993). To wit: (North & Hargreaves, 1996). But music may also influence "crowd control" by keeping consumers inside for longer. For example, Roballey et al. (1985) and Milliman (1986) discovered that fast music caused consumers to leave the establishment more quickly. Playing slow music at a low volume, on the other hand, encourages individuals to remain inside for longer and spend more money. Customers eat more rapidly and consume less food when the restaurant is loud and the music is upbeat, research found. It was discovered by Smith and Curnow (1966) that shoppers move in sync with the beat of the music at checkout counters. Professionals in the field of marketing may utilize music in a few contexts to influence customer behavior and complete the scene for a more productive sales session.

2.2.4 Tactile marketing (touch)

More than four million sensory receptors are in the skin, and they are quickly impacted by the materials used, the weight, the smoothness, and the simplicity with which the product is used. Packaging design and even certain forms of advertising put a premium on appealing to the sense of touch. The impact of our packaging on consumer recall of our products may be substantial (Barnes & Nath 2016). It's a foolproof strategy for getting in touch with the subconscious, along with the consumers' views, emotions, and preferences. Retailers' window-display plans heavily rely on customers' strong desire to pick items up and try them out. The hands are the primary interface between our cerebral cortex and the external environment. When compared to the whole back, the human tactile nerve system is more densely concentrated in the little finger. The weight of the silverware, the softness of the napkins, and the comfort of a chair are all details that might influence a customer's opinion of a restaurant's atmosphere. This is due to the fact that the sensation of touch is a powerful factor in feeling good (Rieunier, 2002).

2.2.5 Gustative marketing (taste)

Humans have five taste buds that allow them to detect bitter, sour, savory, salty, and sweet flavors. We owe a debt of appreciation to our sense of smell, which is responsible for the aromas that we experience while eating. One's sense of taste is intimately connected to their emotional state, and as a result, it has the power to alter their mood and their overall impression of a brand. Thanks to advances in science, companies can fine-tune their goods to suit local tastes: In contrast to the sour preferences of the British, Germans tend to like sweet and salty combinations. (Célier, 2004). Recently, researchers have attempted to dissect the taste-processing mechanism and investigate the connections between, say, flavor and hue. So, researchers can now say with confidence that consumers associate the hues red, green, blue, and yellow with the four main gustatory sensations of sweet, sour, bitter, and salty. This might be useful, for instance, when conceptualizing product packaging. Whether it's via a blind taste test (using comparison adverts, for example) or by direct sampling or free-tasting emotional activities, firms often utilize gustative marketing to persuade clients. Such activities may be decisive in the food market, as Rieunier (2002) argues, since consumers are more likely to buy a product they have tried and enjoyed.

2.3 Influence of the senses on the customer

The influence of sensory marketing on consumer behavior isn't any longer to be proven. In fact, whether in environmental psychology or in marketing, researchers have proven that the link exists, many are wondering if sensory marketing wouldn't be a fad, and although the practice is comparatively recent, the idea has quite a century in environmental psychology.

Consumers, according to some authors (Brembeck & Ekström, 2004; Ratneshwar & Mick, 2005), no longer purchase only things and services, but also the feelings associated with such purchases. In spite of the importance of the senses in shaping customer value, sensory experiences, and the brand's image, this investigation restricts its examination of the sensory experience to the five human senses. Therefore,

as can be shown below, sensory marketing encompasses not just one but six senses: sight, sound, aroma, touch, environment, and taste.

There are several things that must be seen, heard, tasted, touched, or scented (Holbrook and Hirschman 1982). In an effort to appeal to its target audience, sensory marketing makes use of the five senses—sight, hearing, touch, and taste—to form impressions. Companies and products may stand out from the crowd, motivate customers to purchase, and increase their value proposition (e.g., via improved aesthetics or increased enthusiasm) with the help of sensory marketing (Schmit,1999).

To accommodate the limited capacity of the human brain, the environment often acts as a filter for the information that enters it (Semenik, 2002). Thus, the information is filtered by protective perceptual filters before it reaches the brain.

Involving either the body's physiology or the mind's psychology, these barriers function as unconscious filters (Arens, 2006). Physiological screens use the five senses that are accustomed to detect incoming data and quantify the size and intensity of physical stimuli, whereas psychological screens analyze the information in light of the patron's goals, motives, expectations, and personality (Arens, 2006).

2.4 Sight and its marketing impact

Orth and Malkewitz, for example, have examined empirical studies of first impressions based on sight (2008). Vision is the primary means of perceiving products and services and has the greatest capacity for detecting subtle environmental variations. In terms of the human brain's sensory, affective, and cognitive capabilities, research have shown, for instance, that vision may interact with other senses including hearing, touch, and olfactory perception (Calvert & Thesen, 2004). One research showed that one sense may be influenced by relationships with other senses, while another showed that the five senses merge in the human brain using a variety of ways (Driver & Noesselt, 2008). Henderson, Cote, Leong, and Schmitt (2003) state that consumers are more likely to give serious thought to a purchase when presented with visually appealing information about a product (Kahn & Deng, 2010). Furthermore, it has been shown that

visual sense is of tremendous relevance when verbal content is lacking, hence producing an impression of quality which has a direct influence on the development of a robust brand (Henderson et al., 2003). Brands and other visual signals have been gathered from studies as well. It has been hypothesized that consumers are more likely to notice and report flaws with an unattractive product since they are on the lookout for them. The aesthetic appeal of a product has been shown to affect not just how its users feel, but also how they solve problems (Norman, 2004). Without considering any further data, it may have both beneficial and detrimental effects on customers (Norman, 2004). Messaris (1997) echoed this point when he said that the visual perception of a product or other object might evoke an emotional reaction in the viewer. A visual approach places an emphasis on the symbolic significance of visual cues including color, lighting, theme, graphics, architecture, and the like. All of these play a role in illustrating the character and principles of a brand. Nokia, a Finnish mobile phone manufacturer, is a prime example of this trend: the company has deliberately designed its products with intangible, human qualities in mind. The primary justification for this shift has been a rejection of the cold, rigid ideals that are often associated with technological progress. This has helped make mobile phones easier to operate by giving each model its own personality. The large display and responsive keys on the Nokia have been optimized for this, and the availability of many phone colors points to a trend toward more customization.

2.5 Sound in marketing perception

Our sense of smell contributes significantly to our whole experience. We take a whiff of the milk in the fridge before drinking it, and if there is even the slightest hint of smoke in the air, we react appropriately. The ability to detect rotting or off-putting odors in food is a crucial safety mechanism. We only put items in our shopping cart after giving them a good scent and feel. When we open a can of peanuts or a beverage, we instinctively check for tampered seals and look for signs of tampering on the box. According to this body of work, a person's sense of smell might operate as a subconscious signal or stimulus that influences their actions (Ward, Davies, & Kooijman, 2003). In this matter, studies have focused on three characteristics of

aromatherapy: the existence of a smell, its pleasantness, and its compatibility with surrounding and service features (Bone & Ellen, 1999). Quite a few studies have shown that certain aromas may increase customers' interest in making a purchase and improve the store's reputation (Parsons, 2009). In addition, studies show that customers' perceptions of a business space are positively influenced by the presence of a pleasant aroma (Bone & Ellen, 1999), which in turn increases the likelihood that customers would make a purchase (Chebat & Michon, 2003). Both the pleasantness and the unpleasantness of aromas emanating from objects and the services linked with them have been the subject of many readings (Bone & Ellen, 1999; Chebat & Michon, 2003).

Consumers' attention spans, the frequency with which they explore merchandise, and the length of time they spend deliberating over a purchase are all found to increase when a nice scent is present in the business (Morrin & Ratneswhar, 2003; Schifferstein & Verlegh, 1996; Spangenberg et al., 1996a). It is hypothesized that customers' positive (negative) emotional responses to scents would strengthen their ingrained pro- (anti-)active tendencies (Morrin, Krishna, & Lwin, 2010).

