

Sensory Marketing (SMKT) and Consumer Buying Behaviour (CBB): A Focus on De-United Food Industry Limited

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Abstract

This study examined sensory marketing (SMKT) and consumer buying behavior (CBB) with a focus on De-United Food Industry Limited. The design adopted for this study is the descriptive design. A descriptive research is a collection and interpretation of data. Information was collected by asking a good number of persons sampled from the population with known backgrounds on the questions. The population for this study consists of employees of De-United Food Industry Limited, Lagos State. For the purpose of this study based on the small population of 97 members, the research purposively adopted the population of 97 members as the sample size. The researcher used semi-structured questionnaire as the tools for obtaining the necessary information for the research. The questionnaire was made up of open-ended and closed-ended questions which were self-constructed. This study contributed to the existing body of knowledge in the fields of SMKT and consumer behavior, offering practical implications for businesses aiming to enhance their marketing efforts and customer satisfaction in the food industry. Ultimately, it is expected that this research will assist De-United Food Industry Limited in optimizing its SMKT strategies to better serve its customers and achieve sustainable growth in a highly competitive market. The study therefore recommends that customers allowed should be to touch and feel the products. Whether its clothing, electronics, or home goods, providing a hands-on experience can build trust and increase the likelihood of purchase. The Use of background music to set the mood and create a pleasant shopping environment is highly recommended as they affect the mood of customers. The tempo, volume, and genre should match the store's theme and customer expectations.

Keywords: *Sensory Marketing, Consumer Behaviour, Sight Sensory, Smell Sensory, Touch Sensory, Sound Sensory.*

Introduction

The task of SMKT is to persuade consumers to give preference to buy products and services among others. In order to manage that five senses are used. Customers' needs are the foundation of this kind of marketing. Experience-based consumer behavior plays a significant influence (Hultén, 2022). Longer used in the marketing domains are the phrases taste, touch, and sight; however, the term "sensory marketing" emerged mainly following the application of other senses (smell and hearing). Because the use of these instruments began on the European and global market at the start of the 20th century, we can classify SMKT as a relatively new field of study (Martínez, 2017). As per Nagyová, Berčík, and Horská (2014), consumer behavior refers to the actions of individuals, groups, or organizations in the marketplace that are primarily focused on fulfilling their wants. Additionally, according to Perner (2016), this phrase covers the use, selling, and acquisition of goods and services. In the fast food industry, Nagyová (2021) asserts that customer interactions and entertainment have a significant impact on consumers' decision-making processes. Decisions made by consumers might be influenced by other factors as well, e.g. price, brand, country of origin or choice of service provider (Soars, 2019). Among factors which influence consumers belong their preferences through which they make decisions (Guziy, Sedík & Horská, 2017). Preferences are different with each consumer. It was found out that there are some specific differences in consumers' behaviour on the basis of sense preferences of men and women (Bruwer, 2018). In today's modern world, consumption is more of an experiential process and not just limited to buying and selling of products. Therefore, there

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is a need for employing SMKT strategies to satisfy the consumer needs, and also make the consumer remember the brand over a period of time (Iyadi, 2023).

Additive marketing is a type of marketing that came later. It is gradually turning into a necessary component of our regular shopping schedule (Iyadi & Sado, 2023). The amount of time and money spent at fast food outlets is influenced by the music played, according to marketing studies. From the psychological point of view, the consumers are influenceable by music (Iyadi, 2023). If customers listen to music they like while shopping and consuming their meals, they are willing to spend more money (McLeod, 2022). Tactile marketing is based on touch, by means of which the customer familiarizes with a product and its functional characteristics. Consequently, touch is a very significant sense for shopping because there are many products and services where it is important to touch them (Iyadi & Oruakpor, 2023). Touch itself is influenced not only by shape and structure of package, but also by its graphical aspect (Mokrý, Birciakova, Slovackova, Stavkoya & Nagyova, 2022). In today's modern world, consumption is more of an experiential process and not just limited to buying and selling of products. Therefore, there is a need to employing SMKT strategies to satisfy the consumer needs, and also make the consumer remember the brand over a period of time.

