

SENSORY CUES AND SHOPPER'S TOUCHING BEHAVIOUR

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THE CASE OF IKEA

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WHAT IS SENSORY MARKETING?

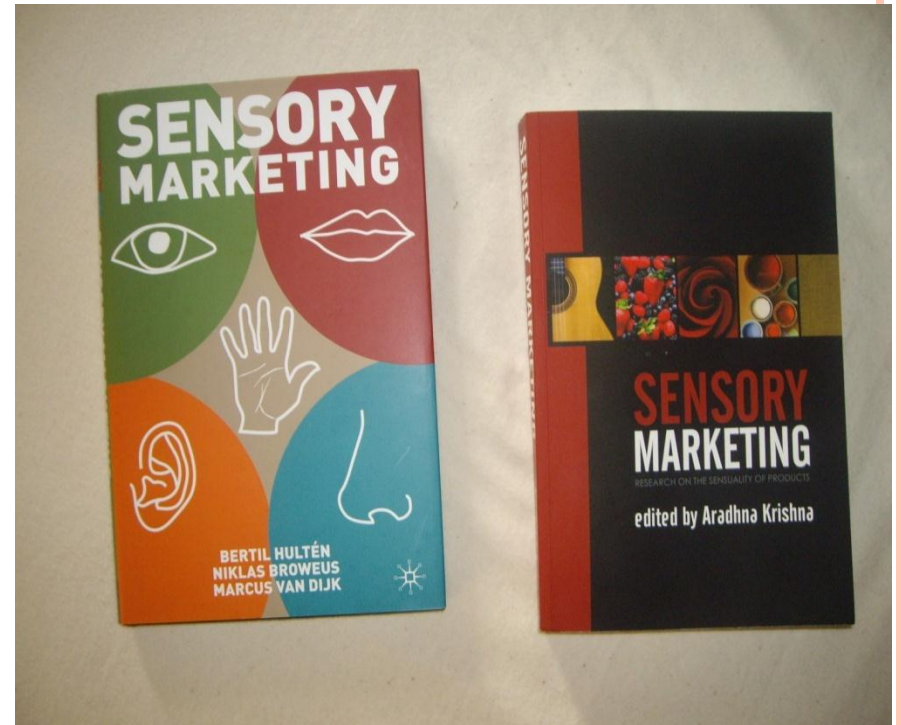
The significance of sensory marketing is recognized by Krishna (2010b, p. 2), who defines it

“... as marketing that engages the consumer’s senses and affects their behaviour.”

THE FIVE HUMAN SENSES

AN EMERGING RESEARCH FIELD

- **Sensory Marketing**
Hultén et al, 2009
Palgrave Macmillan
Amazon Global Best-seller Top 100
- ***Sensory Marketing***
Krishna (ed.) 2009
Routledge



