

THE IMPACT OF SENSORY MARKETING ON CONSUMER BEHAVIOR AT STARBUCKS MANADO*DAMPAK PEMASARAN SENSORIK PADA PERILAKU KONSUMEN DI STARBUCKS MANADO*

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Abstract: This study aims to analyze the impact of sensory marketing towards consumer behavior at Starbucks Manado. This research applies qualitative method. Population were 20 retained customers of Starbucks Manado that went to Starbucks at least three times a month. For sampling technique, applies purposive sampling. The findings of the research using the interview approach yielded four indicators of sensory marketing that influence the behavior of Starbucks Manado's consumer. Sight, sound, taste, and smell all have an impact on consumers' psychology, personal, and social that affects their behavior. These studies might be excellent references for those interested in learning the use of sensory marketing, as well as a body of knowledge and practical implications.

Keywords: sensory marketing, consumer behavior, sight, sound, taste, smell, psychology, personal, social

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran sensorik terhadap perilaku konsumen di Starbucks Manado. Penelitian ini menggunakan metode kualitatif. Populasi adalah 20 pelanggan tetap Starbucks Manado yang pergi ke Starbucks minimal tiga kali dalam sebulan. Untuk teknik pengambilan sampel menggunakan purposive sampling. Hasil penelitian dengan pendekatan wawancara menghasilkan empat indikator sensori pemasaran yang mempengaruhi perilaku konsumen Starbucks Manado. Penglihatan, suara, rasa, dan bau semuanya berdampak pada psikologi, pribadi, dan sosial konsumen yang mempengaruhi perilaku mereka. Studi ini mungkin menjadi referensi yang sangat baik bagi mereka yang tertarik untuk mempelajari penggunaan pemasaran sensorik, serta kumpulan pengetahuan dan implikasi praktis.

Kata Kunci: pemasaran sensorik, perilaku konsumen, penglihatan, suara, rasa, bau, psikologi, personal, sosial

INTRODUCTION**Research Background**

One of the beverages that Indonesians now frequently consume is coffee. People typically hear about the custom of drinking coffee, especially in the morning. However, many people nowadays have chosen coffee as a method to spend their time, not just in the morning when everyone is preparing to start the day but also at lunch breaks or relaxing in the afternoon. Coffee is traditionally consumed during social gatherings such meetings, business meetings, family reunions, and dates in addition to quenching thirst. This is what causes the habit of drinking coffee to continue growing quickly and unintentionally; it has integrated into a way of life.

The community has seen the establishment of numerous brands and coffee shops due to the rising demand for coffee. These shops receive a large number of customers, and the producers gain sizable profits. However, not all customers are coffee enthusiasts; others just come for the atmosphere or to display their social status. Not only that, several places to drink coffee are specially designed so that the atmosphere of drinking coffee really brings a fresh and comfortable atmosphere. The culture of drinking coffee itself has developed not only to satisfy the needs of coffee lovers but has also emerged as a trend or lifestyle of its own. The coffee shop industry will certainly

competitive where there is an endless number of new market entries (Jang and Lee, 2019). Every business needs a strategy in order to survive and marketing strategy is one of the important aspects for maintaining a business.

The current development of sensory marketing has indicated the emergence of a new era in the field of marketing in which the five senses of consumers will be the focus of marketing strategies and techniques. Sensory Marketing is a part of experiential marketing. The application of experiential marketing will allow consumers to feel and gain direct experience through five approaches (Sense, Feel, Think, Act, and Relate), both before and when consumers consume a product or service (Andreani 2007:20). The sense plays a key role in consumer perceptions and makes a powerful influence over buying decisions. The five human senses have great importance for an individual's different purchase experiences and consumption processes. By the help of senses, individuals become conscious of and perceive firms, products, and brands.

Sensory marketing involves senses of consumer and affects their perception, judgment, and behavior (Krishna, 2012). Store atmosphere as part of sensory marketing can be a way to win market competition by distinguishing one cafe from another. Store atmosphere can be more reason for consumers to be interested and choose where to visit and buy. Making consumers interested is one of the initial goals and then definitely aims to encourage consumers' desire to buy. The store atmosphere offered by producers, if responded positively by consumers, will have a great opportunity for the place to be visited. According to Levy and Weitz (2018), atmospherics refers to the design of an environment through visual communications, lighting, colors, music, and scent that stimulates costumers perceptual and emotional responses and ultimately affect their purchase behavior.

