



Sensory Marketing in Luxury Industry

Investigating the Impact of Senses on Consumers Purchasing Intention

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Abstract

Marketing has become a crucial strategy for companies aiming to enhance customer experiences. Nowadays, standing out from the crowd is essential. Investing in new marketing strategies has become the new trend, particularly in strategies involving the five senses. This research delves into this strategy, known as sensory marketing. The aim was to identify the impact of the senses on consumers' purchasing intentions. Given the research questions and objectives, a quantitative survey was conducted. A deductive approach was used, and quantitative data were collected through a Google Forms survey, employing a mono research method. The questionnaire garnered 108 responses. According to the data analysis, two factors influence consumers' purchase intentions in the luxury industry: visual and auditory factors. However, tactile and olfactory factors were not significant ($\text{sig} > 0.001$). In conclusion, the author argues that purchase intention is influenced by visual and auditory strategies.

Keywords/tags (subjects)

Marketing, Sensory Marketing, Five senses, Luxury Industry, Consumers' Purchasing Intention, Quantitative survey

Miscellaneous (Confidential information)

Respondents' answers are confidential and remain anonymous.

Contents

1	Introduction	6
1.1	Background, motivation, and purpose	6
1.2	Research objectives, questions, and approach	7
1.3	Thesis structure	8
2	Literature review	9
2.1	Introduction	9
2.2	Sensory Marketing	10
2.3	Shop Sensory Stimuli	10
2.3.1	Hearing	10
2.3.2	Visual	12
2.3.3	Taste	13
2.4	Product Sensory Stimuli	14
2.4.1	Touch	14
2.4.2	Smell	14
2.5	Psychologic impact on customers	16
2.6	Use of Sensory Marketing in the luxury sector	16
2.6.1	The Kooples	17
2.6.2	Singapore Airlines	17
2.6.3	Louis Vuitton	17
2.6.4	Fendi	18
2.6.5	Mauboussin	18
2.6.6	Abertcrombie and Fitch	18
2.7	Identified Gaps	18
2.8	Research Framework	19
3	Research methods and implementation	21
3.1	Research Context	21
3.2	Research Approach	21
3.2.1	Research design	22
3.2.2	Research purpose	22
3.2.3	Methodological choice	23
3.2.4	Time horizon	23
3.3	Data collection	23
3.3.1	Quantitative data analysis	23
3.4	Ethical considerations	26

4	Research Results	27
4.1	Quantitative data analysis	27
5	Discussion	44
5.1	Limitations, reliability, and validity	44
5.2	Answering the research questions.....	44
5.3	Dialogue between key results and knowledge base.....	45
5.4	Compliance with research ethics guidelines.....	46
6	Conclusions	46
6.1	Key Findings	47
6.2	Managerial implications.....	47
6.3	Recommendations for future research.....	48
	References	49
	Appendices	52
	Appendix 1. Quantitative questionnaire.....	52

Figures

Figure 1: SOR model, Mehrabian and Russel (1974).....	18
Figure 2: Proposed Research framework.....	19
Figure 3: Regression Model.....	19
Figure 4 : Research philosophy in the research onion (Saunders et al.,2012)	20
Figure 5: Respondent's gender.....	26
Figure 6 : Respondent's range age.....	27
Figure 7: Respondent's nationality	27
Figure 8 : Respondent's luxury purchase background.....	28
Figure 9: Respondent's familiarity with sensory marketing.....	28
Figure 10: Respondent's average time spend in luxury stores.....	29
Figure 11: respondent's first attraction.....	29
Figure 12: Opinions on the color of the store.....	30
Figure 13: Opinion on the layout of the store.....	31
Figure 14: Opinions on lightning effects in the store.....	31
Figure 15: Influence of visual factors on staying time.....	32
Figure 16: Influence of visual factors on shopping experience.....	32
Figure 17: Opinions on the fragrance in the store.....	33

Figure 18: Influence of olfactory factors on staying time.....	33
Figure 19: Influence of olfactory factors on shopping experience.....	34
Figure 20 : Opinion on the test of products.....	34
Figure 21: Influence of tactile factors on staying time.....	35
Figure 22: Influence of tactile factors on shopping experience.....	35
Figure 23: Opinion on the music played in the store	36
Figure 24: Influence of auditory factors on staying time.....	36
Figure 25: Influence of auditory factors on shopping experience.....	37
Figure 26: Future recurrent shopping intention in the luxury shop.....	38
Figure 27: Purchase intention for friends or family in the luxury shop.....	38
Figure 28: Willingness of recommending the luxury store to others.....	39
Figure 29: Future shopping intention in the luxury store	39
Figure 30: Regression model	40

Tables

Table 1. Management of Sound	10
Table 2: Variables and Indicators of the survey.....	23
Table 3: Model summary about purchase intention	40
Table 4: ANOVA model about purchase intention.....	41
Table 5: Coefficients about purchase intention.....	41

1 Introduction

“Of the five senses, sight, hearing and smell are less forbidden than touch and taste” Leonardo da Vinci

1.1 Background, motivation, and purpose

Background

Who has never been attracted by the yellow color of the company with the big M or by the incredible smell of a bun coming out of the oven while passing in front of a bakery?

In a world where markets are becoming increasingly saturated and segmented, it seems essential for companies to find ways of doing business that are still little known to the public. Although the concept of marketing has always existed, sensory marketing was conceptualized at the end of the 19th century by Aristide Boucicault. According to him, consumers should have the opportunity to touch, see and smell products, all in a musical atmosphere. This concept was first implemented at Le Bon Marché.

In the 1950s, marketers became interested in the power of color, and then in sound in the 1960s, and finally in taste and touch around 1970. It was not until 20 years later that the power of smell was discovered, due to the complexity of its mechanism. It was only then that the term "sensory marketing" was coined. The transition from product marketing to sensory marketing can be explained by the need of consumers to compensate for the current world and the development of technologies, by soliciting these 5 senses, they get closer to nature. Also, in search of sensory and emotional stimulation, consumers become poly-sensory and more apt to purchase.

The goal of “sensorial marketing” is to seduce the customer by increasing its well-being through the solicitation of one or more of his senses ().

Through sensory marketing, experts try to find the best techniques to understand the human functioning, trying to fill the gaps of traditional marketing. Traditional marketing assumes that

consumers are only interested in the characteristics of the product in relation to others and their needs, whereas sensory marketing is interested in everything that happens around it, emotional and sensory experiences... In this case, the customer is guided by his emotions and not by reason. He becomes more likely to buy, in a place where his well-being is stimulated to the maximum.

It seems important today to differentiate oneself by the atmosphere and the pleasure felt, in a world where most products are identical. Companies are therefore seeking to exploit the human senses to the maximum, to influence the consumer, who will get used to this feeling and become an increasingly loyal customer.

Motivation

The luxury sector, although impacted by the health crisis of 2020, represents a global market of nearly 200 billion euros, with a target of more than 450 million global luxury consumers by 2025. The luxury market is growing rapidly, but these sales techniques are not well known, especially the use of sensory marketing, very few studies have been conducted, it is interesting to devote in-depth research. According to Rockefeller, memory is linked to touch (1%), hearing (2%), sight (5%), taste (15%) and finally smell (35%).

The author of this study, passionate about this field and wanting to continue in this area in the future, so wished to select this research topic, to learn more about it, and to better understand the power of senses on customers purchasing intention.

Purpose

Investigate the impact of senses on customers purchasing intention.

1.2 Research objectives, questions, and approach

The Research Objectives are the followings: (i) Identify; (ii) Better understand the role of senses in the purchasing and its application within Sensorial Marketing; (iii) Create new knowledge.

Research Questions (RQ)

- RQ1 How do companies use sensory marketing to attract customers?
- RQ2 Which senses stimulates and impact the customers purchasing intention?
- RQ3 What is the magnitude of the impact of particular sensorial marketing factor on customers purchasing intention?

The selected research approach to carry out this investigation is the deductive approach.

1.3 Thesis structure

The thesis is divided into 6 chapters. The first chapter is devoted to the introduction in terms of the research topic background, business and personal motivations, purpose of this investigation, and research objectives, questions and approach are presented. The second chapter presents the literature review, where the key concepts of sensory marketing are described and discussed from previous work. The third chapter reviews the research methods to carry out this investigation and then move on to the fourth chapter that presents the results of the research study. The fifth chapter discusses the limitations of this investigation, reliability, and validity of collected data and conceptual model. Finally, the last chapter draws conclusions of this study.

2 Literature review

2.1 Introduction

To understand this topic, it is important to understand what sensory marketing is. First, it is important to define marketing, according to the American Marketing Association it is defined as follows: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large."

This definition allows us to introduce the definition of sensory marketing, according to Agnès GILBOREAU and Laurence BODY (n.d), specialists in all things related to the senses: "Sensory marketing is defined as the set of variables of actions controlled by the producer or distributor to create a specific multi-sensory atmosphere around the product or service, either through the characteristics of the product itself, or through the communication in its favor, or through the environment of the product at the point of sale.

Thus, sensorial marketing can be seen as an evolution of traditional marketing, mentalities are changing, marketing is evolving. It is perceived as still recent, focused on the five senses of consumers.

It can then be divided into 5 categories:

- Sound marketing
- Tactile marketing
- Olfactory marketing
- Visual marketing
- Gustatory marketing

These techniques aim to attract and seduce the consumer by relying on his well-being and playing with his emotions. Several studies have shown that these experiences increase the customer's

desire to buy and guarantee their loyalty. Sensory marketing is therefore added to traditional marketing, which seems insufficient to meet the expectations of today's consumers.

2.2 Sensory Marketing

2.3 Shop Sensory Stimuli

2.3.1 Hearing

It's a technic which consist of to put some music or sounds to create the difference with other companies, creating good atmosphere wick make the customer in a comfort mood. It's the first-choice companies need to think of, for attract consumers.

In a study, developed by Milliman in 1982 proved that music influence time spend in the supermarket and thanks to that, sales were higher. In another study realized by Areni and Kim (1993), in a wine shop, it was proved, that consumers bought more in a condition of Classic music than of actual songs.

At the brand and product level

Concerning the product, sound make a role in term of the appreciation of a product and the emotion it can make. It contributes to the identity of the product, sound acting on the unconsciousness.

Brand can choose special music so that the consumers remember this brand unconsciously like it's the case with the famous brand Harley Davidson and his captivating music.

More than ten different ways to play music exist at different prices:

	Self- management	Management by specialist
Low cost	National radio station Disk	Monthly subscription to a music platform (Spotify, Deezer...)
High cost	Own radio Artists in live	Crypted radios Monthly subscription to an own music programming

Table 1. Management of Sound

Hippopotamus, for example, use music with high tempo to accelerate the chewing time of customers and made them eat quickly, to have more clients. Contrary, the beauty Brand Sephora, use slow tempo to give the impression that clients have time to try the product, which will encourage them to buy.

In addition, according to Laurent DELASSUS (2012), the volume of the sound is also an important factor. In clothing shops, for example, it changes according to the time of day. To put it simply, in the morning it increases a little more each hour, decreases at midday, and finally reaches its maximum at the end of the day to revitalize the customers who are often tired.

At the point-of-sale level

Sound can favorize the experience of consumers.

Sophie RIEUNIER (n.d) explains: "Music is commonly used in services to improve customers' perception of waiting time. Research shows that people feel they have waited longer when there is no music than when music is played. However, the volume of music must be carefully manipulated as it can affect the perception of waiting time."

Thus, music with faster rhythms makes the impression that consumers are waiting less time, like it's the case in the famous company named Sephora than if it was a musique with a calm tempo, which generate slow movements.

However according to MILIMAN (1982), costumers spend when there is a slow sound, he observes an increasement of sales of about 40% compared to a store with a fast sound.

