

STUDY OF THE IMPACT OF SENSORY MARKETING ON CONSUMER BEHAVIOR

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Abstract. Sensory marketing is easy to manage and understand and is based on emotional and behavioral actions that are ideal for selling products and services. These are the actions that, through corporate marketing and design, create positive emotions and experiences for the consumer or consumer who associates sight, smell, taste, hearing and touch with the brand. It uses one or more of the user's senses to entice and attract them to a product and service to become a customer. The article aims to investigate the expert's opinion on how sensory marketing affects consumers. The article was prepared based on the analysis of scientific literature and the analysis of interview data. The study involved 13 experts, 6 women and 7 men, who work in the field of informatics, marketing, transport, business, trade communications. Sensory marketing is a solution that can create emotional qualities of a product and establish strong relationships with the consumer. Smell affects people's behavior and emotions. The problem is that most marketing companies still focus on using video and audio.

Keywords: sensory marketing, sight, smell, taste, hearing, touch, sustainability.

JEL Classification: M30, M31.

1. Introduction

Sensory marketing is based on emotional and behavioral actions that are ideal for selling products and services. It has actions that create positive emotions and experiences for the consumer or consumer who associate sight, smell, taste, hearing and touch with the brand through the marketing and design of companies. Sensory marketing uses one or more of a consumer's senses to entice and attract them to a product or service to become a customer. Sensory marketing attracts potential customers: this is really one of the most important goals (Simha, 2019; Cristóbal et al., 2021). This is achieved through any of the 5 senses: sight, hearing, taste, touch, smell or all if necessary (Bhatia et al., 2021).

A scientific question. The scientific question is as follows: how does sensory marketing affect consumers?

Purpose. The article aims to investigate scientific literature and the expert's opinion on how sensory marketing affects consumers behavior.

Research methods. The article was prepared based on the analysis of scientific literature and the analysis of interview data.

Research methodology – analysis of scientific literature and interview with experts used in the work.

Originality/value – sensory marketing and consistency are very important. Sensory marketing together with advertising helps to increase the number of customers, sales and profits, because the results of the study showed that the majority of experts said that they felt the stimulus that led to the purchase of goods by highlighting the sensory elements of marketing, such as smell, sight, touch.

2. Sensory marketing theoretical aspects

2.1. Sensory marketing effect on consumer

After examining the scientific literature (Jiménez-Marín et al., 2022; Sagha et al., 2022; Jang & Lee, 2019; Hamacher & Buchkremer, 2022; Krishna, 2012; Kuczamer-Kłopotowska, 2017; Simeone & Marotta, 2010) it can be said that sensory marketing strengthens the connection between brands and customers through experience and emotions, and encourages them to make a decision to buy goods and services. Sensory marketing creates a competitive advantage because the brands used can

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differentiate themselves from competitors and create a place in the customer's mind (Hultén et al., 2009). Marketing campaigns that are primarily sensory stand out and stay longer in the customer's mind. In today's competitive environment, sensory marketing helps brands evoke emotion and sustain engagement. It puts the customer experience at the forefront and helps companies make customer interactions more engaging and meaningful. Brands use sensory marketing to increase brand awareness.