Starbucks Manado's consumer behavior can be influenced by sensory marketing to create experiences at every stage of the buying process: activation of desire, awareness of the product or service, assessment of the product or service in relation to other options, purchase, and post-purchase evaluation of use or consumption. Consumer behavior is the study of how individuals, groups, and 5 organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and reality of consumer behavior. By understanding how buyers think, feel, and decide, businesses can determine how best to market their products and services. This helps marketers predict how their customers will act, which aids in marketing existing products and services. It also enables innovative businesses to identify new opportunities before others do.

A consumer's buying behavior is influenced by cultural, social, and personal factors (Kotler and Keller, 2012). A good sensory marketing strategy can instill positive perceptions into consumers psychologically through the five senses that can have an impact on buying behavior. The subject of this research is Starbucks Manado. The concept of interior and outdoor views is carried out at several locations, including the Manado Town Square 3 and Kawasan Megamas branches that serves a seaside view, which makes Starbucks Manado a fascinating case study. Based on the problem background above, the author is interested to conduct research entitled: The Impact of Sensory Marketing on Consumer Behavior at Starbucks Manado.

Research Objective

The objective of the research is to analyze the impact of sensory marketing towards consumer behavior.

THEORITICAL FRAMEWORK

Marketing

According to Kotler and Keller (2012), marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the company, its customers, and its collaborators.

Experiential Marketing

Smilansky (2017) stated that experiential marketing is the process of identifying and satisfying needs and wants that benefit consumers, by engaging them through two-way communication that brings the brand personality to the lives of targeted consumers, to be able to develop and add value to the target product.

Sensory Marketing

According to the definition provided by the American Marketing Association, sensory marketing is the marketing techniques that aim to seduce the consumer by using senses to influence the consumer's feelings and behaviors.

A Scientific and Marketing Approach of the Five Senses

1. Sight. Sight is also the most seductive sense often overruling the others; therefore, it has traditionally been the most utilized sensory stimulus in marketing (Lindström, 2005).
2. Sound. Sound helps to generate mood by creating feelings and emotions. It has ‘an immediate and, to a large extent, cognitively unmediated effect on recall and emotions’ (Gobé, 2001) and can thus be used as a trigger for creating desired reactions when building an emotional attachment to a brand.
3. Touch. 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. It is well known that the tactile sense and the kinesthetic system have the strongest impact on a person’s well-being and many people can remember how something feels after touching it.
4. Smell. In service environments scents help to provide shoppers with a pleasant atmosphere often resulting in increased shopper attention as well as increased satisfaction with the shopping (Hultén, 2020).
5. Taste. Adding taste to the brand increases the value for the customers, and the perceived benefits of a symbolic gesture such as offering a cup of coffee in a store, will differentiate the brand positively in the minds of the consumers (Gobé, 2001).

Consumer Behavior

Consumer behavior refers to all the thought, feelings, and actions that an individual has or takes before or while buying any product, service or idea (Khaniwale, 2015).

Previous Research

Shabgou and Daryani (2014) introduced sensory marketing as a new paradigm in the field of marketing; attention to the five senses (sight, smell, hearing, taste, touch) and the effect of these senses on consumer behavior are studied. The statistical population consisted of 234 customers in a multi-purpose shopping center in Tabriz and they were chosen by random sampling. For collecting data, we used a questionnaire whose reliability was 0.838. Our findings indicate that the five senses simultaneously affect consumer behavior. Stimulating the senses of sight, smell, hearing, touch and taste also affect consumer behavior

Hussain (2019) revealed the impact of sensory branding on consumers of Kentucky Fried Chicken (KFC). This study analyses all five senses applied to KFC to identify the impact of each sense on consumer. The study was conducted using survey method and respondents were the people who have eaten KFC at least once in one of the thirteen outlets in the city of Hyderabad, India. A sample of 116 respondents was taken for analysis. The study concluded with the impact of sensory branding strategy by KFC and brings out the results, which can be adopted by marketers for the other products of same genre.

Sagha et al. (2022) described the results of four experimental studies demonstrate that the sensory cues by which customers sense products and the amount of (in)congruency among the sensory stimuli of the products affect consumers’ emotions, willingness to purchase, and experience. In the presence of moderators such as colors, jingles, prices, and scent imagery, when facing sensory-rich experiential products (e.g., juice, coffee, hamburger, soda) with different sensory cues, consumers’ emotions, willingness to purchase, and experience depend on affective primacy and sensory congruency. The results (1) facilitate an improved consideration of the role of the interaction of sensory cues on customer emotions, (2) have consequences for outcomes linked with sensory congruency and affective primacy, and (3) help clarify possible incoherence in preceding studies on cross-modal outcomes in the setting of multi-sensory marketing.