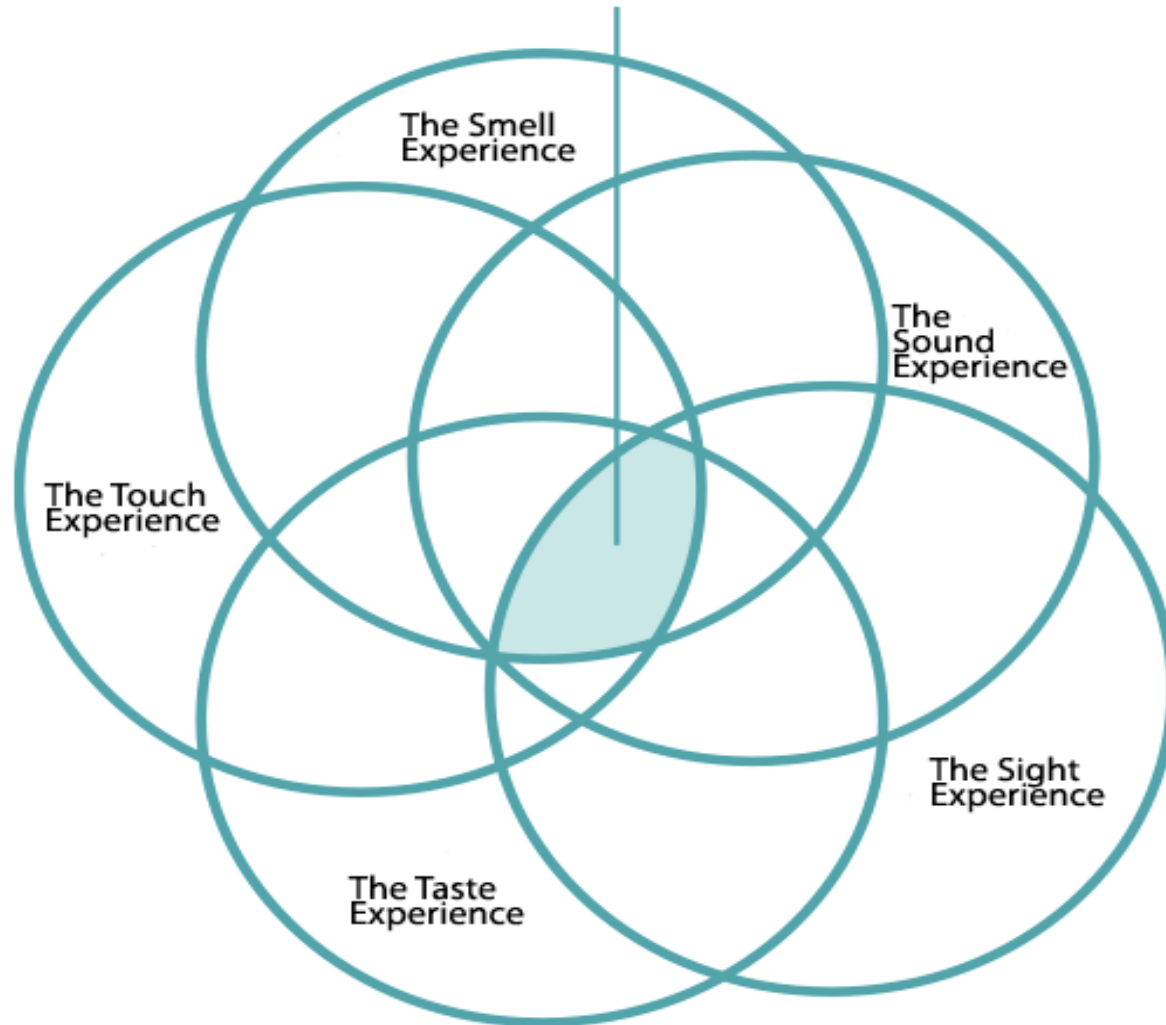
FROM MASS AND RELATIONSHIP TO SENSORY MARKETING

	Mass marketing	Relationship marketing	Sensory marketing
Marketing	Goods logic Exchange perspective Transaction marketing	Service logic Relationship perspective Relationship marketing	Experience logic Brand perspective Sensory marketing
Strategic	Product focus Customer acquisition Transactional strategies	Customer focus Customer retention Relational strategies	Sense focus Customer treatment Sensorial strategies
Tactical	Persuasion and promotion One-way communication Production technology	Interaction and interplay Two-way communication Information technology	Dialogue and on- line interactivity Multi-sensory communication Digital technology



THE MULTI-SENSORY BRAND-EXPERIENCE

The Sensory Experience



MULTI-SENSORY BRAND-EXPERIENCE

9 maj 2011 Dr. Bertil Hultén

A multi-sensory brand-experience supports individual value creation and refers to how individuals react when a firm interacts, and supports their purchase and consumption processes through the involvement of the five human senses in generating customer value, experiences and brand as image.

(Hultén, 2011)

RESEARCH QUESTION

How do sensory cues and styling elements impact on consumers' touch behaviour at point-of-purchase in a retail setting?

AIM OF THE STUDY

To examine the relationship between human senses, sensory cues and consumers' touch behaviour.

How retailers should apply sensory cues and styling elements for enhancing shopper's touching behaviour.

THEORETICAL ASSUMPTIONS

The S-O-R-paradigm yielding useful predictions saying that atmospheric cues lead to affective/cognitive reactions

(Mehrabian and Russell, 1974; Russell and Pratt, 1980; Baker, Levy and Grewal, 1992)

The consumption-emotion-value paradigm

(Holbrook and Hirschmann, 1982; Holbrook, 1986)

THEORETICAL ASSUMPTIONS

Human touch has a positive impact on shoppers' attitudes, behaviour and purchase intentions

(Citrin et al. 2003; Peck and Childers, 2003; Peck and Wiggins, 2006)

Touch might result in increased impulse and unplanned purchases

(Peck and Childers, 2010)

