

THE IMPACT OF SENSORY MARKETING ON CONSUMER'S BUYING BEHAVIOR OF COFFEE SHOPS IN MANADO

PENGARUH DARI SENSORY MARKETING TERHADAP SIKAP BELI KONSUMEN DI RUMAH KOPI MANADO

By:
Stephanie Ludya Natalia¹
David P. E. Saerang²
Shinta J. C. Wangke³

¹²³Management Department Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

¹nataliastephanie.uw@gmail.com

²d_saerang@lycos.com

³snta@snta.us

Abstract: Customer buying behavior have close relation with sensory marketing because it has connection with the customers itself, mainly about how the perception of the customers toward certain marketing campaign. The problem related with the phenomenon of Sensory Marketing now is about how to incorporate this type of marketing to MSMEs which include local artisan coffee shops in Manado. This research is expected to add more knowledge about the application of sensory marketing to achieve its best values. Using Quantitative Approach, this research derived and examined the model through multiple linear regression model in a sample of 100 respondents which are customers of local coffee shops in Manado. The suggestion for the coffee shops is to improve the quality of atmosphere within the shop, adding more decorations, air conditioner and other will enhance the atmosphere even more. Atmosphere of the shop is crucial because it is the place where customers can enjoy the products or do other activities, therefore it is essential for the shop to do innovation regarding the atmosphere of coffee shops.

Keywords: sensory marketing, consumer's buying behavior, human senses

Abstrak: Perilaku pembelian pelanggan memiliki hubungan yang erat dengan sensory marketing karena berhubungan dengan pelanggan itu sendiri, terutama tentang bagaimana persepsi pelanggan terhadap kampanye pemasaran tertentu. Masalah yang terkait dengan fenomena Sensory Marketing saat ini adalah bagaimana cara mengintegrasikan jenis pemasaran ini ke UMKM termasuk kedai kopi lokal di Manado. Penelitian ini diharapkan dapat menambah informasi tentang penerapan sensory marketing untuk mencapai nilai terbaiknya. Dengan menggunakan Pendekatan Kuantitatif, penelitian ini memperoleh dan mengkaji model tersebut melalui model regresi linier berganda pada 100 responden yang merupakan pelanggan kedai kopi lokal di Manado. Saran untuk kedai kopi lokal adalah untuk meningkatkan kualitas suasana di dalam kedai, menambah dekorasi, AC dan lainnya akan lebih meningkatkan suasana. Atmosfir kedai sangat penting karena merupakan tempat di mana pelanggan dapat menikmati produk atau melakukan aktivitas lain, oleh karena itu penting bagi kedai untuk melakukan inovasi terkait suasana kedai kopi.

Kata Kunci: sensory marketing, sikap beli konsumen, indra manusia

INTRODUCTION

Research Background

Senses are among vital section of human life. Most humans born with five basic senses: touch, sight, hearing, smell and taste. The sensing organs associated with each sense send information to the brain to help us understand and perceive our surroundings. During the recent years, the role of sensory experience in judging and deciding, in a wave of interest in marketing, is expressed as sensory marketing. There have been some researches concerning the role of the scattered senses on consumer behavior. Consumer buying behavior itself encompasses

consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service (Hulten, 2011). We can conclude that sensory experience has a substantial role in consumer's buying behavior. Sensory marketing labelled as "marketing that engages the consumers' senses and affects their behaviors".

Purpose of sensory marketing is to send messages to the right hemisphere of the brain, stimulation of the consumer senses, and finally creating a bond between consumer and product and inducing them to purchase. Micro, Small and Medium Enterprises (MSMEs) has recently under the spotlight for its rapid growth these years that even more than big corporate and has become one of the major indicator of economic growth in Indonesia. According to Ministry of Cooperatives and Small and Medium-sized Enterprises, the number of MSMEs from year 2015-2019 keeps increasing year by year. The number of MSMEs in 2015 is around 57 million and raised up to around 66 million in only 4 years. This fact shows that MSMEs now keep increasing and act as one of the most favorable types of business that people want to create (Elangovan and Padma, 2017).

