

# **Consequences of Multisensory Marketing Strategies**

**The aim of this paper is to explore the impact of multisensory strategies on the consumer motivation and marketing responses. The study was conducted in order to obtain the data with consumers that interact with a brand that uses sensorial strategies as part of their marketing strategy. The study suggests that multisensory strategies has an impact on brand perception, loyalty and satisfaction. This paper is an important contribution to the academic marketing literature in the field of brand experience, which also provides useful managerial insights for marketing practitioners.**

**Keywords:** *Branding, Experiential Marketing, Sensory Marketing*

**Track 8:** *Marketing*

## **Introduction**

Brand measurement from several perspectives has become one of the most important topics for marketers. One of those perspectives is the concept developed as multisensory marketing strategies. Experiences in marketing occur when consumers search for products, when they shop them and receive service, and when they consume them.

The multisensory marketing strategies are the conjunction of the marketing actions directed to the 5 human senses simultaneously: Taste, smell, sight, sound and touch. Sensorial elements can contribute to create a brand experience that impact the consumer satisfaction and improve loyalty as a component of the marketing objectives. We conduct the study with real consumers of a coffee shop whose strategies are multisensory in order to understand how they perceived them. The aim of this research is to measure the effect that multisensory marketing strategies has on brand perception, satisfaction and loyalty. The 4 constructs are considered as multidimensional scales.

## **Theoretical Framework**

Mankind's nature is polisensorial, the external stimulation exercises over more than one sense explaining the sensorial conjunction that has its origin in the integration area of the brain, where all the stimulus messages converge and produces the performance order. Furthermore every product or service has an intrinsic impact on the five senses. Sensorial elements can contribute to create an experience of imaginative purchase that inspires association with pleasant situations (Gobé, 2005). Paying attention to Multisensory supports the brand with emotional engagement with customers, and creates a unique image that cannot be replicated easily by competitors. Based on this argument, if marketing uses Multisensory strategies the experience

will turn into supreme. A Supreme sensory experience is about smelling, listening, looking, tasting and touching at the same time and it constitute the natural way of connection with individuals in a crucial holistic path (Hulten, Broweus and Van Dijk, 2009).

Many authors research about love (Roberts, 2004; Roberts, 2006); sensations (Gobé, Branding emocional, 2005); delight (Lindstrom, 2005) and humanization of brands (Gobé, 2007), as tools for brand differentiation. These efforts as a response to finding innovative ways for developing brand image and keep it near to consumers.

Theory about the multisensory marketing are based on different areas such as psychology, sociology, business and neuroscience. This paper relates on how sensory aspects affect the brand awareness in order to explore items about multisensory marketing strategies (Hinestroza, N. B., & James, P. T. ,2014)

Affective responses refer to the feelings generated by the consumer, which can be positive or negative and variable of intensity. These affective responses can be classified into emotions, feelings, moods, and evaluations (Oliver, 1997; Derbaix & Pham, 1998). A person, by nature, is an individual endowed with emotions, with the capacity of feeling, experience and to reach affective connections with the environment.

Marketers have ignored for a long time, the importance of the human senses in marketing, especially concerning how senses expressions like scent, music, design, taste or texture contribute to the brand image. Martin Lindstrom (2005) introduced a theory based on brand sensuality exploring the importance of the senses. The evaluation of those values was obtained in an international research conducted in 13 countries. Experiences are generated by perceptions, and perception is the result of the information captured by senses. By nature, all the information that every person has in their mind was received by a sensory process. Therefore, the usage of sensory strategies would be the natural way to increase brand attractiveness.

Many researchers work with sensory concepts, but most of them are focused only on one sense effect; it is necessary to consider the natural operation of the human as a polisensory entity. Furthermore every product or service has an intrinsic impact on the five senses, consequently it is essential to take care about the 5 sensory expressions when we are developing a brand. Encouraging the strategies related to the five senses does not mean saturating the consumer, but including the relevant information that gives an opportunity to the product to be in the mind and in the heart of the people. The senses are the language of the emotions and they work together and when they are stimulated at the same time produce unforgettable results.

Major studies in the field of psychology of art or experimental psychology have provided relevant data about human perception especially from the point of view of emotion caused by aesthetic perception. Giselé Marty (1999: 17) brings to conclude his study that there is a connection between affection and cognitive structures: "It is widely recognized that knowledge and feeling are closely linked". Prior to this, Sigmund Freud never considered integrating cognitive and affective (emotional) aspects. By taking a completely emotional attitude that did not allow the conceptualization of emotions from a sensorial-cognitive point of view.

Paying attention to multisensory supports the brand with emotional engagement with customers, and creates a unique image that cannot be replicated easily by competitors. Based on this, if marketing uses Multisensory strategies the experience will turn into supreme. Hulten (2008) said that a supreme sensory experience is about smelling, listening, looking, tasting and touching at the same time and it constitute the natural way of connection between a person and the environment in a crucial holistic path.

