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ANALYSIS OF SELECTED ATTRIBUTES OF SENSORY MARKETING IN THE CONTEXT OF SELECTED SOCIO-DEMOGRAPHIC CHARACTERISTICS

ANALÝZA VYBRANÝCH ATRIBÚTOV SENZORICKÉHO MARKETINGU V KONTEXTE VYBRANÝCH SOCIO- DEMOGRAFICKÝCH CHARAKTERISTÍK

Abstract

The aim of the research was to identify and specify the differences and connections between the assessment of selected attributes of sensory marketing and selected socio-demographic characteristics of customers. Mutual gender differences and connections within the age of the respondents were characterized. The goal was realized through the questionnaire method and the results were processed in the SPSS statistical program. In the context of the topic of sensory marketing, there was examined the existence of statistically significant differences in selected attributes of sensory marketing between men and women. By examining statistically significant relationships in selected attributes of sensory marketing in terms of age, there was found statistical significance in the attribute of visual marketing.

Keywords

Sensory marketing. Socio-demographic characteristics. Customers.

JEL Classification

M31, M39

Introduction

Sensory marketing stems from the fact that in 80% of cases, a purchasing decision is made suddenly. It follows that shopping is far from just a rational matter, but depends on our feelings. The intention of sensory marketing is therefore primarily to use sensory perception, induce a positive shopping experience and participate in creating an emotional connection with the point of sale, product or its brand. To achieve these goals, the path leads through the customer's sensory modalities, in other words, through the control of his/her perception by sight, smell, hearing, touch and possibly also taste [17], [2]. Sensory marketing is so common that it can be used in different areas of business. Through sensory marketing, a company can influence the purchasing perception of consumers and thus influence their choice in all areas of products and services. As it is used almost everywhere, the perceptions of consumers and customers are impressed without them noticing [9].

Visual marketing is based on the fact that sight provides the most used meaning in all marketing. It is this sense that is most influenced by the environment. The choice of formats, colors or materials of a particular product is important in terms of the layout of the point of sale, but it also plays an important role in the field of promotion, where they need to engage the consumer with these elements. A key factor in success is also the knowledge of consumer behavior of individual market segments. One of the main prerequisites for proper market segmentation is knowledge of generations of consumers. The issue of generations has become an integral part of modern marketing [14], [12].

Customers use their eyes to observe colors in their surroundings during shopping, thus reacting to them and subsequently being influenced by the colors. Selected colors are controlled by ad creators. Therefore colors play one of the most important roles in advertising. Thanks to colors, companies can communicate the emotions of their products to customers. Without any text, color can communicate attractiveness, vulnerability, youth, or freshness. If color is still often associated with a certain thought or feeling, it can become a certain symbol of a certain feeling or idea. Certain colors carry general messages, but other colors differ in ethnicity, region or socio-economic background. This is why advertising creators must pay attention to the cultural conditions when using color [6].

The next influential sense of the customer is hearing. Every store should pay attention to negative noise, which can be caused by too noisy refrigerators, beeping buzzards or buzzing light bulbs, which can literally drive away the customer. On the contrary, very great silence, so preferred by banks, can discourage some customers. They might not feel protected enough to talk about his financial affairs. Each store should choose a charming musical backdrop that suits both its overall concept and the address of the target group [3].

They also use music in the field of marketing to attract the attention of customers, even to specific products or to highlight the store and its focus. As with other senses, customers are able to associate stores with the different melodies they have heard [7].

One of the most important senses that also affects the emotional center of the brain is smell. This sense can evoke different reactions in customers, encourage old pleasant memories of their lives and many other things. Since odors are situated all around us, whether they are pleasant or not is not important, because they have a huge impact on consumer behavior anyway. The sense of smell itself has a very emotional effect on a person's daily life. This perception is able to affect his/her feelings and emotions. Different scents have the ability to affect many parts of a person's daily life. This fact is also used by aroma marketing. Its function is to create a charming atmosphere and impress the customer's mind. A well-chosen aroma can create pleasant feelings, and in the future the customer will associate these feelings with the company and the brand [7].

However, a very pleasant smell, like music, can evoke unpleasant memories. In addition, it is also very one-sided by what method a particular customer perceives a certain smell and whether it is positively or negatively affected. Fragrance is an effective means of attracting the attention of customers and consumers. It supports to complete the necessary mood in stores. The sense of smell is closely connected with the sense of taste. This fact is mainly used in the food sector. Stimulation of smell can arouse the appetite for a particular product and gradually make it necessary to quickly buy a particular product. The unique scent can also serve to better preserve the brand and strengthen the positive relationship with the customer. It is able to arouse the desired feelings, which the customer gradually connects with the brand and thus creates a charming association [3].

The use of tactile impulses for marketing purposes is not a very common thing, the results of scientific studies prove to us that it is an area with considerable potential for the future. Nowadays, we can come into contact with tactile advertising, for example, in printed materials with different surface structures [18].

In some purchasing circumstances, the effectiveness of the store environment may have a greater effect than the characteristics of the product or the customer's original purchasing decision. Thus, the environment can have a direct effect on the customer's behavior and the formation of his attitudes towards services or products [8].

