

SENSORY BRANDING IN GUJARAT- CONSUMER PERSPECTIVES POST COVID-19

Gedia Hemisha Sunilbhai

Research Scholar, Rai University, Gujarat

Contact No:- +91 9714619815

Email Id: hemishasgedia@gmail.com

Dr. Ashish Rami

Head- Department of Management

Rai School of Management Studies, Rai University

Contact No:- +91 7574858439

Email Id: ashish.rami@raiuniversity.edu

ABSTRACT

Sensory branding is contemporary marketing that is connected with the senses with reference to brand. It is connected with customers on emotional and behavioral aspects. Many researchers have used sensory elements in their research such as vision, touch, sound, smell, and taste. (Lindstrom, 2005; Wansink, 2003). Considering strong research gap, current study investigates the consumer perception towards sensory branding. Current study has adopted single cross sectional research design based on primary research in Gujarat. Data analysis is done using SPSS. Study provides strong implications to marketers and society as a whole.

Keywords: Marketing, Sensory branding, Behavioral Aspects, Consumer perspectives

1. INTRODUCTION

The concept of branding has evolved over the last decade and companies are beginning to create brand experiences through sensory branding.. Wilson (2012). While not wholly novel, the use of sensory identity techniques is becoming more popular as merchants strive to create exclusive in-store experiences (Michon, Chebat& Turley, 2005). Multi-sensory branding is the process through which a certain brand image influences purchasing behaviour via the five senses. (2011) (Hulten).

The retail business has developed quickly, bringing about an exceptionally concentrated market. Buyers have more alternatives of where and how to buy items. Quite possibly the most well-known techniques for buying are through the web, making it very helpful for customers to look for and to buy. Because of the changed retail climate probably the greatest test experienced by retail proprietors is to attract purchasers to their store and to hold them as clients. It is subsequently important that retailers guarantee their in-store climate has a powerful plan and that in store enhancements are done to establish an alluring climate where buyers would need to invest energy during a shopping trip, rather than looking and purchasing over the web (Nell, 2017).

American Marketing Association characterizes tangible promoting as 'showcasing procedures that intend to persuade the purchaser by utilizing his facilities to impact his emotions and conduct (Pallavi, 2017; Antonio, 2017; Chathuranga & Lakshika, 2018).

The idea of 'General store' has been started in the middle of 1920s to 1930s. Further, it has become to brands that are more receptive to the buyers' progressions have had the option to make due from the jumbled advertising climate in the present. In the current mechanically stable time with more educated clients with better standards, it has gotten basic to move consideration from the highlights and advantages-based methodology where encounters are promoted. The continually developing rivalry in the market expects organizations to think of new strategies to separate from others. In light of this setting organizations have the chance to arrange separated encounters utilizing tangible incitements which make their contributions more exceptional and paramount. Added to this the faculties assume critical parts in purchaser experience and feelings attached to it. In retail configuration brands identified with tactile experience draw in clients and animate solid, positive, and unmistakable impression across each of the

five detects.(Chathuranga & Lakshika, 2018)

The dynamic activity of multiple partners in co-creating brand meaning is increasingly recognised in brand research, as is the role of new online media support partners in their co-creation efforts. However, there is a scarcity of experimental experience in the online multipartner corporate social cycle that involves co-creation. (Christiane, Vallaster, & Sylvia Von, 2013)

The opposition inside the inexpensive food chain café industry is extremely high. To satisfy clients, eateries are utilizing various strategies to take a stab at greater pieces of the overall industry. Establishing a climate that is charming where clients appreciate coming to. assumes a fundamental part in deciding clients' fulfilment, their visit length and aim to return to the café. Tangible showcasing has arisen as an instrument to assemble positive brand picture and client dependability as five feelings of client; visual, hear-able, olfactory, material and gustative are invigorated. Standard displaying procedures are no more relevant in the present genuine period. Just captivating visual detect and hear-capable sense may not be the solitary ways to deal with attract customers. Regular publicizing techniques need to change and in find creative ways to deal with target customers where nearer to home and individualized thought is given, solid experience association between the customer and brand is made. Drive-through restaurant industry is incredibly genuine, holding customer and making them dedicated to get back to is dependent on the widely inclusive buyer eating experience got at the hour of use at the bistro. The customers today need to capitalize on their purchases through an experience that is attracting and critical (Hussain, 2018).