In addition, studies show that enticing customers with a pleasant aroma is an inexpensive and successful strategy for influencing their purchasing decisions and thus increasing sales (Spangenberg et al., 1996a). Overall, these impacts may affect consumer behavior, resulting to increased spending when customers enjoy the nice aroma of a store. Cleaning goods with a lemon flavor, for instance, are more likely to get positive reviews if their aroma is consistent with the product's intended usage (Bone & Ellen, 1999). When customers perceive an aroma as characteristic of the product, they tend to have a more favorable impression of it. The compatibility of olfactory cues with the rest of the service setting is also important to take into account (Ward et al., 2003). In fact, the nostalgic aroma of Crayone color pens has become an integral part of the company's branding strategy. Crayone had a problem in the early 2000s when they had to protect their name from the numerous illegitimate rivals operating in Asia. That was a really difficult task. Securing a generic color pen was a challenge. When the branding is unfamiliar and the pens are no longer in their original package, it becomes more challenging. The only sense you have is olfactory. We take a whiff of the original pen's

scent, which was trademarked by Crayone but was really made in a lab. The distinctive odor that has become synonymous with Crayone is now chemically encoded and an essential part of the product. It's meant to inspire the minds of tomorrow's youth and, more importantly, can't be replicated.

By using a fragrance strategy, an aroma might become associated with a company. It's well-known that the sense of smell plays a significant role in the formation of associations, the maintenance of mood, and the general happiness of both consumers and staff. In an interview with the marketing department in Gothenburg, Sweden, Volvo detailed how they get rid of odors in the automobile to make it more inviting to use:

We made a concerted effort to ensure that the automobile had a pleasant aroma upon entry. The new S80, like all of our other vehicles, are designed to be allergy friendly. The Swedish Asthma and Allergy Association has endorsed the S80 as a suitable inhaler. There is usually a buildup of plasticky odor until the vehicle is opened with the hand control, at which point the air is sucked out. That there has been such a massive amount of development activity in this region may be seen from this.

2.6 The smell about gender

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2.7 Atmosphere from marketing perception

Kotler argued in the 1970s that a location's ambiance might be more important than the product itself, emphasizing that the environment itself can be considered the primary offering. According to Pucinelli et al. (2009), consumers' actions are influenced by the stores' ambiance since it shapes their perceptions, prompting them to form favorable impressions and increasing the possibility that they would experiment with the store's offerings (Wagner & Rudolph, 2010).

The study of the environmental signals that may influence human behavior and perception is known as "store atmospherics," and it has been characterized as "an endeavor to construct purchasing settings to elicit certain emotional responses in the customer that boost his purchase likelihood" (Kotler, 1974). (Smith & Burns, 1996). According to Sharma and Stafford (2000), atmospheric cues are the sum of design, ambience, and social variables, which relates to the concept given above by Kotler (1974). Therefore, shoppers should never assume that a retail space is neutral; rather, they should expect to be bombarded with a variety of indications and messages (Greenland & McGoldrick, 1994). Therefore, these signals, known as sensory cues, play a crucial role in drawing the consumer and establishing an emotional connection with them (Hultén, 2011). The business's environment is receiving more and more focus from

shoppers and store owners alike, therefore shops must be thoughtfully styled with a variety of components to attract shoppers and persuade them to make purchases (Turley & Milliman, 2000; Solomon et.al., 2010).

Summers and Hebert (2001) expand on this line of reasoning, arguing that atmospherics reflect exact sensory properties of a retail setting that may be leveraged to create distinct customer reactions. To all except our sense of taste, the atmospherics are the medium through which we take in information about the environment (Kotler, 1974). Several stimuli and signals, like as color, aroma, and music, are linked to store atmosphere (Spangenberg et al., 1996b; Wagner & Rudolph, 2010; Solomon et al., 2010), with the goal of influencing consumers' favorable emotional reactions at a subconscious level (Donovan & Rossiter, 1982). It's likely that your primary choice will be heavily influenced by your subsequent choices, each of which will be rife with cultural undertones relating to your lifestyle, objectives, formative experiences, and body image. Therefore, it is important for the marketing professional to investigate how our taste for food evolves and what it reveals about us as a part of the expanding field of cultural studies. Understanding the nuances of cultural variations in food preferences may help businesses in the food industry with marketing and research.

2.8 Taste and sensory marketing

According to Professor Charles Spence, taste involves our other senses to a greater extent than most people think. It extends much beyond the perception of fundamental tastes on the tongue. In terms of importance and sophistication, taste is unparalleled. Only a small percentage of our taste preferences are hardwired from birth. We like it if they have a personal connection to the story. When one taste or dish is well-liked and accepted, it might affect how others are perceived. An aversion to a meal may be formed that lasts a lifetime if the sensory qualities of the food are associated with unpleasant feelings or responses (nausea, vomiting during or after intake). Nonetheless, favourable emotions may also have a role in shaping a person's preferred cuisine. The sense of taste is very important when discussing culinary items, whether such goods be sweet, sour, spicy, salty, fruity, or colorless. When it comes to processed foods.

2.9 Inference

1993 Pinson in 1986, Zeithaml in 1988, Keaveney and Yhunt in 1992, and Brcekemier established that when the patron doesn't assess the intrinsic quality of a product or isn't ready to see his experience with the merchandise, it makes inferences from the extrinsic attributes of that product and its purchasing environment. The foremost striking example is that of sound marketing, in fact, the image of the brand and the products offered are going to be conditioned by the design of music played within the store. The patron will make an inference between the fashion of music starting off the speakers and therefore the quality of the brand and therefore the products they're potentially close to buy. This also works with scents, which still position the brand for visual marketing and tackle (Rieunier, 2002).

2.10 Evocation

Playing on the consumer's sensations during his visit to some extent of sale can strongly remind customers of the memories. This can be the evocation reaction: the customer will recognize such and such a smell, hear such music and make a hole within the game. The sunshine reminds him of such a memory, thus creating a link, an evocation in his head that may be positive or negative. North, Hargreaves, and Mckendrick (1999) (Fondevila-Gascón, 2018) have proved that there's a link between the geographical origin of music played in an exceeding supermarket and the purchase of products: if the music played is French, customers buy more French wine if it's German, more German wine. the evocation within the stores is usually used not will smell for instance with the approach of the summer of the odours of sunscreen and sand within the galleries of spring as an example, or odours recalling winter and Christmas at this era all that to evoke a sense, a memory within the mind of the buyer which can push him to shop for, like the figure (2) show

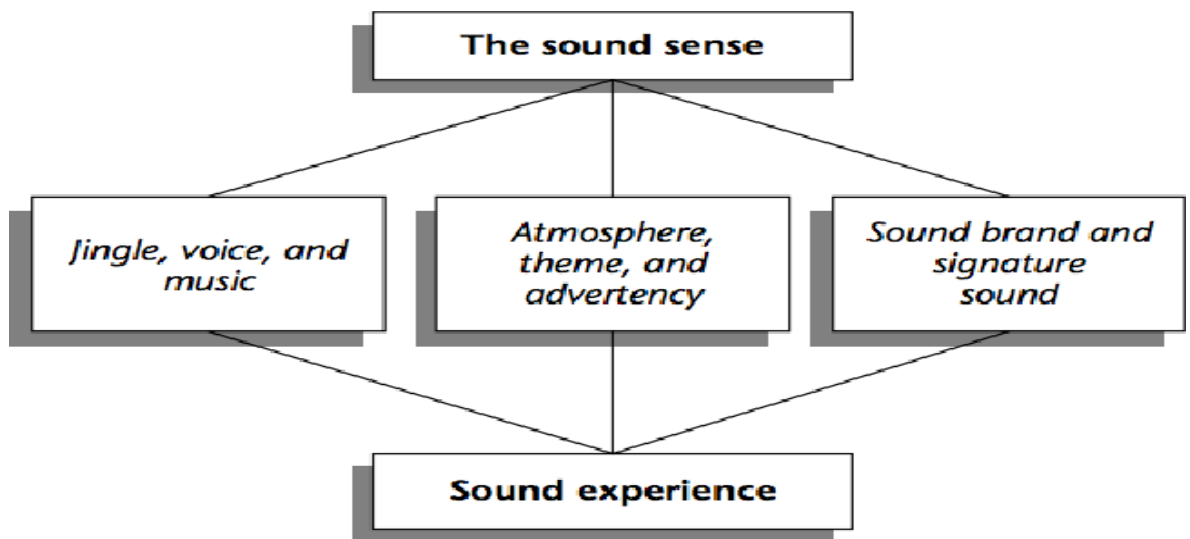


Figure 2.1 Diverse Manners Of Transmitting A Message Intentionally (Fondevila-Gascón, 2018)