Based on the scientific analysis of the literature, it can be stated that according to Jiménez-Marín et al. (2022) that consumers understand and interpret certain brands and products through the senses. According to Jiménez-Marín et al. (2022) based on understanding the customer's sensory messages should be able to resolve many misconceptions about the decision-making processes and motivations of sustainable retail consumers. Meanwhile, Sagha et al. (2022) argued that sensory marketing focused on identifying individual senses and consumer perceptions and behaviors, focusing on hearing, smell, taste. Similarly, sensory marketing is defined by Krishna (2012) who states that sensory marketing is "marketing that engages consumers' senses and influences their perceptions, judgments and behaviours". According to Krishna (2012), from a managerial perspective, sensory marketing can be used to create subliminal factors that describe consumers' perceptions of abstract product concepts (eg, its sophistication or quality). According to Jang and Lee (2019), effective sensory marketing could be used as a strategy to attract more customers. According to Jang and Lee (2019), in order to ensure the sustainability of the coffee shop industry, the most important factor may be the positive intentions of customers to revisit and recommend coffee shops. Currently, the use of artificial intelligence in sensory marketing is very common. Hamacher and Buchkremer (2022) used artificial intelligence in sensory marketing to develop sensory vocabulary products and evaluate food taste, smell, and other attributes based on online consumer feedback. Hamacher and Buchkremer (2022) stated that when shopping online, customers cannot directly see, smell, taste, hear or touch the products, it must be done indirectly through sensory images. Sensory marketing can create a pleasant environment. Jiménez-Marín et al. (2019) mentioned that sensory marketing focuses on the five senses in order to stimulate them to create a pleasant environment for the customer, allowing to increase the purchase time in the establishment. According to Jiménez-Marín et al. (2019) sensory marketing is responsible for this domain of consumers' mental processes related to perception, memory, learning and emotions. Researchers Krishna et al. (2016) take a somewhat different approach, as they provide a brief overview of how sensory perception research can be applied to advertising design and effectiveness, which will hopefully stimulate further research on this topic. Kuczamer-Kłopotowska (2017) analyzed that sensory marketing must be accurate and

comprehensive, involving the senses of potential customers, eliciting specific emotional reactions and behaviors, which ultimately means greater brand awareness, stronger brand association and higher sales. Simeone et al. (2010) mentioned that sensory information is strategic in determining how consumers will perceive a product relative to product positioning. Gunaratne et al. (2019) analyzed that emotions have gained interest in sensory and consumer sciences because emotional attachment to products is important in repeated purchases. The study aimed to determine how packaging affects taste, to determine how liking affected the emotions evoked by a chocolate product in different packages, and (to assess whether packaging or taste influenced liking, purchase (WTP). It was hypothesized that different packaging concepts/designs have influencing sensory appeal across the package (package only) and awareness (package and product) conditions and package design affect consumers' taste perception. Hultén et al. (2009) mentioned that the five human senses have received more attention. Sensory marketing according to Hultén et al. (2009) opinion must be viewed strategically as a way to clarify the company's identity and values with the long-term goal of increasing brand awareness and creating a sustainable brand image. Simha (2019) mentioned that sensory marketing is the terms of mental concepts and imaginations in the human brain of the person for whom the brand is registered and the image is created. According to Simha (2019), this image is the result of an individual's experience with a company or brand. Each person has a subjective experience, which we call the "Logic of Experience". This logic is individual and personal. Cristóbal et al. (2021) link customer experience to five senses that drive brand recognition. Cristóbal et al. (2021) argue that the stimuli presented to buyers must be perfectly aligned with their advertising image and with their products. According to Platon (2021), sensory deprivation in the online environment reduces the perceived value of online offers and often leads to product returns and dissatisfaction with the shopping experience. Petit et al. (2018) mentioned that people are increasingly buying and consuming online. Petit et al. (2018) argue that other sensory interfaces (such as touch screens and many virtual and augmented solutions) are increasingly available to consumers. A different approach at Bhatia et al. (2021), which argued that the senses have always been used in the marketing and positioning of brands. According to Bhatia et al. (2021) the effectiveness of sensory marketing has led to the interest of practical consumers. Meanwhile Nadanyiova et al. (2018) mentioned that by using sensory marketing, a company can influence consumers' purchase perceptions of both new and existing products.

2.2. Sensory marketing importance

Summing up, from the point of view of scientists, sensory marketing is of great importance in business. All five consumer senses are crucial in the consumer's purchasing

and consumption processes. Using the senses, the consumer perceives the products or brands presented by the company. The consumer's senses receive more attention than other marketing tools. Sensory marketing helps to create long-term brand awareness, forms a strong corporate image and creates a positive user experience (Wörfel et al., 2022; Correia et al., 2020; Koszembar-Wiklik, 2016; Koszembar-Wiklik, 2016; Shagbou et al., 2014).