2. LITERATURE REVIEW

Many consumer behaviourists have sought to incorporate the principles of sight, touch, hearing, smell and taste into their research.(Krishna, 2012; Lindstrom, 2005; Wansink, 2003). Sensory marketing is the marketing industry's use of the consumer's feelings and perception empathy. This new concept emphasises the importance of generally practical meetings within the customer partnership upgrading process. (Hulten, 2011) We created a model multi-sensory brand experience based on the assumption that retailers would take advantage of different sensory opportunities to differentiate their brands and engage their target markets. (1999, Schmitt) Sensory marketing is a marketing technique that emphasizes consumer emotions over rational judgment by appealing to her five senses: "Sight", "Smell", "Sound", "Good", "Feel". (Nell, 2017)

With globalization, with brand assaults on business development, distributors have challenged themselves to get a piece of the pie in this real scene. Retailers therefore return to creative strategies, for example, experiential publicity to influence the buyer's buying behavior. This paper aims to study how experiential promotion is appropriate for the purchase of coffeehouses by customers.(Dalle, Venter, & Mhlophe, 2017)

The choice to purchase an item or administration is affected by numerous components, including social, social, mental yet in addition individual elements. Tangible showcasing itself is going to the forefront and that's just the beginning and more individuals are understanding its position. This archive is devoted to give which is valuable for organizations as well as for purchaser himself. It manages inclusion of tactile and attempts to explain their significance in business correspondence. The point of exploration record was assessment of faculties and their effect on buyer's conduct in shopping region. The relationship between ages and purchasing proclivities during shopping behaviour was also noteworthy. (Guziy, Šedík, & Horská, 2017; Géci A. , 2017; Géci, Nagyová, & Rybanská, 2017)

Human detects play an important role in his definition of an environment, and store climate is depicted in physical terms. The key tactile channels are thus sound, sight, fragrance, taste, and contact.Later Milliman fundamentally investigated the writing accessible and introduced an experimental examination that inspected the impacts of ambient sounds on in-store shopping conduct. The after effects of the tests showed that the speed of in-store traffic stream was essentially slower with the lethargic rhythm music than for the quicker beat music. The higher deals volumes were reliably connected with the slower rhythm melodic determinations while interestingly, the lower marketing projections were oftentimes connected with the quicker beat music. Additionally, introduced an exact examination that inspected the impact of mood melodies on the conduct of eatery clients. The observational investigation introduced in this paper depends on the hypothetical model introduced by Mehrabian and Russell and further created by Russell and Pratt. From the outcomes it was apparent that the more slow, maybe more calming ambient melodies established a seriously loosening up climate for the clients. Tangible promotion is the use to the purchaser of insight, perception, feelings, learning, inclination, decision or evaluation of sensation and discernment in the field of showcasing. This audit is organized around this theoretical structure. The creator clarifies the impact that each sense - contact, smell, sound, vision and taste have on the view of purchasers and

further their dynamic (Dr.Rupa & Pallavi, 2017; Nell, 2017)

"In marking writing, the idea of brand personality is characterized as an extraordinary arrangement of brand affiliations that a firm can make or keep up". All in all, it is the impression or the one-of-a-kind space the brand means to consume in the shopper's brain. It might include an offer with utilitarian, passionate or self-expressive advantages. The enthusiastic connection that a brand has with its customers is crucial in the creation of successful brands. Scientists also indicate that rather than only things and services, customers seek and purchase passionate experiences relating to what they have purchased. As a result, sophisticated promoting experts have recognised the need to go beyond standard methods of establishing brand identity. (Antonio, 2017)With that field tangible components are progressively turning out to be significant while conceptualizing an updated corporate character build. Moreover, it is vital for move consideration from the highlights and-advantages approach pushed by conventional advertising to given that clients with encounters. Unlike traditional advertising, which focuses on practical highlights and benefits, experiential advertising focuses on client interactions. Encounters happen as a result of going through, experiencing, or living through something. Encounters provide specific, enthusiastic, psychological, behavioural, and social traits that enhance practical talents.(Chathuranga & Lakshika, 2018; Hussain, 2018)