MSMEs in Indonesia and specifically Manado experiencing rapid development is a coffee shop. Coffee Industry in Indonesia itself has significant growth as what we see from many of cafes and coffee shops these days. Coffee consumers in Indonesia is growing rapidly at the number of 8% which more than the growth of world coffee consumer that only 6%. Coffee is a beverage that is still in demand by the public around the world. International Coffee Organization (ICO) data shows that world coffee consumption in the period of 2016/2017 grew 1.9% to 157.38 million sacks containing 60 kg from the previous period. Based on Asosiasi Eksporir dan Industri Kopi Indonesia (AEKI) has record in 2016 that coffee production increased by 20.7% in 664,000 Tons comparing to 2015. AEKI also stated that the growth of coffee consumptions has increased from 0.8 kilograms to 1.3 kilograms per capita. In August 2019, numbers of coffee shops in Indonesia have increased for more than 2,950 shops comparing to 2016 that has only around 1,000 shops. That data only collected from big cities in Indonesia, projecting that there approximately more than that numbers in national scale. As coffee shop enterprises begin to grow rapidly around the world, it is also affecting coffee industry in Indonesia, especially in Manado. The current condition in Manado now there are more than 200 coffee shops and still growing until now, meaning the current trends of coffee shops still happening. The main phenomenon regarding sensory marketing and its relation with MSME's especially coffee shops is about the idea of senses, human senses act as one of the primary parts that can give different outcome for these coffee shops. Coffee shops now has evolved because it not only acted as place to get beverage but also to hangout for people, it can be seen that many people spend time more often at the coffee shops to meet other people compare to enjoying the beverage itself. The changes that happen actually bring a new layer of issues, these issues correlated with the idea of sensory marketing. The basic of sensory marketing is about how the marketing campaign capture the human senses of potential customers, meaning that customers have connection with the specific marketing campaign and the specific place because it has close relations with their believes.

For example, sensory marketing that utilize visualization as the main part of its marketing campaign. With the current condition and trend that happen, it will mostly attract the people and customers that look for aesthetics and eye-pleasing products or places. The same thing happened for marketing that utilize of sounding effect such as commercial and other, it will mostly attract customers that prefer to look for an audio-visual products or places. It is also related with the customer buying behavior that keeps changing day by day, meaning that the evolution of buying behavior also have a big role on the current emergence of sensory marketing (Rathee and Rajain, 2017). Customer buying behavior have close relation with sensory marketing because it has connection with the customers itself, mainly about how the perception of the customers toward certain marketing campaign. By looking at the current condition, it is important to seek upon the best way for the problem. The problem related with the phenomenon of Sensory Marketing now is about how to incorporate this type of marketing to MSMEs which include local artisan coffee shops in Manado. Based on the data and the background stated above, researcher aim to focuses on the impact of sensory marketing that wants to be a marketing tool which influences the mood and consumer behavior in local artisan coffee shops in Manado.

Research Objective

The research objectives are:

1. To identify if Smell, Hearing, Taste, Sight and Touch as part of Sensory Marketing have significant effect toward the consumer's buying behavior simultaneously
2. To identify if Smell as part of Sensory Marketing has significant effect toward the consumer's buying behavior.

3. To identify if Hearing as part of Sensory Marketing has significant effect toward the consumer's buying behavior.
4. To identify if Taste as part of Sensory Marketing has significant effect toward the consumer's buying behavior.
5. To identify if Sight as part of Sensory Marketing has significant effect toward the consumer's buying behavior.
6. To identify if Touch as part of Sensory Marketing has significant effect toward the consumer's buying behavior

THEORETICAL FRAMEWORK

Marketing

Marketing is the core and the main theory that affected all factors and variable in this research (Hulten, 2011). Marketing also defined as a process of planning and executing the perception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. According to Heidi Cohen, marketing is the process of getting a product or service from a company to its end customers from product development through to the final sale and post purchase support.

Sensory Marketing

Sensory marketing labelled as marketing that engages the consumers' senses and affects their behaviors". Purpose of sensory marketing is to send messages to the right hemisphere of the brain, stimulation of the consumer senses, and finally creating a bond between consumer and product and inducing them to purchase. A customer is often attracted towards a brand based upon its sensory experience. Lindstrom (2005) further stresses that almost our entire understanding of the world is experienced through our senses. Our senses are our link to memory and can tap right into emotion. Using senses and their effect on understanding of consumer paves the way for enriching experience of brand, discriminating their personality, more interest, preference and loyalty of customer. Emotional branding or sensory branding is the marketing strategy that is investigating the emotional relationships between consumer and the brand. Sensory Marketing have 2 aspects which are Senses and Marketing Involvement, senses talk about the human senses which directly influenced by the marketing effort. While marketing involvement itself is talking about the marketing campaign and activities done in order to generate level of satisfaction regarding the 5 senses available (Elangovan and Padma, 2017).