Wörfel et al. (2022) mentioned that sensory experience greatly influences consumer cognition and behavior. Hassan et al. (2016) argued that sensory marketing seeks to gain a competitive advantage in the form of brand differentiation and achieve customer loyalty. Hassan et al. (2016) argue that it helps reduce advertising costs and increase profits.

Correia et al. (2020) analyzed that the five senses are necessary for the user to know and understand the environment that surrounds him. In this way, sensory marketing aims to stimulate these senses so that unbeknownst to the user, affects the user experience and therefore the user behavior and decisions.

Koszembar-Wiklik (2016) considered that sensory marketing has a harmonious effect on the five senses, but does not affect all of them necessary. Koszembar-Wiklik (2016) stated that in practice, up to three dominant stimuli are selected to influence the client. Mostly, the senses affected are sight, hearing and smell. Touch is less common and the least popular is the taste. According to Koszembar-Wiklik (2016) sensory marketing is mainly used by large commercial chains, hotels, or companies offering tourism services or airlines.

Shahid et al. (2022) argued that sensory marketing cues and brand experience play an important role in luxury retail store environments. Shahid et al. (2022) study theorized the effects of sensory marketing and brand experience on affective attachment and subsequent brand loyalty in a luxury retail channel setting.

Shagbou and Daryani (2014) mentioned that touching, tasting, hearing, smelling, and seeing a product play an important role in our understanding. According to the authors, understanding these roles has a valuable advantage in the market today.

2.3. Sensory marketing benefits

Nowadays, companies are looking for new ways to engage their target customer and create a life-changing user experience in a competitive environment. Sensory marketing is one strategy that has become very popular. Companies can connect more closely with customers and foster greater brand loyalty and emotional engagement by appealing to multiple senses.

Scientists Jiménez-Marín et al. (2022) mentioned that sustainable fashion customers are looking for higher quality and environmentally friendly products made from sustainable fibers and fabrics, while Gómez-Suárez and Yagüe (2021) argue that visitors' emotional experiences were related to their brand attitudes and brand equity. According to Jiménez-Marín et al. (2022)

post-coronavirus pandemic, people may be more concerned about the future; they think more about the impact on the planet and its inhabitants. While Pointke et al. (2022) attempted to determine whether consumer knowledge and motivation influence sensory evaluation.

Gómez-Suárez and Yagüe (2021) study provides practical suggestions for building a brand in a sustainable place, especially in a country, by incorporating experiential elements into special events organized by the company.

According to Pointke et al. (2022) research showed that external factors such as packaging, branding, information, emotions, and social environment influence sensory perception. Pointke et al. (2022) investigated whether sustainability information communicated in combination with consumer knowledge and motivation acts as a cognitive stimulus to induce changes in sensory perception.

Jang and Lee (2019) study results showed that there were statistically significant relationships between "sight" and dominance, "sound" and arousal, "taste" and dominance, "taste" and arousal, "touch" and dominance, and "touch" and arousal).

3. Research methodology and data analysis

3.1. Research method

To collect the data, a qualitative research method was applied, direct individual in-depth interview method. According to Kardelis (2017), "the characteristic feature of the exploratory interview is that all the information is obtained orally". The method is based on personal interaction with one person over a long period of time, in order to obtain more and better-quality ideas from each informant, and where a very precise behavioral understanding of the underlying causes and motives of the topic is required. According to Gaižauskaitė and Valavičienė (2016), in-depth interviews allow to get a feel for the nuances of the topic, to understand the essence of the topic and to notice unexpected aspects. According to Žydzūnaitė and Sabaliauskas (2017) analyse the data of the qualitative research, the content analysis method was also applied. Content analysis is a research method where the verbal information gathered, based on the unique practical experience of the research participants, allows for the subjective interpretation of the content of the textual data through data classification, coding and identification. According to Gaižauskaitė and Valavičienė (2016), qualitative content analysis is a method of systematically describing the meaning of qualitative data.

