

THE FACTORS INFLUENCING SENSORY MARKETING IN NON-FOOD RETAIL

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Abstract

At present, sensory marketing is mainly used in food retailing, where sellers are trying to influence all the senses. In non-food retailing sellers are concentrating on music (hearing), and on store's appearance (sight). Because competition is still growing, it is important to learn how to differentiate from competitors in areas than just in prices, services and advertisement. It is important to focus on making the customer feel comfortable in the shop. For this we use in-store communication, when one of the tools is sensory marketing, which is focusing on five human senses – taste, touch, smell, hearing, sight. Main goal of paper is to describe literature review from available literary sources, find gaps in literature review and outline a future research of sensory marketing in non-food retail. First part is focusing on sensory marketing and it's using in non-food retailing. Next part of work is dealing with senses, how they work without using another sense. Every sense is analysed, what is for specific sense pleasing and what is not pleasing. How some incentives act on sense etc. In the last chapter will be presented research questions, limitation and graphically outlined steps of research.

Keywords: sense, sensory marketing, sight, hearing, smell, taste, touch

1 INTRODUCTION

Nowadays is very important to be a different from other competitors and earn the biggest share on market. If competitors offer similar products as us, it is very important to be a different in marketing communication. In shops we can differ within in-store communication, which is part of sales promotion.

In food retailers, where is offered same goods, they are differentiating at price and they trying to differ how the shopping place act on customer. Marketers are often using in point of sale sensory marketing, when they are attempting to influence all five senses of customer. For example, music in shops determines speed of purchasing. Appearance of shop (acts on the eyes) should look great, that make a customer feel good in there. In shop can be stands, which are offering samples of food, marketers are trying to influence taste and it can stimulate demand. And very important is smell in shop. Some kinds of smell can stimulate demand and another cannot. That is why is important to analyse what smell can have good results in shops. Last sense – touch can be in food retailers used that the customer have an option to use shop basket or how floor act on customer (bumps on floor etc.).

Because sensory marketing is one of the forms of in-store marketing, firstly literature review deal with in-store marketing. After that paper is focusing on sensory and emotional marketing and after that are senses described and how can marketing target on them. It follows chapter, which contain description of future research such as research gap, steps of research and research questions. In last chapter are described limitation of research.

2 THEORETICAL BACKGROUND

Main goal of literature review is described in-store communication, sensory marketing, its using and individual senses.

Nowadays sensory marketing is very questionable also in literature. If you search “sensory marketing” in main research databases, on Web of science you will discover 131 articles and in Scopus database 45 articles. These articles devote to this topic. Sensory marketing, we understand as one of the tools in-store marketing, which belongs to tools, which influence behaviour of customer in point of sale.

2.1 In-store marketing

In-store marketing is one of the effectively elements sales promotion. In-store marketing are types of advertising, which are used inside of shop and are used to influence purchase behaviour of customer. Point of sale is the last place, where you can change the decision of customer. (Boček, 2009)

Boček (2009) noted, that resources of in-store marketing communication can be described as POS (Point of Sale) or POP (Point of Purchase).

Boček (2009) divide POP on:

- a) On the floor – stands, displays, banners, product models, advertising trash bins, graphics on the floor etc.;
- b) Shelf – wobblers, stoppers, separators, samples holder etc.;
- c) Close to the cash desk – displays, leaflet holder, banners etc.;
- d) On the wall – light adverts, banners, flags etc.;
- e) Other – parasols, graphics on window, terminals, decorative packaging, inflatable banner etc.

One of the options how to stimulate customers in POS is using sensory marketing.

2.2 Sensory marketing

On the beginning is very important to say what sensory marketing mean. Sensory marketing is type of marketing, where you are trying stimulate senses of customer to persuade him to purchase. You can do it via activities focusing on product, distribution and communication. (Boček et al., 2009)

Krishna (2010) noted that the mission of sensory marketing is engage senses before purchase and create the product more attractive for customer. Lindstrom (2005) wrote that the using two senses or all of five senses can differentiate strong brands from the weaker. Vysekalová (2014) believe, that customers are buying products by eyes, because with eyes you control 80% of purchase. But using all of senses is more effectively and that is called multisensory marketing or marketing using all of senses. Underhill (2009) noted, that all unplanned purchases are result of seeing, touching, listening, smelling and tasting inside of shops. And this is the reason, why in-store marketing has bigger impact then other types of marketing communication. According to Štibinger (2010) probability of creating strong and emotional relationship with point of sale is increasing according to how many senses are involved.