Research methodology

In the research part, we evaluate the relationship between the assessment of selected attributes of sensory marketing and selected socio-demographic characteristics of customers based on a questionnaire.

The aim of the research was to identify and specify the differences and connections between the assessment of selected attributes of sensory marketing and selected socio-demographic characteristics of customers. Mutual gender differences and connections within the age of the respondents were characterized. The goal was realized through the questionnaire method. The results were processed in the SPSS statistical program.

Hypothesis 1: We assume that there are statistically significant differences in selected attributes of sensory marketing between men and women.

Hypothesis 2: We assume that there are statistically significant relationships in selected attributes of sensory marketing in terms of age.

In quantitative research, we used the method of collecting empirical data and mathematical-statistical methods to analyze this data. We collected empirical data using the online questionnaire method. The questions and statements were worded clearly, comprehensibly and without double negative, in order to avoid mistakes in filling them out.

The questionnaire consisted of the following selected attributes: visual marketing, auditory marketing, olfactory marketing and tactile marketing. Within the methodology, we investigated how selected attributes of sensory marketing affect individual socio-demographic indicators. The methodology contains 30 statements, which were assessed on a 5-point Likert scale with the following scale from 0 to 4: 0-Totally disagree; 1-Disagree a little; 2-Neutral opinion; 3-Agree a little; 4-Totally Agree

Attributes that the methodology contained:

1. Visual marketing - the customers are looking forward to the store because they know that they will feel good there. It can be said that in addition to shopping, customers also go to some stores because they can relax there, it is a pleasant "shutdown" from stress. These customers notice if the goods in the store are harmoniously arranged. Customers prefer a store where they can easily find their way around and like its appearance, even though they know that the store has higher prices. Customers of visual perception will notice if there is poor lighting or a strong color in the store.

2. Auditory Marketing - if pleasant music plays in the store, customers usually stay longer. Music in the store can improve the mood of customers. Conversely, if the customers do not

like the music that is being played, then they leave quickly. Customers will notice if there is silence in the store, without music. On the contrary, the noise in the store can make them nervous.

3. Olfactory marketing - a pleasant smell in the store can improve the mood of customers. If the smell is too strong or they don't like it, they will leave the store. An unpleasant odor can discourage customers from shopping. These customers will notice if there is no smell in the store that is related to the goods.

4. Tactile marketing - these customers like to try things and are willing to pay a higher price for the goods they can try in the store. They don't like shopping online because they can't try things directly. They will not make up their mind about the final purchase until they hold the goods in their hands. They like to check and touch the items that are for sale and make a decision on the purchase during that time.

We verified the established hypotheses through descriptive statistics and statistical analysis in the statistical program SPSS, where appropriate mathematical and statistical methods were used.

The research sample consisted of 126 respondents. The average age of the respondents was 31.9 years (the standard deviation was 12.341 years). The range of years was from 14 to 74 years.

Results and interpretations

Verification of Hypothesis 1: We assume that there are statistically significant differences in selected attributes of sensory marketing between men and women.

The total number of respondents was 126, of which 69 (54.76%) were women and 57 (45.24%) were men.

Table 1 describes the selected attributes of sensory marketing between men and women.

Tab. 1: Gender differences of selected sensory marketing attributes

| | Gender | Mean | St. Deviation | t | Sig (2-tailed) |
|----------------------------|--------------|---------------|---------------|--------|----------------|
| Visual marketing | Man | 2,0667 | ,64706 | -3,737 | 0,000 |
| | Woman | 2,5072 | ,67264 | | |
| Auditory marketing | Man | 2,1474 | ,73049 | -1,237 | 0,219 |
| | Woman | 2,3043 | ,68222 | | |
| Olfactory marketing | Man | 2,2386 | ,86556 | -2,545 | 0,012 |
| | Woman | 2,6116 | ,75839 | | |
| Tactile marketing | Man | 2,0368 | ,60049 | -0,591 | 0,556 |
| | Woman | 2,1116 | ,78413 | | |

(Source: own processing)

To compare the differences in selected attributes of sensory marketing between men and women, we used the mathematical-statistical method t-test. Within the gender differences, we recorded statistical significance for the attribute of visual marketing, respectively sight and for the attribute of olfactory marketing, resp. smell. Higher average values were measured in both cases in women. Women are more sensitive to the visual elements when shopping. If they feel

uncomfortable in the store, they leave, despite the favorable prices of the products. However, if they feel good in the stores, they forget about time and their purchase is larger. Women are more likely to notice if the goods in the store are harmoniously arranged and can easily find promotions and discounts according to colors. Women are more sensitive to olfactory elements when shopping. The pleasant smell in the store can improve their mood. If there is a pleasant smell in the store, they will stay in it longer. For the other attributes of sensory marketing, we did not observe statistical significance in the context of gender division.

Verification of Hypothesis 2: We assume that there are statistically significant differences in selected attributes of sensory marketing in terms of respondents' age.

No statistically significant relationship was observed between age and selected sensory marketing attributes using the Pearson correlation coefficient (Table 2).