Research instrument. The research instrument used was a strictly structured interview (all questions and the entire research process were pre-determined and were not changed during the interview), asking the same questions to obtain information about the concept and understanding and impact of sensory marketing.

The research aimed was to find out the impact of the elements of sensory marketing on the consumer.

The main topics for discussion are:

- Key characteristics of informants;
- The elements of sensory marketing that have the greatest impact on consumers;
- The importance of sensory marketing elements in the buying process;
- Consumer attitudes towards sensory marketing elements.

In qualitative research, purposive sampling is the most common approach. For this study, a maximum sample of different cases was chosen. According to Rupšienė (2007), “this method of sampling can be seen as a form of non-probability quota sampling, where the sample units are selected purposively in order to ensure that the research sample includes as many different cases of the phenomenon under study as possible. The survey is aimed at identifying common features that are common to all cases. The investigator chooses the cases to investigate on purpose, not by chance”. The sample is small and unrepresentative. The study aimed to provide different people’s perspectives on the elements of sensory marketing and their impact. Gaižauskaitė and Valavičienė (2016) state that “the selection of research participants is an important element of the interview research process, which directly determines the quality of the data collected, the relevance of the research objectives, and the limits of future generalisations”. The aim was to involve as many different people as possible, who could be described as atypical interviewees, atypical informants with different life experiences. The participants of the study were selected based on the principle of criterion sampling, where the researcher decides which respondents are selected, and insights are made only on the phenomenon under study (Bitinas et al., 2008). The selection was carried out in accordance with the purpose of the study and the principle of diversity:

- Relevance of the topic (people who know what sensory marketing is)
- Diversity (people involved in different activities and in different job positions)
- And have experienced at least one sensory marketing impact.

The sample size of the study was not predetermined. The approach adopted was one of data awareness, where new participants were added to the study until the information became repetitive. The replicability of the study data was recorded after 13 participants were recruited into the study.

The study was conducted without any preconceived notions about the research question, in line with research ethics:

- the principle of respect for the participant in their decision to participate or not.
- the principle of information by providing the participant with all necessary information;
- the principle of anonymity, providing the participant with full confidentiality

- the principle of safety for the participant against possible moral hazard.

Organising of the research

Participants for the study were sought by personal e-mail contact in different business spheres, inviting them to take part in the qualitative research by expressing their opinions on the research questions. 13 of them agreed to participate, 7 refused, citing incompatibility, lack of time and simply not wanting to get involved in the research. All those who agreed to take part were employed in the study and a suitable date and time for the meeting was agreed with each of them. Participants could choose from a variety of interview formats: participate in a face-to-face oral interview; participate in a remote interview using communication aids such as telephone, social networks, online platforms; and participate in a written interview. Before the interviews began, participants were reminded again of the purpose of the study and the use of the data for scientific purposes and signed a consent form. Data collection took place between 6 December 2023 and 6 January 2024.

3.2. Data analysis

The analysis of the collected non-statistical information started with the transcription of the collected information into a single text document (transcription) according to the steps of the analysis: familiarization with the information provided, coding of the data, reviewing themes, combining, and defining. The reliability of the qualitative research carried out can be characterised by the replicability of the information with other informants. The qualitative data obtained from the research results are the thoughts expressed by the subjects and the information provided.

Analysis of the survey results

The study involved 13 participants/informants, 6 women and 7 men. Below is an anonymous list of participants with their social status, spheres of activity, fields of activity, and positions at work (Table 1).

In order to cover as diverse an audience as possible and to ensure the comprehensiveness of the study, participants from different business areas and job roles were purposely included. The diverse selection of informants was deliberate in order to capture the views and thoughts/insights of as many different individuals as possible. When looking into sensory marketing and the impact of its elements on the consumer, it was noted that there are no studies described in Lithuania that analyse all elements of sensory marketing and their impact in different spheres of activity. The analysis focuses on individual elements of sensory marketing in different spheres of activity. According to Kosztembar-Wiklik (2016) consumer choices are often based on emotions and feelings rather than rational decisions only further substantiate the importance of the impact of sensory marketing on the consumer and the decisions he makes.