2.11 Physiological Reactions

The automatic reflex of a private during a point of sale is that he will have physically in a very particular context. This leads to sensations and stimulation, the patron will feel calm, relaxed, or stressed or maybe stimulated, euphoric, tired, or in fine condition (Fondevila-Gascón, 2018). The response, therefore, implies stimulation of the customer at the purpose of sale.

The psychological level, the stimulation of a private is that the impact that the environment will wear his behavior and this could be observed by certain physical phenomena: sweating which increases, muscles which tighten, movements are faster, etc. the absence of music (Strabo, 1992), or when the music pleases them (Lemoine, 2002), and therefore the red walls arouse more stimulation than the blue walls Crowley and Hasty (1983) (Gildas Aitamer, 2011). These are examples of sensory marketing processing that acts on consumer stimulation. The same goes for smells, some are more calming, and others more sensory marketing stimulation leads to a change in consumer behavior, allowing to manipulate the latter according to the brand's positioning and the desire it must see its customers in a particular state of mind when they arrive in the store.

2.12 Behavioural reaction

After manipulating the cognitive and emotional reactions of consumers at the point of sale, distributors also use sensory marketing to influence the physical behaviour of their visitors. Behavioural reactions are, therefore, the physical reactions and how customers act when they visit the point of sale. There are three reactions in consumer behaviour: physical behaviour, purchasing behaviour, and attitude, the customer's intention.

The basic goal of sensory marketing is to entice the customer by improving his or her experience with a product or service to persuade him or her to make a purchase (Daucé & Rieunier, 2002). Marketers and entrepreneurs that recognize the value of appealing to customers' senses in their marketing and branding efforts have a leg up on the competition. Unpleasant lighting made customers more alert and worried, whereas pleasant lighting may have a significant impact on their level of enjoyment throughout their shopping experience. Multiple studies, including one on the effects of background music on people's moods (Alpert, M., Alpert, J. 1989; Bruner, 1990), have shown the power of environmental influences in shaping emotional states. According to those research findings, the selection and performance of dynamic, rhythmic music in a retail setting might affect the emotional state of customers (Alpert, M., Alpert, J. 1989). These findings also indicated that the music selection and playback experience was manageable and contributed to the client's satisfaction (Sibénil, 1994). Customers are in a much better mood and more likely to make purchases when they hear music that they like (positive mood). Furthermore, the pleasure felt by customers at the point of sale can be affected by the ambient scent diffused throughout the space: certain pleasant smells provide an efficient and favourable response. In contrast, if the customer faces an unpleasant odour, he may feel the smell dissatisfaction and deterioration of his mood (Daucé & Rieunier 2002).

Lemoine (2002), taking a more all-encompassing view of the environment, demonstrated that the social context and the state of design have an impact on the pleasure felt by the client at the purpose of sales and its stimulation. It has been shown via studies in psychology and therefore in the domains of sensory marketing that humans

have physiological responses to environmental stimuli, such as an elevated heart rate, perspiration, and/or muscular tension (Daucé & Rieunier, 2002). According to the findings of Lemoine (2002), the combination of music, lighting, and shop layout may increase consumer satisfaction, happiness, and entertainment. The patron's mood, energy level, and sense of serenity would all be affected by the synergy between the music and the kind service he received.

2.13 Consumer buying behaviour

The term "consumer buying behaviour" refers to the aggregate of a buyer's thoughts and feelings about a product or service before, during, and after the purchase decision. Economics, anthropology, psychology, and sociology all play a role in studying consumer behaviour. The study of consumer behavior is quite extensive. It helps businesses learn what factors influence customers' final decisions to purchase a product or use a service. A marketer's desire to learn more about customer habits is motivated by improving future product and service messaging via improved public relations and advertising (Ramya, 2017).

Hata! Başvuru kaynağı bulunamadı.

3. Research Methodology

3.1 Research Design

The two primary pillars of the scientific method are the quantitative and qualitative investigation methodologies. Inductive approaches are often used in qualitative research, whereas deductive methods are more common in quantitative research. Researchers in a quantitative study are more likely to try to quantify their findings. While examining the literature review, our curiosity and our willingness to study sensory marketing and its impact on consumer behavior is growing, so we will devote this part to the analysis methodology to acquire information that can answer our problem that we mentioned in the introduction and deduce conclusions on this theme in a very specific and precise way since sensory marketing is one of the strategies that can lead to the success of the company.

The aim of this investigation is to analyze the behavior of the consumer vis-à-vis the sensory marketing practices carried out by the Migros brand, here we take up the main information that we can gain during our study method that emerges from " a questionnaire conducted with 250 consumers. First, consumers' neglect of the existence of some marketing that stimulates their senses was remarkable for the majority of respondents. The notion of sensory marketing was not understood, so before the survey continued, a description of the concept was pre-eminent. This outcome suggests that by stimulating their senses, brands are not making enough effort to approach their consumers

3.2 The qualitative study

The qualitative study makes it possible to seek out the explanatory variables of retail manager of Migros distribution during my internship in retail distribution gave me more information on the operation of distribution which prompted my curiosity to deepen and take a look at to grasp the behavior of consumers in such a Migros distribution, we are going to do a double qualitative and measurement to answer the questions "who", "how" and "why" by using interview with a personnel of retail distribution "Migros market".

3.3 Research Procedure

Different approaches and techniques have been used in this investigation. The study can't get off the ground without first defining its objectives, questions, and problems. When the groundwork for the study was set, a thorough literature evaluation was performed. To collect data for this endeavour; an online poll has been created. A large enough sample was selected before conducting the interviews. Several statistical analyses were performed on the data. Results were analyzed and evaluated. Through testing, we may turn the intangible into the quantitative, which in turn enables conclusions and suggestions. To successfully completing the study requires gathering data and conducting investigations, and correct research techniques must be used to guarantee the accuracy of the findings. While collecting data is very simple, collecting data that is relevant to the study's purpose is more challenging. There are two primary methods of inquiry in this area: inductive and deductive. Predictions are produced in deductive research using already-available hypotheses, and those predictions are then evaluated on a larger scale. Although inductive research requires additional due diligence in hermeneutics, the study's focus is on empirical facts and data-built hypotheses, therefore it takes an inductive turn toward discoveries and analysis that would provide descriptive input.

3.4 Sampling

The participants in this research are selected at random. The population's uniform distribution of sampling probabilities is maintained by this strategy. The use of a simple random sample procedure helped make this research more credible. Further, this approach is helpful since it yields results that are not influenced by any outside factors. Our research aims to provide light on the motivations and strategies that drive the use of sensory marketing in retail settings. Our research is also called descriptive research according to these aims because the problems are "structured and well understood" (Ghauri & Grønhaug, 2010).

We infer the following three points based on the research question before determining which methods we are using. First of all, the analysis is from a retail perspective; thus, rather than quantitative, more customer-oriented methodologies, qualitative methodologies should be chosen (e.g., an outsized number of client questionnaires). Second, the ownership of a holistic Within the report, various external bodies, such as advertising agencies, retailer associations, etc., were considered from the perspective of the employment of sensory marketing in retail. Third, to prescribe practical study advice, a good case of sensory marketing is provided. Fourth, sensory marketing consumer reactions are considered.

