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**LITERATURE REVIEW SENSORY MARKETING ANALYSIS: THEORETICAL FOUNDATIONS, PRACTICAL APPLICATIONS, AND THEIR IMPACT ON CONSUMER BEHAVIOR**

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**ABSTRACT**

Sensory marketing has emerged as an important strategy for businesses aiming to create lasting impressions and emotional connections with consumers. This study explores the theoretical foundations, practical applications, and impact of sensory marketing on consumer behavior. Sensory stimuli—such as visual, auditory, olfactory, gustatory, and tactile elements—play a critical role in shaping consumer perceptions and behaviors. The study suggests that sensory marketing not only influences immediate purchase decisions but also fosters long-term brand loyalty by creating memorable experiences. This study systematically reviews the current literature to evaluate the effectiveness of sensory marketing across multiple contexts, including physical retail environments, e-commerce, and the luxury goods market. data search with the keywords typed to search for articles are: "sensory marketing impact on consumer behavior", "sensory marketing impact on purchase intention", "sensory marketing impact on digital purchase decision", "Sensory marketing impact on purchase satisfaction", "sensory marketing impact on Product Perception", "sensory marketing impact on price perception and "sensory marketing impact on with result 13 article that meet the inclusion and exclusion criteria" from 2014-2024. The study found that sensory marketing can enhance brand differentiation and consumer engagement, especially when integrated across multiple sensory touchpoints. the study highlights the importance of sensory consistency in building trust and loyalty. The reviewed studies emphasize the significant influence of sensory elements such as scent, color, music, and product packaging on consumer satisfaction, purchase intention, and decision-making processes, such as virtual reality and immersive e-commerce experiences, have also been identified as key drivers of sensory marketing success. The interaction of sensory stimuli and consumer responses is critical to developing effective marketing strategies that enhance consumer experiences and foster brand loyalty in today's competitive marketplace.

Keywords: consumer behavior; practical applications; sensory marketing

**INTRODUCTION**

Sensory marketing has become an important strategy for businesses looking to create lasting impressions and emotional connections with consumers. In today's highly competitive marketplace, engaging multiple senses can significantly enhance the consumer experience and differentiate a brand. Research shows that sensory cues such as visuals, sounds, aromas, tastes, and tactile elements play a significant role in shaping consumer perceptions and behaviors.(Muhammad et al., 2022). Sensory marketing not only influences immediate purchasing decisions but also builds long-term loyalty by creating memorable experiences.(Joshi & Garg, 2021). This comprehensive approach, often referred to as 360° sensory marketing, integrates sensory stimuli across multiple touchpoints to create a cohesive and immersive brand experience.

Sensory marketing implementation involves optimizing physical and digital environments. For example, retailers use scent and music to enhance the shopping atmosphere, while digital

platforms combine visual and auditory elements to engage users online. (Zaheer & Rizwan, 2022). Despite its proven benefits, effective implementation of sensory marketing requires a deep understanding of how various sensory cues interact and influence consumer behavior. Another study by (Silalahi et al., 2021) highlights the importance of using color in product design to influence consumer preferences. In addition, research by (Rohmah & Russanti, 2021) found that the use of virtual reality technology can enhance consumer experience in the context of sensory marketing. A recent study by (Lutfiani et al., 2023) also revealed that the presence of aroma in a retail environment can increase consumer interest in shopping. In this context, research by (Soriano et al., 2020) highlights the importance of consistency of sensory experience in building consumer trust and loyalty towards a brand. This paper aims to provide an in-depth analysis of sensory marketing, exploring its theoretical underpinnings, practical applications, and impact on consumer behavior. The following sections will discuss the key components of sensory marketing, review recent studies, and discuss their implications for marketers. By examining the current landscape of sensory marketing, this study seeks to highlight its potential in enhancing brand experiences and driving consumer engagement.

## **METHOD**

To achieve the objectives of this study, a systematic review of the literature was conducted. This study followed the method proposed by Kitchenham (2004). First and foremost, relevant articles were collected from Google Scholar and ScienceDirect Database from 2014-2024 with the keywords typed to search for articles were: “impact of sensory marketing on consumer behavior”, “impact of sensory marketing on purchase intention”, “impact of sensory marketing on digital purchasing decisions”, “impact of sensory marketing on purchase satisfaction”, “impact of sensory marketing on product perception”, “impact of sensory marketing on price perception and “impact of sensory marketing on trust”. Second, identification of appropriate research studies for possible inclusion was conducted. This step involved developing a way to determine the similarity of studies by comparing the stated research objectives, research questions asked, data collection techniques, data analysis, and types of findings reported. Third, research findings from the articles were analyzed and synthesized. Relevant studies were identified by analyzing the main concepts or themes of the research findings in the selected studies. Finally, a synthesis of the findings from the various studies was presented.