Branding refers to how buyers perceive a brand and can be positive or negative (Yoon & Park, 2012). According to Yoon and Park (2012), sensory advertising has a significant impact on brand sentiment. According to Ryu and Jang (2008) and Tantanatewin and (Inkarojrit, 2018), customer experience positively influences consumer intentions. The relationship between brand attitudes and purchase intent is reasonably simple. Wu and Lo (2009) investigated how brand behaviour influences purchase intention of Taiwanese customers and found that branding is a strong predictor of purchase intention. This topic has received little attention in the Indian context, especially in the coffee sector. As a result, the focus of this study is the impact of sensory marketing on brand attitudes and its broader impact on behavioural intentions in the Indian coffee shop industry. (Gogorath, 2018).

Shading produces various responses in individuals and intellectually affects clients. Logos, colours, bundling, plan furthermore, alluring shape can reinforce the ideal picture of your item in buyer's psyche. Sight upgrades may likewise have a passionate reaction other than drawing consideration.The sensitivity of smell is nearby our feelings and conduct and it has astonishing impact on our manner. Long haul impact of smell causes more aromatic memory and aromatic object is a lot of alluring than non-sweet-smelling one. **Sound:** Sound is frequently utilized as an effective apparatus for speaking with the oblivious need of the purchaser. Sound can demonstrate to have positive outcomes in the customer experience and the correct sort of music can even influence the purchasing conduct of the shopper. **Touch:** Only Eye isn't sufficient to pass judgment items. Visual and hear-able tactile boosts make clients nearer to items and they wouldn't see any problems with contacting it to additional improve their involvement in the item. By contacting the items, client conduct and shopping disposition is emphatically influenced.**Taste:** In the present serious market, connecting a novel taste to your image can help in making a separation of administration. Taste adds an interesting worth making it an important encounter for the buyers that invigorates the replication and expansion of their by and large experience, paying little heed to the cost (Pallavi, 2017; Galande, 2019).

2.1 Research Gap

While much study has been conducted on sensory branding in other countries, no one has attempted to quantify its impact on consumer behaviour in Gujarat's fast-moving consumer goods (FMCG) market. The purpose of this study is to provide new insights into the growing topic of sensory branding. In terms of actual contribution, the current study seeks to assess the impact of sensory branding on the purchasing behavior of customers of his FMCG division in Gujarat.

3. RESEARCH METHODOLOGY

Research Objective for current study is to measure consumer perception towards sensory branding for FMCG sector in Gujarat. This study's target population consists of the FMCG product consumers residing in Gujarat state. Among descriptive research designs, a single cross-sectional study design was chosen. The questionnaire survey was administered. Respondents' informed consent was obtained prior to data collection. Snowball sampling was used in this research. Non comparative scaling technique is used in this study. Response time was around 6 minutes to fill up the questionnaire. Pilot testing was done over 41 respondents to validate the questionnaire. Data obtained from pilot survey were reliable as the Cronbach alpha value was 0.926. Pilot survey data was not utilized for the

final survey. Other books, journals, websites, and academic articles were used to gather secondary data. Primary data was collected from the population of major cities of Gujarat who are consumers of FMCG products, with help of the structured questionnaire. The cities include Ahmedabad, Surat, Vadodara and Rajkot. Statements of questionnaires were extracted through literature review. Here researcher has utilized Likert scale for strongly agree to disagree options. The sample size for this research survey is 220 respondents. For analysis purpose SPSS, which is considered among the most powerful statistical analysis tools, was used in the research project.

4. DATA ANALYSIS

Reliability Analysis

Variable No.	Variable	Cronbach's Alpha	N of items
1	<i>Sound</i>	.909	3
2	<i>Smell</i>	.892	3
3	<i>Touch</i>	.911	3
4	<i>Sight</i>	.898	3
5	<i>Taste</i>	.901	3
6	<i>Consumer Perception</i>	.923	12

Statistically, the reliability of a scale is determined by the consistency of the results when repeated measurements are made. A measure is deemed to be more dependable if it produces identical results under consistent conditions. Cronbach's alpha values must be more than 0.70 to be considered acceptable. (Nunnally J, Bernstein L., 1994). Hence the data is reliable for further studies.