3.5 Data Collection

For this project, a quantitative research methodology was used; for this purpose, primary data was collected. In two ways, primary data was gathered. This study conducts a survey interview with Manager of retail Migros market, a questionnaire survey be carried out. Secondly, interviews will also be performed, with costumers owing to understand their behavior toward sensory marketing for this reason I'm going to use survey da.

3.5.1 The interview survey

To achieve the goals, the personal interviewing technique is carried out as it is the most flexible and efficient communication process, allowed by spontaneity and also provided with for this initiative, semi-structured face-to-face interviews involving two interest groups will be contacted: personnel and managers and director of retail. The option will be based on the awareness of researchers among the interviewees about:

1) As a leader in the mass distribution sector what is the secret of your success?

The secret of our success is the quality of service, the freshness of our products, the quality/price ratio and hygiene.

2) What does sensory marketing represent for large retailers?

Sensory marketing is one technique among others applied by the brand to promote purchases and that by trying to stimulate the five senses of our customers.

3) Can you explain how Migros market does serious marketing? That is, what are they stimulated and by what actions?

Migros market applies sensory marketing via tasting operations which allow customers to taste a product before buying it but also to discover new products, we also stimulate sight and touch through the various highlights and the buy but also to discover new products, we also stimulate sight and touch through the various highlights made in the store to accompany the events and seasons in particular (the aid, Christmas , the outdoors, back to school), we stimulate worship especially in the following departments: Bakery, caterer, children's department ... we have an air purification system to ensure the well-being of our customers, we also try to diffuse good smells through the cleaning of the floor but we think that this is not relevant since the surface of our store is 6800 square meters, so we can say that our olfactory marketing policy is in the process of work, as regards the music it is chosen By Madame Betul (the director) the most important criterion in her choice is that she must be calm and gentle to encourage the client to pass more time in the store.

4) Did you notice a change in the purchasing behavior of consumers after taking these actions?

Migros market has used Sensory Marketing since its launch, so it does not have a certain date from which we noticed a change; the tastings are generally done on Fridays and weekends. The sales of products tasted increase during these three days compared to the days before, so we can say that the mass mentioned above promotions arouse and provoke the act of purchase with our customers.

After studying the responses obtained during the interview, we can say that Migros' sensory practices are successful, they have a favorable impact on consumer behavior and especially on purchasing behavior, and we will still proceed with the second collection of data. Information by studying the quantitative variable while using the survey question.

3.6 Demographic analysis

3.6.1 Data Screening

In the preliminary analysis, this study provides the fundamentals of the respondents and their responses to the survey instruments.. This research makes use of IBM SPSS Statistics Version 23. We were learning about data coding, editing, verification, outlining, and neutral responses. The first step is to create a list of potential values for each label and a numbering system for each variable. Further, it was found that files that were missing and had a value loss of 10% or more were ignored. If an outlier's deviation from the mean was less than 10%, the median from a neighbouring site was used instead (Joe F Hair Jr et al, 2014). To account for neutral reactions, we simply extrapolate the norm from each event. The replies in the folders with default values below 0.7 were deemed uninterested and hence eliminated.

3.6.2 Data preparation and examination

According to (Bhattacharjee 2012), the data is engaged in a wide range of operations, including encoding, input, absence, and transmission of information. To

conduct the research, the team used an online survey that participants completed at their own pace and sent back to them through email. There is an element of automation afforded to responders, as their responses are input into a tablet computer in real time. All those responses are yours to download and pore. When surveys are sent out by email, respondents often fail to complete them. There is a loss of some replies.

3.6.3 Data Entry

The data was entering in SPSS 23 and prepare a data sheet for analysis.

3.6.4 Missing data

This analysis looks at how the pattern currently stands and assumes that any information gaps will be distributed randomly. Since this option is unavailable, Roderick and Farquhar (2002) conducted the MCAR test (missing totally at random occurrence) to prove it. Also, this demonstrates that they don't follow hidden, meticulous blueprint (Joe F Hair, Ringle, and Sarstedt, 2011; Klarner et al., 2013). Due to the study's reliance on an online data collection approach, a small amount of data was missing. Because respondents are unable to go to the next question until a particular question is completed, the number of missing data lowers because of the data collection (Joe F Hair, Ringle, and Sarstedt, 2011). However, there is no way to completely sidestep the issue of missing data. Since some responders fill out the questionnaire in full, while others fill it out halfway.

3.6.5 Suspicious response patterns

The response pattern is verified before diving into the data. It was used to check whether respondents gave the same response to a high proportion of questions in both the (Hair et.al., 1986; Hair et al, 2016) studies, and if so, whether they should be excluded from the analysis.

3.6.6 Outliers

An outlier is someone who provides an extremely extreme response to a single question or consistently provides an extremely extreme response across all questions. Therefore, due to their role in statistical tests, it is important to check for the presence of outliers in the data and characterize the kind of influence they have (Hair et.al, 2014). IBM SPSS box plots and stem-and-leaf plots were used to categories respondents (Mooi & Sarstedt, 2011). No abnormally high or low response was found.

3.6.7 Data distribution

The data shouldn't be too typical since it might make it more challenging to demonstrate statistical significance for the parameters (Henseler, Ringle, and Sinkovics,2009). The response pattern is regarded to be usual when both the skewness and courtesies are very near to the value of zero (A. Hair, Bowman, and Sauer,1986). The fact that the skewness and kurtosis data spanned from +3 to -3 on the indicator scale meant that it was irrelevant whether the data followed a normal distribution. Because these criteria are not evaluated when comparing the two buildings, the disparity between them is not considered a significant issue, and both structures are allowed to remain in place. To conduct an analysis of the data obtained from the sample, the descriptive statistics were produced by utilizing the statistical programme included inside the SPSS software.

4. CHAPTER

4. RESULT AND ANALYSIS

4.1 Data analysis

The data shouldn't be too typical since it might make it more challenging to demonstrate statistical significance for the parameters (Henseler, Ringle, and Sinkovics,2009). The response pattern is regarded to be usual when both the skewness and kurtosis are very near to the value of zero (A. Hair, Bowman, and Sauer,1986). The fact that the skewness and kurtosis data spanned from +3 to -3 on the indicator scale meant that it was irrelevant data followed a normal distribution. To analyze the data obtained from the sample, the descriptive statistics were produced by utilizing the statistical programme included inside the SPSS software.

4.2 Procedure for Data analysis

Managers, staff, and customers participated in this survey at a Migros store. Descriptive statistics were used for data analysis. To categorize data, an "SEM Path analysis" was performed. Data analysis was performed using Microsoft Excel (2016), PLS Smart 3.0, and the IBM SPSS Statistics 23 package.

4.3 Data Screening

Psychometric presupposition, missing data treatment, and normal data distribution were evaluated in the present study to validate the usefulness of PLS route modeling.

4.3.1 Data Normality

More thorough examinations are guided by the results of calculating skewness and kurtosis values. Kurtosis scores outside of +/- 2 and skewness ratings outside of +/-1 are usually considered to be outside of the normal range and may prevent further exploration and interpretation of the data (Kline, 2005).

4.3.2 Common Method Bias

In terms of the properties of the measurement and the perceived (observed) items at hand, the dimensions of latent variables are worth. Here we look at the external model and evaluate it based on four criteria: internal consistency, item reliability, discriminant validity, and convergent reliability (Hair et.al., 2011; Henseler et.al., 2009). The dissection of the model into its four components goes into detail on a total of 26 characteristics. The PLS approach was used to finish each of the mirrored structures. To evaluate the scale internal consistency, the SMART PLS approach performed calculations to provide convergent reliability and discriminant validity estimates.