Brand experience is (Brakus et al, 2009; Nysveen et al, 2013; Kent et al 2013; Won et al 2015) Shamim, A., & Butt, M. M. (2013) develop a model for the consequences of brand experience. They consider several constructs as the results of marketing activities that evolves the

experiential brand actions. First of all the effect on brand attitude and brand credibility, those constructs built the consumer-based brand equity and finally all of those results on purchase intention. This model does not considered analyzing loyalty or satisfaction.

On the other hand, consumer satisfaction and loyalty are the goal for all the business, therefore target of the marketing strategies (Won and Kim, 2015). The importance of customer loyalty for businesses and ongoing changes in markets and consumer profiles, led to such researchers seek to determine the factors supporting customer loyalty. Considering that relevance, we pretend to analyze the effect on this constructs, taking in account the brand perception as the path to improve satisfaction and produce loyalty for any brand/product/service.

## **Method and results**

The aim of this paper is to measure the effect of multisensory marketing strategies. First of all, we have to validate, the brand perception scale (M. Villarejo, 2002; Brakus et al, 2009 and Zarantonello & Schmitt, 2010) as well with satisfaction (Oliver, 1997) and loyalty (Zeithaml, Berry, & Parasuraman, 1996). Scale items were derived from de literature.

We conduct the study obtaining the data with real consumers of a global coffee shop that uses strategies oriented to the 5 senses. We consider it is indispensable to measure factors that actually exist in order to obtain a real scale; we cannot measure in a store that ignores the sensory expressions.

### *3.1 Results and discussion*

We ask to 283 real consumers to answer the questionnaire and they receive a free beverage for a specific day. We use a seven-point likert scale (1="completely disagree", and 7="completely agree"). We conducted a factor analysis using varimax rotation. According to the factor

analysis we examined the five-factor solution for the multisensory perception scale, the three-factor for the brand perception scale and 3 items for loyalty scale and 4 for satisfaction scale considering items that had a loading greater than (.5). The Cronbach's alphas were adequate for all constructs. (See Table 1).

**Table 1: The Cronbach's alphas for all constructs**

<b>Cod.</b>	<b>Construct</b>	<b>Alfa Cronbach</b>
F_multisens	<b>Multisensory perception scale</b>	0.735
S_OLF	<i>Smell</i>	0.733
S_OID	<i>Sound</i>	**
S_TAC	<i>Touch</i>	0.675
S_VST	<i>Sight</i>	0.664
S_GTO	<i>Taste</i>	0.778
Percepción_E	<b>Brand perception scale</b>	0.810
PF	<i>Functional</i>	0.673
PA	<i>Affective</i>	0.708
PR	<i>Reputation</i>	0.772
Satisfacción_E	<b>Satisfaction Scale</b>	0.817
Lealtad_E	<b>Loyalty Scale</b>	0.778

\*\* 1 ítem

In order to test the stability of the scale, we used structural equation modeling to conduct confirmatory factor analysis to determine if measurement model fit the data.