Demographic Analysis

Factor	Particulars	Frequency	Percent	Cumulative Percent
Gender	Male	146	66.4	66.4
	Female	74	33.6	100.0
	Total	220	100.0	100.0
Age	18-28	78	35.5	35.5
	29-38	92	41.8	77.3
	39-48	34	15.5	92.7
	49-58	16	7.3	100.0
	Total	220	100.0	
Marital Status	Married	151	68.6	68.6
	Unmarried	69	31.4	100.0
	Total	220	100.0	
Annual family income	Less than 2,00,000	17	7.7	7.7
	2,00,001 to 4,00,000	71	32.3	40.0
	4,00,001 to 6,00,000	73	33.2	73.2
	6,00,001 to 8,00,000	28	12.7	85.9
	Above 8,00,000	31	14.1	100.0
	Total	220	100.0	
Education	SSC	18	8.2	8.2
	HSC	23	10.5	18.7
	Graduation	93	42.3	61.0
	Post-Graduation and Above	86	39.0	100.0
	Total	220	100.0	
Members in household	1-3	11	5.0	5.0
	4-6	105	47.7	52.7
	7-9	81	36.8	89.5

	Above 9	23	10.5	100.0
	Total	220	100.0	
Occupation	Student	94	42.7	42.7
	Salaried	92	41.8	84.5
	Self Employed	20	9.1	93.6
	Home maker	14	6.4	100.0
	Total	220	100.0	

Hypothesis Testing

Ho₁: There is no significant difference between gender and consumer perception.

Alternative Hypothesis H₁: There is a significant difference between gender and consumer perception.

Average score of the consumer perception taken as the testing variable and gender, was taken as the grouping variable in the one-way ANOVA test.

ANOVA

consumer perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.010	1	.010	2.005	.046
Within Groups	477.099	218	2.189		
Total	477.109	219			

Here, the p-value (0.046) justifies being less than the significance level (0.050), so we can say that there is a significant difference between the average consumer perception scores for men and women. The average age of men is higher than that of women.

Descriptive

consumer perception	N	Mean	Std. Deviation
Male	146	3.98	1.534
Female	74	3.05	1.364
Total	220	3.52	1.476

Ho₂: There is no significant difference between an age and consumer perception.

H₁₂: There is a significant difference between an age and consumer perception.

Average score of the consumer perception taken as the testing variable and age, was taken as the grouping variable in the one-way ANOVA test.

ANOVA

consumer perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.084	3	3.695	1.713	.016
Within Groups	466.025	216	2.158		
Total	477.109	219			

Here, the p-value (0.016) justifies being less than the significance level (0.050), so we can say that there is a significant difference in the average consumer perception scores for different age groups. The age group 39-48 has the highest average scores.

Descriptive

consumer perception	N	Mean	Std. Deviation
18-28	78	2.81	1.406
29-38	92	3.11	1.522
39-48	34	3.56	1.447
49-58	16	3.29	1.504
Total	220	3.06	1.476

Ho₃: There is no significant difference between education and consumer perception.

H1₃: There is a significant difference between education and consumer perception.

Average score of the consumer perception taken as the testing variable and education, was taken as the grouping variable in the one-way ANOVA test.

ANOVA

consumer perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.697	2	3.849	1.779	.027
Within Groups	469.412	217	2.163		
Total	477.109	219			

Here, the p-value (0.027) justifies being less than the significance level (0.050), so we can say that there is a significant difference in the mean scores of consumers' perceptions of different education levels. The graduate school category has the highest average score.

Descriptive

Education	N	Mean	Std. Deviation
SSC	18	3.73	1.422
HSC	23	3.55	1.284
Graduation	93	4.02	1.171
Post-Graduation and above	86	3.98	1.513
Total	220	3.68	1.372

Ho₄: There is no significant difference between Annual Family Income and consumer perception.

H1₄: There is a significant difference between Annual Family Income and consumer perception.

Average score of the consumer perception taken as the testing variable and Annual Family Income, was taken as the grouping variable in the one-way ANOVA test.