Conceptual Framework

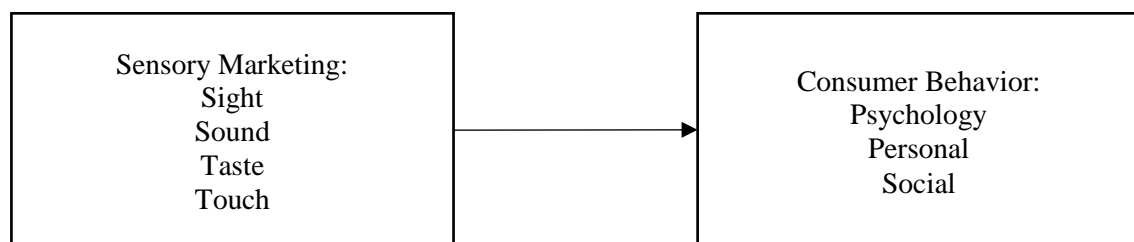


Figure 1. Conceptual Framework

Source: Data Processed (2022)

Research Approach

This research will be using qualitative research methodology, which is descriptive research. According to Kothari (2004), qualitative research is especially important in the behavioral sciences where the aim is to discover the underlying motives of human behavior.

Population and Sample

The social situations in this research are the elements about everyone who are retained customers in Starbucks Manado. The sample sizes in this research are 20 informants. The criteria of informants are at least visit Starbucks 3 times in a month. This research will be using purposive sampling technique to get more valid and detailed result. The sampling here is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or they conform to some criteria set by the researcher (Sekaran and Bougie: 2016).

Operational Definition and Indicator of Research Variable

Table 1. Operational definition and indicator of research variable

No.	Variables	Operational Definition	Indicators
1.	Sensory Marketing	Marketing strategies that focus on impact of sensations on our product experiences.	1. Sight 2. Sound 3. Taste 4. Smells
2.	Consumer Behavior	The process where people make decisions about what they buy, want, need, or act in regards to a product, service, or company.	1. Psychological 2. Personal 3. Social

Data Analysis Method

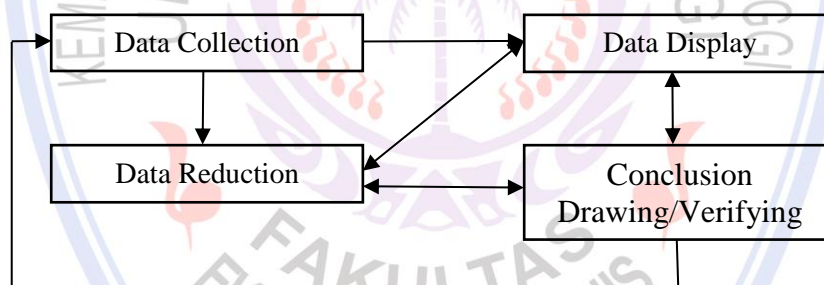


Figure 2. Data Analysis Method

Source: Miles and Huberman (1994)

According to Miles and Huberman (1994) stated that in qualitative data analysis, actions are carried out interactively and in a continuously until the data is saturated. Hair et al. (2007) state that there are several steps in qualitative data analysis, such as:

1. Data Collection. It is the process where the researcher find information or data from any kind of source such as books, internet website and gather deeper information from the informant.
2. Data Reduction. Involves selecting, simplifying and transforming the data to make it more manageable and understandable.
3. Data Display. Helps qualitative researches to organize information and view it in a way that enables them to identify linkages and develop explanations that relate their findings to existing theories.
4. Drawing and Verifying Conclusion. Drawing conclusion involves deciding what the identified themes and patterns and how they help to answer the research question. Verification involves checking and rechecking the data ensure the initial conclusions are realistic, supportable and valid.

RESULT AND DISCUSSION**Result****Interview Result**

There are 20 respondents that has become the research object. These respondents are people who consumed Starbucks in Manado; time of consume at least three times a month thus creating a better sampling for this research.

