

ANALYSIS RELATIONSHIP AMONG VISIONS, OLFACTIONS, TASTE, AND HAPTICS SENSE WITH SENSORY BRANDING FOR POND'S PRODUCT IN TONDANO

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ABSTRACT

There is one interesting fact that can be drawn from the general pattern of personal purchasing from all women in the world. Directly or indirectly, each important concept in delivering any product from cosmetics companies in the marketplace will be influenced, especially the following concept of Marketing, which is sensory marketing. Thus, this concept is influenced by visual, olfaction, taste and haptics senses, as seen from the marketing process for Pond's products in the Tondano City. There are two important objectives in this research, which are: 1) To determine whether these Senses influence Sensory Branding for Pond's Products in Tondano, simultaneously and 2) To determine whether each of these sense influence Sensory Branding for Pond's Products in Tondano, partially. Both objectives will be later fulfilled by using Multiple Linear Regressions and four stated conclusions. This research is using quantitative methods. Data and information in this study were obtained from the result of questionnaires and from books, journals, and relevant literature from library and internet. The conclusions is, 1) These four Concepts generally give the significant influence for the dependent variable; 2) Only Vision Concept, Olfaction Concept and Haptics Concept have the significant influence for the changing of the dependent variable. There are two recommendations for representative management of Pond's in Tondano City, which are: 1) more concerning about the importance of these four Concepts with the understanding of Sensory Marketing Concept of its products from people in the Tondano City; and 2) considering about other important factors that can impact the same Dependent Variable.

Keywords: *vision, olfaction, taste, haptics, sensory branding*

INTRODUCTION

Research Background

There is one interesting fact that can be drawn from the general pattern of personal purchasing from all women in the world. Basically, each of them is needed to fulfill all personal needs from the hair until feet, regardless with the differentiation from each woman preference. Eventually, this developed and applicable concept can be seen from the earlier and current process of producing and selling any type of cosmetics products, in every part of the world.

Later on, the concept of selling any cosmetic product and its followed brand is also influenced by the rapid changing of the economics system, globally or domestically. Thus, each company that is focused its core business in providing and manufacturing various cosmetics products in marketplace is forced for adjusting the overall standards that are used in producing each item, for ensuring that its sold products that can accepted by the major group that purchase those ones, which is female group in various age and social status. Each important concept in delivering any product from cosmetics companies in the marketplace will be influenced. One partial concept from manufacturing any cosmetic product to customers that is still improved until now is the marketing aspect. Some improved concept of marketing of this specified product are direct marketing, online marketing, sensory marketing and network marketing.

From those advanced concept, there is one partial concept that can further argued, regarding with the ideal marketing of any cosmetic product, which is the sensory marketing and its branding concept. Valenti and Riviere (2008) stated that everybody admit to say that the stimulation of the senses (in this case, the stimulation of the sight, the smell and the hearing) was of importance but still, the use of specific marketing techniques for each senses is not equally developed. The most unused techniques are the ones referring to the smell. Nobody used techniques such as artificial diffusers for instance. Even if they know that this is of importance in the perception of the place to the customer, they just take advantage from the natural smell to create an atmosphere, but they do not try to stimulate that, to develop a way of attracting customer by those techniques. This applied concept is basically same with the conventional marketing, but can be differentiated from the point of view to conduct this economic concept. In this marketing model, the generalized preference from customers in the environment is based on basic feeling that can be felt by them, which are the visual, olfaction, taste, haptics and audition senses. Eventhough those senses are applicable for all products and services that are available in the marketplace, there are only four senses that can be related with the perceived model of sensory marketing and branding for cosmetics products in the environment, which are visual, olfaction, taste and haptics senses.

Particularly, Pond's has become one respected brand of cosmetics in the world with global scope of distribution. Thus, the existence for this international brand is definitely related with the standardization in the marketplace, which is also included the concept of sensory branding. Eventually, the important role of sensory branding for its products can be further observed in each branched distibution area, including in North Sulawesi Province, at Tondano City.

Research Objectives

There are four main objectives that will be examined, related with all the stated problems at the previous section, which are:

1. To determine whether Vision Sense influence Sensory Branding for Pond's Products in Tondano, partially.
2. To determine whether Olfaction Sense influence Sensory Branding for Pond's Products in Tondano, partially.
3. To determine whether Taste Sense influence Sensory Branding for Pond's Products in Tondano, partially.
4. To determine whether Haptics Sense influence Sensory Branding for Pond's Products in Tondano, partially.