ANOVA

consumer perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.562	4	1.390	1.634	.039
Within Groups	471.547	215	2.193		
Total	477.109	219			

Here, the p-value (0.039) is lower than the justified significance level (0.050), so we can say that there is a significant difference in the average consumer perception scores for different income groups. The income group 200001-400000 has the highest average value.

Descriptive	N	Mean	Std. Deviation
consumer perception			
Less than 2,00,000	17	2.90	1.583
2,00,001 to 4,00,000	71	3.41	1.322
4,00,001 to 6,00,000	73	3.01	1.532
6,00,001 to 8,00,000	28	3.21	1.449
Above 8,00,000	31	3.23	1.668
Total	220	3.06	1.476

5. REGRESSION ANALYSIS

H₁ Sound

H₀: There is no significant impact of sound on consumer perception with respect to sensory branding.

H₁: There is significant impact of sound on consumer perception with respect to sensory branding.

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis Supported
H1	sound → cp	0.492	0.419	61.273	0.000	Yes

Note: p<0.05. cp = consumer perception, Sound

Consumer perceptions were regressed on sound to test hypothesis H₁. A significant predictive consumer perception F = 61.273, p < 0.01, indicating that sound plays an important role in shaping consumer perception (b=0.492, p<0.01). These results clearly demonstrate the positive effects of sound. Furthermore, R² = 0.419 indicates that tone explains 41.9% of the variance in consumer perception. The table above shows a summary of the results.

H₂ Smell

H₀: There is no significant impact of smell on consumer perception with respect to sensory branding.

H₂: There is significant impact of smell on consumer perception with respect to sensory branding.

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis Supported
H2	smell → cp	0.417	0.572	45.138	0.000	Yes

Note: p<0.05. cp = consumer perception, smell

Consumer perceptions were regressed on odors to test hypothesis H₂. Odor significantly predicted consumer perception F = 45.138, p < 0.01, indicating that odor plays an important role in shaping consumer perception (b=0.492, p<0.01). These results clearly demonstrate the positive effects of odor. Furthermore, R² = 0.572 indicates that odor explains 57.2% of the variance in consumer perception. The table above shows a summary of the results.

H₃ Touch

H₀: There is no significant impact of touch on consumer perception with respect to sensory branding.

H₃: There is significant impact of touch on consumer perception with respect to sensory branding.

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis Supported
H3	touch → cp	0.474	0.411	44.286	0.000	Yes

Note: p<0.05. cp = consumer perception, touch

Consumer perceptions were regressed on sound to test hypothesis H₃. Touch significantly predicted consumer perception F = 44.286, p < 0.01, indicating that touch plays an important role in shaping consumer perception (b=0.474, p<0.01). These results clearly demonstrate the positive effects of touch. Furthermore, R² = 0.411 indicates that touch explains 41.1% of the variance in consumer perception. The table above shows a summary of the results.

H₄ Sight

H0: There is no significant impact of sight on consumer perception with respect to sensory branding.

H4: There is significant impact of sight on consumer perception with respect to sensory branding.

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis Supported
H4	sight → cp	0.581	0.438	111.287	0.000	Yes

Note: p<0.05. cp = consumer perception, sight

Consumer perceptions were visually set back to test hypothesis H4. Visual acuity significantly predicted consumer perception F=111.287, p<0.01, indicating that vision plays an important role in shaping consumer perception (b=0.581, p< 0.01). These results clearly demonstrate a positive visual effect. Furthermore, R² = 0.438 indicates that vision explains 43.8% of the variance in consumers' perceptions. The table above shows a summary of the results.

H₅ Taste

H0: There is no significant impact of taste on consumer perception with respect to sensory branding.

H5: There is significant impact of taste on consumer perception with respect to sensory branding.

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis Supported
H5	taste → cp	0.425	0.484	19.975	0.000	Yes

Note: p<0.05. cp = consumer perception, taste

Consumer perceptions were regressed on taste to test hypothesis H5. Flavor significantly predicted consumer perception He F = 19.975, p < 0.01, indicating that taste plays an important role in shaping consumer perception (b = 0.425, p < 0.01). These results clearly demonstrate the positive effect of taste. Furthermore, R² = 0.484 indicates that taste explains 48.4% of the variance in consumer perception. The table above shows a summary of the results.

