

The Impact of Sensory Branding on Consumer Behavior

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Abstract: *The brands appealing to the consumer's senses are differentiated in terms of competition and can be a special place in the customer's mind. Kamil Koç firm, which is thought to use sensory branding model in marketing strategies in this way, has been determined to be used in the study. Participants in the survey were selected from among the people who recognized or preferred Kamil Koç Company in the province of Konya, which represents the main mass of the workshop. The results of the study were analyzed by SPSS program and the effect of sensory brands on consumer was investigated.*

Keywords: Sensory Marketing, Sensory Marking, Consumer, Consumer Attitude

1. Introduction

We use our senses to understand the living things around us because our senses of life can be enumerated as hearing, sight, touch, tasting and smelling (Elmasoğlu, 2013: 1).

The senses also affect consumer attitudes at the same time. Consumers who are exposed to heavy retention efforts within modern business principles are willing to meet their growing expectations within the framework of experiential branding (Aktepe and Baş, 2008: 82). In order for a brand to exist in the future, it is necessary to create a new target setting and a brand style for the senses, which is out of the ordinary and fully embraces the five senses (Elmasoğlu and Tosun, 2015: 92).

In this study, it is discussed that the brand should be addressed to all five sensory organs in order to make the sensory feelings and feelings of the senses and the brand as a whole of consumer life.

2. Brand and Branding Concept

Nowadays, the brand has become more and more important to the authorities concerned with marketing with the increasing importance of marketing components. Businesses prefer to use brands in order to make consumers aware of the impact of their products. The brand word comes from the Italian Marca word and the dictionary meaning "A commercial property is a special name or sign that distinguishes an object from another" (Cop and Çifci, 2007: 70). The brand is the most valuable asset for any company and is often a vehicle that will guide customers in the preference of the customers (Sasmita and Suki, 2014: 276).

Besides being the most important factor of the marketing mix, the brand adds meaning to the product and bridges the gap between the consumer and the customer (Gülçubuk, 2009: 191).

The brand not only distinguishes the product from others, but also provides communication between consumers and producers (Kalaycı and Baş, 2015: 35). The brand that

prompts customers to purchase; quality, trust and transparency will improve the customer's relationships with the brand (Hassan, Kazmi and Rafi, 2015: 233). In order for a mark to be successful, in addition to meeting functional needs, psychological needs must be seen as additional value. The brand that can add these values has a different place in the consumer eye (Aktepe and Baş, 2008: 84).

During the marking process, firms develop their vision with the position defined and draft the job by determining direction. Later, target areas such as target audience and brand value are determined and brand strategy is formulated. In short, the brand represents the company's core values and goals (Elmasoğlu, 2013: 27).

Firms are aiming to contribute by giving years of branding and branding (Khan, 2012: 33). Branded products that express much more than companies sell for consumers and respond to anticipations add value to the product as well as providing customer loyalty (Paşalı Taşoğlu, 2012: 68).

3. The Importance of Consumer Behavior and Continuity

Meaning consumer; Who is in demand and who is trying to discover the way to meet his needs in line with these demands (Savaş ve Günay, 2016: 50). Consumer behavior, similar to each other, examines what consumers are paying attention to when they use scarce resources such as money, energy and time for consumption, as well as factors that affect what consumers buy, why, when, how and why they do not (Yener Tanrıverdi, 2014: 54; Dalenberg and others, 2014: 2).

Affecting consumer behavior; Socio-cultural factors, personal factors and psychological factors (Hacıoğlu Deniz, 2011: 249- 255).

The continuity of consumer behavior depends on the satisfaction of the consumer. If the consumer believes that their wishes and needs are satisfied by a shopping result or a service they receive, it will mean that this behavior will be continuous. In this way the consumer will remain faithful to

the brand and will become a permanent customer of the brand (Shabbir, A. Khan and S. Khan, 2016: 417).