Thus, the best way, will be slow music in a store and fast music at the collection level.

On the web

On the internet, sound marketing is becoming more and more vocal, with some sites putting on music specific to the products they sell, while others put on music specific to the customer's profile.

2.3.2 Visual

Visual marketing is the most used, the view being the sense most solicited by the human, 80% of information are from view.

Mohamed Mousatafa AL HASSAEL (2011) explain us that: "the choice of colors and shapes for the design of a product, the layout of a point of sale or the implementation of an advertising campaign has long been a success factor".

Color and shapes

According to Causse (2022), and his book "L'étonnant pouvoir des couleurs" (The Amazing Power of Color), colors play an important role in costumers' decisions.

The orange, the rouge and yellow green, would be the best outside, they would encourage costumers to enter a shop and would even be prepared to spend 45% more in a shop with red colors than with blues ones. But Jean Gabriel Causse, explain that inside a shop, colds tones are better, helping costumers feeling good, and to think well, techniques that will increases its final basket.

Uniqlo, has understood this well, by coloring the steps leading to its shops in red, attracting the eye of passers-by, and by putting cooler colors inside, more conducive to buying. Apple is the most representative example in term of visual marketing. The shape and the colors of the devices are created specially to seduce the consumer, contrary to his concurrent who are using just black, blue... The latter, always in search of aesthetics, will often select a device according to its beauty and not its capacity. The telephone becomes a decorative object rather than a real need.

Logo

The logo represents the identity of a company, it is one of the first things that the customer sees, it is the mirror of the company. It helps to differentiate from competitors, to build customer loyalty, and to arouse curiosity. Amazon, with its arrow going from the letter a to Z, reflects the image of its company, telling us that we can find everything we are looking for, from A to Z...

Visuals advertisements

In the actual world, thanks to the technology, it's become easier to transmit a visual message, throughs screens, companies can send a message, like it's the case with Decathlon, which sports sequences alternated with promotional advertising. Nespresso, on its website, use colors like brown to remind the color of coffee and some golden to give the illusion of luxe, in order that the client remember the position of the brand.

2.3.3 Taste

Even if taste is the most complicated sense to be tamed especially for non-food businesses, Annick LE GUERER (2015) explain that; "Taste is an effective means of product differentiation" and that is why experimental labs are focusing more on it, could be a real added value for companies.

To explain, taste marketing consists of the fact that the consumer discovers the product before buying It, if He likes it, he will buy it but if not, not, it's why it's very difficult for company, because they can't control the taste of clients, it's personal to everyone.

2.4 Product Sensory Stimuli

2.4.1 Touch

The sense of touch it's the most important, even if we can't talk or see, we can touch, this sense can create relax but even stress. Thus, the fact of touch can say a lot about the product.

According to Bertrand BATHELOT (2016), there is 2 cases of tactile marketing "it can be applied directly to the product (car, telephone...) or to a service environment" and Jean-Luc Koeh (2012) explain that: "touch creates familiarity with the store or the product". This marketing plays on the way the consumer perceives the product, by associating materials with products, he will realize more easily its quality

In the shop, Sephora, thanks to a thick red carpet, clients feel well, their well-being increase. Thus, they want to stay longer which increases the probability that they will buy something.

In the current world, thanks to the technology, it's become easier with the tactile screens, if a client wants a ticket for the train for example, it will use his smartphone instead of waiting 1 hour to have a physical ticket.

Who know what we will touch tomorrow? Silk, stone...?

2.4.2 Smell

« *Smell is the sense of imagination* » Jean- Jacques Rousseau.

The olfactive marketing consist of use some smells, to increase the well-being of consumers and of sales. Laure JACQUEMIER (2011) define smell like: "A discourse that transports the perceiver-individuals into a world where rationality fades away in favor of the hedonic dimension. The practitioner's work then concerns the production of this discourse, its orientation, and the verification of the chosen orientation with the perceiver"

It's not a new concept, already used before, today according to Bruno DAUCÉ (2011), there is even a change: "the use of broadcast systems specifically designed for use in a commercial space."

It's seeming to be very important, especially for beauty food products, but not only, we can find it mostly everywhere under different ways for different functions:

- Increase customer loyalty
- Increase the time spent in the store
- Relax the customer
- Create your own universe for your brand

There are many olfactory techniques to implement this strategy. In accordance with Djamchid AS-SADI (2012), 7 techniques are known.

- Natural ventilation
- Ventilation
- Heating
- Spraying
- Micronization
- Subcontracting of odourisation

Perfumes activate the memory by an assembly of memories, concepts, values. Relaxing, comforting.... The perfume has many powers on the consumer polishing him in a pleasant atmosphere like it's the case in the famous company Zadig and Voltaire.

Who does not know Marcel PROUST and the famous smell of the madeleine of which he speaks as: "But when nothing remains of an ancient past, only the smell and the flavor remain for a long time, but they are more fragile, more perennial, more immaterial, more persistent, more faithful".

However, if the customer like, it he will buy some often, being reassured about the quality of the product, it's also a way of fidelize and build customer loyalty.

We can use it through scented toothpastes to product tastings in supermarkets.

2.5 Psychologic impact on customers

From a scientific standpoint, Laviaille and Dussouillez (2019), neuroscientists, claim that there is no special zone which influence the purchase. Instead, the desire and the pulsion are associated with the brain. Sensory marketing stimulates five sense to arouse our instinct corresponding to one specific part of our brain known as the reptilian brain. These stimuli trigger a reflex. A good visual of a product for example tend to associate consummation with the fact of buying and subsequently, ownership of the product.

An adverting can create this desire, even the product is useless, the brain will have the impression that it becomes a vital need. This is the case with MacDonald's and its ads where the famous burgers are put forward to convince the customer that he needs them. The fact of buying this product become satisfying, the brain perceives it as a kind of reward.

For instance, during a tasting session, the customer directly experiences the product, enticing them to make a purchase, thereby significantly boosting the company's sales. Later, recalling this delightful moment from the tasting, the new consumer is more likely to buy the product again. A survey conducted by Schifferstein (2011), revealed that clients staying in a night club tend to stay longer if the place is scented with orange, peppermint, and sea water.

A brand incorporating one or more of the five can thus cultivate in the consumer the desire to return or make a repeat purchase, creating a pleasant client that encourages them to revisit.

2.6 Use of Sensory Marketing in the luxury sector

The success of luxury sector can be explained by the creation of a private link with the customer. Through sensorial marketing, the great luxury houses have been able to develop. Each sense will be analyzed, and concrete examples will be given in the following section. The following examples are described through personal experiences, or on blogs written by people who have had these experiences.

2.6.1 The Kooples

The Kooples is a famous brand a famous French brand of ready-to-wear, in a rock-chic style, which has found its place among the yellow and thirty-year-old's. The shops are known of course for the clothes, but also for the greatest rock songs of the history which are diffused (Stones, Guns...) in imposing black centered consoles. A smell specific to the brand, with rather masculine notes (cedar, eucalyptus) with some feminine touches (incense) can be felt. This smell is in adequacy with The Kooples which bets on a glam Rock style. The brand has also thought of a visual, reflecting its identity, cold light and neon reflect on large white walls, with a marble floor or a parquet floor, reminding the colors of collections. All these small details make The Kooples a brand that is proclaiming itself to be "semi-luxury" and is becoming increasingly popular.

2.6.2 Singapore Airlines

Famous company, Singapore Airlines relies mainly on the sense of smell and sight

Singapore Airlines has a unique fragrance with hints of rose, lavender and citrus, which is worn by all staff on board, and sprayed on towels and other items on board.

Singapore Airlines also requires a unique uniform for flight attendants, "Singapore Girl". these details make the airline a professional, high-end brand, specific to their target market.

2.6.3 Louis Vuitton

Famous international Brand, Louis Vuitton, is mostly amused by the virtual reality.

Thanks to this digital use, the brand shares its history and its know-how, especially in the windows, with extraordinary merchandising that amazes everyone who passes by.

Louis Vuitton has recently gone one step further and created a "Digital Girl", which is being paraded in the world's major cities. Catching the eye of passers-by, and immersing them directly into the atmosphere of the brand, this technique must surely make many people jealous...

2.6.4 Fendi

Fendi, an Italian brand offering a wide range of shoes, furs, and handbags, has succeeded in using sensorial marketing. Through touch and a wall of fabric, customers find themselves immersed in a cozy atmosphere, conducive to shopping.

2.6.5 Mauboussin

All luxury shops use their sense of taste to offer food and drink. However, according to Name (year), Mauboussin has gone one step further, setting up a chocolate fondue in the Champs Elysée boutique in Paris, highlighting the jewelry offered by the brand. Synonymous with pleasure and delicacy, a chocolate bar was also made available.

2.6.6 aAbercrombie and Fitch

Finally, the best example of sensory marketing, is Abercrombie and Fitch, selling very colorful clothes, this company use all the senses in their shops. At the auditory level, a rhymed music is put in place to attract a young clientele, a unique perfume to the brand is diffused in the stores, Fierce N°8. This brand selects only young and attractive salesmen, and finally selects textiles that are pleasant and soft to the touch.

Abercrombie also plays with a set of lights, illuminating only the clothing collections, not the rest of the shop. Creating a nightclub atmosphere, aiming to attract young people.

Giving, an illusion of perfection, consumers have this image engraved in their minds, and always want to return.

2.7 Identified Gaps

In today's marketing strategies, many companies tend to implant more and more sensory strategies using specific odors and music. However, the impact of sensory marketing on consumers remains difficult to fully understand. This study aims to delve deeper into these strategies and to understand how they can impact purchase intention.

Some thesis have focused on the topic of sensory marketing, but focusing more on the loyalty this could generate than on the impact on purchase intention.

For example, Zahra Rabbani Nik (2021), focused on the link between sensory marketing and loyalty in luxury sports club. He demonstrated that by enhancing sensory experience, such as beautiful decor, attractive music and pleasant smells, club members tended to be more loyal and satisfied.

Similarly, Jiyang Chen (2021), investigated the impact of sensory marketing on loyalty in luxury hotels. She demonstrated that the use of tactile was of real importance in this fields, with consumers paying close attention to the choice of fabrics and materials used. A successful tactile experience positively influenced customers' experience and encouraged them to stay at these hotels again.

These studies highlight the significant impact of sensory marketing on the customer experience and how it helps companies to improve their sells. However, there is still a need to explore how sensory marketing affects purchase intention.

2.8 Research Framework

The research framework was adapted from Mehrabian and Russel (1974), SOR-Model. For the purpose of this research, we model only relationship between sensory marketing relationship with purchase intention. (see figure of theoretical framework).

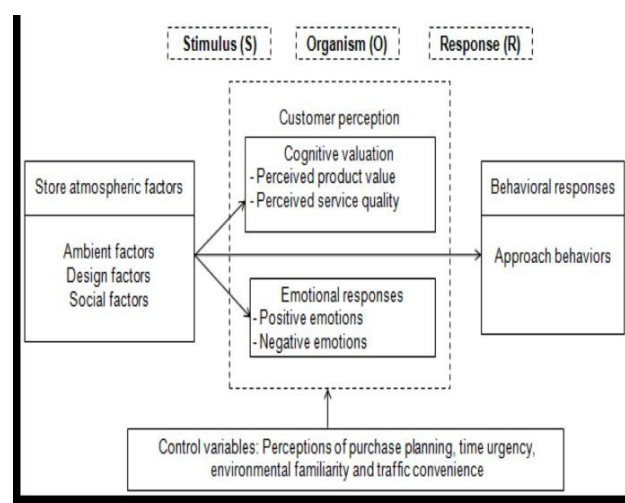


Figure 1: SOR model, Mehrabian and Russel (1974)

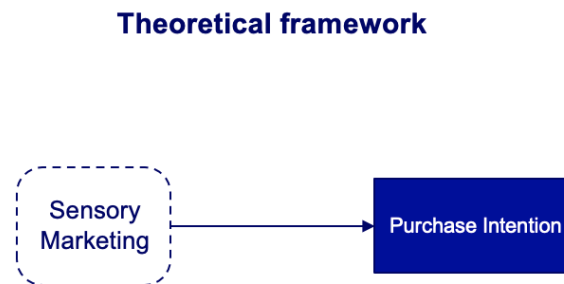


Figure 2: Proposed Research framework

Sensory marketing is explained by four factors namely visual, olfactory, tactile, and auditory. To be able to measure the impact of each sensory marketing factors on purchase intention, the framework was applied in the form of linear regression model (see figure of regression model). The factors of sensory marketing which play a role of variable in the model as well as purchase intention were measured as averages of underline indicators in the questionnaire (see table questions).