6. FINDINGS AND IMPLICATIONS

1. Cronbach's Alpha can be defined as the reliability measurement tool, for the selected construct, it should be above acceptance standard 0.7. Lowest cronbach's alpha was 0.892 for smell construct. It provides the good reliability of all the constructs.

2. The p-value (0.046) is lower than the justified significance level (0.050), indicating that there is a significant difference between the average consumer perception scores for men and women. The average age of men is higher than that of women.

3. Since the p-value (0.016) is lower than the justified significance level (0.050), we can say that there is a significant difference in the mean scores of consumer perceptions for different age groups. The age group 39-48 has the highest average scores.

4. It justifies that the p-value (0.027) is lower than the significance level (0.050), so we can say that there is a significant difference in the mean scores of consumers' perceptions of different education levels. The graduate school category has the highest average score.

5. Since the p-value (0.039) is lower than the justified significance level (0.050), we can say that there is a significant difference in the average consumer perception scores for different income groups. The income group 200001-400000 has the highest average value.

6. Sound significantly predicted consumer perception F= 61.273, p < 0.01, which indicates that the sound plays significant role in shaping consumer perception (b = 0.492, p < 0.01). These results clearly direct the positive affect of the sound. Moreover, the R² = 0.419 depicts that the sound explains 41.9% of the variance in consumer perception.

7. Smell significantly predicted consumer perception $F = 45.138$, $p < 0.01$, which indicates that the smell plays significant role in shaping consumer perception ($b = 0.492$, $p < 0.01$). These results clearly direct the positive affect of the smell. Moreover, the $R^2 = 0.572$ depicts that the smell explains 57.2% of the variance in consumer perception.
8. Touch significantly predicted consumer perception $F = 44.286$, $p < 0.01$, which indicates that the touch plays significant role in shaping consumer perception ($b = 0.474$, $p < 0.01$). These results clearly direct the positive affect of the touch. Moreover, the $R^2 = 0.411$ depicts that the touch explains 41.1% of the variance in consumer perception.
9. sight significantly predicted consumer perception $F = 111.287$, $p < 0.01$, which indicates that the sight plays significant role in shaping consumer perception ($b = 0.581$, $p < 0.01$). These results clearly direct the positive affect of the sight. Moreover, the $R^2 = 0.438$ depicts that the sight explains 43.8% of the variance in consumer perception.
10. Taste significantly predicted consumer perception $F = 19.975$, $p < 0.01$, which indicates that the taste plays significant role in shaping consumer perception ($b = 0.425$, $p < 0.01$). These results clearly direct the positive affect of the taste. Moreover, the $R^2 = 0.484$ depicts that the taste explains 48.4% of the variance in consumer perception.
11. The research's findings back up the theory that consumers' perceptions are significantly influenced by sound, smell, touch, sight, and taste. Smell explains the highest variance in consumer perception, followed by taste, sight, sound and touch respectively.
12. Several implications for marketers and businesses are suggested by the current study. When it is concluded that these elements are crucial to the effectiveness of sensory branding and affect consumer perception, this study will be helpful to marketers because it can help them concentrate more on elements like sight, sound, smell, taste, and touch. Conclusions on demographics will be incredibly beneficial for businesses and marketers.
13. This study demonstrates the value of sensory branding in forming favourable perceptions. Given the scarcity of studies on sensory branding, it should be noted that the majority of studies on the aforementioned topic are conducted in the developed world, making this study a valuable addition to the body of existing knowledge.
14. A noteworthy consequence for marketers is that FMCG firms must place an emphasis on the smell and taste; Smell of the FMCG product plays an important role in attracting consumers towards the brand. they must ensure that there is a pleasant taste of product. Consumers are drawn to products because of its pleasant, fresh scent. Focus should be placed on the entire fragrances of the shops, stores, cafeterias, fast-food restaurants, etc. where the product is sold rather than just the smell of the product itself, as overall aroma will produce a favourable opinion.
15. As the research is focusing upon sensory branding, It will be helpful to the society along with companies, brands, strategy makers and all economic contributors to the society.
16. The research will be useful for marketing executives, companies and brands because by using the elaborated scope of sensory branding, they will be able to tap new markets by creating differentiation.
17. By including sensory branding aspects into the advertising strategy to foster a good attitude and perspective, businesses and brands can further profit from this study.