Lindstrom (2009) highlight research of Calvert. The research dealt with problem of affecting on all senses simultaneously. In the first part of research all respondents received visual materials of global brands, next part was focused only on smell. From results we know that both stimulus (visual and aromatic) were for respondents pleasant. But if respondents were affected both of stimulus, it was for them more pleasntry than in first situation. Calvert thanks to neurologic researches noted, if pleasant smell is corresponding to sympatric visual stimulus, it

is more positive for us and it is easily memorable. But if smell is not suitable for visual stimulus, brain has tendency these stimuluses reject and forgot.

Research of Géci et al. (2017), which was focusing on influence sensory marketing on purchasing behaviour find out, that most affected sense when buying food is sight, second is taste, third smell and last are hearing and touch. Research was focusing too what is more pleasant for senses, for sight it was colours, for hearing it was music from radio, for smell it was vegetable.

Shabgou et al. (2014) noted, that lot of today's consumers are not watching television adverts, that's why sales managers should invest more money to provide better shopping experience, which will affect mind and heart of people. Human senses have decisive role in purchasing decisions. On base of research Shabgou et al. (2014) noted that five senses influence 21.4% of consumers. The biggest impact on behaviour has taste, on second place is touch. These results were similar to results of other researches.

2.3 Sensory and emotional marketing

To differentiate brand or product from competitors, you need to be still ahead of them. Only using ordinary marketing tools doesn't have to work anymore. That's why customers are asking for emotional experience and passion for all of senses. Ordinary visual adverts and ordinary was of communication is for them like one big advert smog. (Lindstrom, 2010)

Emotions accompany all our actions and are completely subjective, which means that each person reacts differently to a given stimulus. It is a phenomenon that consists of feelings that express a certain situation and behaviour. To take into account emotions in marketing communications, it is important to consider that emotions are tied to a particular situation at a given moment. Emotions are unrepeatable, so we can recall the perception that evoked certain emotions, but not the same emotions because they change with the moment. If customer had negative experience with product, the same negative emotion can be seen in other products of the same brand. Of course, this also applies to positive emotions, but the difference is that negative emotions are usually stronger. The important thing for marketing communication is that emotions are portable. (Vysekalová, 2014)

2.4 Basic senses and their basis for sensory marketing

The following subsections describe the five senses and their application in sensory marketing. They are ordered in sequence as they develop during human embryo growth: touch, smell, hearing, taste and sight.

Sight and visual marketing

Sight is the dominant sense; it can be described as the most powerful of all five senses. Of all the information, which the brain processes, 83% are visual. This information flows into the brain through the eyes. Up to two thirds of all sensory cells in the human body are located in the eyes. (Lindstrom, 2005)

According to Pradeep (2010), one quarter of the brain's capacity is evaluating visual perceptions, for example, if information is disseminated simultaneously by sound and image, our brain assigns higher priority to image information.

Visual marketing is not just about products, it is about the entire point of sale. It is necessary to attract the customer's attention, so the outward appearance of the store must be conspicuous and attract the consumer. (Boček, 2009)

For sight in point of sale is most important light, graphics and design. Lights can evoke an atmosphere that can affect the mind and mood of the customer. Of course, properly lit product can significantly improve its perceived value. The appearance of employees is also important for visual in-store communication. (Vysekalová, 2012)

Also, according to Boček et al. (2009) the outward appearance of the store should arouse desire to visit the store. The point of sale must invite the potential customer inside, not create obstacles in the form of a dark environment or a hard-to-reach entrance. But sometimes we can deviate from the rule, if we want to focus on special target group.