THEORETICAL FRAMEWORK

The Sensory World Concept

Krishna (2010, in Liégeois and Rivera, 2011), concluded that many people have been considered about the importance of branding concept for products to common purchasing in the society and it has become the reason of existence of sensory marketing. In this note, it is summarized about the important consideration from common people to the significance of branding concept and the followed association with the sensory marketing. Kotler (1973) concluded that the atmosphere of a shop can be described as the creation of a consumption environment that produces specific emotional effects on the person, like pleasure or excitation that can increase his possibility of buying. In this statement, it can be stated that the store atmosphere is necessary for establishing a positive thought from people before buying any product.

Branding Management and Sensory Branding

Kotler et al (2008, in Liégeois and Rivera, 2011) noted that a brand is defined as a name, term, sign, symbol, or a combination of these that identifies the maker or seller of the product. This idea has explained that a brand is related with the basic characteristics from available products in the market.

A Scientific and Marketing Approach of the Five Senses

Vision

Herz & Engen (1996) said that Vision is the most powerful sense in detecting any visual object, regarding with its relationship with brain. Conclusively, it is noticed about the importance of vision for detecting any visual object for human being.

Olfaction

Lindström (2005) emphasized that Smell sensation is one of important and sensitive sense for identifying products, especially cosmetics items. Based on this statement, it is concluded that smell sensation is one important and sensitive sense for people to identify products, especially items in this note.

Taste

Liégeois and Rivera (2011) The taste sensation cannot be related with just mouth, but it also with vision, audition, smell and touch senses. Thus, it can later influence the sensory marketing, especially for cosmetics products. In this note, it is explained about the association among the taste sensation with vision, audition, smell and touch senses, especially for the sensory marketing for specified type of goods.

Haptics

Liégeois and Rivera (2011) has been noted that Touch sensation is becoming on common concept for evaluating products or services before deciding to use any offered item, even though it is often prohibited in the business implementation. Based on this note, it is determined that the touch sensation is one common concept for evaluating products or services.

Previous Research

Andersson (2010) The consumption society is expanding with stores and shopping malls which require that a store as well as a mall distinguish from the great mass. Today's consumption society is a difficult marketplace for companies to reach out to their consumers. In this master thesis it has been investigated how shopping malls can create competitive advantages in a saturated market. It has also been researched how the similarity of the stores in shopping malls affect the future development of the concept in itself.

Valenti & Riviere (2008) This report will deal with marketing strategies in the out-of-home food market. As this sectors huge and diversified, giving an introduction and precisions about its components is necessary. Consumers eating habits keep evolving every day, away from the three meals eaten within traditional windows. Less time allowed cooking or eating, because of an increasing distance to the place of work or more leisure, out-of-home food consumption is constantly increasing.

Conceptual Framework

The previous section, it can be seen that all the given relationships can become important between Vision, Olfaction, Taste and Haptics influence Sensory Marketing for cosmetics' brand products, especially for customers in Tondano City. Furthermore, those relationships can be systematically formed at Figure 1.

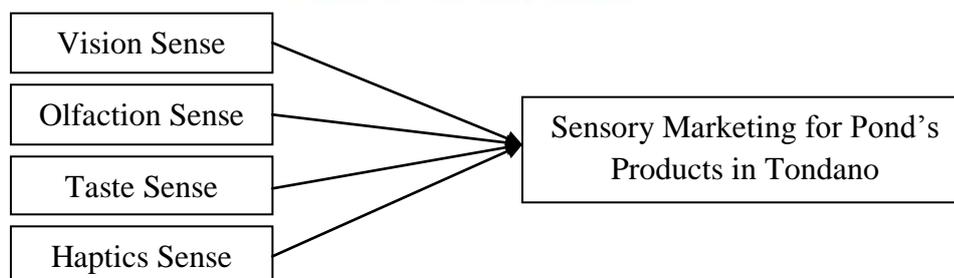


Figure 1. Conceptual Framework

RESEARCH METHOD

Type Of Research

This research methodology utilized in this study was the survey research and Multiple Linear Regressions Analysis was used to analyze the data.