7. CONCLUSION & SCOPE FOR FURTHER STUDY

The primary goal of the study was to use regression analysis to assess the influence of sensory marketing on consumer perception. The findings of this study suggest that all five senses—sound, touch, sight, and taste—have a strong influence on how consumers perceive FMCG brands. The product's taste is the sense that influences people's perceptions the most favourably. In this study, sound and touch are found to be the least influential factors that influence how consumers perceive FMCG brands. The results of this study also imply that consumers of different genders, ages, educational backgrounds, and economic levels have very varying perceptions of products. The study offers a fundamental foundation for comprehending sensory branding and how it affects how consumers perceive products. The geographic scope, target age group, sample size, and use of probability sampling techniques should all be increased in future studies.

LIMITATIONS OF THE STUDY

With a small sample size and a focus on the food and beverage (FMCG) industries, the research is limited to the state of Gujarat. Incorporating novel demographic characteristics as research variables and conducting cross-state comparisons are also feasible. Furthermore, this research can be broadened by comparing the findings to other regions and cultures.

BIBLIOGRAPHY

- [1] Ama.org. (2009). Definition of Marketing. [online] Available at: <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>. Accessed on 11th Dec. 2020
- [2] Bailey, E. H. S. and Nichols, E. L. (1888). On the Sense of Taste. *Science*, 11(268):145-146.
- [3] Bradford, K. D. and Desrochers, D. M. (2009). The Use of Scents to Influence Consumers: The Sense of Using Scents to Make Cents. *Journal of Business Ethics*, (90)2:141-153.
- [4] Din, R. (2000), *New Retail*, Conran Octopus, London.
- [5] Elder, R. & Krishna, A. (2010). The effects of advertising copy on sensory thoughts and perceived taste. *Journal of Consumer Research*, 36(5): 748-756.
- [6] Hultén, B. (2011). Sensory marketing: The multi-sensory brand experience concept. *European Business Review*, 3(5): 1.
- [7] Kent, T. (2003). 2D23D: Management and design perspectives on retail branding. *International Journal of Retail & Distribution Management*, 31(3): 131-142.
- [8] Khanna, P. & Mishra, S. (2013). The impact of sensory branding on consumer: a case study on Coca-Cola. *VSRD International Journal of Business and Management Research*, 3: 113-120.
- [9] Klink, R. R. (2000). Creating Brand Names with Meaning: The Use of Sound Symbolism. *Marketing Letters*, 11(1): 5-20.
- [10] Kotler, P. (1973) Atmospherics as a marketing tool. *J. Retail.* 49, 48–64.
- [11] Kotler, P. (1974). Atmospherics as a marketing tool. *Journal of Retailing*, 49(4): 48- 64.
- [12] Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behaviour. *Journal of Consumer Psychology*, 22: 332–351.
- [13] Kuczamer-Kłopotowska, S. (2017) Sensory marketing as a new tool of supporting the marketing communication process in tourism services sector. *Handel Wewnętrzny* 367, 226–235.
- [14] Lindstrom, M. (2005). Broad sensory branding. *Journal of Product & Brand Management*, 14(2): 84–87.
- [15] MacGregor, G. (1999). Making Sense of the past in the Present: A Sensory Analysis of Carved Stone Balls Author. *World Archaeology*, 31(2) *The Cultural Biography of Objects*: 258-271.
- [16] Oliver, R.L. (1993) Cognitive, affective, and attribute bases of the satisfaction response. *J. Consum. Res.*, 20, 418–430.
- [17] Ryu, K.; Han, H.; Jang, S. (2010) Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *Int. J. Contemp. Hosp. Manag.*, 22, 416–432.
- [18] Ryu, K.; Jang, S.S. (2007) The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *J. Hosp. Tour. Res.*, 31, 56–72.
- [19] Schmitt, B. (1999). *Experiential Marketing: How to get customers to sense, feel, think, act, relate to your company and brands*. New York: The Free Press.
- [20] Soars, B. (2009). Retail Insight: Driving sales through shoppers' sense of sound, sight, smell and touch. *International Journal of Retail & Distribution Management*, 37(3): 286-298.
- [21] Söderlund, M.; Rosengren, S. (2007) Receiving word-of-mouth from the service customer: An emotion-based effectiveness assessment. *J. Retail. Consum. Serv.*, 14, 123–136.
- [22] Spence, C. (2003). A new multisensory approach to health and well-being. In *Essence*, 2, 16-22
- [23] Wansink, B. (2003). Response to "Measuring consumer response to food products". *Sensory tests that predict consumer acceptance. Food Quality and Preference*, 14: 23– 26.
- [24] Wilson, P. (2012). Dissecting the anatomy of brands: Improving methodologies for strategic brand-building. *Journal of Brand Strategy*, 1(2): 131-148.
- [25] Wu, S., and Lo, C. (2009). The influence of core-brand attitude and consumer perception on purchase intention towards extended product. *Asia Pacific Journal of Marketing and Logistics*, 21(1): 174-194.
- [26] Yoon, S. & Park, J. E. (2012) Do sensory ad appeals influence brand attitude? *Journal of Business Research*, 65(11): 1534-1542
- [27] Zhao, J.B.; Wang, Y.L.; Ma, Q.W.; Zhao, J.B.; Zhang, X.Y.; Zou, L.Q. (2019) The Chemosensory Pleasure Scale: A New Assessment for Measuring Hedonic Smell and Taste Capacities. *Chem. Senses*, 44, 457–464.
- [28] Zona, B. (2012). Sensory branding. Available from: <http://www.slideshare.net/NonstopdesignZona/sensory-branding-13012274>.
- [29] Antonio, M. (2017). Influence of sensory stimuli on brand experience, brand equity and purchase intention. *Journal of Business Economics and Management*.