## **RESULTS AND DISCUSSION**

Based on the results of the article search, several articles were obtained that met the requirements to be used as main articles, as in the table below.

Table 1.  
Review Articles

Researcher	Article Title	Method	Results
(Hulten, 2011)	Sensory marketing: the multi-sensory brand experience concept	This paper applies exploratory and explanatory approaches to investigating the multi-sensory brand-experience concept within the context of discovery. The Qualitative study is built on primary and secondary data sources, including personal interviews with experts and managers.	The multi-sensory brand-experience hypothesis suggests that firms should apply sensorial strategies and three explanatory levels within an SM model. It allows firms through means as sensors, sensations, and sensory expressions to differentiate and position a brand in the human mind as image.
(Alfikry et al., 2024)	The Effect of Sensory Marketing, Brand	The research approach is quantitative research and purposive sampling	This research seeks to contribute to a deeper understanding of consumer behavior in the luxury brand sector

Researcher	Article Title	Method	Results
	Experience, Brand Image, and Perceived Service Quality on Brand Loyalty with Customers Satisfaction as an Intervening Variable (Study Conducted on Luxury Brand Product Consumers): A Conceptual Paper	Brand technique, data will be collected to test the hypothesized relationships empirically. This study hypothesizes the direct impact of sensory marketing, brand experience, brand image, and perceived service quality on brand loyalty, as well as indirect effects mediated by customer satisfaction.	and provide valuable insights for marketers in their efforts to increase brand loyalty in this competitive market.
(Widjaja et al., 2021)	Sensoric Marketing on Consumer Behavior and Purchase Decision Moderated By Staycation Customer Experiences in the New Normal Situation Era	This study uses a quantitative approach with the SEM analysis method and the SmartPLS 3.0 application program. The sample was selected using a purposive sampling technique with 100 respondents from the Jakarta area.	The results of the study show that sensory marketing has a positive effect on consumer behavior, sensory marketing affects the staycation customer experience, the staycation customer experience affects consumer behavior, the staycation customer experience affects purchasing decisions, and the staycation customer experience strengthens the relationship between sensory marketing and purchasing decisions.
(Gosal & Nainggolan, 2023)	The Relationship Between Sensory Marketing, Packaging, and Purchasing Decisions (a Study of Coffesia's Coffee Product)	The survey method was used with 60 questionnaires distributed in the Surabaya area, but only 45 questionnaires were returned and processed. Structural Equation Model - Partial Least Square (SEM-PLS) was used for data analysis.	The results of the study show that sensory marketing has a positive influence on purchasing decisions through packaging as a mediating variable. Sensory marketing has a positive influence on purchasing decisions through packaging as a mediating variable.
(Tarayra et al., 2022)	The role of sensory marketing in mobile devices on purchasing decisions of the consumer in the clothing sector in Palestine	This study builds on previous studies and targets Palestinian consumers in the apparel sector using two tools to collect data, namely questionnaires and focus groups. Descriptive and deductive approaches were adopted in analyzing the data.	The results of the study show the positive role of virtual reality in increasing consumer trust in online stores and helping consumers overcome their fears of product images that do not match the original product, while also reducing returns and other factors.
(Plato, 2021)	Sensory Marketing during COVID-19 - Creating a Multisensory Experience for Online Shopping	The method in this study is a conceptual analysis of sensory marketing techniques and their implications for e-commerce during the COVID-19 pandemic. This study focuses on how traditional sensory experiences (such as touch, taste, and smell) are lost in online shopping, leaving only sight and sound	Research Results show This research combines theoretical analysis with insights into how these new digital tools can simulate a more immersive shopping experience, engaging the senses of sight and hearing, while trying to overcome the sensory limitations of online shopping.