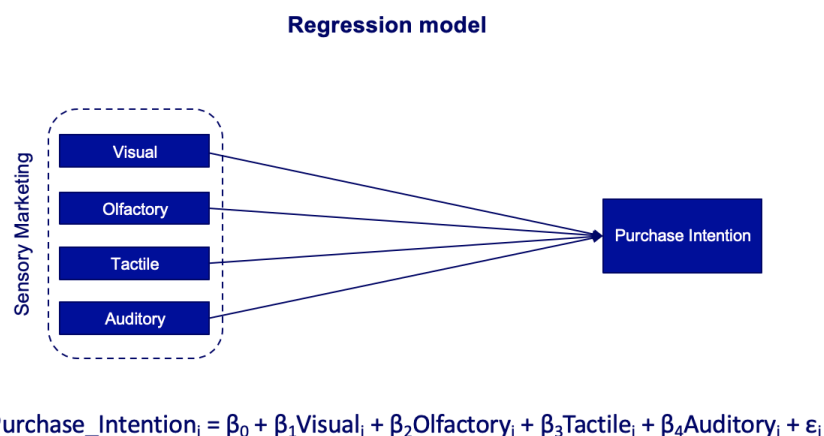


Figure 3: Regression Model

3 Research methods and implementation

The following chapter describe the research methodology. The methods used to gather data will be presented. The author highlights how the questionnaire was established in relation to the theoretical framework.

3.1 Research Context

The investigation was conducted during the author's second year of bachelor's degree in business international. The author aimed to pursue a career in the marketing, and specifically in luxury field, wanted to investigate on the marketing impact on customers. At a time, where companies are increasingly taking strategies to differentiate themselves from others, focusing on sensory marketing was an interesting option.

Several participants from all other the world took part in this questionnaire, from Generation Z to Boomers II making the data's interesting to analyze. The survey lasted two months, in order to obtain a diverse range of profiles.

3.2 Research Approach

The whole research part is based on the research onion imagined by Saunders, Lewis and Thornil (2012).

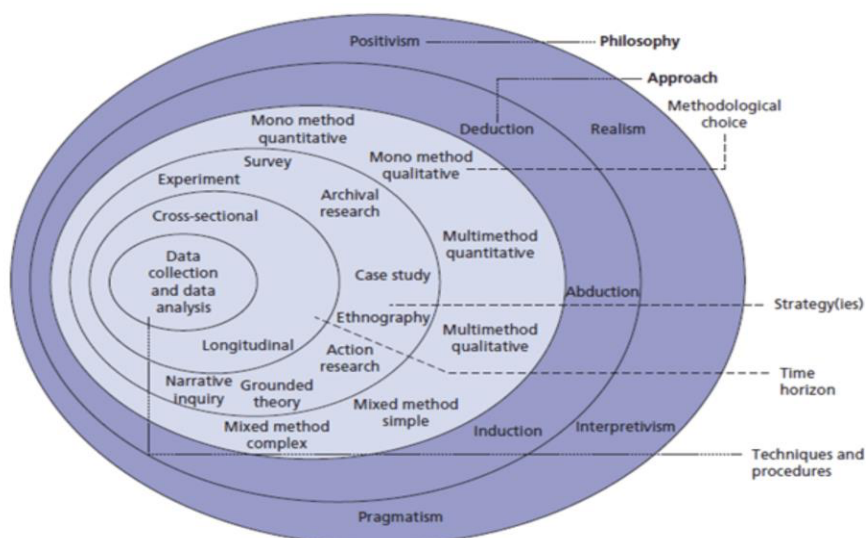


Figure 4: Research philosophy in the research onion (Saunders et al., 2012)

This research philosophy imagined by Saunders and al., (2012) explain the different ways of how a survey can be realized using different approaches and research tools in order to obtain utilizable data which will be analyzable in the objective to draw conclusions.

The approach used in this research is deductive. The research hypothesis is based on previous existing theories and are therefore tested before being validated or refuted. To apply this approach, the author must explain and interpret the subject enabling new results to be compared with those presented in the literature review.

3.2.1 Research design

The research design is based on the research philosophy, imagined by Saunders and al., (2012). Selon le sujet choisi, la méthode de collection de data est soit quantitative ou qualitative.

The method use is a quantitative questionnaire about the impact of senses on customers purchase intention. Trough the survey, the author investigating on this impact and on the preferences of customers in luxury This survey will help to get a global opinion of the population about the subject of sensory marketing. The aim is to get is to know people's opinions and what's attract them so it's important to get as much feedback as possible from as many different profiles as possible.

3.2.2 Research purpose

The purpose of the research is Explanatory. The aim is to explore how sensations made by sensory experiences got an impact on the purchase intention of costumers in the luxury industry and to determine which marketing strategies are more effective to adopt in this field.

Data will be collected and analyzed in order to enable the relationship between the different variables established in the theoretical framework.

3.2.3 Methodological choice

To answer research questions, the author chooses a quantitative research approach thus using a mono-method. This in order to obtain data to analyze the relationship between the variables.

3.2.4 Time horizon

The study is based on a cross-sectional time horizon as the data has been collected only once.

The study was conducted considering both time constraints and the methodological advantages it offered. It provides an overview of the impact of each sensory factor on the purchase intention of luxury products consumers.

A longitudinal study was considered offering the opportunity to observe changes in consumer opinion over time. However, given the limited time, a cross-sectional time study was the option the most appropriate and efficient.

3.3 Data collection

3.3.1 Quantitative data analysis

The main objective of this data collection is to understand how sensory marketing got an impact on the purchase intention of customers, knowing their feeling and preferences about a brand which is using sensory marketing they have in mind.

To go further on this subject, a questionnaire has been created to know if people know the principle and functionate of sensory marketing. Thus, the firsts questions are to know better the profile of the respondent like their age, category socio-professional and their consumption habits. Next questions are about their feeling in a store, talking about the visual, the odor, the opportunity to touch, and the sound.

Finally, last questions are based on the purchase intention in the shop.

The survey (Appendix 1) was spread online in February 2024 targeting different generations who are used to shop in a luxury store. It was composed of 25 questions, including 24 pre-determined questions.

The survey is divided in 9 sections: demographic questions, luxury background, familiarity with sensory marketing, visual sense, olfactory sense, tactile sense, auditory sense, feeling in the store and purchase intention.

VARIABLE	INDICATOR	SCALES
Visual sense	V1. I like the overall color of the store.	Strongly disagree (1) to Strongly agree (7)
	V2. I like the layout of the store.	Strongly disagree (1) to Strongly agree (7)
	V3. I like the lighting effects in the store.	Strongly disagree (1) to Strongly agree (7)
	V4. The interior design (color, layout, lighting effects) is an important factor that influences my staying time in the luxury store.	Strongly disagree (1) to Strongly agree (7)
	V5. The interior design (color, layout, lighting effects) is an important factor that influences my shopping experience in the luxury store.	Strongly disagree (1) to Strongly agree (7)

Olfactory Sense	O1. I like the fragrance in the store.	Strongly disagree (1) to Strongly agree (7)
	O2.The scent is an important factor that influences my staying time in the luxury store.	Strongly disagree (1) to Strongly agree (7)
	O3.The scent is an important factor that influences my shopping experience in the luxury store.	Strongly disagree (1) to Strongly agree (7)
Tactile Sense	T1.I feel happy to test the products.	Strongly disagree (1) to Strongly agree (7)
	T2. The opportunity to touch / test the product is an important factor that influences my staying time in the luxury store.	Strongly disagree (1) to Strongly agree (7)
	T3. The opportunity to touch / test the product is an important factor that influences my shopping experience in the luxury store.	Strongly disagree (1) to Strongly agree (7)
Auditory Sense	A1. I like the music playing in the store.	Strongly disagree (1) to Strongly agree (7)

	A2. Music is an important factor that influences my staying time in the luxury store.	Strongly disagree (1) to Strongly agree (7)
	A3. Music is an important factor that influences my shopping experience in the luxury store.	Strongly disagree (1) to Strongly agree (7)
Purchase Intention	PI1. I will often shop in this luxury store in the future.	Strongly disagree (1) to Strongly agree (7)
	PI2. I will shop for my friends or family in this luxury store.	Strongly disagree (1) to Strongly agree (7)
	PI3. I am willing to recommend this luxury store to others.	Strongly disagree (1) to Strongly agree (7)
	PI4. I am likely to buy in this luxury store.	Strongly disagree (1) to Strongly agree (7)

Table 2: Variables and Indicators of the survey

3.4 Ethical considerations

An assiduous importance has been put in place on respecting and safeguarding the confidentiality of respondents. Responses has been collected in an anonymous way through Google Form, to protect data. Only aggregated figure has been included in this report.

All the citations used in this research have been cross-referenced to original authors. The aim being to produce academic research reliable on the impact on sensory marketing on purchase intention.

4 Research Results

4.1 Quantitative data analysis

Respondent's profile

108 people take part into the survey. The first questions were demographic, allow the author to analyze the repartition of the respondent and make sure that the target population has been reached. In fact, 71% of respondents were women, whereas the other 29% were men.

Êtes-vous ? / Are you ?

108 réponses

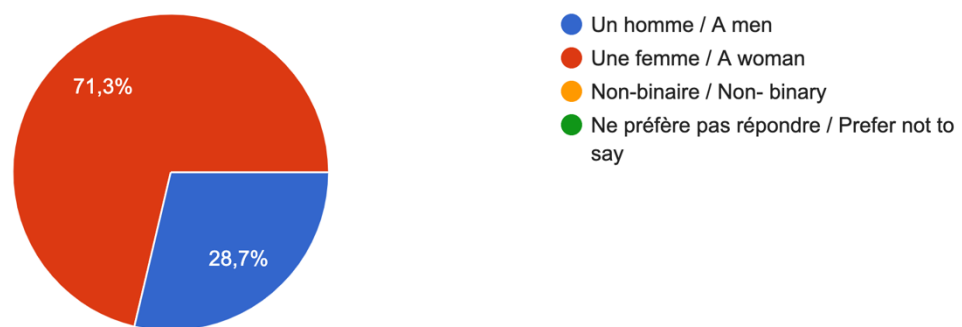


Figure 5: Respondent's gender

Among them, the generation 2 was the most represented, (67,6%) followed by the Millennials one (21,3%).

Dans quelle tranche d'âge vous situez-vous ? /What age range do you fall into?