Place and Time of Research

This research was carried out on around the town of Tondano, North Sulawesi. The process of Research conducted in August-October 2012

Population and Sample

Sugiyono (2012 : 115) stated that population is a generalize region that consist of object that have a certain quality and characteristic that been applied by a researcher to studied for.

Sugiyono (2012 : 116) conclude that sample is a part of a total characteristic that owned by the total of the population itself.

Data Collection Method

For this current research, there are two types of data that are used to make an appropriate result, which are primary data and secondary data. Primary data is data originated by the researcher specifically to address the research problem. The researcher also gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. There were two sections in the questioner in the questioner that should be filled in by the respondents. The first section asked about respondent's identities and the second section asked about things that related with the variables. Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussions.

Data Analysis Method

Reliability and Validity Test

Toward questionnaire design conducted is to perform validity and reliability test and to prove the truth of hypothesis and to know the relation rate between variable Y and variable X_1 & X_2 . A commonly accepted rule of thumb is that an α of 0.6-0.7 indicates acceptable reliability, and 0.8 or higher indicates good reliability. From the result of research's analysis conducted that questionnaire design with Pearson correlation coefficient more than 0.3 indicates valid, alpha coefficient on approximately 0.6000 – 0.7999, so questionnaire design indicates reliable.

Multiple Regression Analysis Model

Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value of more than one X to estimate or predict corresponding Y value. Multiple regressions is a descriptive tool used to (1) develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a causal theory.

The formula of multiple regression models in this research is shown below:

Where :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Y	=	Sensory Branding for Pond's Products in Tondano
α	=	The constant, when all the independent variable equal to 0
$\beta_1, \beta_2, \beta_3, \beta_4$	=	The regression coefficient of each variable
X_1	=	Vision Sense
X_2	=	Olfaction Sense
X_3	=	Taste Sense
X_4	=	Haptics Sense

Testing of Classical Assumptions

According to Sulaiman (2004:87), a multiple linear regression model should meet some basic assumptions as seen below:

- Multicollinearity
- Heterocedasticity
- Normality
- Autocorrelation

Hypothesis Testing

In order to test the hypothesis, we need a statistical analysis such as F_{test} and T_{test} . The F_{test} and T_{test} will be useful in a situation when the researchers need to find out the relationship between dependent and independent variables. When F_{test} and T_{test} are given and compared to the F_{table} and T_{table} , the hypothesis could be examined.

RESULT AND DISCUSSION

Result

Respondents Characteristics

All the respondents that become the main source of the primary data for this current research will be separated into four main characteristics. First, most of respondents in this research are aged between 17 until 25 Years Old (36 respondents or 72% of the required sample), and is followed by: respondents who are aged between 26 until 50 Years Old (12 respondents or 24% of the required sample) and the remaining one who are aged above 50 Years Old (2 respondents or 4% from the required sample). Second, most of respondents in this research have worked as College Student (16 respondents or 32% of the required sample), and is followed by: respondents who have worked as Civil Servant (15 respondents or 30% of the required sample), respondents who have worked as Entrepreneur (7 respondents or 14% from the required sample) respondents who have worked (10 respondents or 10% of the required sample) and the remaining ones have worked as Private Employee and other occupations that are excluded in this research (each group shares 6 respondent or 12% of the required sample). Third, most of respondents in this research have monthly income between 1,000,000 until 2,500,000 IDR (35 respondents or 70% from the required sample), and is followed by: respondents who have monthly income between 2,500,000 IDR until 5,000,000 IDR (14 respondents or 28% from the required sample) and the remaining one has monthly income below 1,000,000 IDR (1 respondent or 2% of the required sample). Fourth, most of respondents in this research have purchased products from Pond's twice a month (16 respondents or 31% from the required sample), and is followed by: respondents who have purchased products from Pond's Third Times a month (14 respondents or 28% from the required sample), respondents who have purchased products from Pond's Four Times a month (10 respondents or 20% from the required sample) and the remaining ones have purchased products from Pond's Once a month and More Than Four Times a month (each group shares 5 respondent or 10% of the required sample).

Reliability Test

In this research, it is shown that Alpha Cronbach for relationships among Vision Concept, Olfaction Concept, Taste Concept and Haptics Concept with the Sensory Marketing Concept for Pond's Products in Tondano is 0.877, which is above the acceptance limit of 0.6; therefore, the research instrument is reliable.