Statement of the Problem

This study focused on the need for understanding about sensory marketing, especially for fast food outlets and its relationship with consumer-buying behaviour. Sensory marketing, also known as sensory experience via brands and support service, can be considered as a significant determinant in building a strong brand image in the minds of customers over time. Product sensuality allows marketers to re-imagine brands as dynamic brands with sensory elements that appeal to consumers' senses throughout the value-creation process. There is limited research that elucidates the importance and positive effect of sensory strategies on CBB. There is a significant gap in understanding how SMKT strategies contribute to improving perceived value-in-use as a result of a multi-sensory brand experience that may lead to effective buying behaviour of consumers. The purpose of this study is to examine if SMKT has any effect on CBB which is measured through sight, smell, touch and sound on CPB.

Research Objectives

The main objective of this has to study examine effect of SMKT on consumer purchasing behaviour (CPB) of De-Food Industry Limited. The specific objectives were to:

examine the effect of sight sensory on CPB

determine the effect of smell sensory on CPB

evaluate the effect of touch sensory on CPB

verify the effect of sound sensory on CPB

Research Questions

The following questions were posed to guide the study:

what is the effect of sight sensory on CPB?

what is the effect of smell sensory on CPB?

what is the effect of touch sensory on CPB?

what is the effect of sound sensory on CPB?

Research Hypotheses

The following null hypotheses were developed to guide the research objectives

H01: sight sensory does not have significant effect on CPB

H02: smell sensory does not have significant effect on CPB

H03: touch sensory does not have significant effect on CPB

H04: sound sensory does not have significant effect on CPB

Review Of Related Literature

Conceptual Review

SMKT

According to the American Marketing Association, SMKT refers to "marketing techniques or strategies that aim to seduce the consumer by using five human senses to influence their behavior, emotions, and feelings." Krishna (2022) states that the objective of SMKT is to sway consumers' "beliefs, thoughts, emotions, feelings and opinions towards product and services or brand." Brand value, brand image, and brand experience are created by a company using multi-sensory branding, a type of SMKT approach, to appeal to all five human senses (sight, smell, sound, touch, and taste) during the consuming process (Hulten, 2022; Iyadi & Ojumude, 2023).

Importance and Influence of Sensory Marketing

The current emphasis on the five human senses in marketing implies that companies need to be cognizant of the internal purchasing procedures of their clients (Iyadi & Itimi, 2023). Merchants had to mold media outlets and services, foster happy emotions, and eliminate bad emotions in addition to finding it difficult to understand and anticipate the opinions and experiences of their customers (Munshi & Hanji, 2021). Businesses are forced to look for new marketing strategies in addition to their traditional ones due to the intense global competition (Iyadi, 2023). A technique for advertising that tries to entice the consumer is called sensory marketing. Our senses serve as a window into daily life, enabling us to satisfy our needs and desires (Kifordu, Ogala & Iyadi, 2022). Sensual marketing is a completely new concept that emphasizes the enjoyment of the senses by focusing its tactics on touch, emotion, hedonism, love, and the other senses. It may seem too logical for the modern market, but these ideas show that SMKT is simply the next logical step in the development of traditional marketing (Onuorah, Iyadi, Kifordu & Ofili, 2022). Sensual marketing can be logically divided into the following five subfields based on the senses of smell, taste, sight, and sound of the customer:

It is no longer necessary to prove how SMKT affects consumers. Researchers have actually shown a connection between environmental psychology and marketing. While many question whether SMKT is just a fad, the concept has been around for quite some time in environmental psychology, even though the practice is relatively new. Writers such as Brembeck and Ekström (2014) and Ratneshwar and Mick (2015) assert that consumers now buy not just goods and services but also the emotions connected to them. Despite the fact that the senses have a significant role in determining consumer value, sensory experiences, and brand perception, this study only looks at the five senses of humans. Thus, as the following illustrates, SMKT involves not just one, but six senses: taste, smell, touch, sight, and environment (Igwebuikwe & Iyadi, 2021). A number of senses must be satisfied: taste, smell, touch, hear, and sight (Holbrook & Hirschman 2022). Using the five senses—sight, hearing, touch, and taste—SMKT creates impressions in an attempt to appeal to its target audience.