Table 1. Characteristics of informants

Participant	Social status	Economic sphere	Sector of activity	Job position
R1 (F)	Employed	Public sector	Education	Lecturer
R2 (F)	Employed	Public sector	Communication, Advertising	Head of Unit
R13 (F)	Employed, studying	Private business sector	IT	Systems Administrator
R4 (F)	Employed, studying	Private business sector	Trade	Occupational Safety and Health Specialist
R5 (F)	Employed	Private business sector	Business	Owner – Director
R6(F)	Employed	Private business sector	Business, Marketing	Owner – Director
R7 (M)	Employed, studying	Public sector	National Defence	Deputy Head of Unit
R8 (M)	Employed	Public sector	Transport	Transport Supervisor
R9 (M)	Employed	Public sector	Transport	Senior Supervisor Transport Specialist
R10 (M)	Employed, studying	Private business sector	IT	Engineer
R11 (M)	Employed	Private business sector	Mechanical Engineering	Head of Technical Department
R12 (M)	Employed	Private business sector	Construction	Supervisor of Works
R13 (M)	Employed	Private business sector	Business	Project Manager

Knowing what sensory marketing is, the participants in the survey gave their thoughts on which elements of sensory marketing the informants liked the most, how they would position them from most important to least important and least influential. The most important sensory marketing element mentioned was sight, followed by hearing, smell, taste and the least influential was touch (see results in Table 2 below).

The importance of sensory marketing elements such as sight (image) and hearing (sound), as stated by the informants, is supported by the idea expressed in the same media report that “more senses means more influence on the consumer”, more attention and more impact.

The next question was related to the impact of sensory marketing elements on the choice of goods or services.

Table 2. Category – importance/positioning of sensory marketing elements

Category	Sub-category	Empirical study statements
Importance/ positioning of sensory marketing elements	Sight	“<...> Visual information provides the most information. First impression is made, appearance can be assessed. It is best remembered after seeing. Everything is beautiful. A beautiful image attracts. It's what you see that counts. The first impression is the appearance. The image is the most important thing. What is beautiful is the first thing you notice. What is beautiful is worth showing. I am a visual person and it means a lot to me <...>” (R1, R2, R4, R5, R7, R8, R9, R10, R11, R1, R13); “<...> Not everything that is beautiful to the eye is true. The eyes can also deceive <...>” (R3, R6).
	Hearing	“<...>In the description of a product or a demand, we consider quality. The information provided enhances recall. It makes it easier to remember. A pleasant sound is remembered. Sound as a form of self-expression <...>” (R2, R3, R7, R10, R13); “<...> The strength of the sound in harmony with the information <...>” (R1, R5, R9, R12); “<...> The musical background reinforces the emotional feeling associated with life experiences. Musical background evokes feelings. Sound is very individually perceived. I like music <...>” (R4, R6, R8, R11).
	Smell	“<...>A good smell stimulates interest. Smell allows you to understand and decide whether the product is suitable. Smell enchants. A good smell motivates. I like smells. Smells tell stories. Graves attract. When it smells good you want to smell it and try it. Smells affect me <...>” (R2, R3, R4, R5, R7, R5, R9, R10, R12); “<...> Not all smells are pleasant to smell. Scents cause allergies. The smell is quickly forgotten. Unpleasant smells are irritating <...>” (R1, R6, R11, R13).
	Taste	“<...> Discovering new tastes. Gives pleasure. The pleasure of eating. Taste gives satisfaction. Taste gives bliss. Taste gives the joy of discovery <...>” (R1, R2, R3, R4, R5, R7); “<...> Adapts only to specific products. Confirms or denies visual and olfactory elements <...>” (R10, R12); “<...> We do not eat just to live. Taste is an individual, subjective factor. I am picky about food. Taste is not very important. Not everything is tasty <...>” (R6, R8, R9, R11, R13).
	Touch	“<...> Reveals materiality. The perception of the environment is formed. Quality assessment. A sense of embrace, touch. It feels good to feel everything you touch. Reinforces a sense of appropriateness <...>” (R1, R3, R6, R10, R11, R12); “<...> Only related to exclusive products <...>” (R4, R5, R7); “<...> Subjective and not very important. Insensitive to the touch. Very personal <...>” (R2, R8, R9; R13).