108 réponses

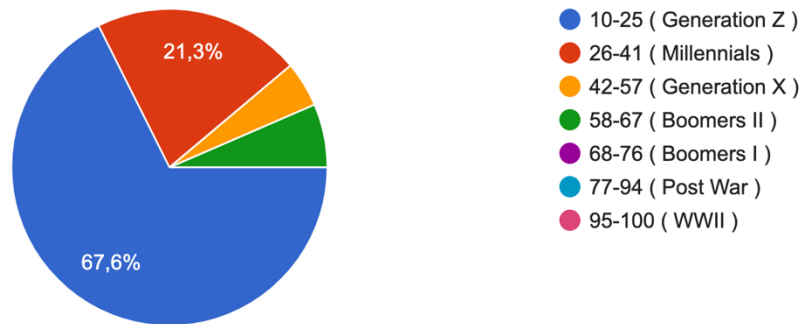


Figure 6: Respondent's range age

The point really relevant for this analyze, is the nationality of respondent, the thesis focusing on the worldwide luxury industry, it's interesting to have people from all over the world which it's the case here. Even if France, is mostly represented, there is at least one people from different part of the world.

Quelle est votre nationalité ? / What is your nationality ?

108 réponses

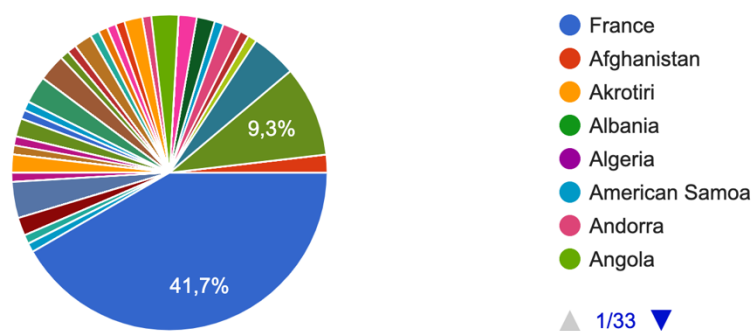


Figure 7: Respondent's nationality

Following questions was made to know the profiles of the respondents of the questionnaire and make sure they have the background the author was looking for. Here, know if they are aware of sensory marketing and if they have already bought a luxury product.

75,9 % of respondents bought luxury product that makes the questionnaire relevant for the author to analyze the collected data.

Avez-vous déjà acheté un produit de luxe ? (sac, parfum, etc.) / Have you ever bought a luxury product ? (bag, perfume..)
108 réponses

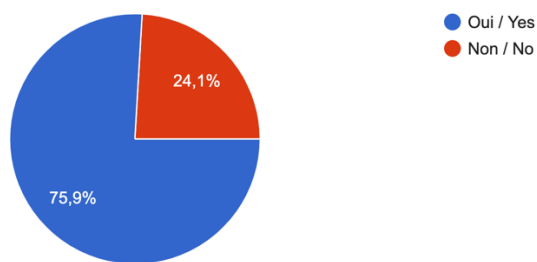


Figure 8: Respondent's luxury purchase background

In these respondents, only 61% is familiar with sensory marketing.

Êtes-vous familier avec le marketing sensoriel ? / Are you familiar with sensory marketing ?
82 réponses

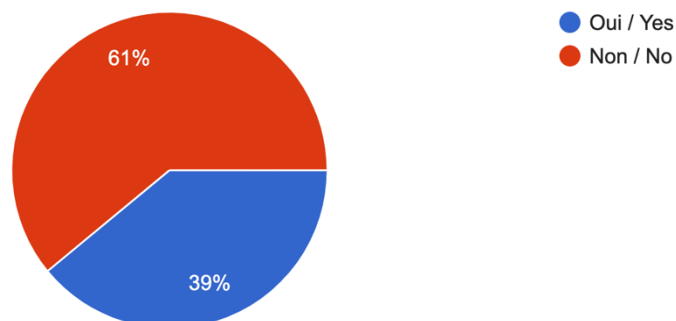


Figure 9: Respondent's familiarity with sensory marketing

In term of frequency, most of respondents spend less than 1 hour in luxury store per week.

Combien de temps passez-vous en moyenne dans les magasins de luxe par semaine ? / How much time do you spend on average in luxury stores per week?

82 réponses

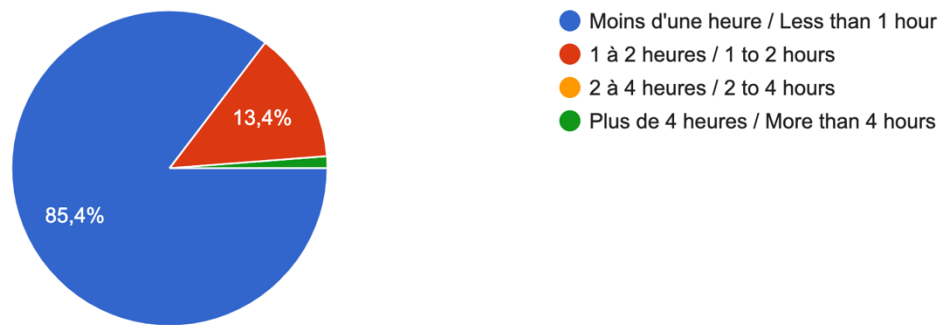


Figure 10: Respondent's average time spend in luxury stores

81,7% of respondents are first attracted by the visual of a shop. In the following part, the data will be analyzed trough SPSS knowing if this point is representing in the answers.

Qu'est-ce qui vous attire en premier dans un magasin de luxe ? / What is the first thing that attracts you in a luxury store?

82 réponses

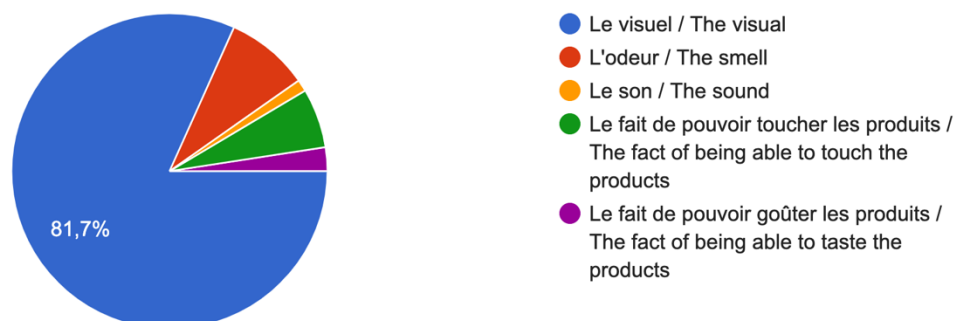


Figure 11: Respondent's first attraction

SENSORY IMPACT ON CONSUMERS

In the following questions, respondents were asked to rate their feelings about their favorite luxury shop on a scale of 1 (strongly disagree) to 7 (strongly agree).

Visual

80% of respondents, rated between 5 and 7 indicating an appreciation about the overall color of the store

V1. J'aime la couleur générale du magasin. / I like the overall color of the store.

82 réponses

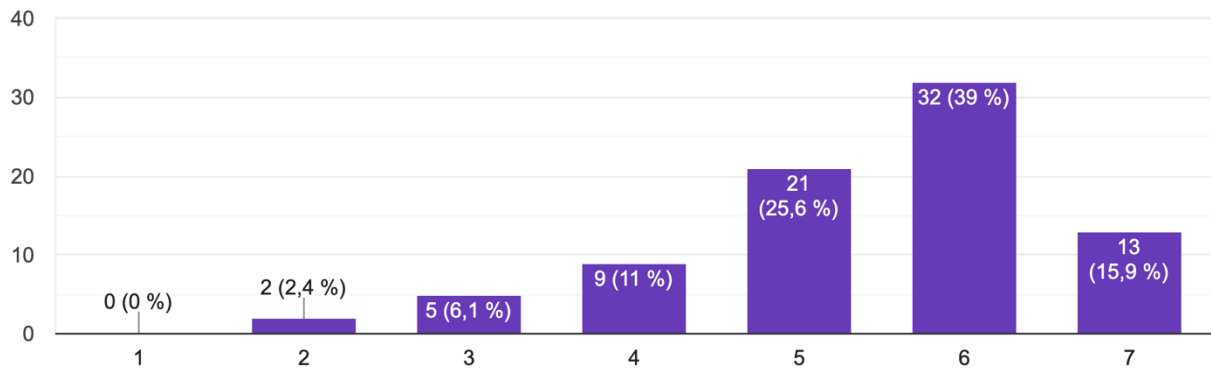


Figure 12: Opinions on the color of the store

79,3% of respondents like the layout of the store they were considering.

V2. J'aime l'aménagement du magasin. / I like the layout of the store.

82 réponses

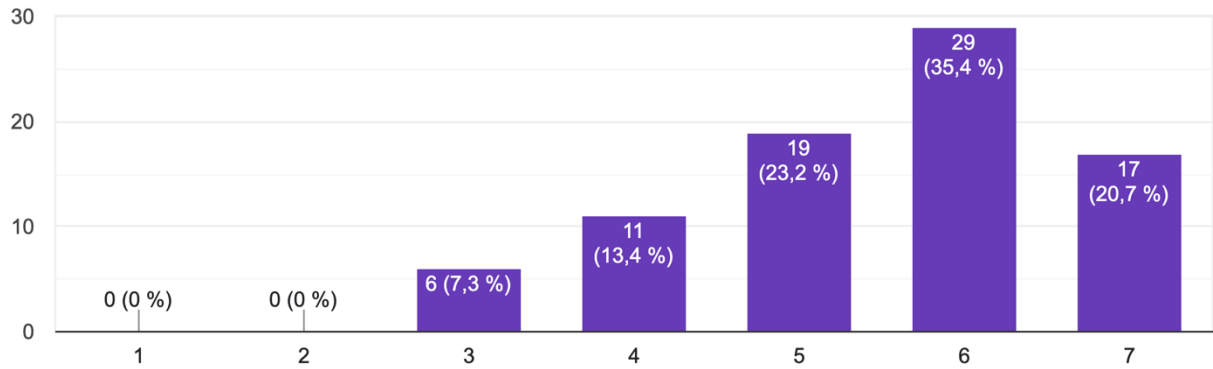


Figure 13: Opinion on the layout of the store

Nearly 77% of them, appreciate the lighting effect provided by the store.

V3. J'aime les effets d'éclairage dans le magasin. / I like the lighting effects in the store.

82 réponses

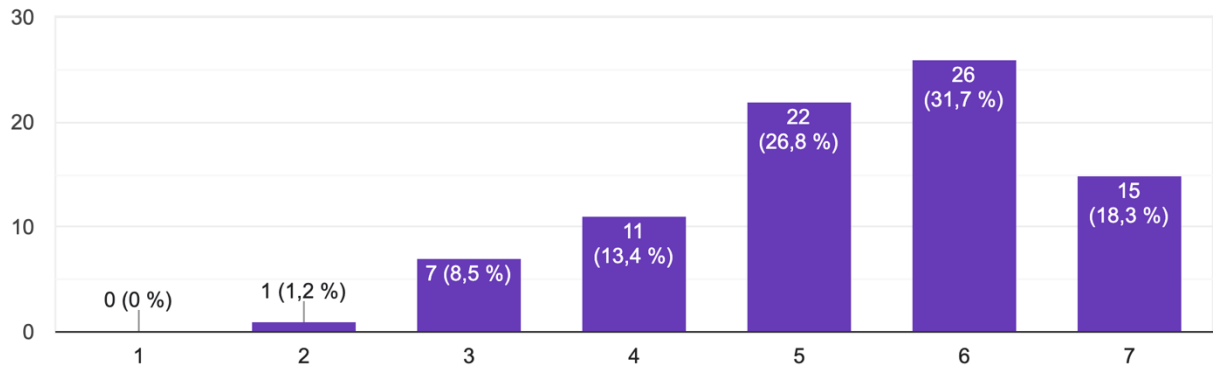


Figure 14: Opinions on lightning effects in the store

The two last questions in this visual section focused on the influence of these factors on the staying time and shopping experience in the store. Based on the results, interior design is an important factor which influence most of the responders in both their staying time (over 84%) and their shopping experience (86,7%).