Validity Test

From the table, it can be seen that the correlation index for all relationships among Vision Concept, Olfaction Concept, Taste Concept and Haptics Concept with the Sensory Marketing Concept for Pond's Products in Tondano are greater than 0.3 (0.313, 0.737, 0.539, 0.701, 0.323, 0.466, 0.566, 0.679, 0.762 and 0.845) and below the significance level of 5%; therefore, the data is considered as valid.

Testing the goodness of Fit: Coefficient of Multiple Correlation (R) and Coefficient of determination (R²)

The coefficient of correlation (R) is 0.917 meaning the level of relationship between independent and dependent variable is considered as a substantial positive relationship. In the other words, Vision Concept (X_1),

Olfaction Concept (X_2), Taste Concept (X_3) and Haptics Concept (X_4) as independent variables and the Sensory Marketing Concept for Pond's Products in Tondano (Y) as dependent variable have a substantial positive relationship. The coefficient of determination is identified by $R^2 = 0.840$ which is the correlation coefficient quadrate $(0.917)^2 = 0.840$. R Square is usually called the coefficient of determination which is 0.840 or 84.0% that means the Sensory Marketing Concept for Pond's Products in Tondano (Y) is able to be explained by Vision Concept (X_1), Olfaction Concept (X_2), Taste Concept (X_3) and Haptics Concept (X_4). And the rest 16% are caused by the other factors.

Result of Multiple Linear Regression Analysis

From the result of the table, the model is defined as:

$$Y = -0.007 + 0.239X_1 + 0.194X_2 + 0.164X_3 + 0.393X_4$$

where:

Y : The Sensory Marketing Concept for Pond's Products in Tondano

X_1 : Vision Concept

X_2 : Olfaction Concept

X_3 : Taste Concept

X_4 : Haptics Concept

1. Constant (α) -0.007 shows the influence to relationship between Vision Concept (X_1), Olfaction Concept (X_2), Taste Concept (X_3) and Haptics Concept (X_4) factors to the Sensory Marketing Concept for Pond's Products in Tondano (Y). If all independent variables are equal to zero, the Sensory Marketing Concept for Pond's Products in Tondano factor (Y) is predicted to be -0.007.
2. If the others are constant, an increase of one point in Vision Concept Factor (X_1) will result in an average increase of at least 0.239 in the Sensory Marketing Concept for Pond's Products in Tondano factor (Y).
3. If the others are constant, an increase of one point in Olfaction Concept Factor (X_2) will result in an average increase of at least 0.194 in the Sensory Marketing Concept for Pond's Products in Tondano factor (Y).
4. If the others are constant, an increase of one point in Taste Concept Factor (X_3) will result in an average increase of at least 0.164 in the Sensory Marketing Concept for Pond's Products in Tondano factor (Y).
If the others are constant, an increase of one point in Haptics Factor (X_4) will result in an average increase of at least 0.393 in the Sensory Marketing Concept for Pond's Products in Tondano factor (Y).

Result of Classical Assumption

Since all the tolerance value is more than 2.0 and the VIF value is less than 10, the model concluded to be free from multicollinearity. Heteroscedasticity test shows that the dots spreading in 0. This proves that the model is heteroscedasticity. The normality test shows that the data that is represented by the dots are spreading near the diagonal line. Autocorrelation test shows the critical value is 1.934, which means the model is free from autocorrelation. This research used $\alpha = 0.05$ to identify the autocorrelation, known the critical value of Durbin-Watson is 1.934, which in the area Test is inconclusive, conclude that the model is free from autocorrelation.

Hypothesis Testing

The simultaneous test (F-test) was conducted to identify relationships among all independent variables which are consist of Vision Concept (X_1), Olfaction Concept (X_2), Taste Concept (X_3) and Haptics Concept (X_4) on the Sensory Marketing Concept for Pond's Products in Tondano (Y) simultaneously. $H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$ (Vision Concept (X_1), Olfaction Concept (X_2), Taste Concept (X_3) and Haptics Concept (X_4) have influenced the Sensory Marketing Concept for Pond's Products in Tondano (Y), simultaneously).