Consumer Buying Behavior

In sales, commerce, and economics, a customer (sometimes known as a client, buyer, or purchaser) is the recipient of a good, service, product or an idea - obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration. By studying people's buying behavior, business can identify consumers' attitude toward and uses of their products and helps marketers reach their targeted customers (Randhir et al., 2016). Consumer behavior is actions of ultimate consumers directly involved in obtaining, consuming, and disposing of products and the decision processed that precedes and follows these actions. Consumer Buying Behavior is the decision processes and acts of people involved in buying and using products.

6 Stages of Buying Process

The first is Problem Recognition. Put simply, before a purchase can ever take place, the customer must have a reason to believe that what they want, where they want to be or how they perceive themselves or a situation is different from where they actually are. The desire is different from the reality – this presents a problem for the customer. The second is Information Search. Once a problem is recognized, the customer search process begins. They know there is an issue and they're looking for a solution. If it's a new makeup foundation, they look for foundation; if it's a new refrigerator with all the newest technology thrown in, they start looking at refrigerators – it's fairly straight forward. The third is Evaluation of Alternatives. Just because a brand stand out among the competition doesn't mean a customer will absolutely purchase the product or service. In fact, now more than ever, customers want to be sure they've done thorough research prior to making a purchase. Because of this, even though they may be sure of what they want, they'll still want to compare other options to ensure their decision is

the right one. The fourth is Purchase Decision. Somewhat surprisingly, the purchase decision falls near the middle of the six stages of the consumer buying process. At this point, the customer has explored multiple options, they understand pricing and payment options and they are deciding whether to move forward with the purchase or not. The fifth is Purchase. A need has been created, research has been completed and the customer has decided to make a purchase. All the stages that lead to a conversion have been finished. However, this doesn't mean it's a sure thing. A consumer could still be lost. Marketing is just as important during this stage as during the previous. The sixth is Post-Purchase Evaluation. Just because a purchase has been made, the process has not ended. In fact, revenues and customer loyalty can be easily lost. After a purchase is made, it's inevitable that the customer must decide whether they are satisfied with the decision that was made or not. If a customer feels as though an incorrect decision was made, a return could take place (Rathee and Rajain, 2017).

Previous Research

Jang and Lee (2019) focused on sensory marketing that appeals to the five senses of coffee shop customers ("sight," "smell," "sound," "taste," and "touch") to provide a sustainable growth model for the saturated coffee shop market. The study identified the relationships among coffee shops' sensory marketing factors, the "PAD" emotions (pleasure, arousal, and dominance), flow, and behavioral intentions. It employed an online survey of coffee shop customers aged 20 years and older. A total of 608 surveys were used for the final analysis. The results showed that there are statistically meaningful relationships between "sight" and dominance, "sound" and arousal, "taste" and dominance, "taste" and arousal, "touch" and dominance, and "touch" and arousal. In addition, it was confirmed that there are significant relationships among the PAD emotions; pleasure also has positive effects on flow and behavioral intentions. Finally, this study found significant moderating effects of hedonic and utilitarian usage motivations on the hypothesized relationships.

Uyzal and Ergün (2015) focused on the impact of sensory branding on consumer behavior. Kamil Koç firm, which is thought to use sensory branding model in marketing strategies in this way, has been determined to be used in the study. Participants in the survey were selected from among the people who recognized or preferred Kamil Koç Company in the province of Konya, which represents the main mass of the workshop. The results of the study were analyzed by SPSS program and the effect of sensory brands on consumer was investigated.

Sayadi, Mobarakabadi and Hamidi (2015) analyzed sensory marketing and consumer buying behavior.. A customer is often attracted towards a brand based upon its sensory experience. Human senses, consumer experiences and sensations are considered in emerging marketing paradigms as a major subphenomenon From a managerial perspective, sensory marketing can be used to create subconscious triggers that define consumer perceptions of abstract notions of the product (e.g., its sophistication, quality, elegance, innovativeness, modernity, interactivity) the brand's personality. It can also be used to affect the perceived quality of an abstract attribute like its color, taste, smell, or shape.