- [30] Chathuranga, &Lakshika. (2018). Impact of multi-sensory brand experience on impulse buying tendency: with special reference to super markets in srilanka. Sri lanka: University of Sri Jayewardenepura.
- [31] Chathuranga, B. T., &Lakshika, V. G. (2019). Multi-Sensory Brand Experience and Impulse Buying. International Journal of Trend in Scientific Research and Development (IJTSRD), 2456-6470.
- [32]Christiane, Vallaster, & Sylvia Von, W. (2013). An online discursive inquiry into the social dynamics of multi-stakeholder brand meaning co-creation. Journal of Business Research, 1505-1515.
- [33]Cillo, V., Gavinelli, L., Ceruti, F., Perano, M., &Solima, L. (2019). A sensory perspective in the Italian beer market. British Food Journal.
- [34]Dalle, A. D., Venter, &Mhlophe. (2017, January 1). Sensory branding and buying behavior in coffee shops : a study on Generation Y. Sebinet.
- [35]GRIGORAS, A. (2018). The Strategic Impact of Sensory Elements on Building and Developing Brand Equity.
- [36]Guziy, S., Šedík, P., &Horská, E. (2017). Comparative study of honey consumption in Slovakia and Russia. Sloval Journal of Food Science, 472-479.
- [37]Hulten, B. (2018). Branding by the five senses: A sensory branding framework. Journal of Brand Strategy, 281-292.
- [38]Hussain, S. (2018). Brand Image and Customer Loyalty Through Sensory Marketing. International Journal of Management Studies.
- [39]John Chidume, A. (2020). Sensory Attributes of Malt Drinks and Consumer Purchase Decisions. Journal of Food Products Marketing, 317-343.
- [40] Oriol, I., Stefan, M., &Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. Journal of Business Research, 343-354.
- [41]TugraNazli, A., T.C, M., &Pantea, F. (2018). Sensory Branding. In A. TugraNazli, M. T.C, & F. Pantea, Contemporary Issues in Branding.
- [42] Vignesh, Y., Victoria, s., Parvaiz, & Akhtar. (2019). Sensory stimulation for sensible consumption: Multisensory marketing for e-tailing of ethical brands. Journal of Business Research, 386-396.