$H_1: \beta_1 = \beta_2 = \beta_3 = \beta_4 \neq 0$ (Vision Concept (X_1), Olfaction Concept (X_2), Taste Concept (X_3) and Haptics Concept (X_4) have influenced the Sensory Marketing Concept for Pond's Products in Tondano (Y), particularly).

If:

$F_{\text{value}} > F_{\text{table}}$ Reject H_0

$F_{\text{value}} < F_{\text{table}}$ Accept H_0

By using the level of significance of 0.05 ($\alpha = 0.05$) and degree of freedom ($df = 6$); found: $342.944 > 3.72$. Since the F_{value} is greater than F_{table} , H_0 rejected and H_1 is accepted, which means Vision Concept (X_1), Olfaction Concept (X_2), Taste Concept (X_3) and Haptics Concept (X_4) influence the Sensory Marketing Concept for Pond's Products in Tondano (Y), simultaneously. Thereby, hypothesis 1 is accepted.

The partial test (t-test) was conducted to identify the relation between independent variables and dependent variable partially or individually. From Table, it is found the t_{value} for Vision Concept Factor (X_1) is 2.587 and t_{table} is 2.009 and meant that $t_{\text{value}} > t_{\text{table}} = 2.587 > 2.009$. Therefore, H_0 is accepted and H_1 is rejected and it means that Vision Concept Factor (X_1) significantly influences the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y). The analysis shows that generally Price Consciousness Factor will increase the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y).

From Table, it is found the t_{value} for Olfaction Concept Factor (X_2) is 2.961 and t_{table} is 2.009 and meant that $t_{\text{value}} > t_{\text{table}} = 2.961 > 2.009$. Therefore, H_0 is accepted and H_1 is rejected and it means that Olfaction Concept Factor (X_2) significantly influences the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y). The analysis shows that generally Olfaction Concept Factor will increase the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y).

From Table, it is found the t_{value} for Taste Concept Factor (X_3) is 1.847 and t_{table} is 2.009 and meant that $t_{\text{value}} < t_{\text{table}} = 1.847 < 2.009$. Therefore, H_1 is accepted and H_0 is rejected and it means that Taste Concept Factor (X_3) does not significantly influence the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y). The analysis shows that generally Taste Concept Factor will not increase the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y).

From Table, it is found the t_{value} for Haptics Concept Factor (X_4) is 5.752 and t_{table} is 2.009 and meant that $t_{\text{value}} > t_{\text{table}} = 5.752 > 2.009$. Therefore, H_0 is accepted and H_1 is rejected and it means that Haptics Concept Factor (X_4) significantly influences the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y). The analysis shows that generally Haptics Concept Factor will increase the Sensory Marketing Concept for Pond's Products in Tondano Factor (Y).

Discussion

The first finding in this study has stated that those four factors, which are Vision Concept, Olfaction Concept, Taste Concept and Haptics Concept, is generally important for the consideration about the Sensory Marketing Concept for products from Pond's female people in the Tondano City. This statement is caused by the common way from any female person to make sure about the certainty of cosmetics and body lotion. For many women, especially female teenagers and women in the Tondano City, the desire to feel beauty and healthy is important in their social and personal life. Because of this common thought, there is no strange to see many stores or tenants that sell many products of cosmetics or body treatment for women in every different environment with various brands.

Related with the general selling of cosmetics and body treatment products for women, it is important for them to really experience available goods in the market. So, anyone of them will directly try any cosmetic or body treatment product that is sold, in order to purchase the suitable product that can make them become more confident in conducting important activities in the office and social places. Based on this given idea, many female teenagers or adult women will use their perception about the outer look of available products, the experienced sensation when try the purchased cosmetic or body treatment product, the smell that can be sensed from the offered items and the slightest taste from obtainable goods for choosing the appropriated products and this general thought will unquestionably give affect to the application of marketing strategy from the representative management of each company that focuses on producing and selling cosmetics and body treatment products, especially branded products from Pond's and proceeded Sensory Marketing Concept of its items.