Sight Sensory

In marketing, sight is the primary sensory system and most potent sense employed. In marketing, sight is the primary sensory system and most potent sense employed. Of all commercial and commerce communications, the visual sense accounts for almost 80% (Jayakirishnan, 2019). People possess the ability to perceive dimensions, colors, motions, forms, and separations between objects (Grębosz & Wrońska, 2021). Recent times have demonstrated that buyers consider other factors in addition to a product's appearance while making their decision. Essentially, the purpose of product looks, according to Creusen and Schoormans (2015), is to convey the visual worth of the product. Customer behavior in a retail context has been demonstrated to be influenced by the visual appeal of a company and its products. People's perceptions of products and businesses can be influenced by them. For business and marketing purposes, it follows that appropriate visual alteration is essential (Grębosz & Wrońska, 2021). De Farias et al. (2014) claim that color affects consumers rationally and elicits a range of emotions in them, including natural, cognitive, and trying-to-draw-attention feelings.

Smell Sensory

According to Grbosz and Wroska (2021), a number of academics, the sense of smell is one of the "chemical" senses. The sense of smell is thought to be the most directly associated with emotions out of the five senses. Hunger and joy have a close connection through smell. The sense that is most directly associated with the mind is smell, in addition. More significantly, retailers must to closely examine data indicating that aroma might impact consumers and, consequently, look at odor-related marketing prospects (Grbosz & Wroska, 2021). Smell accounts for forty-five percent of the brand association, claim Kotler and Lindstrom (2005). As Mahmoudi (2012) notes, scent has a profound effect on our behavior because it is closely related to our emotions. Many suppliers reasonably believe that fragrance influences customer behavior in a positive way (Bone & Ellen, 2019). Consumers will rate retailers more if they utilize conditioning fragrances. An appealing scent helps to justify a product's extra value by bringing back memories. A fragrant thing is significantly more alluring than one that is not, and the long-term effects of smell produce stronger olfactory memories, claims Krishna (2022). According to a different study by Chebat and Michon (2003), aromas have a big impact on shoppers' behavior at malls and directly affect their decision to buy. Add to that, opinions about the environment and the quality of the goods are greatly influenced by scent and odor. If vendors pay attention to scent, they can consider strategic uses of scent in a competitive setting (Bone & Ellen 2019).

Sound Sensory

According to Grbosz and Wroska (2021), sound is any disorder that travels across a flexible average—such as the air, ground, or water—and is perceptible to the human ear. In the service and commercial settings, tune is the sound method that can be applied most broadly. It is also known as the "art of prepared sound," and its purpose is to make listeners feel good. According to Althert et al. (2015), sound is a crucial tool for affecting mood, preferences, and consumer behavior. 41% of the entire trademark development process is devoted to the hearing phase. When it comes to reaching a customer's subconscious desires, sound can be an extremely effective weapon. It affects how we make purchases (Lindstrom, 2020).

Furthermore, in their study of song in a commerce context, Hui and Dube (2017) discovered that music in a retail setting makes clients feel pleased and that knowing music gives a beneficial tactic to the shop. Additional studies, like those by Baker et al. (2012) and Matilla and Wirtz (2011), demonstrate the influence of store music on sales growth and purchase intentions. In a Vida (2018) study on buyer annoyance, the researcher found that song awareness improves customer understanding, that following a shop assessment, the products look appealing, and that customers spend a lot more time and money in the store. The numerous components of music have been demonstrated to have an impact on consumers' pleasure, arousal, and moods. It could affect not just the anticipated time frame but also their awareness of products and services. It might as well raise the amount of money and time needed for the creation.