V4. Le design intérieur (couleur, aménagement, effets d'éclairage) est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de...nfluences MY STAYING TIME in the luxury store.

82 réponses

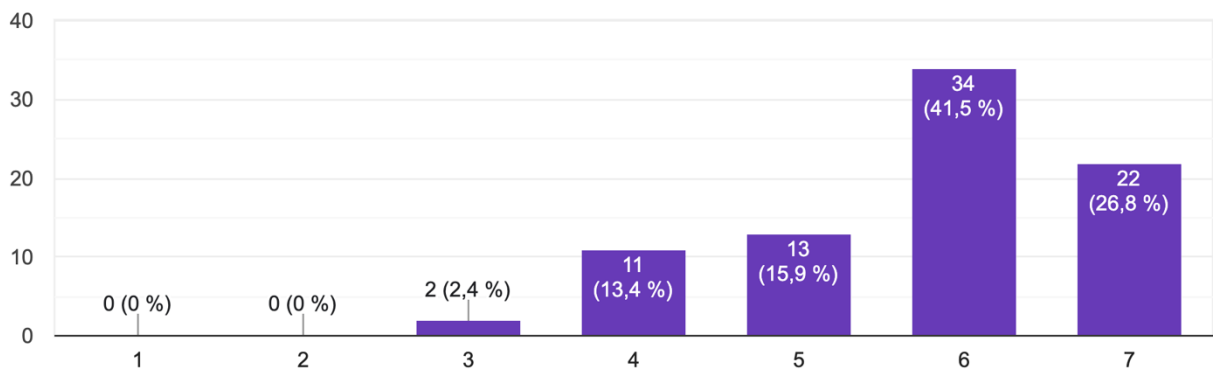


Figure 15: Influence of visual factors on staying time

V5. Le design intérieur (couleur, aménagement, effets d'éclairage) est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le maga...s MY SHOPPING EXPERIENCE in the luxury store.

82 réponses

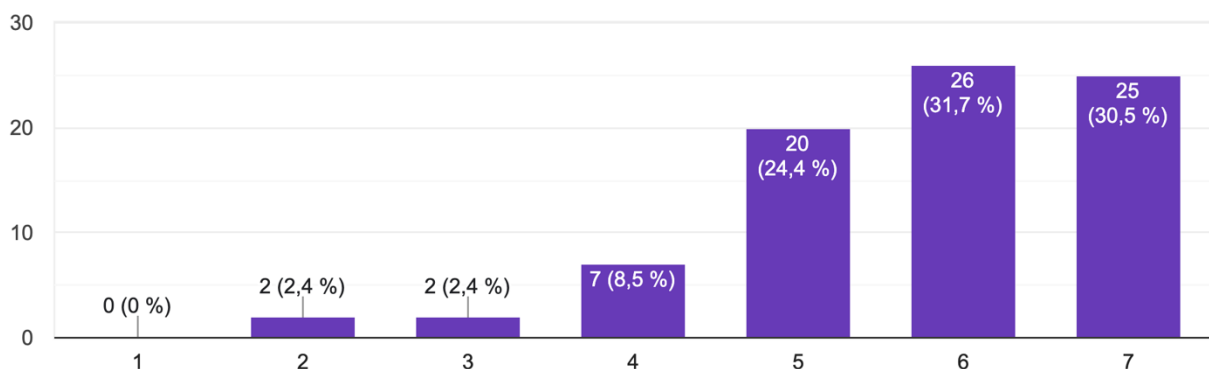


Figure 16: Influence of visual factors on shopping experience

Olfactory

80,5% of participants like the fragrance proposed by the luxury store.

O1. J'apprécie la fragrance dans le magasin. / I like the fragrance in the store.

82 réponses

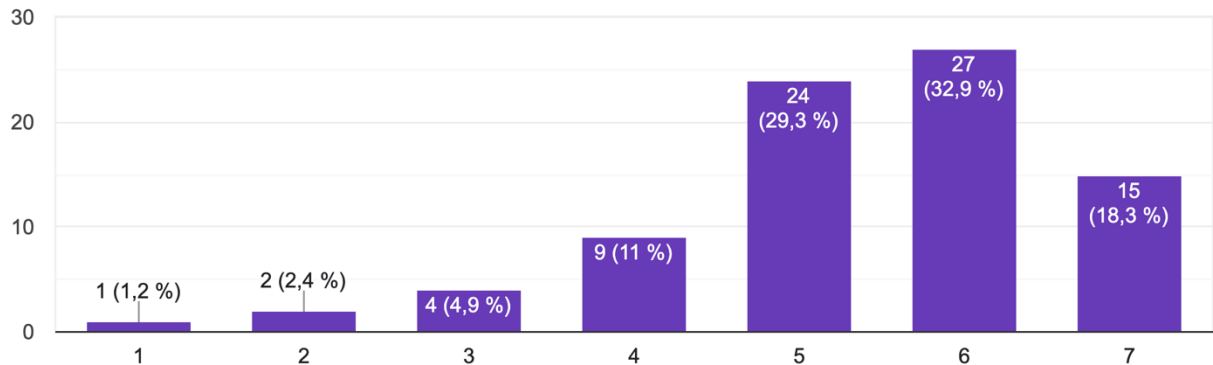


Figure 17: Opinions on the fragrance in the store

Analyzing the results, Smell is a key factor influencing the majority of responders about the staying time (74,5%) but also for the shopping experience (75,6%).

O2. La senteur est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de luxe. / The scent is an important factor that influences MY STAYING TIME in the luxury store.

82 réponses

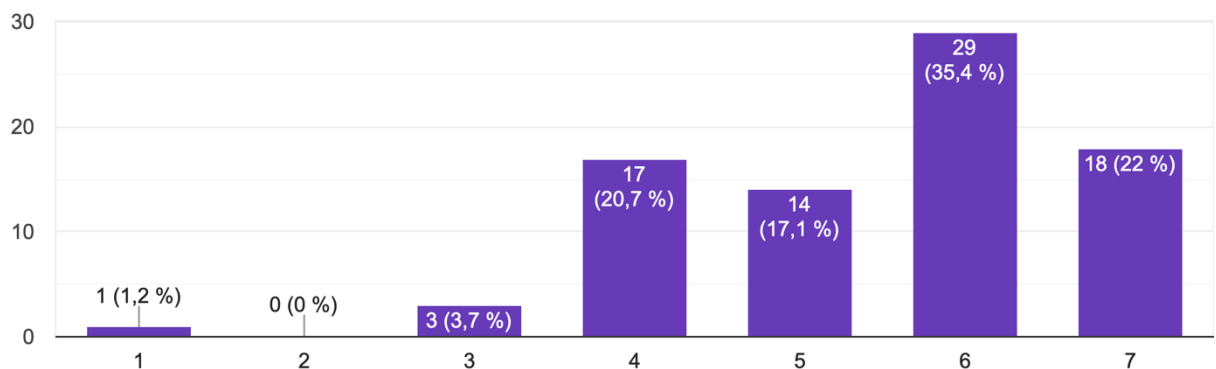


Figure 18: Influence of olfactory factors on staying time

O3. La senteur est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le magasin de luxe. / The scent is an important factor that ...ences MY SHOPPING EXPERIENCE in the luxury store.

82 réponses

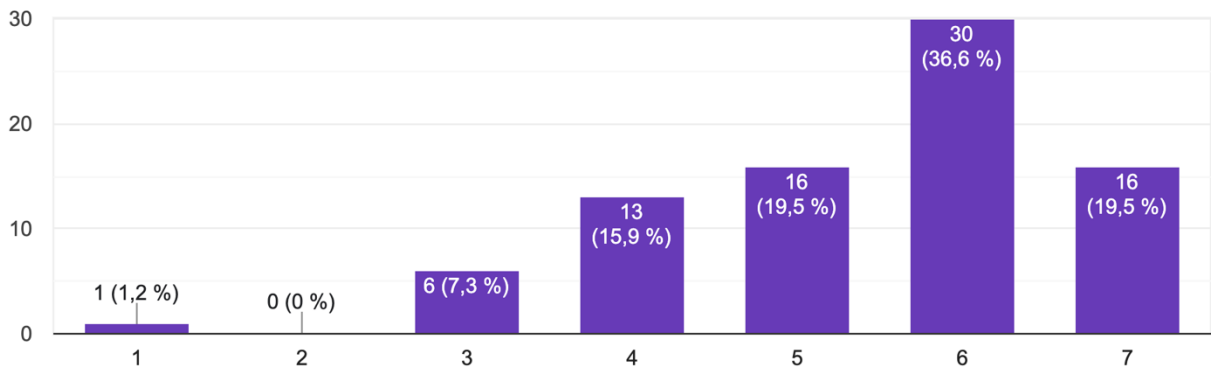


Figure 19: Influence of olfactory factors on shopping experience

Tactile

The majority of participants in the survey find an importance in the fact of testing products with 91,5% providing answers between 4 and 7.

T1. Je suis heureux(se) de tester les produits. / I feel happy to test the products.

82 réponses

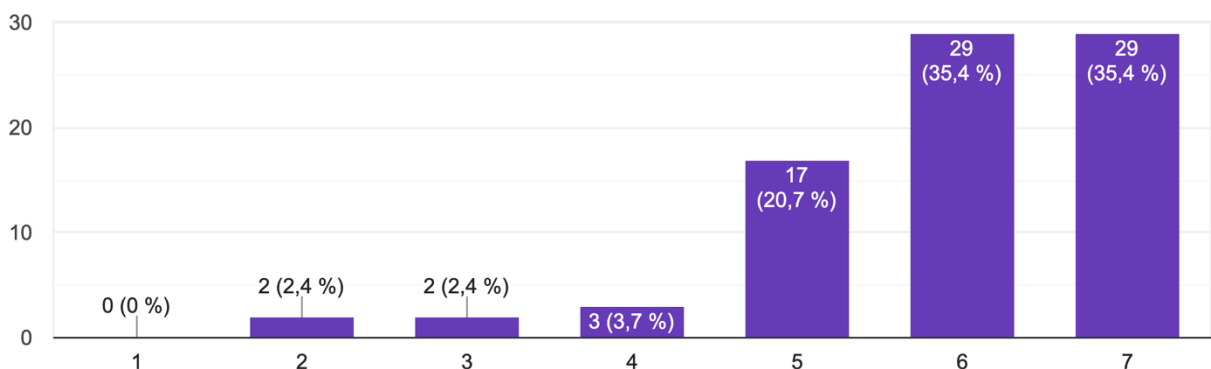


Figure 20: Opinion on the test of products

Concerning the staying time, 87% of responders answers that product tasting has an influence on this time and 92,7% on their shopping experience.

T2. L'opportunité de toucher ou tester le produit est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de luxe. / The opportun... influences MY STAYING TIME in the luxury store.