The second finding in this study has explained that Vision Concept, Olfaction Concept, Taste Concept and Haptics Concept differently impact the understanding about the Sensory Marketing Concept of Pond's products, based on the perception of people in the Tondano City, especially female teenagers and women. This partial annotation is based on four diverse ideas. The first differentiated idea has stated that the Haptics Concept has the most influence impact for the increasing or decreasing of the Sensory Marketing Concept of Pond's products for female in this city and it is associated with the basic nature of its products. It is inescapable that cosmetics are usually used by common women in the face and body treatment products are habitually used by them in others skin area, such hand and leg. Based on this generality, many women will try any available cosmetic or body treatment product in the face or the skin. This habit basically relates with the good or bad feelings that can be experienced by them while using the cosmetic or body treatment product. Related with this idea for any brand of cosmetics or body treatments products, any businessman that concentrates in producing these goods will certainly pay attention about cosmetics and body treatment products that can be fit with the facial and skin condition of female customers, for ensuring the successfulness of the marketing program, partially the Sensory Marketing Concept.

The third finding in this study has figured out that not all Independent Variables in this research, which are Vision Concept, Olfaction Concept, Taste Concept and Haptics Concept, give the significant influence for the adjustment of the Sensory Marketing Concept for Pond's Products in Tondano. It is found that only Vision Concept, Olfaction Concept and Haptics Concept give the significant influence for the changing of Sensory Marketing Concept for Pond's Products in Tondano; and the remained one, which is Taste Concept, does not give the significant impact for the same Dependent Variable. This statement is caused by two essential reasons. This first reason is associated with the impact of vision, smell and touch senses in encouraging female teenagers and adult women. Because of the way in using cosmetics and body treatment products that are available in every marketplace, partially the Tondano City, is related with the direct contact with the face or the skin, many of female customers must see, directly experience and sometimes smell the offered items. These actions are important for them, in order to ensure that the purchased cosmetics and body treatment products are suitable for them or not. Hence, vision, smell and touch senses are important to be concerned by management of Pond's in this city in establishing the appropriate marketing approach, especially the Sensory Marketing Concept for its goods. And, the second reason is associated with the irrelevant concern about the taste sense in making female customers to choice cosmetics and body treatment products, including from Pond's. Because of these products cannot be directly tasted by its customers, female teenagers and adult women will not later think that this aspect is surely important for them to choose appropriated products for facial and body treatment needs. Thus, this consideration will not give any improvement for the marketing aspect for this brand in the Tondano City, especially the Sensory Marketing Concept.

The fourth finding in this study has found that other potential factors, including the Audition Concept, only give the negative influence for the increasing or the decreasing of Sensory Marketing Concept for Pond's products in the Tondano City. This statement is related with the fact that there are only five essential senses from normal people in recognizing available products and services. Moderately, for any cosmetic and body treatment product, there is no necessary to use Audition Concept and other factors in the marketing concept, because many customers of these items, which are female teenagers and adults women, will not concern indirect factors as important indications for them to try and purchase cosmetics and body treatment products, compared with vision, smell, taste and touch senses. So, this all those factors also potentially give the undesirable effect for the understanding of Sensory Marketing Concept for Pond's products in the Tondano City.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are several constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Vision Concept partially gives the significant influence for the Sensory Marketing Concept for Pond's Products in Tondano.
2. Olfaction Concept partially gives the significant influence for the Sensory Marketing Concept for Pond's Products in Tondano.

3. Taste Concept partially gives the significant influence for the Sensory Marketing Concept for Pond's Products in Tondano.
4. Vision Concept, Olfaction Concept and Haptics Concept have the significant influence for the changing of the Sensory Marketing Concept for Pond's Products in Tondano, in which Haptics concept has the most significant influence to the changing of the Sensory Marketing Concept for Pond's Products in Tondano, Olfaction Concept has the significant influence to the changing of the Sensory Marketing Concept for Pond's Products in Tondano, and Vision Concepts has the least significant influence to the Sensory Marketing Concept for Pond's Products in Tondano.

Recommendations

There are two practical recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The representative management from cosmetics and body treatment products from Pond's brand in the Tondano City must be more concern about the importance of Vision Concept, Olfaction Concept, Taste Concept and Haptics Concept with the understanding of Sensory Marketing Concept of Pond's products from people in the Tondano City, related with the successfulness of the marketing strategy in this city, especially the Sensory Marketing Concept.
2. The management of this brand in the Tondano City must also consider about other important factors that can impact the understanding of Sensory Marketing Concept, partially the Audition Concept and it is important for its management, related with the further development of this brand in this future, not only in this city, but also another city in the North Sulawesi.

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