

## **SENSORY MARKETING ADOPTION AND CONSUMER PURCHASE DECISION OF FAST FOOD DEALERS IN PORT HARCOURT.**

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### **ABSTRACT**

*The study empirical examined sensory marketing adoption and consumer purchase decision of fast food dealers in Port Harcourt. The objective of the study was to determine the relationship between several marketing adoption and consumer purchase decision of fast food dealers in Port Harcourt, the population of the study comprised of all the fast food dealers in Port Harcourt. 382 consumers are used from the population as respondents through the use of Krejice and Morgan Table 1970 as sample. The research design was a correlational research study, while the person-product movement correlational statistics was used to test the hypothesis and supplemented with the use of SPSS version 21.0. The result of the study was that, there was a positive significant relationship between sensory marketing adoption and consumer purchase decision of fast food dealers in Port Harcourt. The findings where that, there is a positive significant relationship between sight and spontaneous purchase relationship and regular purchase decisions, we concluded therefore that, sensory marketing adoption that positive significant relationship with consumer purchase decision of fast food dealers in Port Harcourt. We recommended therefore, fast food dealers should adopt sight as a mean to enhance customer loyalty and also enhance effect or easy identification of customers in terms of providing high quality products to attract consumer perception of the goods and services.*

***Keywords: sensory market adoption, sight, consumer decision, spontaneous purchase decision, regular purchase decision.***

### **INTRODUCTION**

Brands today employ sensory marketing as one of the most potent strategies simply because it revolves around the five human senses: sight, sound, smell, taste, and touch. Each of the senses can help shape consumer perceptions, emotions, and buying behavior. This marketing strategy is based on the fact that it is not always about logic when making any purchasing decisions, but emotional responses that are triggered by automated feelings (Krishna, 2012).

Such environments, rich in sensation, allow firms to create experiences which help foster brand and loyalty.

When it comes to service industries with a high level of intangibility, sensory marketing serves to structure customer experience of services in an appealing manner. Businesses are able to position themselves by creating atmospheric cues such as background music visual design, scents, and the feel of the product "This evident in Starbucks with its global approach to "third place" branding that seeks to position its stores as neither homes nor workplaces, but rather welcoming sensory spaces designed to ignite positive emotions and build social bonds.

### **Research Problem**

The implementation of sensory marketing in Lebanon is quite row. As is the case with many local firms, particularly family-owned ones, there is a lack of knowledge or comprehension of this modern approach. Because of this, marketing attempts are often inadequate in fully utilizing sensory engagement, which is vital in boosting client pod deaffer satisfaction and loyalty fast food dealers faces issues in terms of competition, changing customer needs and differentiation.

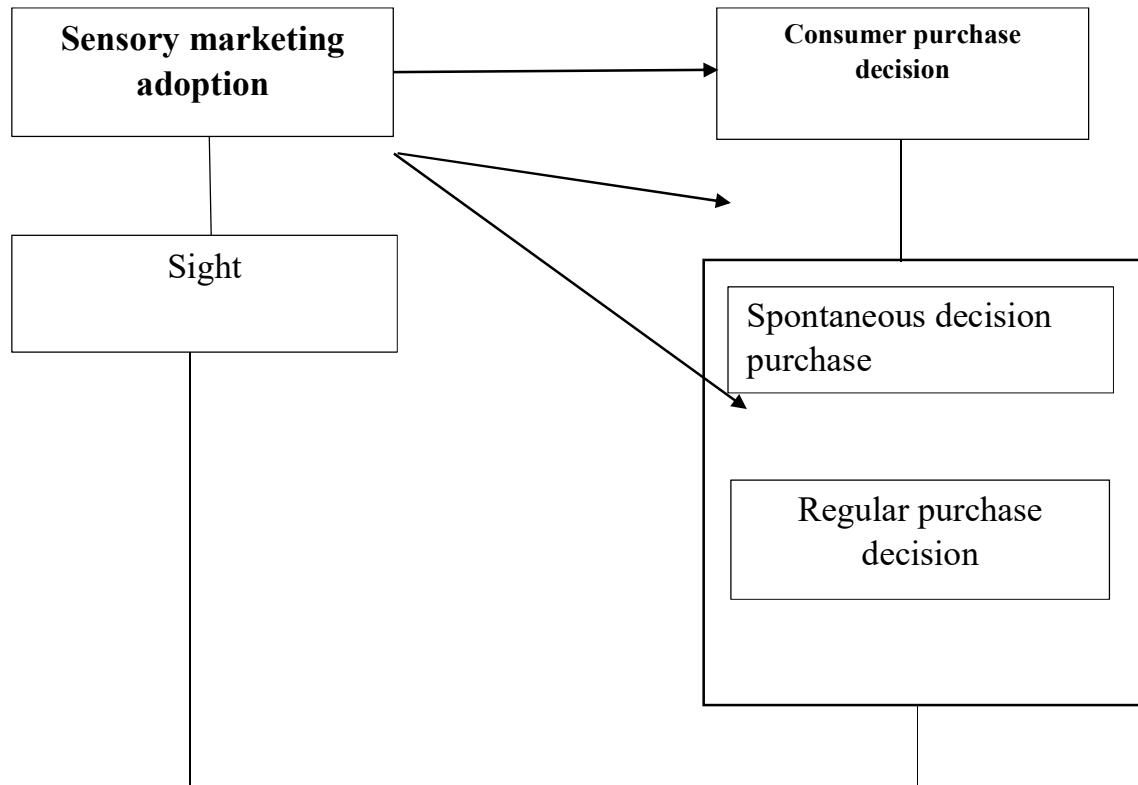
This research aims to determine the impact of sensory marketing elements on consumer purchase decision