Table 2. Coding Categorization

Indicators	Sight	Sound	Taste	Smell
Psychological	20 informants feel comfortable with the sight. All the informants were agreeing that sight has an impact on psychology because all of them feel comfortable with Starbucks Manado's store layout.	20 informants feel comfortable with the sound. All the informants were agreeing that music background in Starbucks Manado were not disturbing and making them feel comfortable and relax when hanging out there.	18 informants feel that taste motivates them. The informants that feel taste motivates them to visit Starbucks were because of the taste quality that they enjoy.	15 informants were attracted by the scent of store. The 15 informants claimed to be attracted by the scent of store and makes an impulsive buying once they smell the scent of coffee from Starbucks's stores.
Personal	2 informants feel that sight can reflect their life style. Only 2 informants that feel that sight can reflect their lifestyle because with the setting of store layout. Starbucks's store layout was giving them a perception of a lifestyle of coffee enthusiast.	17 informants feel that sound can does not affect them while doing their activity. The 17 informants do not feel disturbed with the background music in Starbucks's store, instead some of them feel comfortable while doing their activity accompanied by the music. Although sometimes the background music was muffled by the crowds.	3 informants feel that age affects their choice of taste. Only 3 out of 20 informants that feel age affects their choice of taste because they thought that due to their young ages, they would prefer something that is cold and sweet, while for someone that is older saying that there is choice for the level of sugar that can be self-measured.	6 informants feel that age affect the effectiveness of scent. There are 6 informants that feels age affect the effectiveness of scent because as someone is getting older, their senses ability would decrease. Thus, making their sense of smell weaker and affecting the comfort of enjoying their food or beverages in Starbucks.
Social	2 informants feel that sight can show their social class. Only 2 informants that feel sight can show their social class because due to the store layout arrangement that create a luxury impression, giving them a perception that whoever goes to Starbucks must came from someone	None of the 20 informants gets a recommendation about the background music in Starbucks because most of the time the recommendations were focused on the taste or even the store layout.	11 informants consume it because there is recommendation of taste. 11 out of 20 informants were attracted to visit Starbucks because there are recommendations of taste from their friends or family, but the rest of them did not get any recommendation or even quite the	8 informants were familiar with the scent. The smell of freshly brewed coffee that came out of Starbucks's store were like a call out to their customer. That is why 8 informants were familiar with Starbucks's scent and making the customers keep coming back to buy their products.

that has high social
class.

opposite, also they
already have their
favorite taste of
beverage.

Discussion

The results of this study indicate that Sensory Marketing has an impact on Consumer Behavior. Four indicators of sensory marketing, which are sight, sound, smell, and taste have different impacts on three indicators of consumer behavior, which are psychological, personal, and social. Each respondent gave their own reasons on how the 4 indicators can affect their behavior of consuming products in Starbucks. From the result, it can be concluded that the consumers were motivated to go to Starbucks because of the store layout, background music, store scent, and the taste of the products.

Sight and Consumer Behavior

Vision is the dominant sense that consumers rely on to collect information, and visual factors in marketing communications is doubtlessly the most researched field in sensorial marketing (Krishna, 2012). As the time grows, businesses are trying to make new breakthroughs to attract the attention of customers. This can be done by making the store layout arrangements attractive so that consumers can feel comfortable, especially the young generation who often upload their activities on social media. According to Lewison (1994), the store layout influences both shopping atmosphere and shopping behavior of consumers visiting the store. From the interviews, it can be concluded that of the twenty informants, all have the same perception of the Starbucks store layout. Everyone was comfortable with Starbucks' store layout arrangement. In terms of personal lifestyle, eight out of twenty informants feel that Starbucks store layout can reflect their lifestyle. While from a social perspective, two out of twenty informants felt that the layout of a Starbucks store could show their social class. By generating all the answers from the informants, it can be concluded that sight have a large impact on psychological factor of consumer, but only have a small impact on personal and social factor of consumer. A well-designed store layout can contribute to a positive shopping atmosphere, which results in the kind of shopping behavior a retailer wants to achieve (Juel-Jacobsen, 2015). As Informant 5 said that if a coffee shop has an unattractive shop setting, then she chooses not to go there because she will feel uncomfortable spending his time there. Informant 14 also said that her lifestyle can be reflected through the layout of the Starbucks store which gives the impression of luxury. Informant 1 also said that the layout of the Starbucks store which seemed luxurious was the reason he said that sight did not show his social class. Answers from the consumers that regarding experience, lifestyle, and social; further proving on how sight have the impact on consumer behavior.