Shapes and especially colours help the communication tools to get out of the background. The colours have a psychological and economic impact on the customer and cause various reactions. For marketing communication is important both the way of colour perception and the psychology of colours. Basic of colour psychology is from J. W. Goethe, he divided colours on cold and warm. With psychology of colour is also relate symbolism. For example, that black and white in most cultures is associated with good and evil, red is associated with fire, power and love. (Vysekalová, 2012)

Point of sale should have cold colours, because these colours have positive soothing effect and creates pleasant environment for spending money. For example, red colour may also be an incentive to purchase in the case of impulsive goods. (Varga et al., 2014)

Smell and olfactory marketing

As Krishna (2010) states, smell is a key sense of taste, so without smell things would taste very similar. Human can recognize up to 10 000 smells, so companies can look for unique smells which can be associated with their brands. But it is also important that the olfactory sensations are related to the visual ones. (Štibinger, 2010).

The choice of fragrance may not be as simple as it may seem. For example, you can't support the sale of sweets with chocolate scents. In shops on the bus stops, the aroma of coffee has proven as good support sales of tobacco goods. Next example is that in supermarket is bakery next to the entrance, because smell of pastries can stimulate feel of hungry. And customer with hunger will buy more foods than customer without hunger. (Vysekalová, 2014)

As stated by Štibinger (2010), there are two basic methods for applying olfactory marketing at the point of sale. The first method is the overall scent of the premises, which aims to create a connection of products or point of sale with positive emotions. The second concept is zoning, which is intended to attract attention to a specific place or product, or to neutralize unpleasant odours.

It is important to distinguish if the smell is primary or secondary attribute of the product. Primary means, that the smell is main reason for the purchase of the product (flowers, perfumes etc.). Secondary attribute is understood when consumers buy the product for other reason (not for the smell), for example furniture, peanut butter etc.). (Krishna, 2010)

Hearing and audio marketing

Music in point of sale is a powerful emotional trigger and affects the perception of the store. The pace of music determines the speed at which the customer moves and purchases around the store (Boček et al., 2009). Also, Tellis (2000) noted that music can attract attention quick. The style of music can also change the perceived value of the good or services and can arouse feeling of esteem (Dollars and Sense, 2009). Boček (2009) states that marketers use music in point of sales to promote identity of companies and evoke a certain atmosphere. Music affects the perception of time, so the right choice encourages customers to spend more time buying and

vice versa. The amount of money spent on purchases is then influenced by whether the customer knows the music background or not.

Research at the University of Leicester has shown that while playing purely French music in the supermarket, sales of French wines have increased, while the purchase of German Riesling has increased with a typical German brass band. (Lindstrom, 2009)

Sound is also an important aspect of many consumer experiences, and while typical of a particular activity, it can also make it unique to a particular brand or product. For example, Harley Davidson motorcycles can be distinguished by the unique sound of the engine. For several years, Kellogg's dealt with the sound of their cereal crunching to make every child distinguish this product from their competitors. In these cases, it is about incorporating the senses into the branding (sensory branding) (Lindstrom, 2010). Sounds shouldn't be ignored by marketers. Specific sounds are associated with specific products. If sound is an important part of product, it must be used in communication. If not, it is advisable to use music and sounds as a communication supplement. (Lindstrom, 2005)

Taste and gustative marketing

Taste is the least independent sense. Indeed, the taste receptors are largely linked to the olfactory ones as mentioned above (Štibinger, 2010). Main target of marketing (based on taste) is increase quality of product and create new sources of inspiration, which will affect the imagination and consumer taste experiences. Gustative marketing mainly concerns food products and marketers use them almost exclusively in tasting events. (Boček et al., 2009)

Vysekalová (2014) noted that tastings can be counterproductive, because if a customer satisfies their taste needs at the point of sale, then they can be demotivated from satisfying tastes on the way from the shop or at home. Also, taste is an important part of, for example, cosmetic and hygiene products which are intended to be consumed by or near the mouth. According to Underhill (2009), up to 90% of all new food products will not be successful, because consumers don't have option to taste the new product. Taste is also associated with colours. Different tastes are matched with different colours, for example, red and orange are 'sweet', green and yellow are 'sour' and white is 'salty'. (Lindstrom, 2005)

Touch and tactile marketing

Tactile has the advantage over other senses that its stimulation is not in one or two places, but throughout the body (Hulten et al., 2009). In contrast to sight or hearing, which have specific and limited receptors (Krishna, 2013). For example, Lindstrom (2005) states that when buying a car, they often kick the tires to see if they have the right hardness. It is a long-used quality test, or rather an action triggered to personally test tire quality. This sense is most important at the point of sale where is direct contact with place (tables, stands, shopping trolleys, seats, chairs, bank counters, etc.) (Boček et al., 2009).