Researcher	Article Title	Method	Results
		as important elements in the shopping experience.	
(Septyarini et al., 2022)	The Effect Of Sensory Stimuli On Increasing Customers Satisfaction and Customer Advocacy Bankaltimtara Using The Stimulus Organism Response (Sor) Model	This research method uses survey research with a causal approach that aims to explain the causal relationship between two or more observed variables through hypothesis testing so that conclusions can be drawn. Data processing uses the Partial Least Square (PLS) program.	The results of this study indicate that website stimulus has a positive and significant direct influence on the affective state of Bankaltimtara customers, servicescape stimulus has a positive and significant direct influence on the affective state of Bankaltimtara customers, and affective state has a positive and significant direct influence on Bankaltimtara customer satisfaction.
(Main et al., 2022)	Creating Customer Satisfaction Through Sensory Marketing	This study uses a quantitative method through purposive sampling, and the data will be processed using the SMART-PLS tool.	The results of the study indicate that there is an influence between sensory marketing on revisit intention mediated by customer satisfaction. Sensory marketing variables, namely the senses of sight, taste, and touch, have the greatest influence, while the smell factor is not significant.
(Aljumaha, 2022)	The effect of sensory marketing factors on customer loyalty during Covid 19: Exploring the mediating role of customer satisfaction	Data were collected from respondents who were restaurant customers in the UAE through a survey questionnaire. The sampling technique used was convenience sampling, where respondents were selected based on their convenience and availability.	The results of the analysis show that visual factors play a very important role in developing customer satisfaction and loyalty. Similar findings were also found in the positive role of two other sensory factors, namely auditory and tactile factors. In addition, the mediating role of customer satisfaction was also confirmed in this study.
(Dwiputri, 2024)	Local Coffee Shop Use of Sensory Marketing to Maintain Customer Loyalty: The Mediating Role of Customer Satisfaction	This study uses a quantitative approach with a questionnaire distribution technique.	The results of the study showed that sensory marketing strategies can increase customer satisfaction, which in turn contributes to customer loyalty. Sensory marketing, which includes elements such as coffee aroma, music, lighting, and the atmosphere of the coffee shop, has been shown to have a significant effect on building closer relationships with customers.
(Shahid & Paul, 2021)	The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores	The method used in this study is Data collected through surveys and analyzed to test cause-and-effect relationships using appropriate statistical analysis techniques.	This study emphasizes the importance of sensory marketing and brand experience in creating deep emotional attachment and brand loyalty, with store image acting as a moderating factor that strengthens these relationships.
(Rabbani Nik et al., 2021)	The Relationship between Sensory Marketing, Customer Satisfaction and Loyalty in Luxury Sports Clubs	The study's statistical population includes all customers of luxury	The results showed a positive and significant relationship between the dimensions of

Researcher	Article Title	Method	Results
		sports complexes and clubs in Mashhad. Using stratified random sampling method and with the help of G-Power software, which is a software for determining the number of samples, 149 people were selected as a statistical sample.	sensory marketing with satisfaction and loyalty. There is also a positive and meaningful relationship between satisfaction and loyalty. Sensory marketing consisting of sensory, emotional, behavioral, mental, and social experiences plays an essential role in customer satisfaction.
(Kazem & Ahmed, 2022)	The effect of sensory marketing in enhancing customer loyalty by mediating marketing knowledge, survey research in a group of large single market in Baghdad	The researcher chose this market because of the challenges faced in meeting customer satisfaction and retaining them as regular visitors and increasing their loyalty. The research problem is focused on the main question: "To what extent does sensory marketing influence customer loyalty towards a single large market through the mediation of marketing knowledge?"	This study reached several conclusions, the most important of which is that there is a positive and significant relationship between the research variables. A single large market has a perception of sensory marketing and marketing knowledge in moderate proportions, where all research elements achieve values above the average of the hypothesis.

Sensory marketing is a growing approach in modern marketing. Studies conducted in recent years have shown that sensory marketing plays a vital role in creating a stronger brand experience, increasing customer satisfaction, and strengthening brand loyalty. Sensory marketing refers to the use of multiple sensory stimuli to create a more immersive experience for consumers, which can influence consumer purchasing behavior and decisions. Existing studies show various methods and results that confirm the importance of sensory elements in marketing.

According to (Hulten, 2011) in his research on the concept of multi-sensory brand experience, he stated that sensory marketing can be used by companies to differentiate and position brands in the minds of consumers through experiences that involve more than one sense. Hulten developed a sensory marketing model that involves three levels of explanation: sensors, sensations, and sensory expressions. Sensors serve as a means to stimulate the consumer's senses, while sensations create a more profound physical reaction to the stimulus. Sensory expressions, on the other hand, are how brands communicate themselves to consumers through sensory media such as sound, light, taste, and smell. Through this approach, companies can create richer experiences for consumers and build a stronger brand image in the minds of consumers.

The importance of sensory marketing is also seen in research (Alfikry et al., 2024) which examines the relationship between sensory marketing, brand experience, brand image, perceived service quality, and brand loyalty, with customer satisfaction as an intervening variable. (Alfikry et al., 2024) highlights that sensory marketing can have a direct impact on brand loyalty through increased customer satisfaction. This research provides deeper insight into consumer behavior in the highly competitive luxury brand sector, as well as the importance of brand experience in creating a stronger bond between consumers and the brand. Customer satisfaction influenced by sensory factors, such as store ambiance, lighting, or even product scent, can lead to long-term loyalty, which is invaluable in retaining consumers in a highly

dynamic market.