Conceptual Framework

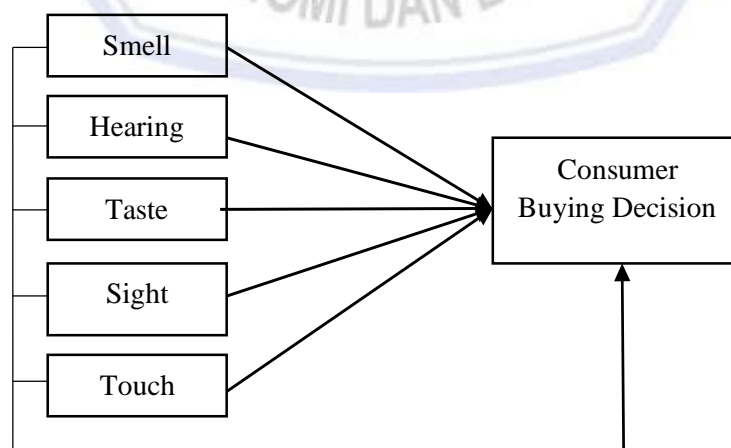


Figure 1. Conceptual Framework

Source: Data Processed (2023)

Research Hypothesis

H₁: Parts of Sensory Marketing have significant effect toward the Consumer's Buying Behavior simultaneously

H₂: Smell have significant effect toward the Consumer's Buying Behavior partially

H₃: Hearing have significant effect toward the Consumer's Buying Behavior partially

H₄: Taste have significant effect toward the Consumer's Buying Behavior partially

H₅: Sight have significant effect toward the Consumer's Buying Behavior partially

H₆: Touch have significant effect toward the Consumer's Buying Behavior partially

RESEARCH METHOD

Research Approach

This is a quantitative research that emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Survey method used as the source of primary data by distributing questionnaire to find out the direct influence of atmosphere and responsiveness (X) on dependent variable (Y) which is customer satisfaction.

Population, Sample, and Sampling Technique

The population in this research is customers of local coffee shops in Manado. The sample in this research is consisting of 100 respondents in this case customers of local coffee shops in Manado. Random Sampling method will be used in this research. Random sampling is a subset of individuals (a sample) chosen from a larger set (a population) in which a subset of individuals are chosen randomly, all with the same probability.

Data Collection Method

The primary data was collect through questionnaires form. The secondary data was obtained from journals, books and relevant literature from library and internet.

Operational Definition of Research Variables Table 1. Variable Definition

Variable	Indicators
Sensory Marketing (X)	<ol style="list-style-type: none"> 1. Smell 2. Hearing 3. Taste 4. Sight 5. Touch
Consumer's Buying Behavior (Y)	<ol style="list-style-type: none"> 1. Availability 2. Waiting Time 3. Intention of Repurchase

Source: Data Processed, 2023

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple Linear Regression is used in this research. Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables, it gives us no idea of how much of the variance in the dependent or criterion variable will be explained when several independent variables are theorized to simultaneously influence it. This analysis is adopted when the researcher has one dependent variable which is

presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables.

RESULT AND DISCUSSION

Result Validity and Reliability

The validity test of Parts of Sensory Marketing (X) and Consumer's Buying Behavior (Y) are all valid. The variable is reliable because the value of Cronbach's Alpha is 0,725 bigger than 0,6.

Multiple Linear Regression Analysis

Table 2. Result of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.746	.935		8.284	.000
	Smell (X1)	.205	.065	.287	3.147	.002
	Hearing (X2)	.221	.059	.340	3.729	.000
	Taste (X3)	.133	.114	.353	3.116	.003
	Sight (X4)	.197	.060	.429	3.308	.001
	Touch (X5)	.355	.112	.130	1.187	.002

Source: Data Processed, 2023

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follows:

- Constant value of 7.746 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Consumer's Buying Behavior (Y) as dependent variable will be 7.746.
- X1's coefficient value of 0.205 means that if there is one unit increase in Smell (X1) then Consumer's Buying Behavior (Y) will improve and increase by 0.205.
- X2's coefficient value of 0.221 means that if there is one unit increase in Hearing (X2) then the Consumer's Buying Behavior (Y) will improve and increase by 0.221.
- X3's coefficient value of 0.133 means that if there is one unit increase in Taste (X3) then Consumer's Buying Behavior (Y) will improve and increase by 0.133. - X4's coefficient value of 0.197 means that if there is one unit increase in Sight (X4) then Consumer's Buying Behavior (Y) will improve and increase by 0.197.
- X5's coefficient value of 0.355 means that if there is one unit increase in Touch (X5) then Consumer's Buying Behavior (Y) will improve and increase by 0.355.