Touch Sensory

The only other sense that can be felt anywhere on the body is touch, out of the five; the other senses are primarily limited to certain areas of the human body map (Grbosz & Wroska, 2020). Additionally, touch is the most powerful sense organ in the body and a skin-based representation of physical contact. According to Lindstrom (2020), 25% of situations have a connection between brand building and touch. The definition of "preference and motivation for gleaning information through touch" (Peck and Childers, 2023) for touch is as follows. They combined instrumental and auto-telic perspectives, two fundamental types, to illustrate the need for touch. The idea that we can only determine a thing's quality through tactile inspection, making it motive driven, is what is meant to be understood as an instrumental attribute. This shows that consumers are more inclined to touch items if sensory signals entice them to do so. A multitude of services that go beyond color to draw attention, aroma and odor to promote calm, sound to entice people to stay put, and taste to astonish the senses are used to achieve this. The customer is given a memorable experience that motivates the replication and extension of the experience, regardless of cost, and this problem makes them realize the unique value.

CBB

A buyer's overall opinions and feelings toward a good or service before, during, and after making a purchase are collectively referred to as "CBB." Consumer behavior research involves elements of economics, anthropology, psychology, and sociology. A lot of research has been done on customer behavior. It aids companies in discovering the elements that finalize consumers' choices to buy goods or avail services. To enhance future product and service message through better public relations and advertising, marketers are driven to understand more about consumer behavior (Ramya, 2017).

SMKT and CPB

Scent marketing is often one of the marketing strategies that can aid in the promotion of product brands. According to Valentini and Riviere (2018), the American Marketing Association (AMA) defines SMKT as a marketing strategy that relies on the consumer's senses to entice them and affect their emotions and behavior. As defined by Krishna (2022), SMKT is "marketing that engages the consumers' senses and affects their behavior." It also indicates "marketing that affects the consumers' perception, judgment, and behavior." One of the five senses—audience, taste, smell, touch, and vision—will be at the core of a company's marketing strategy and techniques, as demonstrated by the current development of SMKT(Krishna, 2010). According to Lindstorm's (2015) study, brand loyalty is significantly influenced by consumers' sensory interactions with the brand. However, the goal of creating SMKT is separated into experience and marketing goals in most study. In order to achieve the experience objectives, buyers or customers' memories might be evoked or created using sensory marketing. It can also change people's moods, elicit feelings, build associations and emotional ties, improve the experience of using goods or services, generate buzz, and pique people's curiosity about sharing their experiences with others. In contrast, it supports switching, stimulates product testing, boosts product consumption, and establishes significant and long-lasting distinctiveness in support of marketing goals. Furthermore, Jaarsveld (2020) found in additional research that SMKT refers to the use of several senses in brand communication. It is a type of brand development that seeks to raise awareness before having an impact on consumer behavior.

Conceptual Model

The model below which depicts the relationship between independent (sensory marketing) and dependent (consumer purchase behaviour) variables was developed by the researcher.

