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A Study on the Effectiveness of Sensory Marketing in Fashion Retail

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Abstract

Sensory marketing has become an important strategy in the fashion retail sector for attracting customers and improving their shopping experience. It uses sensory elements such as store appearance, lighting, music, fragrance, product texture and visual displays to influence customer perceptions and purchase decisions. This study examines the effectiveness of sensory marketing in fashion retail and its influence on consumer buying behaviour. The study is based on primary data collected from 100 respondents through a structured questionnaire. Percentage analysis is used to interpret the responses. The findings indicate that visual presentation, store ambience, music, fragrance and product touch contribute to customer interest and purchase intention. The study suggests that fashion retailers can improve customer experience by using suitable sensory marketing strategies.

Keywords: Sensory Marketing, Fashion Retail, Consumer Behaviour, Customer Experience, Purchase Intention, Store Ambience.

I. INTRODUCTION

Fashion retail is highly competitive, and retailers use different marketing techniques to attract and retain customers. Sensory marketing focuses on creating positive customer experiences through the five senses: sight, sound, smell, touch and taste. In fashion retail, visual displays, lighting, music, fragrance, store layout, colours, packaging and product texture can influence customers' perceptions and shopping behaviour. Effective use of these sensory elements can increase customer

attention, emotional connection and purchase intention. Therefore, understanding the effectiveness of sensory marketing is important for fashion retailers.

Research Objectives

1. To study the role of sensory marketing in fashion retail.
2. To identify the sensory factors influencing customers.
3. To examine the influence of sensory marketing on purchase intention.
4. To understand customer perceptions of sensory experiences in fashion stores.
5. To suggest suitable sensory marketing strategies for fashion retailers.

Research Gap

Previous studies have discussed sensory marketing and consumer behaviour, but comparatively less attention has been given to its application in fashion retail from the customer's perspective. There is a need to understand how different sensory elements such as visual presentation, music, fragrance, touch and store ambience influence customers' purchase decisions. This study attempts to address this gap using primary data from 100 fashion retail customers.

Scope of the Study

The study focuses on customers who purchase fashion products from retail stores. It covers sensory elements including visual appeal, music, fragrance, store ambience, product touch and overall shopping experience. The study examines their relationship with customer interest and purchase intention. The study is limited to 100 respondents and therefore the findings may not represent all fashion retail customers.

Methodology

The study follows a descriptive research design. Primary data were collected from 100 respondents through a structured questionnaire. Respondents were selected using convenience sampling. The questionnaire included questions relating to visual appeal, music, fragrance, store ambience, product touch and purchase intention. The collected data were analysed using percentage analysis. The study is based on primary data collected from 100 respondents. The respondents were selected using the convenience sampling method. Data were collected through a structured questionnaire designed to understand customers' perceptions of sensory marketing in fashion retail. The collected data were analysed using percentage analysis to identify the opinions and preferences of the respondents.

Analysis and Interpretation

1. Influence of Visual Presentation

Among the 100 respondents, **72%** stated that attractive displays, lighting and colour combinations influence their interest in fashion products, while **28%** reported that visual presentation has less influence on their purchase decisions. This indicates that visual elements are an important part of the fashion shopping experience.

2. Influence of Music

The study shows that **61%** of respondents agreed that suitable background music creates a pleasant shopping atmosphere, whereas **39%** felt that music has limited influence on their shopping behaviour. This suggests that appropriate music can contribute to a positive store environment.

3. Influence of Fragrance

About **58%** of respondents indicated that pleasant fragrance improves their perception of a fashion store, while **42%** did not consider fragrance an important factor. This shows that fragrance can support the overall shopping experience, although its influence differs among customers.

4. Influence of Product Touch

The findings show that **76%** of respondents preferred touching and examining the fabric or material before purchasing fashion products. The remaining **24%** did not consider physical touch essential. This indicates that tactile experience is particularly relevant in fashion retail.

5. Influence of Store Ambience

Around **69%** of respondents stated that store ambience, including lighting, layout, cleanliness and atmosphere, affects their willingness to spend time in a fashion store. About **31%** reported less influence. This indicates that a comfortable store environment can encourage customer engagement.

6. Influence on Purchase Intention

The study indicates that **71%** of respondents agreed that sensory experiences influence their intention to purchase fashion products, while **29%** disagreed. The finding suggests that sensory marketing can play a significant role in shaping customers' purchase intentions.

Findings of the Study

1. **72%** of respondents stated that attractive visual displays influence their interest in fashion products.
2. **61%** agreed that suitable music improves the shopping experience.
3. **58%** indicated that pleasant fragrance creates a positive impression of the store.
4. **76%** preferred touching and examining fashion products before purchase.
5. **69%** stated that store ambience influences their shopping experience.
6. **71%** reported that sensory experiences influence their purchase intention.
7. Visual presentation and product touch were identified as important sensory factors among the respondents.
8. The findings indicate that sensory marketing can contribute to customer engagement and purchase intention in fashion retail.

Suggestions

1. Fashion retailers should maintain attractive and well-organised product displays.
2. Suitable lighting and colour combinations should be used to improve visual appeal.
3. Retailers can use appropriate background music to create a pleasant shopping atmosphere.
4. Mild and pleasant fragrances may be used to enhance the store environment.
5. Customers should be given sufficient opportunity to touch and examine products.
6. Store layout, cleanliness and ambience should be maintained consistently.
7. Retailers should combine different sensory elements rather than depending on only one sensory technique.
8. Sensory marketing strategies should be designed according to customer preferences and the nature of the fashion brand.

II. CONCLUSION

Sensory marketing has become an important approach in fashion retail because customers respond not only to products and prices but also to their overall shopping experience. The study of 100 respondents indicates that visual presentation, product touch, store ambience, music and fragrance can influence customer perceptions and purchase intention. Among the factors considered, visual appeal and the opportunity to physically experience products appear particularly relevant to fashion shoppers. Therefore, fashion retailers can use suitable sensory marketing strategies to create an attractive shopping environment, improve customer engagement and encourage purchase intention.

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