### Objectives of the study

The following are the objectives of the study such as:

1. To determine the relationship between sight and spontaneous purchase decisions
2. To determine the relationship between sight and regular purchase decision.

### Conceptual and Operational Framework



**Figure 1.1:** conceptual/operational framework on evaluating sensory marketing adoption on consumer purchase decisions of fast food dealers in portharcourt  
Source: kheirddine and saleh [2025], Igani [2021]

**Research question:** there are the following research question;

1. what is the relationship between sight and spontaneous purchase decision?
2. what is the relationship between sight and regular purchase decisions?

### Literature Review

Marketing makes use of sensory features to stimulate one or more of the five senses to impact a customer's feelings, sentiments, and reactions (Krishna, 2012). Rather than relying too much on rational marketing, it focuses on appealing to more emotional, peripheral, or subconscious processing. Hulten (2011) highlights the role of sensory marketing in building strong brands' identities and improving customer experience. particularly in the service sector.

### Sight

Sight is the most prevalent and potent sense in marketing. Elements of branding such as colors, packages, logo designs, as well as lighting and store ambiance greatly impact the consumer's perception of the brand as well as the memory recall (Bellizze & Hite, 1992). Starbucks, for instance, uses green branding and interior design to evoke feelings of comfort, while also striving for brand consistency.

## **Consumer Purchase Decision**

The purchasing process to buy a particular brand or product is affected by various factors such as price of the product, design, packaging, knowledge about product, quality, celebrity endorsement, fashion and sometimes family relation as well (Shafiq, Raza, and Zin-ur-Rehman, 2011). In developed countries of the world, the retail market is mature (Berner t al., 2001). But in Asian markets like Japan, China, India and South Korea, the people of these countries are sensitive about product or brand and have some questions in their minds such as what the brand offers? And how the brand fulfills their needs? (Anholt, 2000). According to Blackwell et al., (2001) that the decision making of consumers about particular brand based on searching for the internal and external environment, with reference of internal information, it is collected from previous experiences due to advertisement etc and external information may be gathered from peers or market place etc. Younus, Rasheed and Zia (2015). In addition, previous studies argued that the external factors for instance, demographic, group and geographic have the influence on purchase Regular/habitual Decision. However, there we some problems in applying these factors and also some issues regarding the measurements of purchase Regular/habitual Decision. The influence of demographic on purchase Regular/habitual Decision is difficult that needs to be examined. For example. consumers under the age of 18 to 24 years old likely to buy a product at the spot or change the brand if the mood strikes (Flazak & Kamarulzaman, 2009), Zaal, (2009) elaborates that different economic conditions have pushed the companies to make efficient its operations and make sure the right product for the right market unlike capturing only those markets from where high returns rise. Madahi and Sukati (2012) describe that the purchase Regular/habitual Decision has become complicated and significant in recent era. Consumers have know how from different advertisements, reports and articles about products.

## **Spontaneous Purchase Decisions**

Spontaneous purchase decisions is said to define the personality of a human. Naturally, this falls under two categories, the good and the bad. According to Winston Churchill, Spontaneous purchase decision is a small thing that makes a big difference. If you are willing to perfect yourself, then you should watch your Spontaneous purchase decisions. One of the best things that bring a big change in a man or a woman's Spontaneous purchase decisions is positive thinking. If you are willing to make yourself good in front of other people, then the Spontaneous purchase decisions will be one of the determining factors. The best thing about this simple Spontaneous purchase decisions thing is that it can make you look like a winner or a runner at the same time. According to most people, the energetic and positive mindset combination can be said to be one of the best Spontaneous purchase decisions for all people out there. Spontaneous purchase decisions comprises basically of mindset, viewpoint, beliefs, etc. These basic elements add to the person you are. Your skill in facing the challenges of life and moving is often shaped by the Spontaneous purchase decisions you hold. The types of Spontaneous purchase decisions in psychology that is often stated are

- Cognitive;
- Behavioural; and
- Emotional.