82 réponses

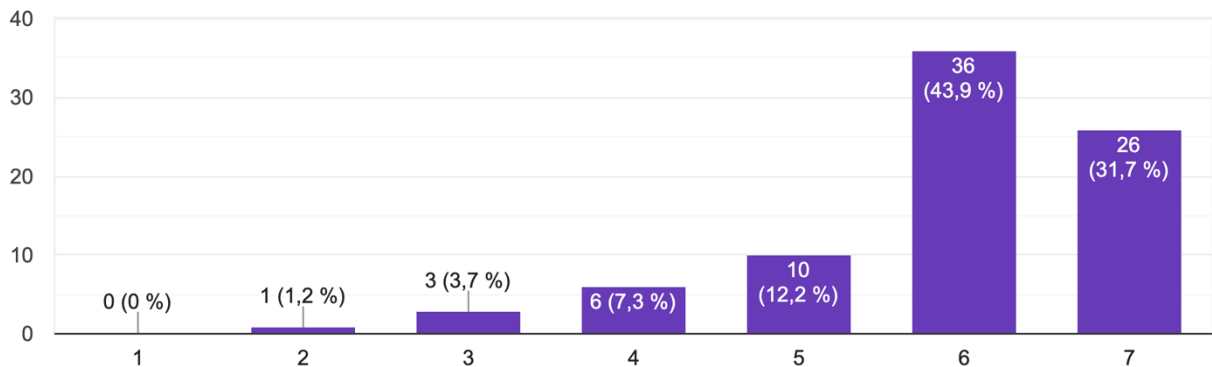


Figure 21: Influence of tactile factors on staying time

T3. L'opportunité de toucher/tester le produit est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le magasin de luxe. / T...s MY SHOPPING EXPERIENCE in the luxury store.

82 réponses

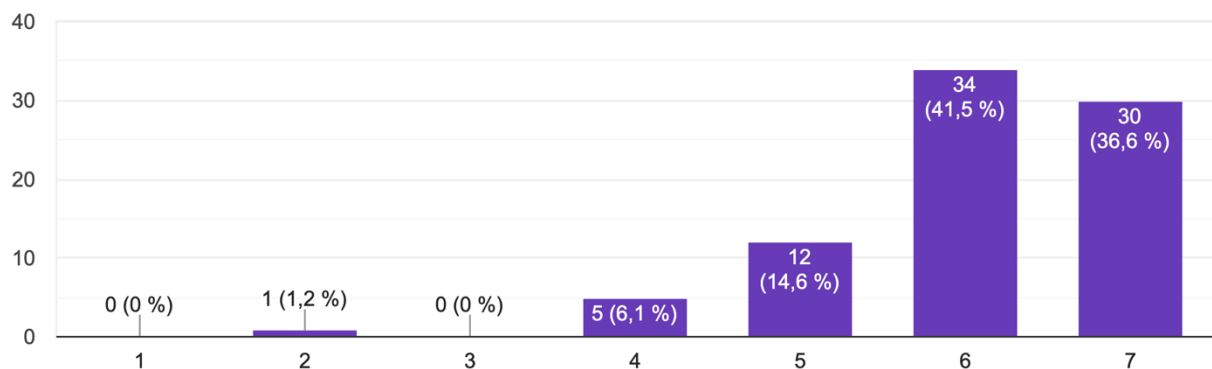


Figure 22: Influence of tactile factors on shopping experience

Auditory sense

Regarding the music played in the store, responses were more scattered. They varied mainly between 3 and 6, indicating that 46.3% of respondents had little or no appreciation of the music played in the store.

A1. J'aime la musique qui se joue dans le magasin. / I like the music playing in the store.

82 réponses

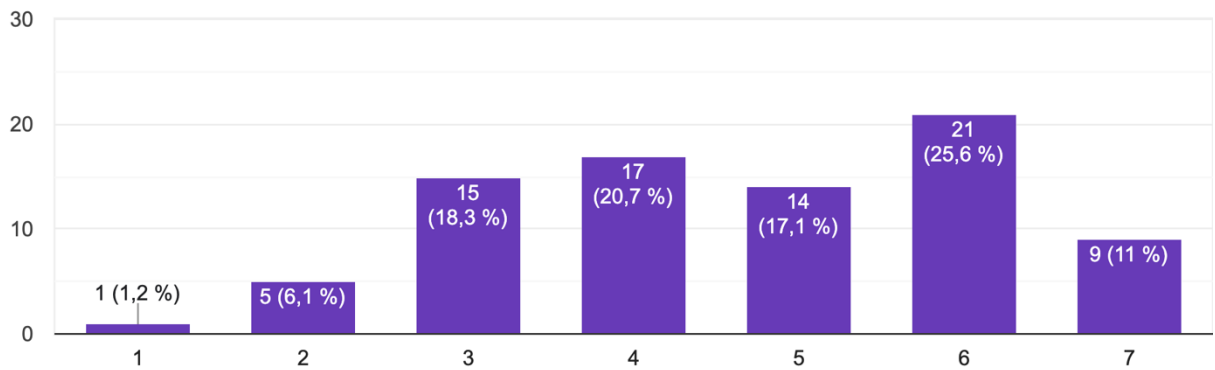


Figure 23: Opinion on the music played in the store

Music is a factor that has little importance on the staying time in the store, with 24.4 % answering 4. Regarding the shopping experience, opinions are equally divided, with the majority rating between 4 and 6, 7 being an important factor on this experience.

A2. La musique est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de luxe. / Music is an important factor that influences MY STAYING TIME in the luxury store.

82 réponses

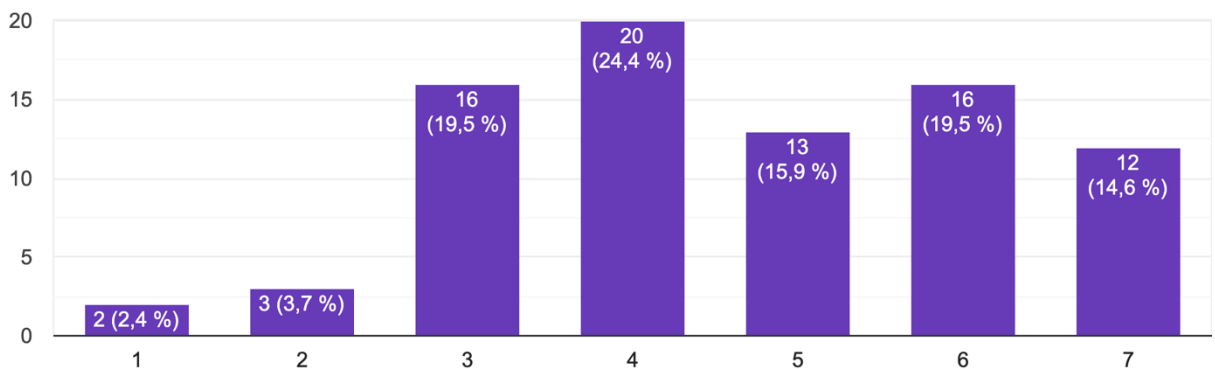


Figure 24: Influence of auditory factors on staying time

A3. La musique est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le magasin de luxe. / Music is an important factor that influences MY SHOPPING EXPERIENCE in the luxury store.

82 réponses

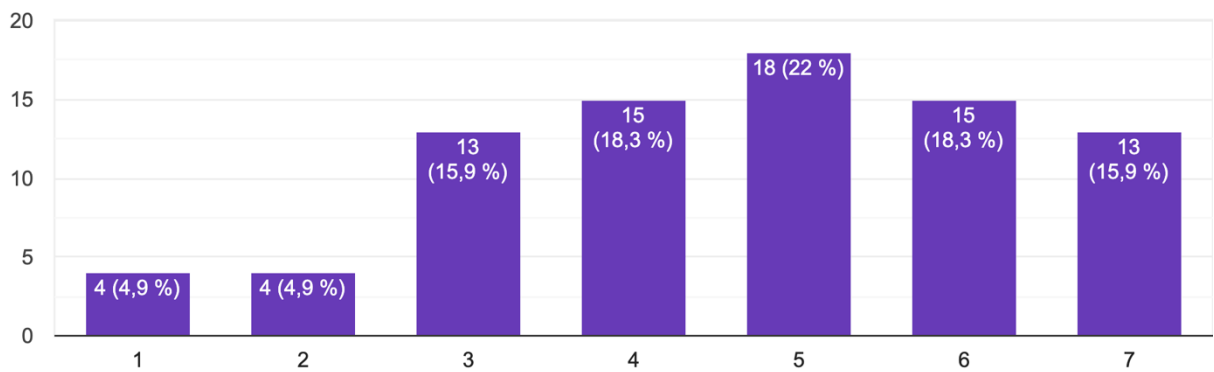


Figure 25: Influence of auditory factors on shopping experience

Purchase Intention

The final questions were about the purchase intention in the luxury store, chosen by respondents. The majority of respondents were likely to make regular purchase in this store with 25.6% giving a score of 6.

PI1. Je ferai souvent des achats dans ce magasin de luxe à l'avenir. / I will often shop in this luxury store in the future.

82 réponses

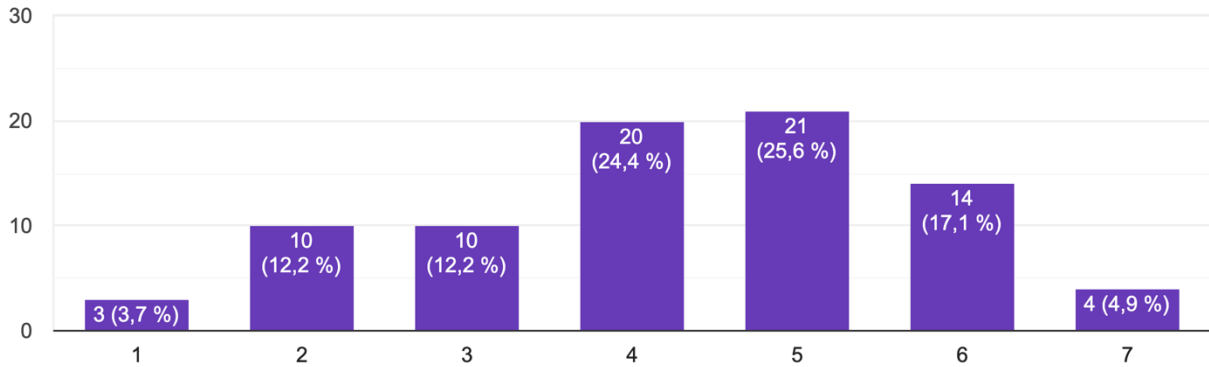


Figure 26: Future recurrent shopping intention in the luxury shop

Opinions concerning a purchase for friends or family are fairly widespread. 15.9% (rating 3) considered such purchase unlikely and 25.6% (rating 6) rather likely.

PI2. Je ferai des achats pour mes amis ou ma famille dans ce magasin de luxe. / I will shop for my friends or family in this luxury store.

82 réponses

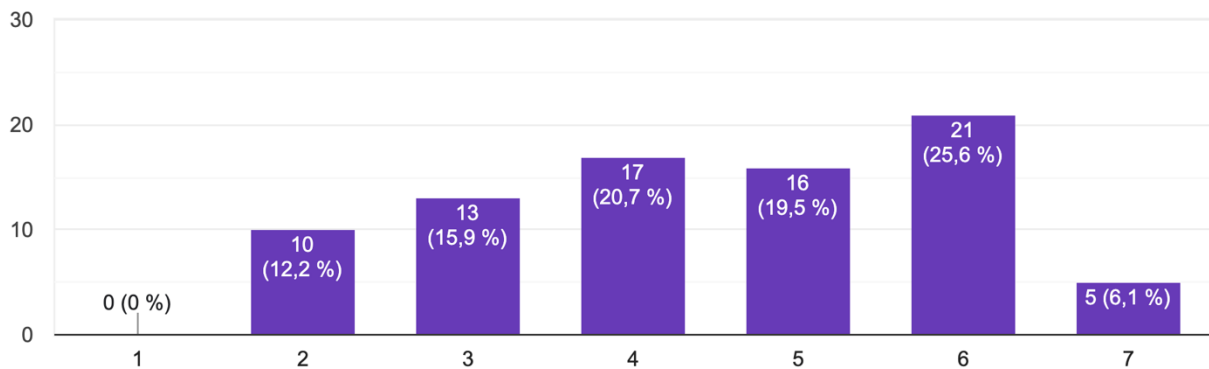


Figure 27: Purchase intention for friends or family in the luxury shop

However, 73.2% of those questioned would recommend the store to friends and family, and the majority would also consider a future purchase in this luxury store (32,9% rating 6).