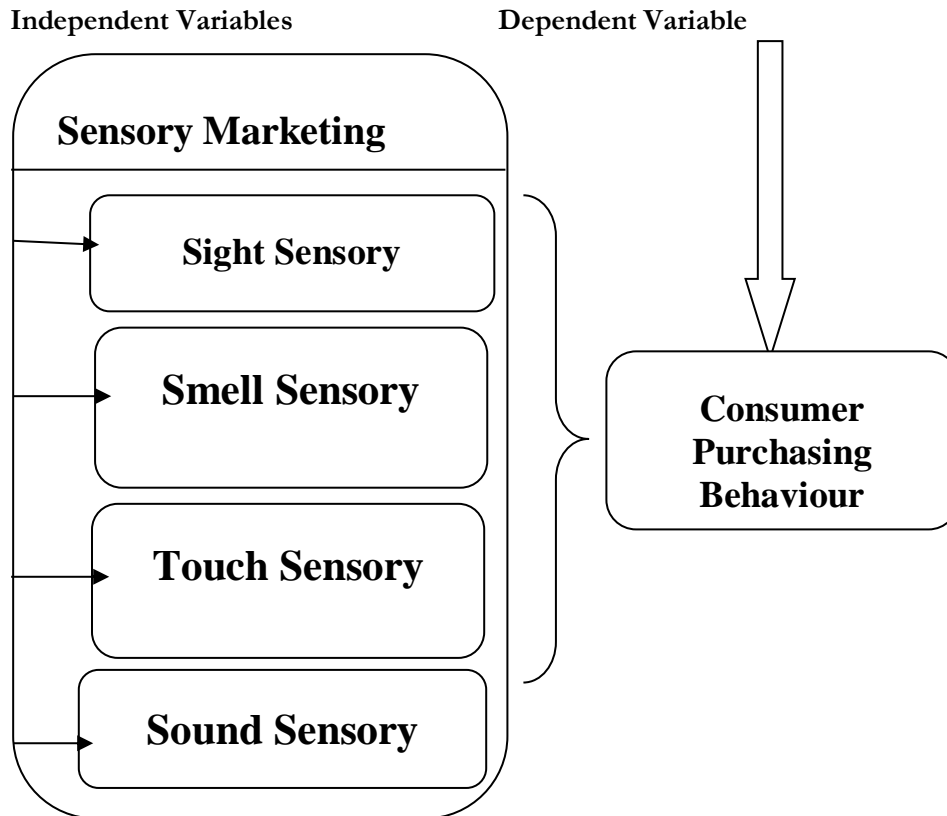


Figure 1. Researchers' Model (2024)

*Theoretical Framework**The Service Mix Theory*

The theory that appeals more to this study is the service mix theory, The term "marketing-mix" was first coined by Neil Marathi, the president of the American Marketing Association in 1953 (Boom & Bitner, 1981). Though, it is still used today to make important decisions that lead to the execution of a marketing plan but Professor Jerome McCarthy propounded the popular traditional marketing 4Ps theory in 1960 [Product, Price, Place and Promotion], which eventually turned today to Service mix theory (Schultz 2022). Marketing practices had witnessed a profound impact with these McCarthy's 4Ps thereby, becoming a classic Service theory for achieving marketing effectiveness (Boom & Bitner, 1981; Kotler et al., 1999). The Service mix theory therefore represents a concretized framework for marketing strategy development for most marketing practitioners in this present dispensation. Through the Service mix elements are marketing strategies such as service strategies, pricing, promotional strategies, display and positioning strategy. Thus, the Service mix is the set of controllable, tactical marketing tools that a company uses [as strategy] to produce a desired response from its target market. In applying this theory to the purports of this current study, this can be well explained from the customary Service mix strategies that the telecommunication firms combine in order to achieve their desired marketing goals. Ideally, some firms may have sensory strategies involving, sound, color, audio types involving the use of various communication platforms. This Service mix theory is the bedrock of this current study.

Empirical Review

An analysis of the effect of SMKT on the effectiveness of advertising was conducted by Muhammad (2023). The rise of SMKT in recent years signals a new era in marketing, where marketing strategies and tactics will primarily focus on the five senses of the consumer. Research revealed that all five senses simultaneously impacted consumers' behavior. 250 copies of the questionnaire, which is a self-administered survey, were distributed to study participants. There's a strong relationship between sound and the multisensory effect of advertisements. Visual and multisensory experiences in brand promotions are significantly correlated. Feel and Multi-Sensory Experience of Brand Promotions do not significantly correlate with one another. But taste and the multisensory experience of brand promotions are significantly correlated, according to the study. Touch and Multi-Sensory Experience of Brand Promotions are significantly associated, however. CPB and the multisensory experience of brand promotions are ultimately strongly correlated. Consequently, the results imply that appealing to customers' senses through a carefully thought-out marketing strategy is one efficient method for companies to draw in and keep customers.