The first component is based on the knowledge we acquire and feel confident about the fact that we are educated on that subject and can present someone with the relevant information. This makes us confident. The emotional component deals with the giving out of emotional Simuli, such as overreacting at simple things. We should stay calm under all circumstances to be ready to deal with whatever comes to our mind. The behavioural component takes care of the way we react to certain things and is one of the primary things that we should take care relevance alone can make individuals adopt a "believing means doing" orientation," which provides an 'action structure' that will lead to 'enacting specific behaviors that accurately reflect general spontaneous purchase decisions". To strengthen the above statements, Tittle and Hill (1967) found that three out of four studies show spontaneous purchase decisions as highly related to behavior.

To sum up, one can consider that there is a relationship between Spontaneous purchase decisions and behavior. This relationship can have a high degree of impact, but at the same time, it can be said that having favorable Spontaneous purchase decisions will not always @anslate into a favorable behavior. This only shows that Spontaneous purchase decisions are important but are only one factor that can influence the behavior of a consumer. While this being true, authors have shown that there is a real connection that is created as long as there is a high degree of interdependency between the two factors Spontaneous purchase decisions and behavior.

### **Regular Purchase Decision**

Habits are considered to play a fundamental role in generating behaviour. Although used in everyday parlance to refer to frequent, persistent or customary behaviour, within health psychology 'habit' is defined as a phenomenon whereby behaviour is prompted automatically by situational cues, as a result of learned cue-behaviour associations (Wood & Neal, 2009). Habits form through repetition of behaviour in a specific context (Lally, etal 2010). This reinforces a mental context-behaviour association, such that etal alternative options become less accessible in memory (Danner, etal 2008), and the context acquires the potential to activate behaviour in the absence of awareness, conscious control, cognitive effort or deliberation.

### **Theoretical review**

This part describes importam pieces of information that assist the study's conceptual structure.

#### **Krishna's Sensory Marketing Theory**

According to the pioneer of sensory marketing, Aradhna Krishna (2012) Krishna defines sensory marketing as that which makes use of the senses of the consumers and impacts how they perceive, judge, and behaviors. Her theory posits that there are conscious and subconscious sensory experiences, which in turn affect brand image, customer satisfaction, and buying behavior. Krishna notes that the brain processes sensory information ecologically, with emotions attached to it to recall them, which results in brand memory and loyalty. This theory serves as the central base conceptual of this study because it combines sensory information and consumer behavior at different levels of the buying process.

#### **Lindström's Brand Sense Theory**

Lindström (2005) highlights the idea that creating strong emotionally appealing brands goes beyond marketing communications. He explains, through his concept of "Brand Sense," that establishing a brand is much more efficient when all five senses are included: listening, seeing, smelling, tasting, and touching. This type of multi-sensory integration improves not only brand recognition but also the emotional attachment to the brand and loyalty towards it. In relation to coffee shops as service settings, this kind of consistency is crucial for brand identity as well as customer satisfaction and experience (Lindström, 2005).

#### **Grzybowska-Brzezińska et al (2013)**

This research dealt with sensory cues in the context of food retailing in Poland. Results showed that the visual characteristics of the product, its structure, and the surrounding smells had a favorable impact on consumer purchases. As the research pointed out, rich sensory contexts not only improve the consumer experience, they also result in greater duration of stay and purchase incidence in the store. (Grzybowska-Brzezińska 2013)

### **Empirical review**

Sensory marketing has been investigated in relation to consumer behavior for different cultures and industries, and these studies add value in a practical form to earlier theoretical discussions about how sensory strategies shape perception, satisfaction, loyalty, and purchasing behavior.

The majority of case studies validate the effect that sensory marketing has on consumer choice, consumer contentment, and consumer devotion.

Jaweria and Jamil (2014), conducted study to explore consumers' shopping styles in reference of personality dimensions. The sample consisted of 200 individuals (100 men and 100 women) with age range of 20-55 years. Data were collected from general populations using Urdu version of Consumer Style Inventory and Mini Marker Personality Inventory. The analysis was conducted to investigate moderating role of age, gender and education for the relationship of personality dimensions with consumers' shopping style. Results showed that individuals' personality explained a total of 18% variance for perfect perfectionist/high quality consumer style, 11% for brand consciousness, 6% for price over-consciousness, 8% for recreational shopping style, 5% confused by over choice style, 7% in impulsive/careless style, and 6% variance in both habitual/brand loyal, and novelty/fashion conscious shopping style. Moderating effect of age, gender and education presented a brief but interesting profile of consumers' shopping styles. The results can be helpful in developing training modules for entrepreneur and marketing.