4.4 Demographic Characteristics

The sample size for this study was 250 people. The respondent's demographics were questioned (such as gender, age, education level, work status, and income). According to the results, there were 110 female respondents and 140 male respondents. The results are shown in table 4.1.

Table 4- 1 Respondent Gender

Demographic variables	Gender	Frequency	Percentage
Valid responses	Female	110	44.00%
	Male	147	58.80%
	Total	250	100%

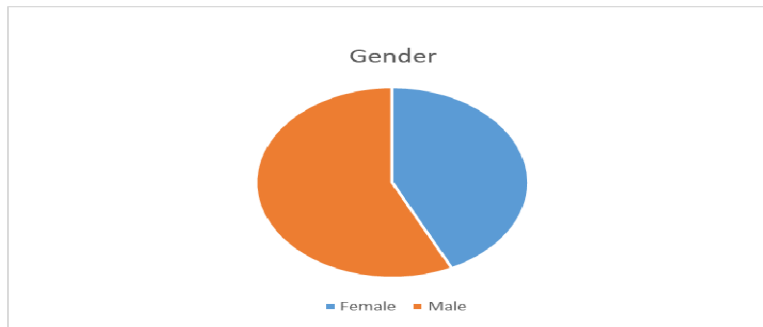


Figure 4- 1 Gender of respondents

According to the findings, the classification "students" garners a higher response rate from the sample than the other work status options (unemployed, employed, and self-employed). The results are shown graphically, 27.20% of employees are managers, 37.20% are workers, 25% of respondents are executives and 64% respondents don't mention the designation. The result show in 4.2 table & graph.

Table 4- 2 Job Status

Demographic variables		Frequency	Percentage
Valid	managers	68	27.20%
	Workers	93	37.20%
	executives	25	10.00%
	others	64	25.60%
		250	100%

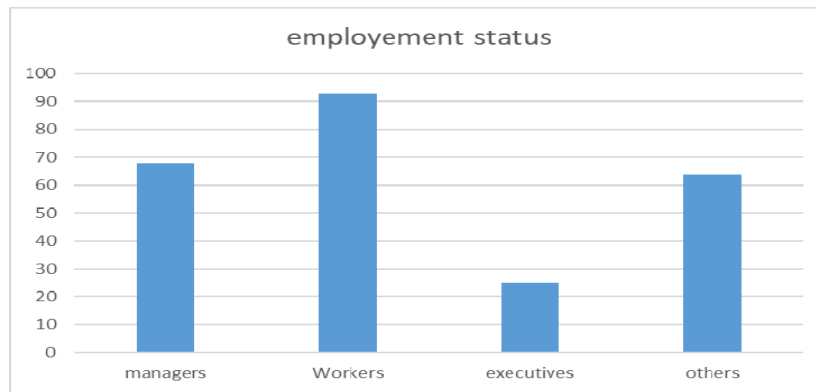


Figure 4- 2 Job Status

Men and women who participated in the survey were divided into several categories depending on their marital status. According to the data, most of the people who answered the survey were not coupled up. It turns out that 372 out of the 187 respondents (72.00%) are single. Only 49 persons responded that they were divorced (19.60%), whereas 103 (41.20%) indicated they were married. The outcomes are tabulated below.

Table 4- 3 Marital Status

Demographic variables		Frequency	Percentage
Valid	Single	98	39.20%
	divorce	49	19.60%
	Married	103	41.20%

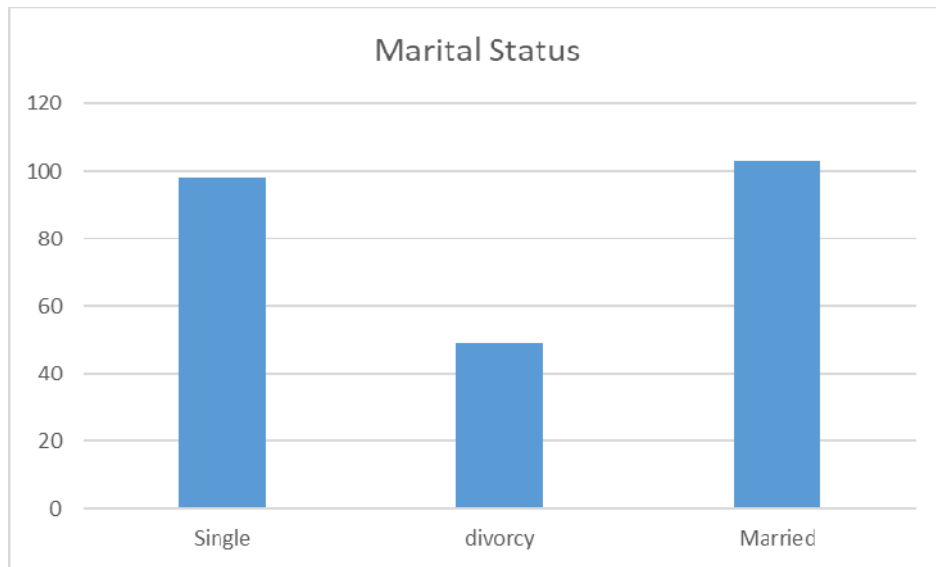


Figure 4- 3 Education

Part two of the questionnaires is dedicated to questions on respondents' ages. There are four groups of responses, and each one has its own quirks. The first category consists of the 25-34-year-old segment of the population (5.2% of the total). Adults between the ages of 26 and 34 make up 58.8 percent of the entire sample size (147 people). Around 29.6 percent (or 74 people) in this group are seniors (those over the age of 50). There are 16 people above the age of 50 in the final cohort (6.4% of the total). Below is a table displaying the results.

Table 4- 4 Age

Demographic variables		Frequency	Percentage
Valid	Below 25 years old	13	5.20%
	26-34 years old	147	58.80%
	35-50 years old	74	29.60%
	Above 50 years old	16	6.40%

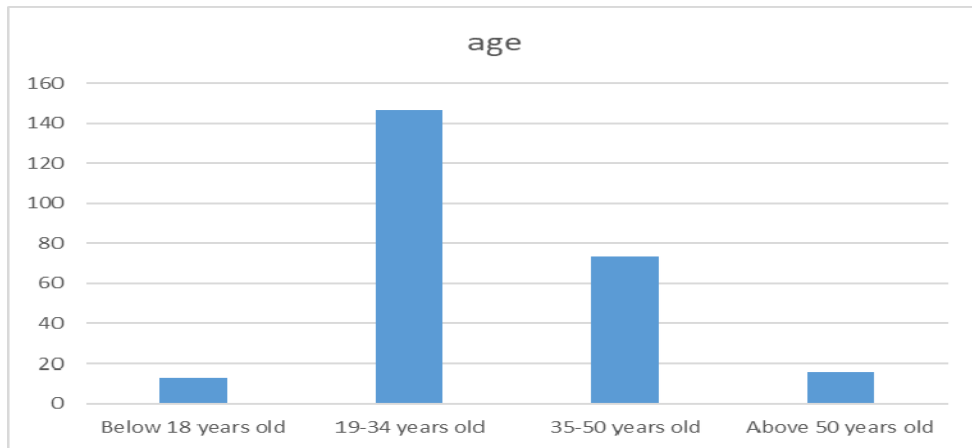


Figure 4- 4 Age

The analysis results show this frequency and percentage by using tables and graphs to depict the data. The data show that just 13 respondents (5.2%) have not completed high school, while 83 (33.2%) have completed some college and 105 (42.2%) have completed a bachelor's degree or higher. Of the remaining responders, 49 (19.6%) have earned a master's degree or above.