People who live in Hanoi City's intention to reuse Vietnam Airlines' services were studied by Nguyen, Vu, Thach, Pham, Tran, and Duong (2022) to determine the effect of each sensory component in sensory marketing. Herein, the authors examine the direct influence of brand image on the desire to repeat services, while controlling for demographic factors. Furthermore, utilizing brand image as a mediating variable, every sensory aspect (visual, aural, olfactory, gustatory, and tactile) in SMKT indirectly influences the intention to reuse. The present study examined the theoretical model and the research hypotheses put forth by the authors through qualitative and quantitative empirical research conducted in Hanoi city between December 9, 2021, and February 9, 2022. Based on the study results, it was shown that the desire to reuse Vietnam Airlines' aviation services is positively influenced indirectly by many sensory aspects, including visual (0.682), tactile (0.214), olfactory (0.185), auditory (0.128), and gustatory (0.117). Furthermore, the brand image also had a direct and favorable impact on the intention to use the services again (0.247).

With the goal of increasing promotional efficacy, Gupta and Mishra (2020) sought to gain a better understanding of the impact of SMKT on consumers. A) To determine how SMKT affects customer purchasing behavior is the research's main goal. b) Analyzing the efficacy of brand promotion via sensory marketing. The structured questionnaire survey was used to perform the study, and SPSS 26 will be used for the analysis. Through practical sampling, the questionnaire was gathered. Because consumers create the brand image in their imaginations and thoughts, this study concluded that consumers are essential to the success of companies. An ideal foundation for developing the best brand experiences is provided by a sensory model, which may assist businesses in producing multisensory brand experiences. It also provides current examples and helpful guidelines for putting SMKT campaigns into practice. As taste is the most effective sense out of all the senses, more study is required to improve the promotional effectiveness of flavor.

Methodology

The survey research design was adopted for this study because the researcher. The population for this study consists of employees of De- United Food industry Limited, Lagos State. As indicated in the table below, the total population of De- United Food industry Limited, across its various departments, amounted to a total of 97 employees.

Population Distribution of De-United Food Industry Limited

Sales	Location	Staff Strength	%
Purchasing/Supply	De- United Food Industry Limited	16	16.4%
Marketing	De-United Food Industry Limited	27	27.3%
ICT	De- United Food Industry Limited	13	13.4%
Human Resource	De- United Food Industry Limited	17	17.5%
Finance	De- United Food Industry Limited	13	13.4

Audit	De- United Food Industry Limited	11	11.3
	Total	97	100

Source: Staff List Catalog of De- United Food Industry Limited (2024)

For the purpose of this study and based on the small population of 97 members, the researchers purposively adopted the population of 97 members as the sample size. The questionnaire is made up of open-ended and closed-ended items which were self-constructed

Since all sampled respondents were randomly administered, subject bias was controlled to a large extent. Cronbach's alpha was also used to measure reliability. An expansion of the meaning validity has given by Kombo and Tromp (2016) as the accuracy or meaningfulness and technical soundness of the research. It is a measure of how well a test measures what it was supposed to measure.

Data Analysis

Primary data generated by the study was edited and tested for consistency and reliability. The data was examined, categorized, tabulated and coded to address the research objectives and the research questions. The data were then edited and tallied in frequency tables. The values corresponding to frequencies were converted into percentages to facilitate comparison between charts and frequency tables. This facilitated with the multiple regressions statistical package for the social sciences (SPSS) version 23.0.

Demographic Variables

Table 1. Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Males	50	63
Females	47	37
Total	97	100

Source: fieldwork, 2024

The above table shows that 118(63%) of respondents were males while 70(37%) of respondents were females.