THEORETICAL ASSUMPTIONS

Vision is dominant in creating attention, awareness and image (Raghubir, 2010)

Visual stimuli contribute to building strong store brands (Henderson et al. 2003)

A visually pleasing design can impact on mood (Norman, 2004)

In-store lighting could attract and retain customers (Summers and Hebert, 2001)

THEORETICAL ASSUMPTIONS

Scents might result in pleasant (unpleasant) affective response following the S-O-R-paradigm (Morrin, 2010)

Scents affect customer intentions to visit and return to a store (Chebat and Michon, 2003)

**Positive effects of scents on buying intentions and the image of a store
(Parsons, 2008)**

THE INTERPLAY OF THE HUMAN SENSES

Vision, for example, can interact with such senses as hearing, touch and olfaction

(Thesen et al. 2004)

Another study demonstrated that various techniques identify multisensory convergence zones in the human brain, indicating that

“...one sense can be affected by relations with other senses”

(Driver and Noesselt, 2008)

RESEARCH METHODOLOGY

- ❑ An experiment based upon a control group and an experimental group was conducted in a glass department of the Swedish retailer IKEA.
- ❑ In order to test the hypotheses sensory cues and styling elements were temporarily installed and manipulated at POP in the glass department.

RESEARCH METHODOLOGY

- ❑ To investigate the effects on shoppers' touching behavior at

Looking at glasses (yes/no)

Time spent touching the glasses (min)

Number of glasses touched (one/more)

Time at display (minutes)

Purchase of glasses (yes/no)

RESEARCH METHODOLOGY

- ❑ Observations were made following a Latin-square-design in terms of structured observations and an observation scheme.
- ❑ Subjects were an accidental sample of shoppers, which passed the glass department. A total of 886 subjects were documented, coded and analyzed.

RESEARCH METHODOLOGY

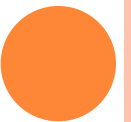
- ❑ No manipulation check was possible to conduct in checking the external validity.
- ❑ The policy of IKEA did not allow that when the shoppers didn't know that they had been observed.
- ❑ Inter-observer reliability was checked at the start through observations of the same shoppers based on the category scheme.

THE EXPERIMENT

The sensory cues and its styling elements were:

- a soft smell of vanilla
- brown and pink place mats were introduced
- glasses and decanter of wine were together
- six (6) strip lights were switched off











IKEA
Sjunde
BAST

Sjunde glasser

Med en bred bunn og et høyt og smalt glass, er Sjunde glassene ideelle til å servere vin og champagne. De er også perfekte til å servere øl og soft drink. Sjunde glassene er tilgjengelige i tre forskjellige størrelser: 250 ml, 350 ml og 500 ml. Sjunde glassene er tilgjengelige i tre forskjellige farger: hvitt, blått og rødt.

Se også Sjunde glassene i de andre fargene.

Mer informasjon om Sjunde glassene finner du på www.ikea.se



FINDINGS

H₁: Visual and olfactory cues yield a positive relationship with time spent.

□ Accepted (Sig. ,000)

Sensory cues and its styling elements affect shopper's behaviour and encourage them to stay longer at POP.

FINDINGS

H_2 : The more time shoppers spend, the greater the probability of making a purchase.

 **Accepted (Sig. ,000)**

On average buyers stay for 146 seconds, compared to 68 seconds for non-buyers.

FINDINGS

H₃: Visual and olfactory cues exert a positive effect on touching time.

□ Accepted (Sig. ,000)

The mean value of touching time was 23 seconds for the experiment group compared to 15 seconds for the control group at POP.

FINDINGS

H₄: The more time shoppers spend touching a glass, the greater the probability of making a purchase.

 **Accepted (Sig., 000)**

The mean value shows that buyers touch the glasses for 40 seconds, compared to 10 seconds for non-buyers at POP.

FINDINGS

H₅: Increased touching time positively impact the total sale of glasses and the probability of selling more exclusive glasses.

□ Accepted (Sig. ,000)

During the experiment the sale of premium glasses increased with 217 %.

CONCLUSIONS

- ❑ **The introduction of sensory cues and styling elements impact on shopper's touching behaviour at POP.**
- ❑ **The findings show significant differences for vision and olfaction with regard to time spent, touching time, money spent and total sale.**

FUTURE RESEARCH

- The touch sense is one of the most unexplored areas!
- What role does touch has for other product categories?
- How does touch interact with other human senses in purchasing and consumption?