4. The Impact of Sensory Branding on Consumer Behavior

Sensory branding is to create a brand sense that will affect them in terms of the emotional needs of the consumer. Emotional branding is aimed at overcoming the customer's physical and emotional expectations as it is a new competitive advantage (Güzel, 2012: 32).

While some senses are equated in different places, others may gain different meanings depending on the cultural characteristics of the place or the time. For example; About 20 years ago, gold was used as a symbol of luxury and richness in product packaging. Today, the symbol of richness is natural materials like wood. Again in the service sector, in order to differentiate through sensory branding, Starbucks Coffee makes sensory branding through our hearing organs with music that completes the taste of drinking coffee at all hours of the day (Yeygel Çakır, 2010: 51).

The more the brands of the companies call their senses, the more chance they will have in increasing the trust and commitment of the consumers. Because the affected senses will cause intense emotional reactions and will enable the consumer to be in a different position from the brand's competitors in his mind (Babür Tosun ve Elmasoğlu, 2015: 95).

Addressing the consumers' senses will cause them to feel good emotions such as happiness, joy, joy and excitement, so the shopping period will be prolonged and the expenditure will increase accordingly (Yeniçeri Alemdar, 2012: 209).

If we consider the thousands of products and services in the market, we should not only announce the one-stop brands of the companies but also ensure that the brands are permanent in the minds. If the consumer does not have that brand in mind, then the brand can not fulfill its durability function if the consumer easily turns to another brand. However, if sensory organs such as hearing, taste, feel, sight, or smell are included in the brand relationship, it will not be easy for the consumer to give up the brand (Yener Tanrıverdi, 2014: 69-70).

5. Research Matodology

In this part of the study, the method, sample and hypothesis of the research will be mentioned.

5.1. Method of Research and Sample

The impact of sensory branding on consumer behavior, which is necessary to differentiate in an increasing competitive environment in this study, has been discussed through 'Kamil Koç' travel company.

We used the survey method in the implementation of the research. The questionnaire used consists of four parts. While the first part of the questionnaire helps to identify permanent customers, the second part has demographic features. In the third part, sensory branding level and in the fourth part, there are likert scale of 5 questions aiming to measure brand behavior.

Survey questions Md. Saffer Uddin developed the "Impact of Sensory Branding on Consumer Case Study On Coca Cola". Survey questions were adapted to Turkish by Meltem Yener Tanrıverdi in 2014, "The Impact of the Sensations on the Consumer Behavior in Terms of Brand Communication: Sensory Marking". In this study, the main mass was selected as permanent customers of Kamil Koç Travel Company and the sample was determined as 200.

SPSS 23.0 package program was used for the analysis of the data obtained in the study.

Reliability, frequency distribution, independent samples t-test, One-Way ANOVA, Mean-Standard Deviation and Correlation tests were performed for the data.

The Cronbach alpha coefficient was used to evaluate the reliability of the scales in the survey form.

Table 1: Cronbach Alfa Coefficients

Scale	Measurement Range	Number of Items	Cronbach Alfa Coefficients
Sensory Marking Level	Scale of 5	8	0.895
Brand Behavior	Scale of 5	5	0.586

It was determined that the first of the scales was reliable with 0,895 and the second with high reliability was moderately reliable with 0,586.

5.2. Hypotheses and Model of Research

Hypotheses based on the main purpose of the research are given below.

Hypothesis 1: The gender of the consumer is influential on brand behavior.

Hypothesis 2: The income level of the consumer is influential on the level of sensory marking.

Hypothesis 3: There is a positive relationship between consumer's sensory marking level and brand behavior.

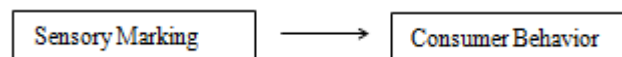


Figure 1: Model of Research

6. Findings of the Research

In this part of study the analysis of the data obtained as a result of the survey conducted is included.

