

A Study to Understand the Effectiveness of Sensory Marketing Strategies in Retail Stores

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Abstract: *Sensory marketing has grown significantly in popularity over the past few years because of its capacity to offer a point of differentiation among retailers, which is constantly required to provide customers with distinctive in-store experiences. We can only remember 1% of the things we touch, 2% of the things we hear, 5% of the things we see, 15% of the things we taste, and 35% of the things we smell, according to a study on neuro marketing done by The Rockefeller University.*

As a result, physical stores have an advantage over internet retailers when it comes to interacting with customers through sensory marketing. This is because establishing emotional ties with customers is quite effective in influencing their purchase behaviour. Several big multinational brands now have in-store experiences that employ sight, sound, taste, touch, or smell to establish an emotional connection between customer, product and brand.

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