Table 3. Table of R and R Square Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599 ^a	.249	.236	1.022

Source: Data Processed, 2023

The coefficient of determination (R²) measures the ability of a model in explaining variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination (R²) according to the table is 0.249 which shows that the variation of all independent variable explains 24.9% of variation in Consumer's Buying Behavior (Y), while the remaining 75.1% is explained by other factors outside the model or not discussed in this research.

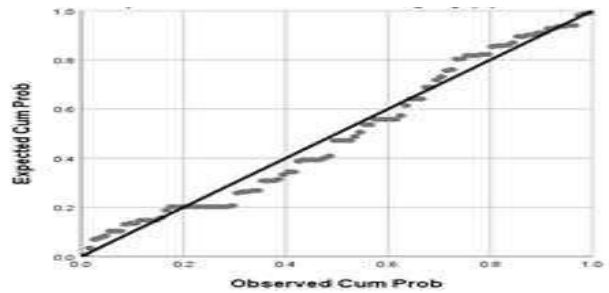
Test of Classical Assumptions Normality Test**Figure 1. Normality Test***Source: Data Processed, 2023*

Figure 1 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Heteroscedasticity Test**Table 4. Result of Heteroscedasticity Test**

Variable	Sig.
Smell	0.522
Hearing	0.619
Taste	0.578
Sight	0.501
Touch	0.655

Source: Processed Data, 2023

Table 4 shows that the significant totals are all >50% (0.05). By the standard from Glejser test used for this research, it can be concluded that there is no heteroscedasticity in this regression model.

Table 5. Multicollinearity Test Result

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Smell	0.931	1.074	No Multicollinearity
Hearing	0.931	1.074	No Multicollinearity
Taste	0.931	1.074	No Multicollinearity
Sight	0.931	1.074	No Multicollinearity
Touch	0.931	1.074	No Multicollinearity

Source: Data Processed, 2023

Table 5 shows the result of multicollinearity test using Variance Inflation Factor (VIF). The tolerance of the independents variables are >0.100 in value. The Variance Inflation Factor (VIF) are also <10 in value; means that there is no multicollinearity in this research

Table 6. F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	33.651	2	16.826	16.105	.000 ^b
Residual	101.339	97	1.045		
Total	134.990	99			

Source: Data Processed, 2023

Table 6 shows the value of Fcount is 16.105. The value of Ftable is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 97 with level of significance is 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then Ftable is 3.087. The result is Fcount (16.105) > Ftable (3.087). Therefore, since Fcount is greater than Ftable, Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

Table 7. T-Test

Variable	t _{count}	t _{table}	Description
Smell (X1)	3.147	1.984	Accepted
Hearing (X2)	3.729	1.984	Accepted
Taste (X3)	3.116	1.984	Accepted
Sight (X4)	3.187	1.984	Accepted
Touch (X5)	3.308	1.984	Accepted

Source: Data Processed, 2023

The t-test is used to see the partial influence of each independent variable on the dependent variable.

- The value of t-count of X1 is 3.147. Since the value of $t_{count} = 3.147 > t_{table} = 1.984$ meaning that H2 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X1 (Smell) partially does have a significant effect on Consumer's Buying Behavior (Y).
- The value of t-count of X2 is 3.729. Since the value of $t_{count} = 3.729 > t_{table} = 1.984$ meaning that H3 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that that X2 (Hearing) partially does have a significant effect on Consumer's Buying Behavior (Y).
- The value of t-count of X3 is 3.116. Since the value of $t_{count} = 3.116 > t_{table} = 1.984$ meaning that H4 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X3 (Taste) partially does have a significant effect on Consumer's Buying Behavior (Y).
- The value of t-count of X4 is 3.187. Since the value of $t_{count} = 3.187 > t_{table} = 1.984$ meaning that H5 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that that X4 (Sight) partially does have a significant effect on Consumer's Buying Behavior (Y).
- The value of t-count of X5 is 3.308. Since the value of $t_{count} = 3.308 > t_{table} = 1.984$ meaning that H6 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X5 (Touch) partially does have a significant effect on Consumer's Buying Behavior (Y).

Discussion

Senses within human body will be the first one that experience the usage of certain products, see different types of advertisement and more. From the research it can be noted that partially 5 Senses significantly influences Consumer's Buying Behavior as the dependent variable. This result is supported by previous research from Sayadi, Mobakarabadi and Hamidi (2015) that senses within human neuron system act as a big role which impact consumer's buying behavior. Senses which eventually connected with mood and preferences of customers will be crucial, meaning that it directly influences the consumer's buying behavior in a major way. When a customer used their senses toward buying something, it created a certain stimulus for the customers and it turn into a behavior.