Table 3. Category – impact on product choice

Category	Sub-category	Empirical study statements
Influence on product choice	Sight	“<...> Probably the first thing we choose with our eyes – colour, shape accent. The image attracts and this leads to further interest. Nice visual packaging. Merchandising appearance is important. I buy if the item is visually pleasing. The image facilitates the decision. The image of the product describes its value <...>” (R1, R4, R6, R7, R8, R10, R13).
	Hearing	“<...> Sound is related to mood – if it is in good mood that is good, if it is in a bad mood that is bad. Some goods or services you can't hear if you don't want to. Sound is either stimulating or discouraging. Sound is like a secondary companion <...>” (R1, R2, R5, R13).
	Smell	“<...> Scented products encourage people to buy them. Scents in service areas motivate people to stay in the same place. I like it when it smells nice. Smell directly influences choice. The smell of a fresh muffin always encourages you to buy it <...>” (R1, R6, R3, R9, R11); “<...> Bad smells repel. Not all smells are pleasant. I am sensitive to smells and avoid them. I don't like the smells <...>” (R4, R6, R8, R12).
	Taste	“<...> Spontaneous purchase after tasting. An invitation to taste intrigues to buy. The taste characteristics of the goods are important. What tastes good is bought more often. Taste is more likely to affect children <...>” (R2, R5, R6, R7, R12); “<...> Unattractive presentation does not make you want to taste. I just don't taste it. Everybody has their own idea of taste <...>” (R2, R4, R9).
	Touch	“<...> Feel weight, temperature, surface roughness. Without touch it is difficult to choose. Touch encourages spontaneous purchases. It encourages to buy or not to buy. Feeling the product or service you want facilitates the choice process. When you try, touch and feel a certain quality product, you usually buy it. The sensation reinforces the choice <...>” (R1, R5, R7, R9, R10, R11, R12); “<...> Any interference with choice is annoying and can be both stimulating and off-putting. I don't feel like touching at all. Touching is unhygienic <...>” (R5, R7, R13).

Informants chose one or more items that influenced their purchase. The most frequent influences are sight, touch (see results in the Table 3). On the basis of the research carried out, Krishna (2012) highlights the visual (image) and auditory (sound) senses as the most important ones, visual stimuli influenced shoppers' emotions, while sound was often associated with the length of time spent at the point of sale. In summary, the predominant element influencing product choice is the sense of sight (image).

The next question was related to emotions and sensations during the buying process. Informants identified the sense of smell as the most important element influencing and affecting emotions and sensations. Next were sight, hearing, taste/smell and touch. Incidentally, some

respondents denied the impact on emotions or senses during the buying process (see summary results in the Table 4 below). The impact of smell on emotions during the buying process was also noted Hamacher and Buchkremer (2022) who stated that smell is a sense that cannot be switched off, it has the unique ability to directly influence people's emotions and behaviour. It has been shown that a pleasant smell for the buyer encourages impulse purchases.