6.1. Sample Properties

The characteristics of the participants forming the sample of the research under this heading are given. All of the

participants is the survey know Kamil Koç travel or use it permanently. 54 % of the sample is composed of females and 46 % is composed males. 43 % of the participants were between the ages of 17-25, 20 % between the ages 26-34 , 22 % between the ages of 35-43 and 15 % over the age of 44. When the monthly income of the participants is examined, it has been determined that 42,5 % of them have between 0-999 TL, 25 % of them have between 1000-1999 TL, 19,5 % of them have between 2000-2999 TL and 13 % of them have 3000 TL. When the educational status of the participants was examined, it was determined that 41 % of the participants had a bachelor's degree.

Independent samples t-Test was conducted to investigate the relationship between gender and sensory marking level of Kamil Koç firm. The results obtained are given in the following table.

Table 2: Gender- Sensory Marking Level

Gender	N	Mean	Standard Deviation	t	P
Female	108	2,9583	0,85363	-1,742	0,083
Male	92	3,1848	0,98468		

Since the P-value is greater than 0,05 there is no significant difference between gender and sensory marking level.

Independent samples t-Test was conducted to investigate the relationship between gender and brand behavior of Kamil Koç firm. The results obtained are given in the following table.

Table 3: Gender- Brand Behavior

Gender	N	Mean	Standard Deviation	t	P
Female	108	2,8963	0,70696	-3,498	0,001
Male	92	3,2804	0,84597		

There is a significant difference between gender and brand behavior because the P-value is less than 0,05. Males are different from women in high average and brand behavior.

One-Way ANOVA test was conducted to examine the relationship between age and sensory marking level and the results obtained are given in the table below.

Table 4: Age- Sensory Marking Level

Age	N	Mean	F	P
17- 25	86	3,0247	0,291	0,832
26-34	40	3,0500		
35- 43	44	3,1761		
44 +	30	3,0208		
Total	200	3,0625		

Since the P-value is greater than 0,05 there is no significant difference between age and sensory marking level.

One-Way ANOVA test was conducted to examine the relationship between monthly income situation and sensory marking level and the results obtained are given in the table below.

Table 5: Monthly Income Situation-Sensory Marking Level

Monthly Income	N	Mean	F	P
0-999 TL	85	2,8765	3,682	0,013
1000- 1999 TL	50	2,9925		
2000- 2999 TL	39	3,3878		
3000 TL +	26	3,3173		
Total	200	3,0665		

There is a significant difference between monthly income situation and sensory marking level because the P-value is less than 0,05. As the level of income increases the level of sensory branding also increases.

One-Way ANOVA test was conducted to examine the relationship between monthly income situation and brand behavior and the results obtained are given in the table below.

Table 6: Monthly Income Situation-Brand Behavior

Monthly Income	N	Mean	F	P
0-999 TL	85	3,0424	1,806	0,147
1000- 1999 TL	50	2,9160		
2000- 2999 TL	39	3,2974		
3000 TL +	26	3,1385		
Total	200	3,0730		

Since the P-value is greater than 0,05 there is no significant difference between monthly income situation and brand behavior.

One-Way ANOVA test was conducted to examine the relationship between educational status and sensory marking level and the results obtained are given in the table below.

Table 7: Educational Status-Sensory Marking Level

Educational Status	N	Mean	F	P
Literate	2	2,7500	1,004	0,417
Primary Education	35	2,9107		
High School	38	2,9671		
Pre-license	36	3,3438		
License	82	3,0488		
Graduate	7	3,1429		
Total	200	3,0625		

Since the P-value is greater than 0,05 there is no significant difference between educational status and sensory marking level.

One-Way ANOVA test was conducted to examine the relationship between educational status and brand behavior and the results obtained are given in the table below.

Table 8: Educational Status- Brand Behavior

Educational Status	N	Mean	F	P
Literate	2	2,5000	0,800	0,551
Primary Education	35	3,0629		
High School	38	2,9632		
Pre-license	36	3,2667		
License	82	3,0659		
Graduate	7	2,9714		
Total	200	3,0730		

Since the P-value is greater than 0,05 there is no significant difference between educational status and brand behavior.