Table 4- 5 Education

Demographic variables		Frequency	Percentage
Valid	Lower school degree (elementary/middle school)	13	5.20%
	High school degree	83	33.20%
	Bachelor's degree	105	42.00%
	Master's degree	49	19.60%

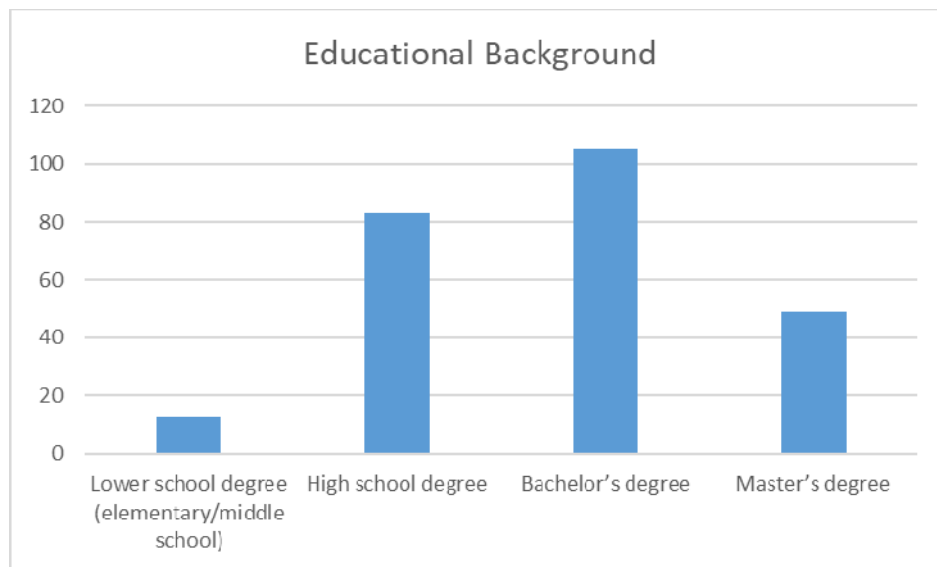


Figure 4- 5 Education of Rspondents

4.5 Descriptive Statistics

Learning how to analyses large datasets is made possible via the use of descriptive statistics (McDowall and Saunders 2010). The standard deviation is a measure of how much individual replies deviate from the mean (which indicates the general trend of the responses).

Each factor scores around 3, which indicates that most of the solution is acceptable by all parties. Having a large standard deviation suggests that there is a wide variety of responses to any question. It is reasonable to anticipate the presence of outliers in the outcomes if the data displays a high degree of dispersion. Standard deviations for all of the above variables are smaller than 0.67, as needed by the hypothesis testing condition.

Table 4- 6 Descriptive Statistics

Dimension/Variable	Sample size	Minimum	Maximum	Mean	Standard Deviation
Visual	250	1	5	3.68	0.67
Smell	250	1	5	3.54	0.78
Taste	250	1	5	3.87	0.76
Sound	250	1	5	3.42	0.69
Touch	250	1	5	4.25	0.82
Consumer buying behavior	250	1	5	4.21	0.62

The factors, together with their respective data, that are included in the investigation may be found in the table that can be found further down on this page. The variables being utilized are broken down into their respective explanations in the first column of the table. In the second section, study talked about the size of the sample. The third column displays the values that are at their absolute minimum.

The fourth column of the table displays the values that can go as high as they possibly may. The very final column displays the default settings for each setup option. To ensure that each variable received an appropriate rating, a 5-Likert scale was used. The value of the visual independent variable comes in at a mean of 3.68 and a standard deviation of 0.67 respectively. The standard deviation of the smell value is 0.78, while the mean value of the interaction is 3.54. In a manner somewhat dissimilar to the previous example, the Taste displays a mean of 3.87 and a standard deviation of 0.76. In the end, the value of the dependent variable, which is Sound was determined to be 3.45, and the standard deviation was discovered to be 0.69.

Prior to doing any further research, it is crucial to learn the opinion of the voting public from inside. The reliability of a scale may be determined using the Cronbach's

alpha statistic. You may also utilize the entomb thing connection and the item to sum up to relationship to learn about the item's internal relationships and its correspondences with other items. Cronbach's alpha values over 0.70 indicate high internal consistency (Nunnally 1978).

4.6 Reliability and validity

Prior to being employed with SEM, the measurement model's quality was evaluated using Anderson and Gerbing's (1988) double-stage approach. Latent variables in the measuring model include organizational calm, organizational stress, psychological safety, and staff productivity. Table 4.3 displays research results on the validity and reliability of the measurement model.

Table 4- 7 Model reliability and validity

Constructs	Items	Composite reliability	Factor Loadings	Average variance extracted	Cronbach Alpha
Sight/Visual	S1	0.730	0.643	0.582	0.737
	S2		0.740		
	S3		0.831		
Smell	SM1	0.772	0.883	0.728	0.871
	SM2		0.755		
	SM3		0.786		
Touch	TU1	0.772	0.876	0.678	0.876
	TU2		0.776		
	TU3		0.832		
Smell	Sm1	0.874	0.773	0.576	0.959

	Sm2		0.784		
	Sm3		0.720		
Touch	TU1	0.783	0.784	0.776	0.879
	TU2		0.771		
	TU3		0.834		
Taste	T1	0.783	0.744	0.787	0.873
	T2		0.843		
	T3		0.773		
	S10		0.720		
Consumer's buying behaviour	CB1	0.928	0.649	0.563	0.720
	CB2		0.654		
	CB3		0.705		
	CB4		0.850		
	CB5		0.755		

Confirmatory factor analysis uncovered the fact that "organizational quiet" loaded somewhere between 0.885 and 0.752 on the factor scale. Both the total reliability (CR) and the average extracted variance (AVE) come in at 0.563, with the former number coming in at 0.763%. The range of values for the loading on the confirmatory factor analysis for organizational stress ranged from 0.621 to 0.932. The CR comes in at 0.956, while the AVE settles in at 0.576 (both of which are related to the contributing variables). According to confirmatory factor analysis, the variable "psychological safety" has loadings between 0.649 and 0.50. Both the Average Valid Error (AVE) and the Critical Error Rate (CR) are factor-related measurements of dependability, and they

both equal 0.763. Confirmatory factor analysis of variables related to worker output revealed loadings on the factors ranging from 0.671% to 0.903%. The components have a CR of 0.924 and an AVE of 0.765. Measurement model dimensions are guaranteed to be convergent valid if they have high fitness indicator and item loads ($>.69$) for each component. AVE readings between 0.56 and 0.76 were used to estimate the reliability of the classification. Indicative of strong selective capacity, the AVE values were larger than the phi squares of the structures. This ensures that the model's parts can be easily separated from one another because to their unique architecture (Anderson and Gerbing, 1988; Fornell and Larcker, 1981). All of this points to the validity of the underlying measurement paradigm.

4.7 Convergent Validity

The concept of convergent validity describes the degree to which two or more measurements of the same construct (variable) correlate favorably with one another. Using the 'Domain Sampling Model,' components of a given construct are treated as potential other dimensions for gauging that construct. The indications of a reflective construct, therefore, need to have a great deal in common with one another. When evaluating the convergent validity of a variable, analysts consider both the average extracted variance and the items' outer-loadings.

A high outer loading indicates that there is substantial overlap between the indicators that are known to be associated with a certain construct. Since it is possible for an indicator to be weak while being statistically significant, its reliability, which is also known as the magnitude of the outer loading, must be substantial for all indications (hire et al., 2014). It is generally accepted that outside loadings need to be at least 0.708 for them to be considered significant. The reasoning for this is obvious and may be introduced as the item's commonality while discussing the topic of the square of the systematized indicator's outer loadings. The amount of variation in each item, as measured by an independent variable and explained in terms of the extracted average variance, may be seen as the square of the indicator's outer loading. To be considered a latent variable, an item's variation must be well explained by it, often at a level of at least 50%.

Thus, the measurement error variance is larger than the common variation between the items and their indicators. Given that 0.708 multiplied by itself (0.708²) equals 0.50, this assertion implies that the outer loadings of indicators must be more than or equal to 0.708. Keep in mind that many people consider a value of 0.70 to be satisfactory, since it is quite near to the required value of 0.708.