Lindstrom (2009) states that shapes and materials of products are very often remembered, so it can be inferred that the distinctive shapes (edges etc.) are easier to recall later. Still, touch is the least important sense for purchase decision. Boček (2009) noted, that the touch of a product and its grip becomes a very important in the purchasing process. The ability to touch brings the customer closer to the product or shop. As Krishna (2010) points to Peck's research, which suggests that there are four main reasons for touching in purchasing process. The first is purchase of the product (putting goods from the shelf to the basket). Another reason is taking the product into hand to find out the information on the packaging or examining the properties of the product. And the last reason is fun or some expected sensory experience. Peck calls it a hedonic touch that hides the potential for use in in-store communication. In another research, Peck found that a customer who had a chance to touch a product is more willing to pay for it

than customer who had no chance to touch the product. This can be key information for stores that are not based on self-service.

3 RESEARCH GAP AND OUTLINE OF THE RESEARCH

Based on a literature review, it is found that the research gap is in addressing the factors influencing sensory marketing in non-food retail, because the most of research is focused on sensory marketing in food retail. Research objectives and main research questions were defined based on results of the literature review.

The main objective of the research is to define changes in the customers' behaviour using sensory marketing tools in non-food retail. Research will address how the senses (smell, touch, sight, hearing, taste) of customer are stimulated to purchase product in non-food retails. It will also focus on how the senses work in the purchasing process individually or together. Thanks to results of research we will know, which senses are important in purchasing process and which not.

Research questions are:

- 1) Which senses influence customer behaviour in non-food marketing?
- 2) Is there a difference between individual sensory marketing tools and multisensory marketing tools?
- 3) How will the behaviour of non-food retail customers change when using sensory marketing?

Methods of the research

1) Analysis of theoretical knowledge published in professional monographs, serials and other sources: The essence will be critical literary review focused on available knowledge of emotional marketing, sensory marketing and multisensory marketing in food and non-food retails. An integral part of the literary review will deal with typology of retail companies and the definition of key types of non-food retail companies.

2) Qualitative research by observation and personal interview with customers of non-food retail: Primary data collection for qualitative research will be realized by observing during experimental research of using tools of sensory marketing in natural retail environment. Then will be individual interview with customer after purchasing process. The research will be a long-term and will be divided to phases. Every phase will deal with different sense, if same sense (environment will be different to know how sense will act with other stimulus). Data will be collected from customers of non-food retails.

3) Qualitative research by individual interview with managers of non-food retail: Primary data collection will be realized by individual interviews with managers of retails. Main goal will be to find out their experiences with tools of sensory marketing.

4) Quantitative research of customers of non-food retail: Last step will be quantitative research with customers to find out last important information for research results. Finally, will be performed synthesis of knowledge aimed at changing the behaviour of non-food retail customers using sensory marketing. The intended procedure of the work and methods in carrying out the research are shown graphically below.