Table 2. Age Distribution of Respondents

Age Range	FREQUENCY	Percentage (%)
18-25	40	36
26-30	10	16
31-35	20	27
Above 35	27	21
TOTAL	97	100

Source: fieldwork, 2024

The above table shows that 40(36%) of respondents are within the age bracket of 18-25 years, 10(16%) of respondents are within 26-30 years of age, 20(27%) of respondents are of age 31-35 and 27 (21%) are above 35 years.

Table 3. Educational Qualification of Respondents

Qualification	Frequency	Percentage
SSCE	40	36
OND	10	22
HND	20	21.1
B.Sc/B.Ed.	27	20.9
Total	97	100

Source: Fieldwork, 2024

Table above shows that 40(36%) of respondents have SSCE, 10 (22%) of the respondents have OND, while 20(21.1%) have HND, and 27 (20.9%) have B.Sc while none of the respondent have MSc /PhD.

Table 4. Level of Experience of Respondents

Years Of Experience	Frequency	Percentage (%)
1-5 Years	25	37
6-10 years	20	28
Above 10 years	30	35
Total	97	100

Testing of Hypotheses

Hypothesis One

H₀₁: sight sensory does not have significant effect on CPB

Table 5. t-test

Variables	Mean	SD	No	t-Cal.	t-tab	Remarks
Males consumer	2.42	0.87	97	7.00	1.96	Accepted
Females consumer	2.28	0.77	97			

Table 5 showed that the t-calculated value of 7.00 is greater than the t-table value of 1.96 at 0.05 level of significance. Therefore, the null hypothesis is rejected. The result now reveals that there is a significant different between sight sensory that effect on the CPB

Hypothesis Two

H₀₂: Smell sensory does not have significant effect on CPB

Table 6. t-test

Variables	Mean	SD	No	t-Cal.	t-tab	Remarks
Male sensory behavior	2.42	0.87	97			
				7.00	1.96	Accepted
Female sensory bahviour	2.29	0.74	97			

The above table showed that the t-calculated value of 7.00 is greater than the t-table value of 1.96 at 0.05 level of significance. Therefore, the hypothesis is rejected. The result now reveals that there is significant difference between effects on CPB

Test of Hypothesis Three

H₀₃: Touch sensory does not have significant effect on CPB

Table 7. t-test

Variables	Mean	SD	No	t-Cal.	t-tab	Remarks
Male touch behaviour	2.45	0.84	97			
				7.00	1.96	Accepted
Female touch behaviour	2.27	0.66	97			

Table above showed that the t-calculated value of 7.00 is greater than the t-table value of 1.96 at 0.05 level of significance. Therefore, the null hypothesis is rejected. The result now reveals that there is a significant difference between touch sensory have significant effect on CPB.

Test of Hypothesis Four

H₄: sound sensory does not have significant effect on CPB

Table 8: t-test

Variables	Mean	SD	No	t-Cal.	t-tab	Remarks
Males sensory	3.01	0.89	97			
				6.00	1.96	Significant
Female sensory	2.64	0.78	97			

The table above showed that the t-calculated value of 6.00 is greater than the t-table value of 1.96 at 0.05 level of significance. Therefore, the null hypothesis is rejected. The result reveals that sound sensory have significant effect on CPB.

Discussion of Findings

Sight Sensory and CPB

From 2.61 to 2.89, the respondents' mean ratings were shown in the table. Each variable (1-4) was assessed in accordance with the agreement, as the table illustrates. The findings indicate that consumers' purchasing decisions are influenced by their visual sense. (Brembeck & Ekström, 2014; Ratneshwar & Mick, 2015) no longer just buy goods and services but also the emotions behind them. The sensory experience is examined only via the lens of the five human senses in this inquiry, despite the significance of the senses in forming

consumer value, sensory experiences, and brand image. Sight, sound, smell, touch, environment, and taste are the six senses that are included in sensory marketing, as can be seen in the example below. Holbrook and Hirschman (2022) list a number of requirements that must be met, including sight, hearing, taste, touch, or aroma. SMKT employs the five senses—taste, touch, hearing, and sight—to create impressions in an attempt to appeal to its target audience. Through sensory marketing, businesses and products can stand out from the competition, encourage consumers to buy, and enhance their value proposition (e.g., through better aesthetics or greater passion) (Schmit, 2022). The environment frequently serves as a filter for information entering the human brain due to its limited capacity.