For example, a customer that already used to taste and smell Arabica type of coffee will have the tendency to purchase the same type of coffee because of personal preference. This is what happen with the coffee shops in Manado, customers mostly use senses as part of the sensory marketing that triggered their buying behavior. When the customers of coffee shops already feel comfortable and the coffee shops already reach a high level of satisfaction regarding the 5 senses, customers will develop a buying behavior such as repeat order and also attachment toward the coffee shop. These explanations also backed up by finding from Jang and Lee (2019) which stated that human senses are prone to be influenced by products or services that met their satisfaction in term of 5

senses, meaning that customers that found the best products will eventually come again because the high level of attraction coming from the place or product.

Sensory marketing also has other aspect which is marketing involvement, it basically talked about the activities of marketing that can attract the attention of customers. Frequency, exposure and quality are the main indicators for marketing involvement in this research. 5 Senses also significantly influences Consumer's Buying Behavior as the dependent variable in a simultaneous way, which connected with the idea of marketing involvement as a core part of consumer's buying behavior. This result is supported by previous research from Rathee and Rajain (2017), which stated that marketing involvement and application of marketing activities will strongly influence the consumer's buying behavior. It happened because when marketing activities are done in a large quantity; consumers will pay attention toward the marketing effort. Even though the idea of buying the certain products cannot be develop right away, but the idea of interest already been planted within the customer's mindset.

The explanation regarding this result is customer's connection with marketing activities and campaign that triggered the buying behavior, whether it can be impulsive or not. Marketing activities such as promotions through social media, promotion through flyers and other are common nowadays. These marketing activities are meant to attract the customer's attention to at least paying attention toward the products that being offered, this is the first step used by most of the marketers to generate the interest of people regarding products of service. This is also what happen to the local coffee shops in Manado, most of the shops do marketing activities that involve senses through social media and coffee making presentations in order to generate the interest of potential customers. By doing so, consumers tend to develop a buying behavior because of these marketing activities and campaign. In the end this interest will develop into action, which leads to the customers buying the products. This explanation also backed by finding from Uyzal and Ergun (2015) which stated that marketing involvement created a certain stimulus for consumers; it will generate the attention and interest of customers which lead to the customers buying the products in the end.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The independent variables which are 5 senses as part of Sensory Marketing affect the Consumer's Buying Behavior. A memorable experience can forge a stronger connection to the product or service, increase satisfaction, and influence the consumer's behavior and attitude.
2. Smell as one of independent variables partially have a positive effect on Consumer's Buying Behavior as dependent variable. According to memory retention studies, consumers are up to 78% more likely to remember a message printed in colour than that in black and white. In the food and beverage industry, the impact of colours is obvious and sharply defined.
3. Hearing as one of independent variables partially have a positive effect on Consumer's Buying Behavior as dependent variable.
4. Taste as one of independent variables partially have a positive effect on Consumer's Buying Behavior as dependent variable. The taste sense is the most important and most developed of all senses. Very few of our taste preferences are biologically preset.
5. Sight Involvement as one of independent variables partially have a positive effect on Consumer's Buying Behavior as dependent variable. The sense of sight is the powerful one for detecting changes and differences in the environment and is the most used sense in perceiving goods or services.
6. Touch as one of independent variables partially have a positive effect on Consumer's Buying Behavior as dependent variable. Sense of touch also plays a great part when it comes to packaging design, or even in some advertising campaigns.

Recommendation

1. Senses has positive effect on the consumer's buying behavior. Meaning that by reaching the level of satisfaction of 5 senses, it can generate a certain buying behavior of customers. The suggestion for the coffee shops is to improve the quality of atmosphere within the shop, adding more decorations, air conditioner and

other will enhance the atmosphere even more. Atmosphere of the shop is crucial because it is the place where customers can enjoy the products or do other activities, therefore it is essential for the shop to do innovation regarding the atmosphere of coffee shops. Making a coffee shop that has distinct characteristic may also be a solution in order to generate consumer's buying behavior and to survive the competitions with other coffee shops.

2. This research will be used to gain more comprehensive understanding regarding the consumer's buying behavior for the next researches. It is also recommended for the next researcher to have more informants or conduct the research in wide area such as in North Sulawesi; other input such as different types of variables and also different perspective of conducting the future research will make the final result better for the future researcher and give a more comprehensive understanding regarding this topic

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