Sound and Consumer Behavior

Generally, restaurants or coffee shops often play music to entertain consumers while waiting for their orders. Sound is believed to improve one's mood. The use of sound is usually accompanied by visuals which can be called audio-visual branding. In addition to the use of music atmosphere from the place of purchase, there are those who use distinctive sounds to create the image of a brand to increase differentiation from competitors. Moreover, background music may facilitate product recall and increase consumers' purchase intention and willingness to pay, when the music is congruent with the products in term of the country of origin, utilitarian, or social identity (Peng-Li et al., 2020). From the results of the interview, it can be concluded that twenty people interviewed have the same answer that the sound at Starbucks makes them feel comfortable with the choice of trendy and calming music. In addition, seventeen people answered that the sound at Starbucks can make them focus on doing their jobs or just hanging out there. However, none of the twenty informants ever received a sound recommendation at Starbucks from their friends. Informant 13 on the sound at Starbucks felt comfortable to spend time there and Informant 8 felt that the sound at Starbucks was suitable for the situation to do her assignments there. This is in line with research in where music is expected to make consumers feel better, which causes them to spend more time in store, and consequently consume more (Turley and Milliman, 2000). According to Informant 1, the sound used at Starbucks can indeed make consumers feel comfortable to be there, but when the store is busy, the sound used will have no impact because of the noisy situation. From the answers of the informants, it can be concluded that sound has a major impact on psychological factors and personal factors, but has no impact on social factors.

Taste and Consumer Behavior

The taste of a food or drink is the most important thing for consumers. Along with the times, drinks such as coffee are increasingly loved by young 65 people. Starbucks as one of the coffee shops that provide these products, is expected to have a high taste, especially from price comparisons with local coffee shops. Bourdieu (1984), for example, notes that “taste is the basis of all that one has—people and things—and all that one is for others, whereby one classifies oneself and is classified by others,” which indicates the effect of social class (as one expression of cultural influences) on taste. The results of the interviews showed that from twenty informants, eighteen of them answered that taste quality could motivate them to consume Starbucks products. Three out of twenty people answered that their age had an effect on their choice of taste for Starbucks products. Eleven out of twenty people answered that they consume Starbucks products because of recommendations for product flavors from their friends or family. According to Informant 11, Starbucks still maintains the use of premium basic ingredients in the manufacture of its products compared to other coffee shops and it makes the taste quality of their products better so she prefers to consume Starbucks products. Informant 20 stated that her age could influence the choice of Starbucks product flavors because at his current age he prefers cold and sweet drinks. Then Informant 17 answered that she consumed Starbucks products because initially a friend recommended one of the flavors of the drinks at Starbucks. The answers above show that taste has an impact on psychology, personal, and social factor of consumer behavior

Smell and Consumer Behavior

The smell from the store is certainly one way to attract consumers. This is a form of marketing that is sometimes not realized by consumers. Consumers have strong reactions to scent and odours, some of them can be easily seduced by the smell of fresh baking or even the smell of roasted coffee. Cao and Duong (2021) find that ambient scent has a significant positive effect on intention of revisit the store, amount of money spent and time spend in store, also consumers' emotions play moderating roles in affecting the impact of ambient scent and behavioral responses of consumer. The results of the interview showed that fifteen out of twenty people stated that they were interested in going to Starbucks from the smell factor; six people felt that their age could affect the effectiveness of the smell factor at Starbucks, and eight people stated that they consumed Starbucks products because they felt familiar with the store's aroma. This is in line with the results of research from Latina et al. (2022) which states that from the perception of desire indicated every smell of Starbucks aroma can cause desire to drink coffee.

CONCLUSION AND RECOMMENDATION

Conclusion

The current study is attempting to determine how the sensory impacts on consumer behavior. The following is the findings reached based on the interview data and the results of the discussion: Based on the results of interviews with informants and the results of discussions, it can be concluded that the four indicators of sensory marketing have a major influence on consumers' psychology; sound is an indicator that is very influential on personal factors of consumer behavior; and taste has a great influence on the social factors of consumer behavior.

Recommendation

The recommendations below are given to several parties:

1. Starbucks Manado is expected to be able to maintain and improve Sensory Marketing indicators that have been considered good by consumers in order to increase satisfaction when making purchases at Starbucks Manado.
2. For the future researcher, it is hoped that they can examine other variables outside of the variables studied with the hope of obtaining more varied results and knowing other variables that may result from the impact of Sensory Marketing and Consumer Behavior.

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