

SENSORY BRANDING

SHIMAFARHADI, ALIREZAESLAMBOLCHI & ERFANALHOSEYNIHAMEDANI

Department of Management, Faculty of Humanities, Islamic Azad University, Hamedan, Iran

ABSTRACT

The aim of sensory branding is to use all the five senses at the same time to create a five-dimensional experience for the consumer. The purpose of the study is to examine the effect of sensory marketing on the brand equity from the customers' viewpoint in natural drink industry, the case study of today and tomorrow store of Hamadan, Iran.

Methods

This is an Experimental quantitative case study, using library research method, the study of literature, printed papers, online journals and field study questionnaire to evaluate the effect of independent variables' stimulus smell on the dependent variable's brand equity, from a customer's viewpoint. The study population was customers of the today and tomorrow store in Hamadan, and due to the unlimited nature of the student community, 168 people were selected as study sample volume using Cochran formula. Questionnaires and experiment were used to collect the primary data, in order to investigate the effect of sensory marketing on the brand equity from a customers' viewpoint in natural drink industry. Population selected for this study was the customer of today and tomorrow store in the Hamadan city of Iran. SPSS software was used for analyzing the data

Conclusions

The research was conducted to get an insight about the effect of sensory marketing on the brand equity from the customers' viewpoint in natural drink industry. In this study, researchers made questionnaire designed to collect data and analyzed the data data for hypotheses via Wilcoxon on the test. The results of the research showed that all hypotheses, except one were approved.

KEYWORDS: Sensory Branding, Sensory Marketing, Five Senses, Smell, Brand Equity