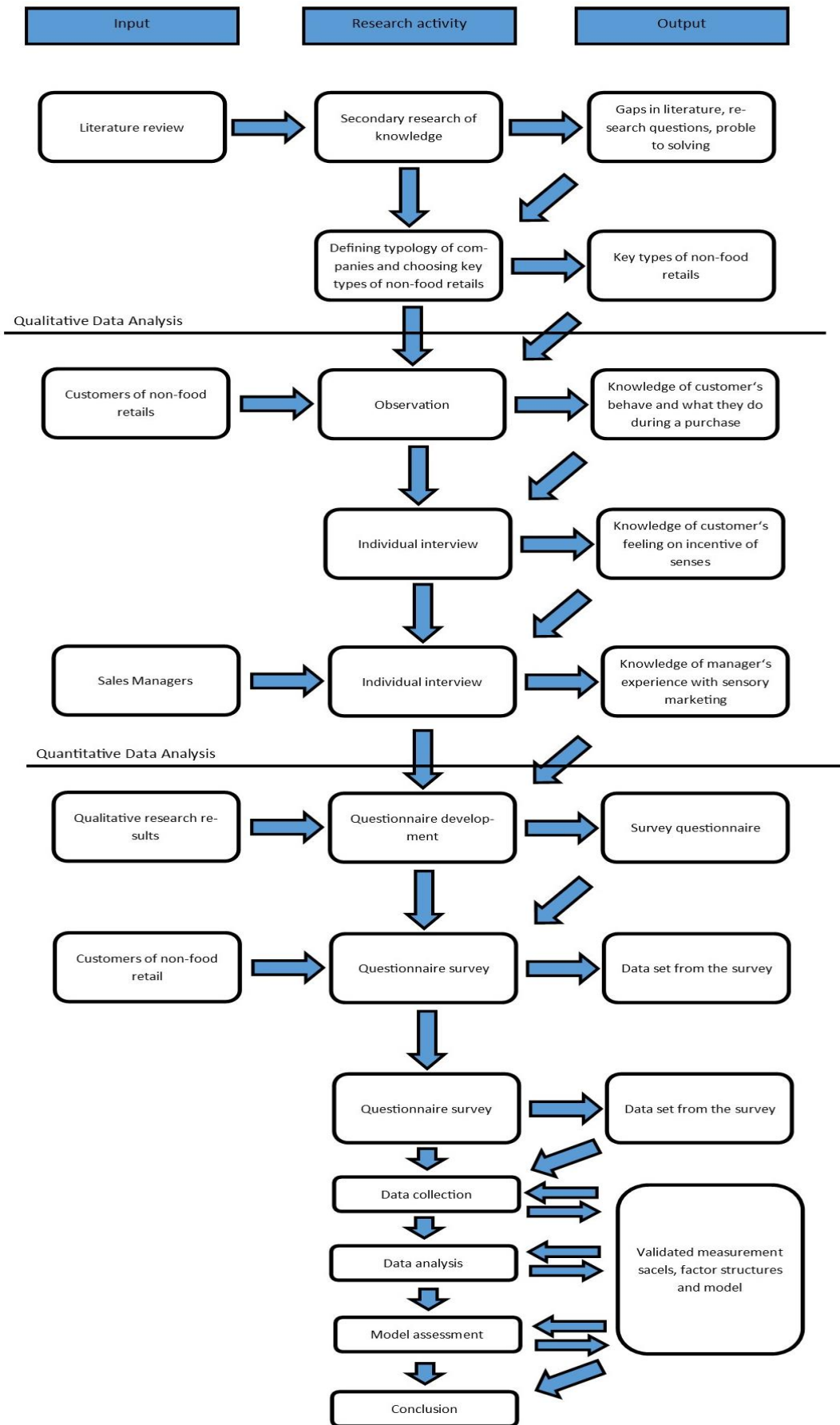


Fig. 1 – Intended procedure of future research. Source: own research

4 CONCLUSION

Future research dealing with the application of sensory marketing in non-food retail seems to be interesting in terms of benefit for theory and for practice. Basic gap in current researches is missing knowledge of using sensory marketing in non-food retails, which can lead to increase marketability, to more revenue and to more customer visiting shops (customers will come back because in shop is pleasant environment for them). It is very important to define key factors influencing sensory marketing in non-food retail. Very important are limitations of research. Main prerequisite for the implementation of unbiased research is human (seller), his behaviour, attitude to customers and mood can influent environment in shop and can influent merchantability of goods. That means in research it should be chosen these shops, which offer similar prerequisites for research (sellers should have similar knowledge of range of goods and similar attitude to customers). Next limitation is type of shops, where will sensory marketing used, because each type has different types of customers, different types of goods (to different types of goods corresponds different smell, music style, colours etc.). Another limit may be quality of the technical equipment, which is used for measurement the intensity of music, scent and other technical equipment for realization of research.

Whereas the author of this paper is on the beginning of PhD. studies, is main target of the paper is to emphasize the complexity of the whole issue of sensory marketing in non-food retail, to present an outline of future research with regard to the objective of the research, research questions and limitations.

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