PI3. Je suis prêt(e) à recommander ce magasin de luxe à d'autres. / I am willing to recommend this luxury store to others.

82 réponses

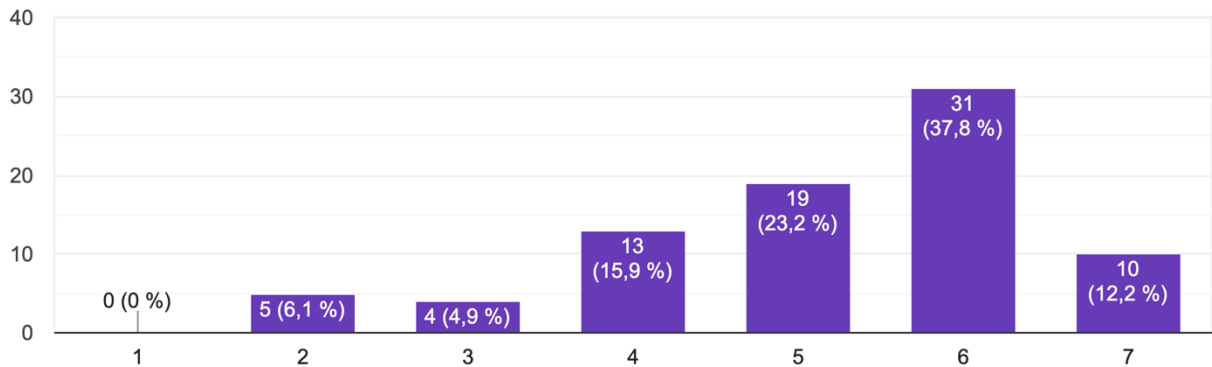


Figure 28: Willingness of recommending the luxury store to others

PI4. Il est probable que j'achèterai dans ce magasin de luxe. / I am likely to buy in this luxury store.

82 réponses

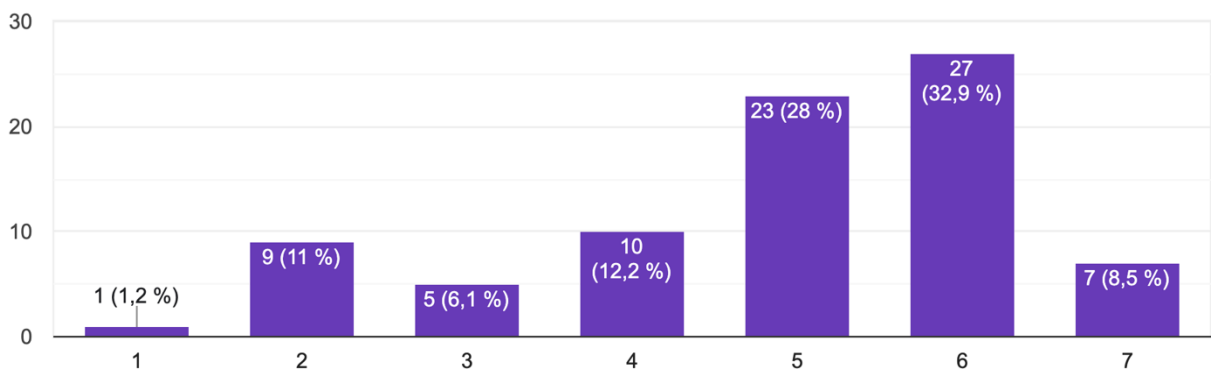


Figure 29: Future shopping intention in the luxury store

The data's were then analyzed trough SPSS, using the regression model, developed in the theoretical framework. The predictors variables used in SPSS were Auditory, Tactile, Visual and Olfactory. With Purchase Intention as the dependent one. Results are presented below.

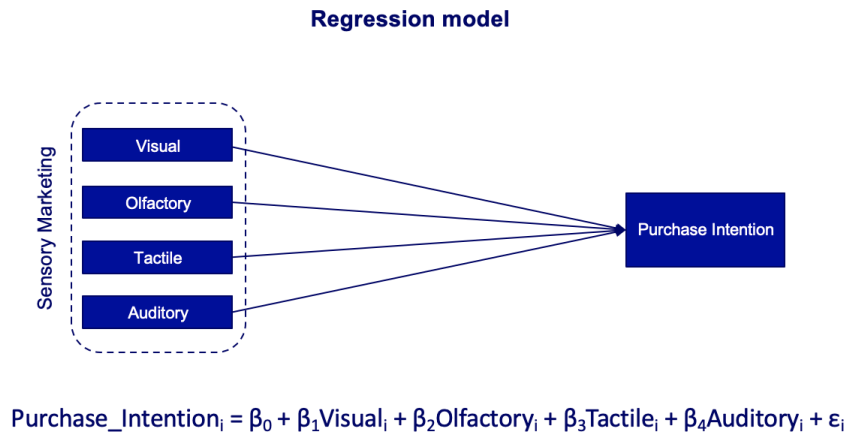


Figure 30: Regression model

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	,402 ^a	,161	,117	1,11019

a. Predictors: (Constant), Auditory, Tactile, Visual, Olfactory

Table 3: Model summary about purchase intention

According the R Square value, which is equal to 0,161, approximately 16% of the purchase intention can be explained by the auditory, tactile, visual, and olfactory factors.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,019	4	4,505	3,655	,009 ^b
	Residual	93,672	76	1,233		
	Total	111,691	80			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Auditory, Tactile, Visual, Olfactory

Table 4: ANOVA model about purchase intention

In the ANOVA model the significance level is of 0,009, making this data significant. Auditory, tactile, visual, and olfactory practices got a positive impact on the purchase intention suggesting that companies using these strategies can influence the purchase intention of consumers. Generally, the model significantly explains purchase intention.

Coefficients^a

Model		Unstandardized Coefficients	Std. Error	Coefficient Beta	t	Sig.
1	(Constant)	1,771	,986		1,797	,076
	Visual	,363	,180	,259	2,018	,047
	Olfactory	,335	,154	,290	2,178	,033
	Tactile	-,109	,160	-,085	-,681	,498
	Auditory	-,058	,104	-,068	-,556	,580

a. Dependent Variable: Purchase Intention

Table 5: Coefficients about purchase intention

In the Visual model, the coefficient B is equal to 0,363 meaning that purchase intention increases by about 0,36 while the visual factor increases of 1 unit on the measurement scale. The visual factor is significant with the significance level of 0,047 (sig. <0.001)

In the Olfactory model, the coefficient B is equal to 0,335 indicating that the purchase intention increases by about 0,34 while the olfactory factor increases of 1 unit on the measurement scale. The olfactory factor is also significant with the significance level of 0,033 (sig. <0.001).

Tactile and auditory factors are not significant, they do not have a significant effect on purchase intention (sig >0.001).

Summarizing

Considering the results, the use of visual and olfactory practices is highly recommended in marketing strategies. Whereas tactile and auditory practices are not factors that really influence the purchase intention.

5 Discussion

5.1 Limitations, reliability, and validity

The quantitative study creates some limitations that the author will deep into. 108 responses were collected thanks to the questionnaire. The sample size only allowed to analyze the impact of sensory marketing on a small proportion of consumers, not necessarily reflecting the opinion of the general population. As 67.7% of responses came from Generation Z, the responses may be influenced, not having necessarily the same sensitivities to sensorial marketing as other generations. Moreover, as the data was only collected over a given period, it's not possible to track whether consumer opinion changes over time.

With the size of the sample studied, it's not possible to ensure that the results are reliable and confirm the validity of the theoretical model (figure 2). However, the impact of sensory factors on purchase intention was highlighted by the literature review.

Concerning, the validity of the model, the theoretical model being based on existing models (figure 1), it is considered valid.

5.2 Answering the research questions

The thesis focuses on "The Impact of Senses on Consumers Purchasing Intention". In the study, three research questions were determined.

The first research questions are "How do companies use sensory marketing to attract customers?" The information, found in the literature review respond to this question. Companies employs various strategies to attract customer by stimulating the five senses.

At the auditory level, companies use background music's or specific tunes to create an atmosphere recognizable by consumers or conducive to purchase, such as the use of fast tempo music. At the tactile level, companies set up places where consumers can physically interact with products. They are also using comfortable materials to enhance the shopping experience. At the smell level, scents evoking positive emotions and memories are diffused, inviting customers to stay in the store. In

luxury stores, sophisticated scents are used. Finally at the visual level, specific colors and lights are used, playing an important role in consumers' decisions. Cool tones, for example, help the consumer to feel good. The logo, being the first thing customers see must perfectly reflect the company's image, becoming the mirror of the company.

The second research question is "Which senses stimulate and impact the customers purchasing intention?" The data collected, and the SPSS analysis can answer this question. Thanks to the coefficient models (table 5), the author was able to identify factors that had a significant impact on consumer purchasing intention in the luxury industry.

The last research question is "What is the magnitude of the impact of particular sensorial marketing factor on customers purchasing intention?". Analysis of the questionnaire results showed that by improving the visual factor by 1 on the measurement scale, purchase intention increased by 0.36. It also showed that by improving the olfactory factor by 1 on the measurement scale, purchasing intention increased by 0.34.

5.3 Dialogue between key results and knowledge base

The results obtained during the data analysis have shown the influence of sensory factors on purchase intention. SPSS analysis has revealed that two sensory factors, visual and olfactory ones, significantly impact purchase intention. These results emphasize the importance of incorporating visual and olfactory elements into current marketing strategies to attract consumers.

However, despite their influence on client experience, the utilization of tactile and auditory factors did not have a significant impact on purchase intention. Even if they contribute to a positive customer experience, their influence on purchase intention is limited.

This dialogue between key results and knowledge bases highlights the importance of understanding how sensory stimuli affect the consumer behavior.

5.4 Compliance with research ethics guidelines

An assiduous importance has been put in place on respecting and safeguarding the confidentiality of respondents. Responses has been collected in an anonymous way through Google Form, to protect data. Only aggregated figure has been included in this report.

All the citations used in this research have been cross-referenced to original authors. The aim being to produce academic research reliable on the impact on sensory marketing on purchase intention.

To respect guidelines, the author checks the plagiarism by using Turnitin, Zotero for APA reference style and Grammarly to check English grammar.

6 Conclusions

In conclusion, the study answered the three research questions proposed at the start of the paper. The results of the quantitative analysis enabled us to understand how sensory factors influence customer experience and purchase intent.

The research highlighted the marketing strategies employed by luxury companies, offering them new ways of communicating with customers and influencing their purchase.

Through auditory marketing, companies use a musical background reflecting the atmosphere they wish to exude, influencing consumer behavior. Tactile marketing enables physical interaction, allowing customers to observe the product's true value and create an experience they will remember. Olfactory marketing aims to create a relationship between scent and the emotions it emits, offering a positive experience. Visual marketing plays the most important role, capturing the consumer's attention and perfectly reflecting the brand's image.

The results of the questionnaire highlighted the importance of visual marketing, showing the significant impact it has on customer experience and purchase intent. Overall, the paper demonstrated the effectiveness of integrating visual marketing into traditional marketing strategies. Particularly in

the luxury goods sector, where competition is increasingly fierce, differentiating oneself through new marketing strategies is a proven option.

6.1 Key Findings

Key findings of the study highlight the significant impact of sensory marketing on consumer purchasing intention, in the luxury sector.

The paper revealed that each factor had its importance in the customer experience, notably affecting the time spent in the shop and the overall buying experience. Companies can therefore rely on these sensory elements to create a memorable customer experience.