Most social scientists use freshly developed scales, which result in outer loading values lower than 0.70. (Hulland, 1999). Scholars should not blindly remove items with outer loadings below 0.70; instead, they should think about and track how deleting the lowest indicators affects composite reliability and content validity.

When the composite reliability and average variance extracted (AVE) are over a certain level, items with outer loadings between 0.40 and 0.70 may be eliminated from the scale.

It's crucial to think about how eliminating an indicator can compromise the reliability of the data before making the decision to do so. Consequences for the content validity of a study persist even when the outer-loading indicators are low. That's why it's standard practice to eliminate from consideration any indications with outside loadings below 0.40. (Bagozzi, Yi, & Phillips, 1991; Joe F Hair et al., 2011).

Scores' reliability and variance averages were used to determine convergence validity (Fornell & Larcker, 1981). The composite reliability is more than .70, and the average variance recovered from all indicators is greater than .50, as shown in Table 5 as an acceptable level of convergent validity and internal consistency. Composite reliability, defined as a value of not less than 0.70, is considered satisfactory and serves as a good measure of internal consistency, as mentioned in the article. As previously mentioned by Hair et al (1998). In addition, if the average variance recovered is larger than 0.50, then the requisite indicators adequately clarify a particular concept with a variance of more than 50%, demonstrating sufficient convergent validity (Chin, 1999).

4.8 Discriminant Validity

As defined by established empirical criteria, discriminant validity refers to a variable's capacity to be distinguished from other variables by objective means. As a result, once discriminant validity has been demonstrated, a given variable is special in a way to which no other model variable has access. Researchers have put their faith in two different measures of validity as discriminators.

To address the issue of discriminant validity' of variables, cross-loadings are often used. For an indicator to be useful, its outer-loadings with related variables must be high relative to the cross-loadings that characterize its correlation with other constructs. In a table with a column for the variable and rows for the indicators, cross loadings may be evaluated and reported in the most straightforward way possible.

When assigning importance to an identifier, it is common practice to provide more weight to the one that has a higher loading value and is connected in boldface with its assigned construct (in column). Fornell-Larcker is the second approach to analyzing and evaluating discriminant validity. To calculate the square root of the mean variance, it makes advantage of the relationship between latent variables. For each pair of constructs, the strongest correlation must be lower than the square root of the Average Variance Extract (Hair et al., 1998).

The squared correlation with another construct may be used as an alternative method of evaluating Fornell-Larcker findings alongside the average variance extract. The basic premise of Fornell-theoretic Larcker is that a single construct (variable) may account for more of the observed variation in correlated variables than any other construct.

Studies suggest that the approach devised by Fornell and Larcker has discriminant validity when the square root of the AVE increases correlations between the measure and all other measures. The AVE estimate of each construct shown in Table 4.8 is generated by the research using the Smart-PLS approach, which prompts an assessment of the model's discriminant validity.

The values off the diagonal in the parallel columns and rows were boosted by the square roots of the average variance. The numbers along the bottom diagonal show how strongly the various constructs are related to one another (the inter-correlation), while the values in bold show how much the square root of the average variance extract varies across different samples.

The square root of the average variance is less than the values that reside in the off-diagonal regions (highlighted on the diagonal). For this reason, each latent construct distinguishes itself more strongly inside a given block of indications than does the other (Henseler et al., 2009) Evidence in favor of the scales' discriminant validity. In this way, the result provided more evidence that Fornell and Larcker's model holds true.

In recent studies that have primarily investigated cross-loading presentations and the Fornell-Larcker rule for discriminant validity evaluation, it has been shown that neither method reliably separates discriminant validity concerns (Henseler, Ringle, & Sarstedt, 2015). Fornell and Larcker are not suitable for precise study since cross-loadings cannot show a lack of discriminant validity when two constructs are absolutely correlated. When the indicator loadings don't move by a large amount (e.g., all indicator loadings shift somewhere in the range of 0.60 and 0.80), the Fornell Larcker rule performs poorly across the board.

Despite some improvements when indicator loadings vary substantially, the Fornell-Larcker standard is still not effective for spotting discriminant validity issues (Voorhees, Brady, Calantone, & Ramirez, 2016). A ratio of heterotraits to monotraits is proposed by Henseler et al. (2015) for evaluating these associations (HTMT).

Being a ratio that reveals the association between qualities, HTMT may be comprehended. Take the geometric mean of the average affiliations between indicators that estimate various constructs (the heterotrait-heteromethod connections) and the average relationships between indicators that estimate the same construct (the monotrait-heteromethod connections) to evaluate HTMT (2015).

The HTMT method evaluates the genuine connection between two constructs as determined by how well they were assessed. It's the same thing that the words "real" and

"far" refer to. A lack of discriminant validity is shown if there is a significant decline in the correlation between two variables at the value 1.

Research also employed the HTMT ratio of associations to assess discriminant validity within the context of the multitrait-multimethod matrix (Henseler et al., 2015). The over.85 HTMT component reduces the test's discriminant validity (E. Kline et al., 2012). According to Table 4.8, all of the individual metrics are within reasonable limits. Therefore, the results of the investigation demonstrate that the estimating model has achieved discriminant validity.

Table 4- 8 Discriminant Validity

Sr#	Constructs	1	2	3	4	5	6	7
1	Smell	0.889						
2	Sound	0.571	0.764					
3	Taste	0.534	0.460	0.836				
4	Visual	0.459	0.371	0.555	0.762			
5	Touch	0.345	0.432	0.432	0.340	0.883		
6	Multi-sensory experience	0.425	0.420	0.510	0.420	0.332	0.784	
7	Consumer buying behavior	0.392	0.502	0.610	0.504	0.763	0.621	0.821

Note. The square root of AVE' is visible on the main diagonal, Correlations are lower left of the diagonal.

Every sanity checks and validity analysis of the estimating model has come out positive. Tests of reliability and validity confirm that the estimating model used in this research is valid and suitable for assessing the structural model's parameters.

4.9 Hypothesis testing

The relationship between brand promotions' visual and multisensory experiences.

H1o = The visual and multi-sensory aspects of brand advertising do not correlate significantly. A 0.00 value is less than a 0.05 threshold for statistical significance, hence there is no link between these two variables. Therefore, visual, and multi-sensory experience are closely linked. Consequently, study find no evidence to support the null hypothesis. A Multi-Sensory Adventure = (0.326) Visual.

HYPOTHESIS 2

The Relationship Between Audio and Multi-Sensory Brand Promotion Experience

H2o = Sound and the multi-sensory impact of ad campaigns don't seem to correlate in any meaningful way.

The p-value for this pair of variables is less than 0.05, coming in at 0.00. There is therefore a strong connection between the sensory component, sound, and the multi-sensory experience. Therefore, study cannot support the alternative.

Multi-Sensory Perception = (0.283) Sound.

HYPOTHESIS 3

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

H3o = multi-sensory marketing advertisements do not correlate with how you're feeling. A 0.00 value is less than a 0.05 threshold for statistical significance, hence there is no link between these two variables. As a result, touch and other forms of multisensory experience are closely linked. The status quo, or the null hypothesis, is so supported. Sensory Overload = (-0.014) Touch.

HYPOTHESIS 4

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

H4o = multi-sensory marketing advertising do not correlate with taste in any meaningful way. A 0.00 value is less than a 0.05 threshold for statistical significance, hence there is no link between these two variables. As a result, it's clear that taste and the multi-sensory experience are closely linked. Therefore, H4o cannot be supported.

Amount of Taste in a Multi-Sensory Event = 0.148.

HYPOTHESIS 5

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

H5o = Touch and consumers' multi-sensory experiences are not significantly linked in any way that affects purchasing decisions. A 0.00 value is less than a 0.05 threshold for statistical significance, hence there is no link between these two variables. As a result, it's clear that touch is an integral part of the multi-sensory experience. The status quo, or the null hypothesis, is so supported. Sensory Integration = (0.056) Touch.