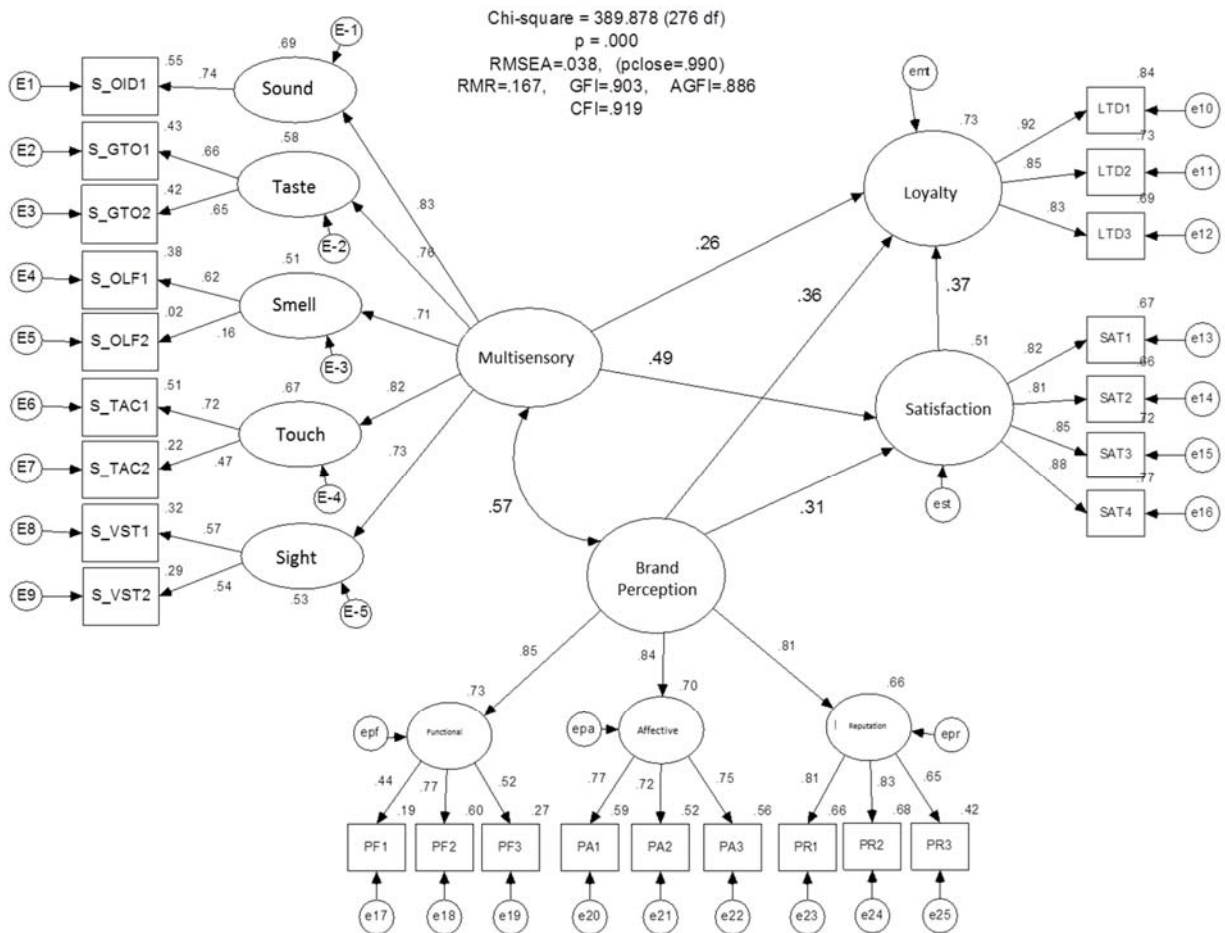
We estimate a model by structural equation modeling considering the measurement model and the path analysis that is shown in figure 1. Multisensory marketing strategies with 5 dimensions, Brand perception scale 3 dimensions: Functional, Affective and Reputation. The construct satisfaction was measured by 4 items and loyalty by 3 items. The multisensory marketing strategies has a positive effect on satisfaction and loyalty and it is correlated with brand perception. (See Figure 1).

The model fit is acceptable: The goodness-of-fit index (GFI) = .903; the comparative fit index (CFI) =.919; the root mean square error of approximation (RMSEA) =.038 with pclose = .990. (See Table 2).

**Table 2: Path Analysis results**

Estimates						$R^2$	
	Standardized	Índice	Valor	Variable	Value		
$\gamma_{11g}$	Satisfaction<---Multisensory	0.487	$\chi^2$	389.878	$\eta_{1g}$ (Satisfaction)	0.506	
$\gamma_{21g}$	Loyalty<---F.Multisensory	0.265	gl	276	$\eta_{2g}$ (Loyalty)	0.730	
$\gamma_{12g}$	Satisfacción <---Brand perception	0.311	$\chi^2/gf$	1.413 (p=0.000)			
$\gamma_{22g}$	Loyalty<---Brand perception	0.360	GFI	0.903			
$\beta_{21g}$	Loyalty <---Satisfaction	0.370	AGFI	0.886			
			CFI	0.919	Variance		
			RMSEA	0.038 (p=0.990)	$\xi_{1g}$ (F. Multisensory)	1.037 (S.E. 0.177)	
			PCFI	0.845	$\xi_{2g}$ (Brand Perception)	1.917 (S.E. 0.306)	
Correlations			PNFI	0.709			
$\phi_{21}$	Perception <---> F.Multisensory	0.567					

**Figure 1: Model of the effect of Multisensory Marketing Strategies on Brand Perception, Satisfaction and Loyalty**



### Conclusions and implications for theory and practice

The structural model demonstrate the relationship of multisensory marketing strategies on brand perception and the effect that both constructs has on Loyalty and satisfaction.

The contribution of this research is the development and contrast of a model that includes different constructs that have not been considered simultaneously. And demonstrate



empirically that the sensory marketing strategies deeply affect the consumer satisfaction and loyalty. The consumers are more engaged with the brand when they feel by natural ways the contact with their brands, and in some occasion the consumer get involved and fall in love with them.

Companies must pay more attention to their sensory control agents that inherently exist in products and optimizing their use to improve your brand image actions and generate sustainable competitive advantage in time. The senses are the first link in the production of emotions and remain on consumers mind and heart for longer than the images of traditional communication. An important contribution to the marketing is creating measurement sensory variables as specific effects, which can be perceived by consumers and expressed this way. This has been achieved with the development of a measuring instrument designed under the necessary theoretical bases, but concerning specific application environment.

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