

SENSORY MARKETING: CAST THE HUMAN PERCEPTION

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Abstract - Sensory Marketing is a critical marketing instrument or strategy which gives a great opportunity to organizations to maximize profitability and its sales. Progressively the world of sensory marketing is turning out to be enormous business for brands. It's intended to appeal to all the human senses, to connect with emotions and along these lines impact buying behavior. New innovation is helping brands give sensory experiences that are more immersive and, regularly, wouldn't look strange in a science fiction novel. When the whole marketing world is talking client encounter, and the attention is on making an enthusiastic association amongst brands and customers, sensory branding is a strategy you ought to consider.

Keywords - Sensory Marketing, Sensory Branding, Experiential Marketing, Marketing tools, marketing, customer perception, human senses in marketing.

It's not generally about "what" you are offering, the cost of the thing, or your insane amazing administration. It can be the "experience" of the brand conveyance. Experiential marketing and the five senses is an extraordinary new marketing thought that you might ignore.

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When the whole marketing world is talking about the experience of customer, and the attention is on making an enthusiastic association amongst brands and customers, sensory branding is a strategy you ought to consider.

Sensory branding is an important part of experiential marketing. The motivation behind this sort of advertising is to bring about passionate, subjective and behavioral reactions. This approach depends on drawing in the customer with a brand through novel experiences by concentrating on human emotions, senses, creative energy and connections. Experiential marketing reinforces the character of product and makes a connection between the environment at the purpose of offer for product and the buying behavior. The customer is confronted with a multitude of stimuli including the five senses. Sensory branding is the specialty of figuring out how to better control the perception of these stimuli. The five senses of human are Touch, tastes, smell, vision and sounds which have the ability to evoke memories for individuals. That is an extraordinary open door for the development of business. Experiential marketing strategies empower senses and are an effective expansion to any brand advancement arsenal.

With a little imagination, you can utilize experiential marketing methods that get individuals talking, and

recollecting your brand for a long time, weeks and even years.

VISION

Vision is the least demanding sense to master and is the one most nearly connected with "branding." Effective visual branding should be possible utilizing an memorable logo or a mark color palette.

One of the popular brands says Secret models basically wear clothing, with having "angel" wings. We can also detect a brown UPS truck away a mile, regardless of the possibility that you can't see the logo. On the off chance if we see somebody strolling the shopping center with a brown bag, we may get remember about Bloomingdale's.

Adding successful visual strategies to your visual brand experience will instantly make them recognize about particular brand.

Hearing:-

Sound is an intense tool when developing a brand. For quite a long time, organizations have utilized jingles, slogans, tunes, and sounds to make products easily recall and make profit, similar to the Pillsbury Dough Boy's giggle. Indeed, even Harley-Davidson endeavored to trademark their well known sound. Welcome to Moe's!

Adding something uniquely audible for the development of brand is customer experience will make customers recall your products or services.

Taste:-

We may think "taste" is just for restaurateurs, but it is not. Even though the food is not been sold, taste can also be a part of piece of your brand.

Eg: Providing samples for food spices.

Smell:-

Imagine heading off to the shopping center (recall those?) and getting a whiff of the sweet aroma of Cinnamon. As you continued walking, you could smell Abercrombie and Fitch. Significantly further

down would be Bath and Body Works. Each of these organizations has discovered that, for them, the idea to attract our wallet is through our noses.

Eg: Biryani smell is easy to attract customers while moving around there.

Touch:-

Touch is most likely the hardest approach to mark your business, yet it should be possible. You can mark your product with unique packing. Beverage organizations are particularly great at this. Crown Royal offers their Canadian bourbon in a purple material sack and Coca-Cola has their mark as hourglass bottles.

However, touch isn't limited to packing as it were. If we stay at a Westin hotel and you'll come to know how they have effectively utilized their superb beds as a marketing instrument.

Let us see some of the popular brands which are appealing to the five senses of human.

ABERCROMBIE AND FITCH



promotes its brand.

- **Sight:** The stores are arranged with light that features the brilliant garments and dives whatever is left of the store into darkness. What's more, obviously, a standout amongst the most questionable parts of their branding is that representatives are decided for their 'great looks.'
- **Smell:** The fragrance of "Fierce No. 8," is spread all through the store, onto the garments and beyond the front entryways, out of the shop.
- **Hearing:** Playing music in store at a high volume has a vital part. For the customers electronic music gives an immense impression like night club.
- **Touch:** The fabric materials are sensible to the touch.

LUSH COSMETICS BRAND



Lush cosmetics brand for beauty care products, in view of natural foods grown from the ground, additionally has an arrangement of sensory advertising.

- **Sight:** The states of the items are round and the

hues are tasty. Some of their items are displayed on Provincial style ledges and sold in large size of blocks.

- **Smell:** The intoxicating and sweet fragrance is pervasive to the point that it completes onto the roads, so the customers who passes away from the store may know they can discover a store nearby.
- **Hearing:** there may be no music playing inside the store. However, environment in the store with attractive announcements of salespersons for promote products.
- **Touch:** The products have been arranged for self-service in many dishes that welcome you to plunge your hand inside. Their packing of products is smooth and natural, and the items themselves have abnormal textures.
- **Taste:** Products are outwardly and ol factory related with food, looking like cream slice, chocolate ice cream, and so on.

Furthermore, this last illustration you may have never thought about it before.



Coca-Cola has concentrated the mechanics of the opening of their tin so that the sound is invigorating and makes you thirsty.

CONCLUSION

The director of "Global Design" company, Jeremy Lindley said: "As humans, we're not logic-based beings; we make decisions primarily off emotions. Really, it's about marketers understanding more about what makes us human and what motivates us" And as with all marketing methodologies, sensory branding has its points of confinement. In fact, every shopper, as indicated by his or her experience or culture, has their own perception. Thus, sensory marketing is suggested to have a localized approach rather than universal approach.

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