One of the most interesting studies was conducted by (Widjaja et al., 2021), which examines the influence of sensory marketing on consumer behavior and purchasing decisions, focusing on staycation customers in the new normal era. This study uses a quantitative approach with SEM analysis, and finds that sensory marketing has a positive effect on the experience of staycation customers, which in turn influences consumer behavior and purchasing decisions. Furthermore, the experience of staycation customers also strengthens the relationship between sensory marketing and purchasing decisions. This underscores the importance of sensory marketing in creating memorable experiences for consumers, even in the midst of uncertain situations such as the COVID-19 pandemic. Sensory elements such as calming lighting, the distinctive aroma of the accommodation, and comfortable ambient sounds can shape consumers' decisions to make purchases or choose a place to vacation.

In a slightly different context, (Gosal & Nainggolan, 2023) examined the relationship between sensory marketing, packaging, and purchasing decisions using the Structural Equation Model - Partial Least Square (SEM-PLS). This study found that sensory marketing, especially in terms of packaging, has a positive influence on purchasing decisions. Attractive packaging, for example, which is designed to trigger the senses of sight and smell, can increase the appeal of a product in the eyes of consumers and strengthen their decision to buy the product. This shows that packaging not only functions as a product protector, but also as an important element in creating a sensory experience that can increase consumers' desire to buy. Packaging that pays attention to sensory elements such as color, texture, and aroma can be a differentiator in a highly competitive market, especially in the food and beverage product sector.

Meanwhile, (Tarayra et al., 2022) focuses on the influence of virtual reality in sensory marketing in the Palestinian clothing sector. The study shows that the use of virtual reality technology can increase consumer trust in online products by providing a more accurate picture of the product they are buying. This is very important because one of the main problems in online shopping is the uncertainty regarding the conformity of the product image to the product received by the consumer. By using virtual reality, consumers can feel a more real experience, even though they cannot feel the product directly. This study shows that sensory marketing can be applied in a more innovative way through technology, to create a more immersive shopping experience on e-commerce platforms.

Meanwhile, (Plato, 2021) examines sensory marketing during the COVID-19 pandemic, focusing on how traditional sensory experiences such as touch, taste, and smell are lost in online shopping. In this study, Platon proposes that to overcome the sensory limitations of online shopping, retailers can leverage other sensory elements such as sight and sound to create a more immersive experience. For example, retailers can use appetizing videos or calming music to create an atmosphere that supports the purchase process. This study highlights the importance of adapting to the challenges posed by social distancing during the pandemic, by using new digital tools to simulate a more complete shopping experience.

Research conducted by (Septyarini et al., 2022) and (Main et al., 2022) showed that sensory stimuli have a significant positive effect on customer satisfaction and revisit intention. Dewi's research used the Stimulus Organism Response (SOR) model to test the effect of website stimuli and servicescape on customers' affective states, which then affect their satisfaction. The results of this study confirmed that creating the right atmosphere through sensory elements can increase consumer affection and result in higher levels of satisfaction. Likewise, Iston's research

showed that sensory elements such as sight, taste, and touch have a significant effect on revisit intention, with customer satisfaction as an important mediator.

Research by (Dwiputri, 2024) provides further insight into how sensory marketing in coffee shops can increase customer loyalty. The study shows that sensory elements such as coffee aroma, music, lighting, and coffee shop atmosphere can strengthen the relationship between coffee shops and customers, thereby increasing customer satisfaction and in turn, their loyalty. This shows that sensory marketing is not only limited to the consumer goods sector, but is also relevant in the service sector, especially in the hospitality and culinary industries.

Overall, these studies show that sensory marketing has a significant impact on various aspects of consumer behavior, from purchasing decisions to brand loyalty. By leveraging multiple sensory elements, companies can create more powerful and memorable experiences for consumers. This underscores the importance of a more holistic approach to marketing strategy, one that does not rely solely on the visual or functional aspects of a product, but also looks at the overall sensory experience. Sensory marketing is a valuable tool for companies to create deeper emotional connections with consumers, which in turn can increase customer satisfaction and brand loyalty.

## **CONCLUSION**

This study shows that sensory marketing plays a significant role in shaping brand experiences and influencing consumer behavior, both in physical and digital retail contexts. Various sensory elements such as sight, sound, smell, and touch can increase consumer satisfaction, strengthen brand loyalty, and improve purchasing decisions. The study also highlights the importance of integrating consistent sensory elements to create a cohesive and immersive experience for consumers. In the digital era, technologies such as virtual reality are also enhancing the online shopping experience by overcoming the limitations of traditional sensors. Overall, sensory marketing can be a very effective tool in creating strong emotional connections between consumers and brands, increasing the competitiveness of companies in a highly competitive market.

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