After finding out informants' opinions on the impact of the purchase process on their emotions and senses, it was important to find out how informants think about the effectiveness of this form of marketing in the sales process. Informants see sensory marketing as an effective way of selling goods and services, which depends both

Table 4. Category – impact on emotions and sensations during the buying process

Category	Sub-category	Empirical study statements
Impact on emotions and sensations at the time of purchase	Sight	“<...> Sometimes the colours work, because you're trying to work out how it's going to work. Often, I'll go for the nicer packaging, even though it will be either more expensive or of lower quality. Seeing it evokes positive emotions <...>” (R1, R6, R9); “<...> Delighted, impressed, saddened. Bright lights sparkle and make you want to step away from the product <...>” (R5, R8).
	Hearing	“<...> Sound often has a positive effect. Only sound affects emotions <...>” (R9, R11).
	Smell	“<...> Most of the time, when I smell a scent I like, I buy it without thinking. If I like the scents, it keeps me coming back. I've often bought freshly baked rolls or fried chicken. Sometimes the smell works. It's a real incentive to buy, but I try to use common sense. The smell evokes pleasant emotions that encourage buying <...>” (R1, R2, R3, R6, R10, R13); “<...> Unpleasant smells are irritating <...>” (R8).
	Taste	“<...> It's nice to feel a little bit special when you try something, taste it. Being offered a taste gives you confidence in the product <...>” (R7, R12).
	Touch	“<...> When you can touch, all the other senses kick in. When you touch, you feel what you are touching and whether it meets your expectations <...>” (R5, R9); “<...> Not very relevant. Does not work. No way <...>” (R1, R4, R8).

on the choice of the sensory marketing element and on the adaptation to the consumer (see summary results in the Table 5 below).

Sensory marketing aims to “catch” the consumer in the “here and now” by pushing them to make a purchase, i.e. by encouraging them to buy one or another product or service. Most of the informants reported that they felt the stimulus that led to the purchase of the goods, highlighting sensory marketing elements such as smell, sight, touch (see results in Table 6 below). Hultén et al. (2009) stated that, scent helps to stand out and scent marketing creates an environment where positive emotions prevail. This means that scents will evoke good memories and feelings.

The next question in the survey combined the previous questions to summarise the impact of sensory marketing on the image of the product or service and the consumer's own experience. Some participants saw

an impact on the image of the product or service and the consumer experience. The other part partly accepted the existence of an impact, both positive and negative (see summary results in Table 7 below). Jiménez-Marín et al. (2019) mentioned most competing brands do not differentiate themselves in terms of price and quality, and the sensory experience helps to differentiate a brand from the competitors. Sensory solutions not only help to influence consumers' short-term behaviour, but also to build a brand image and a long-term relationship with the brand”.

4. Discussions

Nowadays, it is becoming more and more difficult to get the consumer to pay attention to a product or service. The user wants respect, recognition and to be properly communicated with. Therefore, companies try to come

Table 5. Category – effectiveness in the sales process

Category	Sub-category	Empirical study statements
Effectiveness in the sales process	Sensory marketing	“<...> This is relevant because people are different and most people respond to this type of marketing in a spontaneous, emotional way. You buy more when you can see and touch. It's very effective, it helps you choose. It's effective because most of the time people buy based on emotions, and sensations influence emotions. Effective because different elements of sensory marketing can work. 8 out of 10 buy without thinking about what they see and what they hear. Most information about goods and services reaches the customer through sensory marketing. For good quality goods, this is effective. It is effective and attracts interest and attraction as long as it is not too much. It is an effective sales technique that encourages more purchases. This is the future of sales <...>” (R1, R2, R3, R4, R5, R7, R8, R9, R10, R11, R12); “<...> It's effective, but it's hard to hit the target consumer because everyone has different tastes. Depends on the group of buyers <...>” (R6, R3).

Table 6. Category – incentives in the sales process

Category	Sub-category	Empirical study statements
Incentives in the sales process	Sight	“<...> Visual advertising attracts purchase. Sensory vision when buying a new car, design <...>” (R7, R8).
	Hearing	“<...> Good persuasion to buy a product. Relevant information <...>” (R11).
	Smell	“<...> Professional strategy – selling buns as soon as you walk in you are overwhelmed by smells. The aroma of fresh buns. Aroma of hot chocolate. I liked the scent in the solarium and now I always choose it <...>” (R1, R2, R5, R6).
	Taste	“<...> Invitation to taste food <...>” (R13).
	Touch	“<...> I had to try hand scrub salts. Trying out a virtual reality glasses system <...>” (R10, R12).
	Elements of sensory marketing	“<...> I have not experienced or noticed. Disliked annoying people. Sensory marketing elements have little practical relevance <...>” (R3, R4, R9).