Smell Sensory on CPB

The chart showed that, with the exception of item 4 (2.10), where respondents disagreed to the point of fact, the respondents' mean opinions ranged from 2.36 to 3.10. As can be seen from the table, all three variables (smell) were found to have an impact on customers' purchasing decisions. The outcome demonstrates how a smell's sensory impact on a customer's purchase behavior depends on several circumstances. De Farias et al. (2014) claim that color affects consumers rationally and elicits a range of emotions in them, including natural, cognitive, and trying-to-draw-attention feelings. Crucial elements like labels, packaging, color, style, and attractive form can be employed as a tactical tactic to reinforce and build the expected perception of a good in buyers' minds and visual cues that can both draw attention and elicit an expressive response (Hulten, 2022).

Touch Sensory and CPB

From 2.76 to 3.22, the respondents' mean opinions were indicated by the data in the table. Each and every variable (1-4) was accepted, as the table demonstrates. The outcome demonstrates that all the factors influencing the impact of touch and sensory perception on customer buying behavior. 45% of trademark connections, according to Lindstrom (2020), are made by fragrance. As Mahmoudi (2012) notes, scent has a profound effect on our behavior because it is closely related to our emotions. Many suppliers reasonably believe that fragrance influences customer behavior in a positive way (Bone & Ellen, 2019). Consumers will rate retailers more if they utilize conditioning fragrances. An appealing scent helps to justify a product's extra value by bringing back memories. The long-term effects of smell produce a stronger olfactory memory, and an odorous object is significantly more alluring than one that is not, according to Krishna (2022).

Sound Sensory on CPB

The table above displays the statistics indicating that the respondents' mean opinions varied between 2.30 and 3.65. All the variables (1, 3, and 4) were in disagreement with the influence of sound sensory on customer purchasing behavior, with the exception of variable 2 ($\bar{x} = 1.49$), as the table demonstrates. The outcome indicates that nearly all of the factors influencing how sound perception affects customer purchasing decisions are present. Grbosz and Wroska (2021) characterize sound as any disturbance that propagates across a malleable medium, such as air, land, or water, and is perceptible to the human audio organ. In service and business settings, tune is the sound method that can be applied most widely. The aim is to evoke a pleasing reaction from the audience, and it is often called the art of prepared sound. According to Alpenset et. (2015), sound is a crucial tool for influencing customer behavior, mood, and preferences. 41 percent of the procedure is devoted to the hearing phase of trademark development. A customer's subconscious wishes can be reached with great effect by using sound. According to Lindstrom (2020), it influences our purchasing behavior.

Conclusion

In conclusion, SMKT is a powerful tool in influencing CPB. By tapping into consumers' five senses—sight, hearing, touch, taste, and smell—brands can create memorable and emotional connections that drive buying decisions. SMKT strategies encompass everything from product design and packaging to in-store experiences and advertising. The ability to trigger positive emotions through sensory engagement not only

enhances brand recognition but also fosters loyalty and repeat purchases. As businesses continue to explore the science of sensory marketing, understanding how it impacts the brain and decision-making processes will be crucial for staying competitive in the ever-evolving consumer landscape. Ultimately, SMKT is not just about selling products; it's about crafting meaningful and multi-sensory experiences that resonate with consumers on a deeper level.

Recommendations

Recommendations for leveraging SMKT to influence CPB:

- use eye-catching displays, focal points, and signage to guide customers through the store and highlight key products.
- select scents that align with your brand and products. For example, a bakery might use the aroma of freshly baked bread, while a spa could use calming lavender or eucalyptus scents.
- allow customers to touch and feel the products. Whether its clothing, electronics, or home goods, providing a hands-on experience can build trust and increase the likelihood of purchase.

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