6.2. Sensory Marking Level Scale

The mean, standard deviation and of the questions that measure the level of sensory marking of the research under this heading are included.

Table 9: Sensory Marking Level Mean- Standard Deviation

	Mean	Standard Deviation
Kamil Koç's visuals are distinctive.	3,45	1,190
I remember the visuals that I hear about the name of Kamil Koç.	3,38	1,181
The smell of Kamil Koç is distinctive.	3,04	1,190
I remember the brand when I entered Kamil Koç ticket sales points or heard company smell.	2,96	1,213
Kamil Koç firm is distinguished by its commercial music and its slogan.	3,05	1,214
I remember the commercial music and slogan of Kamil Koç.	2,98	1,215
Kamil Koç's products are distinguished by touch.	2,83	1,305
I remember product shapes when I touched Kamil Koç's products.	2,81	1,200

"Kamil Koç's visuals are distinctive." is ranked first with an average of 3,45. "I remember product shapes when I touched Kamil Koç's products." is in the last place with an average of 2,81.

6.3. Brand Behavior Scale

The mean, standard deviation and of the questions that measure the brand behavior of the research under this heading are included.

Table 10: Brand Behavior Mean- Standard Deviation

	Mean	Standard Deviation
I am a loyal customer of Kamil Koç.	2,98	1,286
I prefer other companies like Kamil Koç I do not have a ticket.	3,58	1,188
I prefer to pay more for Kamil Koç than other firms.	2,61	1,428
I always prefer Kamil Koç company compared to other companies.	3,23	1,243
I rarely give up Kamil Koç to try other companies.	2,97	1,326

"I prefer other companies like Kamil Koç I do not have a ticket." is ranked first with an average of 3,58. "I prefer to pay more for Kamil Koç than other firms." is in the last place with an average of 2,61.

6.4. Sensory Branding Level and Brand Behavior Relation

The Pearson correlation coefficient was used to calculate the relationship between the level of sensory marking and brand behavior scale. The results are as follows.

Table 11: Sensory Marking Level and Brand Behavior Relation

	Sensory Branding Level	Brand Behavior
Sensory Pearson Correlation	1	,627
Branding Sig. (2-tailed)		,000
LevelN	200	200
Brand Pearson Correlation	,627	1
BehaviorSig. (2-tailed)	,000	
N	200	200

It is observed that there is a positive correlation of 0,627 between the level of sensory marking and brand behavior.

7. Evaluation and Conclusion

People use five senses to reach an effective perception level. There fore the senses play an active role by firms in influencing the consumer of brands in the product market, strengthening brand influence and establishing sustainable customer loyalty.

In this study the influence of sensory branding on consumer behavior was investigated by sensory branding and scale of brand behaviors by considering a travel company. The study results are as follows:

- In this study it is determined as 200 because it is considered that the people who know Kamil Koç travel company or those who are permanent customers are determined as the main mass but the ability to represent the number of samples.
- As a result the reliability analysis of the scale consisting of four sections and two scales it was determined that the level of sensory branding was high and the brand behavior scale was moderately reliable.
- The first part of the questionnaire was the result of the participants participating in the survey knowing Kamil Koç's travel company or being a permanent customer.
- A significant difference was found between the independent sample T-test result gender and brand behavior.
- As a result of the One-Way ANOVA test there was a significant difference between age and education level and sensory marking level.
- Pearson Correlation coefficient was found to be positively correlated with 0,627 between the resultant sensory marking level and brand behavior.

As a result of this study Kamil Koç travel company has failed to feel and remind customers of smell and advertisement music. This means that the consumer is not a loyal customer that other companies can easily choose and even companies that appeal to consumers in the price will be able to get ahead of Kamil Koç's travel company. It is possible to say that the firm can become more advantageous by using the elements of smell and music that affect the ambience.

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