HYPOTHESIS 6

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

H6o = Multisensory brand advertising has not been shown to affect consumers' purchasing decisions.

A 0.00 value is less than a 0.05 threshold for statistical significance, hence there is no link between these two variables. Therefore, multi-sensory experiences have a substantial impact on consumer purchasing behavior. Therefore, we cannot support the alternative.

Behavior in Retail Trade = (0.624) The Sensation of Being Surrounded by Many Different Ones.

5. CHAPTER

5. DISCUSSION AND CONCLUSION

5.1 Discussion

The research outcomes show in a second place that the majority of respondents prefer to go to a BIM or ŞOK Market store than to buy online, as a result of the product experience remaining a strong element in the consumer's life. At the level of impulse buying expenses, most confirmed that impulse purchases constitute a large part of their expenses which was explained by the time spent at the point of sale the more time the customer spends, the more he spends on impulse purchases. In addition, the research shows that perception is the sense that influences consumers the most, this was demonstrated in two questions in which the majority of respondents noted sight as the sense to which they give more importance to Migros and most have determined the decoration and colors as the criteria that create the atmosphere of the point of sale, this is quite normal since men have always had a natural need for aesthetics, followed by touch which is a point strong for most of the hypermarkets, in particular Migros, which focuses its sensory marketing strategies on this sense, noting that a large part of the stakeholders have already joined Migros for the sole reason of touching a product and ensuring the features of the product, the last sense that consumers do not pay attention to is hearing it may be due to the hearing strategy which is not convincing enough.

The responses showed that the store atmosphere and the environment of the point of sale have a favorable impact on the time spent in the latter and on the sums spent, therefore we can conclude that the more the brand can seduce the consumer by playing on hiswell-being, the more the point of sale is friendly and pleasant the more there is possibility that the customer will spend even more time in the store and the probability

of purchase increases. On the other hand, the data shows that the over-stimulation of the consumer's senses or the use of stimuli from the wrong direction (a sound volume too loud, a decoration too busy or too simple, a bad smell ...) can cause discomfort in the consumer and he leaves the point of sale precipitously.

Indeed, the study has shown that young people under 36 are the most influenced by sensory marketing, they said that their purchasing behavior is impacted by the actions of Migros sensory marketing. Finally, most respondents insisted on the fact that Migros must review its auditory and olfactory marketing policy, but at the same time, they expressed their satisfaction with the brand's visual and tactile marketing.

5.2 Conclusion

Draw in the Viewers It was found that, aesthetically speaking, red is the most appealing color. Positive associations with red in a celebratory context may explain this pattern. In fact, it increased positive impressions even more than the usage of black in ads, which is meant to represent reliability.

The conclusions of this study, which analyzes the effects of sensory marketing on consumers' decisions to buy clothing, and the suggestions for future research are discussed. Favorite clothing stores are often praised by customers. As a result, consumers form holistic impressions of the store based on their combined experiences with the merchandise, staff, and ambiance. Businesses that care about how their customers see their value should, therefore, use effective sensory marketing stimuli in their shop designs and products. Consumers' decisions to buy clothing are heavily impacted by sensory marketing methods that appeal to many senses. Simply said, consumers respond to information presented in any of the four sensory modes (sight, sound, smell, and touch). Clothes aren't like other products where you may use your preferences to judge quality. By analyzing the sensory signals that have the most impact on consumers' perceptions, it has been reaffirmed that shoppers form holistic impressions of a store's brand, merchandise, service, and atmosphere.

The materiality and construction of objects, Sales of a product are determined to be highest when they have the greatest possible tactile appeal. The costliest products,

such sweatshirts, and caps, vanished first from the advertising displays where shoppers could touch them, leading to this conclusion. This contradicts the results of advertising, where the identical items took far longer to sell owing to a lack of tactile appeal from being placed in cases. The significance of hearing If the songs are well-suited to the target audience, sales are more likely to increase. More college students stopped by your table when you played your "Pop Holiday Music" playlist. Middle-aged people, rather than the young or old, made up the bulk of the Advertising group's participants. It's important to know who you're talking to before trying to persuade them with your voice.

In conclusion, the investigation that was conducted for this proposed research must be complemented by other qualitative and quantitative studies that are deeper and target a larger population, it would be appropriate to focus more research on the functioning of the brain of consumers facing different stimuli and this through a neuro marketing study which will allow us to test in-depth the reactions, both physical and behavioral as well as physiological.

5.3 Contribution of the study

Sensory marketing is seen as a method for companies to draw in their customers either through colors or music or through product packaging or classification, within the face of the growing desire to measure. From pleasant and unique customer experiences, a heavy brand image emerges additionally as support to fulfill new customer needs. Tactile stimuli are also quite influential on consumers when they are out shopping. Feelings are very important to them; therefore they pay close attention to them when they use the items. As a result, markets segment items to meet the needs of certain demographics. Customers are also profoundly influenced by the sensory experiences they have at retail establishments. Customers are more likely to make purchases when they are in shops that are neat, well-organized, and comfortable to shop in. Therefore, it is imperative that businesses and brands prioritize the clean, well-organized, and roomy layout of their retail locations.

Migros retail, likewise as security, applies particularly to stimulation, subsequently, it becomes more interesting to boost the pre-selection made. Any case,

would you say that it's supported a administrative touch to form familiarity with the shop, taste, inactive to arouse within the individual many emotions and sensations, sound to convey added value to the purpose sales and visual because it determines the impression of the customer who enters the mass distribution and consequently impacts the behavior of the patron, specifically, his purchasing behavior.

In the current era more and more brands are integrating a sensory dimension into their marketing strategies. It's been shown on several occasions that a degree of sale atmosphere generates unconscious emotional and behavioral reactions in individuals. Besides influencing the product's overall image or sales volume, stimuli may also alter the consumers' qualitative assessment of the product. Despite the fact that organizations rely on sensory marketing to bolster their positioning, consumers will have vastly diverse reactions to the tactics used. As a result, environmental factors and individual perceptions drive the development of stimuli.

Hata! Başvuru kaynağı bulunamadı.

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APPENDICES

Questionnaire

The impact of sensory marketing on consumer buying behavior: an empirical analysis of Migros Retail

Part 1

1) What is your gender?

- Women
- Man
- Other

2) How old are you?

- Less than 25
- Between 25 and 35
- Between 36 and 45
- Over 45

3) What is your job category?

- Official
- Profession
- Liberal Student
- Trader
- Retirement
- Entrepreneurship

4) What is your family situation?

- Single
- Married
- Widower
- Divorced

5) Have you ever talked about Sensor marketing?

- Yes
- No

6) Do you prefer to purchase online or from store?

- Point of sale purchase
- Online purchase

7) You make your purchases by:

- Longed for
- Needs
- Discovery
- Pleasure and need
- Need and discovery
- Pleasure, need & discovery

8) Be aware that your share of impulse buying spending is:

- Important
- Low
- Nothing

9) Among all of these criteria, which one do you have, plus an important role in the environment of a point of sale?

- The decoration and
- Colors used the smell and the perfume diffused
- The music played

- The availability
- Temperature
- The intensity of the lighting
- The general atmosphere

10) When the atmosphere in a store is good, do you spend the most time there and tend to buy more products?

- Yes
- No

11) How long do you want to spend at Migros retail?

12) Which senses do you use the most, and which will give you a stimulus to buy?

- Hearing
- Touch
- View
- Taste
- Adoring

13) How much time do you spend on the average Migros Market retailing?

- Less than 1 hour
- From 1 hour - 5 hour
- More than 5 hour at a time

14) Have you ever entered Migros just because of your attraction to?

- The smell diffused
- The music played
- An object that you would have wanted
- To touch
- A tasting
- Point of sale light
- Nothing

15) Do you think that the sensory marketing actions applied by Migros influence your purchasing behavior?

- Yes
- No

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