Tab. 2: Relationships between age and selected attributes of sensory marketing

| | | Visual marketing | Auditory marketing | Olfactory marketing | Tactile marketing |
|-----|---|------------------|--------------------|---------------------|-------------------|
| Age | R | -,192 | -,016 | -,038 | -,081 |
| | P | ,049 | ,855 | ,674 | ,368 |

* Correlation significant at the significance level 0.05

(Source: own processing)

As part of the study of age differences, statistical significance was recorded for the visual marketing attribute. The above correlation indicates the fact that the older the respondents, the more they focus on visual marketing when shopping. As we get older, respondents pay more attention to the colors that represent product promotions and discounts. In some stores, if they feel good in them, they go to rest, relax. They prefer goods that are harmoniously arranged in the store. If there is poor lighting in the store, they will notice it right away.

For the other attributes of sensory marketing, we did not observe statistical significance in terms of age differences.

The hypotheses can be considered confirmed because the research has shown that there are statistically significant differences in selected attributes of sensory marketing in terms of gender differences and at the same time there are statistically significant relationships in selected attributes of sensory marketing in terms of age.

Discussion and conclusion

Various surveys have found that the retail environment influences the behavior of buyers and sellers. Of course, this also affects sales. The authors [13] examined the influence of the environment (lighting and music), social stimuli (number and friendliness of sellers) on the mood and behavior of customers and their subsequent willingness to buy. They found that individuals respond to the environment with two opposing forms of behavior. It is about making contact (approaching) and avoiding (approach - avoidance behavior). Approaching presupposes a desire to stay, explore retail, and avoiding the opposite. Surveys have shown that individuals who view goods in their pleasant environment evaluate the product more positively than those to whom the products were presented in unpleasant conditions.

In the context of the topic of sensory marketing, we examined the existence of statistically significant differences in selected attributes of sensory marketing between men and women. Higher values were measured for women within the attributes of visual marketing and olfactory marketing. We found that women are more sensitive to visual elements in the store and feel uncomfortable if these elements do not correspond to their ideas, respectively needs.

Based on the results of the research, we can say that we agree with the findings of the author [11], who in one of his studies emphasized the significant effects of colors on men during shopping. For men, red is associated with savings and has a positive effect on them during shopping. For women, black was associated with saving. Another part of his research was price information where women showed a better memory for price information and deeper processing of information than men.

Various research has shown that colors influence our judgment, also in terms of product quality. A survey conducted by psychologist I. Cheskin showed that color can affect not only sales, but also the quality of the product in the eyes of customers. He tested housewives, whose task was to try and find out which of the three detergents on offer would wash clothes best. The color of the first package was blue, the second package was yellow, and the third package had yellow dots on a blue background. All three packages contained the same detergent. However, the results differed. The women claimed that the detergent with the yellow cover was very aggressive and could damage the clothes. The women assessed that the blue-coated detergent was not effective at all. The best washing powder was considered to be the one in the dotted package [4].

Based on primary information from research by [5], it is evident that women prefer attributes associated with the center's atmosphere, quality of service, but also attributes associated with cleanliness and open space. Women pay attention to the quality of the shopping itself. Men can especially appreciate the parking lot, lighting and a good layout of the center.

It is scientifically proven that information that is perceived by smell directly affects purchasing decisions. It is a tool with a wide range of uses that can stimulate, revitalize, induce a feeling of relaxation, balance, peace, awaken memories, feelings. Fragrances are used with the specific goal of increasing profits and turnover [1], [10]. Women are more sensitive to elements of olfactory marketing. The pleasant smell can keep women in the store for a longer time and improve their mood. The perception of smell is very different and there are a number of variations that traders have to consider. For example, men stay longer on shelves where there are spicy scents, while women are more sensitive to the scent of shampoo than men.

The scents create an image not only of the products themselves, but also of the employees. Many managers and traders pay great attention to the choice of perfumes, which they consider to be part of their personal expression and overall image [16].

Fragrances are an element of the image of every workspace. At present, it is almost common for businesses and institutions to have their own characteristic scents. Over time, business managers have become aware that fragrance in their premises is an important element that can contribute to the satisfaction of their clients and customers. In areas where many people move, it is advisable to use, in addition to ventilation, also scents that have a refreshing, stimulating and pleasant effect.

By examining statistically significant relationships in selected attributes of sensory marketing in terms of age, we found statistical significance in the attribute of visual marketing. The above correlation testifies to the fact that the older the respondents, the more they look for

promotions and discounts according to colors. With increasing age, respondents like to go to some stores to relax, feel good there and forget about time. These respondents will notice if there is poor lighting in the store that disrupts their shopping experience.

Author [15] dealt with the issue of age differences. For the older population, the possibility of refreshments in shopping malls has proved successful, and this generation also uses shopping malls to walk around and satisfy the need for social contacts.

To make stimulating emotions more effective, it is advisable to act on several senses at once. Of course, sight plays an important role, because the choice of product is mainly influenced by visual needs. Multisensory or cross-sensory marketing is gaining more and more prominence. Sound, smell and touch play an important role in it [19].

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