Benjamin, (2013) carried out a study on conscientious consumers, Preferences, personality and expenditure in the UK. The objective of the study was to find out the importance of personality on understanding differences in labor market outcomes. Using data from the British Household Panel Survey, this study provided evidence for the relationship between the Big Five personality traits and expenditures for food away from home and other leisure activities. Additionally, the study assessed the relationship between dimensions of personality and individual preferences in predicting expenditure on these categories. Results indicated that conscientiousness of personality predict a non-negligible part of expenditure behavior, and that this effects are independent of the individual's preference stock. The results provided empirical support for approaches that include personality as a constraint into economic models of human behavior.

**METHODOLOGY**

**Research design:** the study adopted correlational design

**Population of the study:** the study comprised of fast food dealers in port Harcourt.

**Method of data analyses:** the study employed Pearson-product moment correlation statistics analyses and supplemented with the aid of SPSS version 21.0

**Data analyses:** testing of the hypotheses

**Research question one:** what is the relationship between sight and spontaneous purchase decision?

**Research hypothesis one:** there is no significant relationship between sight and spontaneous purchase decision of fast food dealers in Port Harcourt

**Table 1: computation of the relationship between sight and spontaneous purchase decision**

		<b>Correlation</b>	
		<b>Sight</b>	<b>Spontaneous purchase design</b>
<b>Sight</b>	<b>Pearson correlation</b>		<b>888</b>
	<b>Sig. [2-tailed]</b>	<b>1</b>	<b>000</b>
	<b>Sum of squares and cross-product</b>	<b>91.312</b>	<b>16.521</b>
	<b>Covariance</b>	<b>240</b>	<b>.043</b>
	<b>N</b>	<b>382</b>	<b>382</b>
		<b>881</b>	<b>1</b>
<b>Spontaneous purchase decision</b>	<b>Pearson correlation</b>		
	<b>Sig. [2-tailed]</b>	<b>.000</b>	<b>91.720</b>
	<b>Sum of squares and cross-products</b>	<b>16.521</b>	<b>.241</b>
	<b>Covariance</b>	<b>.043</b>	

N	382	382
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Correlation is significant at the 0.05 level (2-tailed)

Data in table 1 show the relationship between sight and spontaneous purchase decision among consumer of fast food dealers in Port Harcourt. This result review that the p value of 0.00 less than 0.05 level of significant shows positive relationship between sight and spontaneous purchase decision among consumers of fast food dealers in Port Harcourt. This result revealed that the coefficient of 0.881 (88.10%) indicates that sight correlates on spontaneous purchase decision among consumers of fast food dealers in Port Harcourt

**Research question two:** what is the relationship between sight and regular purchase decisions?  
**Research hypothesis two:** there is no significant relationship between sight and regular purchase decisions of fast food dealers in Port Harcourt

**Table 2: computation of the relationship between sight and spontaneous purchase decision**

		<b>Correlation</b>	
		<b>Sight</b>	<b>Regular purchase decision</b>
<b>Sight</b>	<b>Pearson correlation</b>	1	.772
	<b>Sig. [2-tailed]</b>	.001	.001
	<b>Sum of squares and cross-product</b>	91.312	15.707
	<b>Covariance</b>	240	.043
	<b>N</b>	382	382
		<b>Pearson correlation</b>	<b>1</b>
<b>Spontaneous purchase decision</b>	<b>Sig. [2-tailed]</b>	.001	.001
	<b>Sum of squares and cross-products</b>	15.707	91.099
	<b>Covariance</b>	.041	.239
	<b>N</b>	382	382

Correlation is significant at the 0.05 level (2-tailed)

Data in table 2 show the relationship between sight and regular purchase decision among consumer of fast food dealers in Port Harcourt. This result review that the p value of 0.00 less than 0.05 level of significant shows positive relationship between sight and regular purchase decision among consumers of fast food dealers in Port Harcourt. This result revealed that the coefficient of 0.772 (77.20%) indicates that sight correlates on regular purchase decision among consumers of fast food dealers in Port Harcourt

**CONCLUSION**

Based on the findings of the study we therefore concluded that there is a significant positive relationship between sensory marketing adoption and customer purchase decision in fast food dealers in Port-Harcourt

## **RECOMMENDATIONS**

1. The study recommended that fast food dealers in port harcourt should ensure that sensory marketing adoption enhances customer loyalty to a very large extent in the determination of the sales, therefore needs to understand their customers at all times
2. The fast food dealers should recognize and understand who their customers are, and make sight a paramount activities to enhance an effective or easy identification of customers high quality product to attract customers perception of the goods and services.

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