However, the analysis highlighted the limited impact of tactile and auditory factors on purchase intention, in contrast to visual and olfactory factors. This means that, although auditory and tactile factors enhance a brand's atmosphere, they do not contribute significantly to increase sales.

It is therefore recommended that companies in the luxury sector focus on a sensory marketing strategy, with an emphasis on visual and auditory practices.

6.2 Managerial implications

Study offers insights for marketing pro to improve strategies marketing.

Considering the significant impact of visual and olfactory factors on consumer interest, companies would be well advised to invest in these elements as part of their marketing strategy. They could invest in the creation of an original scent for their brand, reflecting the atmosphere it wishes to exude, and in attractive visuals, such as innovative store design.

Companies wishing to improve the customer experience for their consumers can focus on creating multi-sensory experiences, considering the impact of these factors on customer satisfaction. To their credit, they should invest in sensory research and development, to stay ahead of the game and stand out from the ever-growing number of competitors in the luxury goods industry.

6.3 Recommendations for future research

For future research, the principal recommendations will be first to investigate on a long-term effect of sensory factors. This could involve setting up a survey over several periods, which would make it possible to observe potential changes in consumer opinions.

It would also be interesting to explore the impact of applying these techniques in virtual environment, by asking the question, how the consumer perception is changes on a digital way, by analyzing the impact of sensory marketing strategies used in virtual reality or on e-commerce.

Finally, it will be interesting to examine how new technologies can improve the effectiveness of these strategies. By taking for example, the analysis of Jacquemus, a brand specializing in women's ready-to-wear, and their marketing campaign using virtual reality, in which they show off one of their famous handbags in several iconic locations.

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Appendices

Appendix 1. Quantitative questionnaire

Sensory Marketing

Dear Participant,

Please accept the invitation to participate in a research on sensory marketing in luxury industry.

I am a student of double degree at Kedge BS Bordeaux in France and Jamk University of Sciences in Finland.

I would greatly appreciate if you could respond to this questionnaire as accurately as possible.

If you decide to participate, you should know that this questionnaire is anonymous and you should take no more than 5 minutes.

The thesis publication will include only aggregated figures with no informations about individual respondents.

If you have any questions, feel free to contact me on my mail : AC3571@student.jamk.fi

Thanking you,

Marie-Amélie Petit

Demographic questions

Êtes-vous ? / Are you ?

- Un homme / A men
- Une femme / A woman
- Non-binaire / Non- binary
- Ne préfère pas répondre / Prefer not to say

What age range do you fall into ?

- 10-25 (Generation Z)
- 26-41 (Millennials)
- 42-57 (Generation X)
- 58-67 (Boomers II)
- 68-76 (Boomers I)
- 77-94 (Post War)
- 95-100 (WWII)

Dans quelle catégorie socio-professionnelle vous situez-vous ? / In which socio-professional category do you fall?

- Agriculteur / Farmer
- Artisan / Craftsman
- Employé (e) de bureau / Clerk
- Gérant d'une entreprise / Head of a company
- Cadre / Executive
- Profession libérale / Liberal profession
- Profession intermédiaire / Intermediate profession
- Employé (e) / Employee
- Ouvrier / Worker
- Retraité (e) / Retired
- En recherche d'emploi / Job seeker
- Etudiant (e) / Student

Où habitez-vous ? / Where do you live?

- Dans une grande ville / In a large city (Bordeaux, Paris, ...)
- Dans une ville de taille moyenne (entre 70 000 et 100 000 habitants) / In a medium-sized city (between 70 000 and 100 000 habitants)
- Dans une petite ville (moins de 10 000 habitants) / In a small town (less than 10 000 habitants)

Quelle est votre nationalité ? / What is your nationality ?

- France
- Afghanistan
- Akrotiri
- ...

Avez-vous déjà acheté un produit de luxe ? (sac, parfum, etc.) / Have you ever bought a luxury product ? (bag, perfume..)

- Oui / Yes
- Non / No

Êtes-vous familier avec le marketing sensoriel ? / Are you familiar with sensory marketing ?

- Oui / Yes
- Non / No

Si oui, pouvez-vous donner une brève définition du marketing sensoriel ? / If so, can you give a short definition of sensory marketing ?

Si ce n'est pas le cas, selon Marc Files, professeur à l'Université de Bourgogne, la définition est la suivante : "Le marketing sensoriel est défini comme l'ensemble des variables d'actions contrôlées par le producteur et/ou le distributeur pour créer autour du produit ou du service une atmosphère

multisensorielle spécifique, que ce soit par les caractéristiques du produit lui-même, par la communication en sa faveur, ou par l'environnement du produit au point de vente."

Êtes-vous d'accord avec cette définition ?/

If not, according to Marc Files, professor at the University of Burgundy, it is defined as such: "Sensorial marketing is defined as all the variables of actions controlled by the producer and/or the distributor to create around the product or the service a specific multi-sensorial atmosphere, either through the characteristics of the product itself, or through the communication in its favor, or through the environment of the product at the point of sale." Do you agree with this definition?

- Oui / Yes
- Non / No
- Pas sûr (e) / Not sure

Pouvez-vous expliquer pourquoi vous avez donné la réponse "Oui", "Non" ou "Pas sûr" à la question ci-dessus ? / Could you explain why you give the answer "Yes", "No" or "Not sure" at the above question ?

Que représente acheter pour vous ? / What does buying mean to you?*

- Un plaisir / A pleasure
- Un besoin / A need
- Une découverte / A discovery

Combien de temps passez-vous en moyenne dans les magasins de luxe par semaine ? / How much time do you spend on average in luxury stores per week?

- Moins d'une heure / Less than 1 hour
- 1 à 2 heures / 1 to 2 hours
- 2 à 4 heures / 2 to 4 hours
- Plus de 4 heures / More than 4 hours

Qu'est-ce qui vous attire en premier dans un magasin de luxe ? / What is the first thing that attracts you in a luxury store?

- Le visuel / The visual
- L'odeur / The smell
- Le son / The sound
- Le fait de pouvoir toucher les produits / The fact of being able to touch the products
- Le fait de pouvoir goûter les produits / The fact of being able to taste the products

Lorsque vous répondez aux prochaines questions, pensez à votre magasin de luxe préféré./ When giving answer for the next questions, please think about your favourite luxury shop.

Le sens visuel / Visual sense

Quel est votre ressenti par rapport aux affirmations suivantes concernant l'expérience visuelle dans ce magasin de luxe ? (1=fortement en désaccord, 7=fortement d'accord) / How do you feel about the following statements regarding to visual experience in the luxury store ? (1=strongly disagree, 7=strongly agree)

V1. J'aime la couleur générale du magasin. / I like the overall color of the store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

V2. J'aime l'aménagement du magasin. / I like the layout of the store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

V3. J'aime les effets d'éclairage dans le magasin. / I like the lighting effects in the store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

V4. Le design intérieur (couleur, aménagement, effets d'éclairage) est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de luxe. / The interior design (color, layout, lighting effects) is an important factor that influences MY STAYING TIME in the luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4

- 5
- 6
- 7 Fortement en accord / Strongly agree

V5. Le design intérieur (couleur, aménagement, effets d'éclairage) est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le magasin de luxe. / The interior design (color, layout, lighting effects) is an important factor that influences MY SHOPPING EXPERIENCE in the luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

Olfactory sense

Quel est votre ressenti par rapport aux affirmations suivantes concernant l'expérience olfactive dans ce magasin de luxe ?(1=fortement en désaccord, 7=fortement d'accord) /How do you feel about the following statements regarding olfactory experience in the luxury store? (1=strongly disagree, 7=strongly agree)

O1. J'apprécie la fragrance dans le magasin. / I like the fragrance in the store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

O2. La senteur est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de luxe. / The scent is an important factor that influences MY STAYING TIME in the luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5

- 6
- 7 Fortement en accord / Strongly agree

O3. La senteur est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le magasin de luxe. / The scent is an important factor that influences MY SHOPPING EXPERIENCE in the luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

T1. Je suis heureux(se) de tester les produits. / I feel happy to test the products.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

T2. L'opportunité de toucher ou tester le produit est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de luxe. / The opportunity to touch or test the product is an important factor that influences MY STAYING TIME in the luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

T3. L'opportunité de toucher/tester le produit est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le magasin de luxe. / The opportunity to touch / test the product is an important factor that influences MY SHOPPING EXPERIENCE in the luxury store.

- 1 Fortement en désaccord / Strongly disagree

- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

Auditory sense

Quel est votre ressenti par rapport aux affirmations suivantes concernant l'expérience auditive dans ce magasin de luxe ?(1=fortement en désaccord, 7=fortement d'accord) / How do you feel about the following statements regarding to hearing experience in the luxury store? (1=strongly disagree, 7=strongly agree)

A1.J'aime la musique qui se joue dans le magasin. / I like the music playing in the store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

A2. La musique est un facteur important qui influence MA DURÉE DE SÉJOUR dans le magasin de luxe. / Music is an important factor that influences MY STAYING TIME in the luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

A3. La musique est un facteur important qui influence MON EXPÉRIENCE D'ACHAT dans le magasin de luxe. / Music is an important factor that influences MY SHOPPING EXPERIENCE in the luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3

- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

Intention d'achat / Purchase intention

Dans quelle mesure seriez-vous d'accord avec les affirmations suivantes ? (1 = totalement en désaccord, 7 = totalement d'accord) / To what extent would you agree with the following statements? (1=strongly disagree, 7=strongly agree)

PI1. Je ferai souvent des achats dans ce magasin de luxe à l'avenir. / I will often shop in this luxury store in the future.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

PI2. Je ferai des achats pour mes amis ou ma famille dans ce magasin de luxe. / I will shop for my friends or family in this luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

PI3. Je suis prêt(e) à recommander ce magasin de luxe à d'autres. / I am willing to recommend this luxury store to others.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3

- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

PI4. Il est probable que j'achèterai dans ce magasin de luxe. / I am likely to buy in this luxury store.

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5
- 6
- 7 Fortement en accord / Strongly agree

Figures

Figure 1: SOR model, Mehrabian and Russel (1974)

Figure 2: Proposed Research framework

Figure 3: Regression Model

Figure 4: Research philosophy in the research onion (Saunders et al., 2012)

Figure 5: Respondent's gender

Figure 6: Respondent's range age

Figure 7: Respondent's nationality

Figure 8: Respondent's luxury purchase background

Figure 9: Respondent's familiarity with sensory marketing

Figure 10: Respondent's average time spend in luxury stores

Figure 11: respondent's first attraction

Figure 12: Opinions on the color of the store

Figure 13: Opinion on the layout of the store

Figure 14: Opinions on lightning effects in the store

Figure 15: Influence of visual factors on staying time

Figure 16: Influence of visual factors on shopping experience

Figure 17: Opinions on the fragrance in the store

Figure 18: Influence of olfactory factors on staying time

Figure 19: Influence of olfactory factors on shopping experience

Figure 20: Opinion on the test of products

Figure 21: Influence of tactile factors on staying time

Figure 22: Influence of tactile factors on shopping experience

Figure 23: Opinion on the music played in the store

Figure 24: Influence of auditory factors on staying time

Figure 25: Influence of auditory factors on shopping experience

Figure 26: Future recurrent shopping intention in the luxury shop

Figure 27: Purchase intention for friends or family in the luxury shop

Figure 28: Willingness of recommending the luxury store to others

Figure 29: Future shopping intention in the luxury store

Figure 30: Regression model

Tables

Table 1: Management of Sound

Table 2: Variables and Indicators of the survey

Table 3: Model summary about purchase intention

Table 4: ANOVA model about purchase intention

Table 5: Coefficients about purchase intention