Table 7. Category – impact on the image and experience of the product or service

Category	Sub-category	Empirical study statements
Impact on the image of the product or service and the consumer experience	Sensory marketing	“<...> High impact. Increases competitiveness between companies. Attracts a larger audience. Encourages consumers to buy, to remember I think it's big because all experiences can be “played” and influenced. The product can become more popular and attract a larger audience. The consumer will be influenced and will come back and, most importantly, will tell their friends and acquaintances about their positive experience <...>” (R1, R3, R4, R5, R9, R11, R13); “<...> Divisive, both positive and negative. Depending on the quality of the product or service offered. An image or impression is formed within 5 seconds of seeing or touching the product or service. It can both attract and repel. It depends on how it is presented. It depends on both the seller and the buyer <...>” (R2, R6, R7, R8, R10, R12).

up with something extraordinary, memorable, they try to fulfil the desires of consumers through certain feelings. According to Jang and Lee (2019), consumers are tried to be affected emotionally by using sensory marketing to make them loyal to the product. This is exactly what experiential marketing does, which provides an opportunity to touch and feel the product (Hamacher & Buchkremer, 2022). The core of experiential marketing is consumer emotions (Gunaratne et al., 2019). This study asked about the influence of sensory marketing elements on the choice of goods or services. In the opinion of the informants, sight and touch have the greatest influence on the purchase. Some respondents denied the impact on emotions or sensations during the purchase process. Most of the informants said that they felt the stimulus that led to the purchase of goods, highlighting the sensory elements of marketing, such as smell, sight, touch. The informants identified the sense of smell as the most important element influencing and influencing emotions and sensations.

5. Conclusions

1. Sensory marketing is getting a lot of attention these days. Consumer choice is often based on emotions, feelings, images, taste, touch. The more senses are evoked, the better the consumer experience is created and the greater the influence on their purchasing behavior. It is said that it is the emotional connections between the company and the consumer based on the senses that are close and long-lasting. Every sight, sound, smell, taste and touch can be used to create a better, stronger brand.

2. Many people pay attention to the sensory elements of marketing (sight, hearing, smell, taste, touch) and make a direct link to the impact of these elements on the choice of goods or services in a purchase.

3. The elements of sensory marketing activate sales by making them more effective and, at the same time, by influencing the consumer's experience and enhancing the image of the product or service itself. Each of the elements has a personal impact on the purchase of the product through the emotions felt, which often correspond to the reinforcement of the understanding of sustainability and the awareness of the importance of sustainability.

4. The statements of the authors mentioned in the article, the ideas expressed by the informants and the research data summarised in the study, which support the importance of the impact of sensory marketing, suggest that many people pay attention to the elements of sensory marketing (sight (image), hearing (sound), smell (scent), taste (taste), touch (touch)), and make a direct link to the impact of these elements on the purchase decision when selecting goods or services. The sense of smell (image) is identified as the element with the greatest impact. The elements of sensory marketing activate sales by making them more effective and, at the same

time, by influencing the consumer's experience and enhancing the image of the product or service itself. The elements of sensory marketing affect consumers irrespective of their economic sphere or field of activity, social status or job position. Each of the elements has a personal impact on the purchase of a product through the emotions experienced.

Contribution

Authors are welcome to declare any involvement in writing a manuscript (conception and design of the work – M. I., acquisition of data – D. A., or analysis and interpretation of data – M. I., D. A., drafting the article or revising it critically for important intellectual content – M. I., D. A.).

Disclosure statement

Authors are required to include a statement at the end of their article to declare whether or not they have any competing financial, professional, or personal interests from other parties.

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