
IMPACT OF SENSORY MARKETING STRATEGIES ON BRAND LOVE: A STUDY OF FRANCHISED FAST FOOD CHAINS IN SRI LANKA

D.R. Dissabandara¹ and D.M.R. Dissanayake²

¹Doctoral Student, University of Kelaniya, Sri Lanka,

²Senior Lecturer, University of Kelaniya, Sri Lanka

ABSTRACT

Brands competing in food industry require a clear emphasis on sensory stimuli when developing their marketing strategies to cater different segments in the market. Sensory marketing plays a vital role in creating long standing relationship with consumers. The impact s sensory marketing on consumer behaviour is a widely examined research scope but still empirical gaps are claimed within different product scopes and market contexts. Having said, this paper investigated the research problem of how sensory marketing strategies result brand love in line with the empirical gaps and practice issues posited within the franchised fast food chains in Sri Lanka. Study was based on the international franchised fast food channels operate in Sri Lanka. Multi stage cluster sampling method was used and 200 questionnaires were distributed to the consumers of fast food chains. Quantitative method was employed with a questionnaire to execute the study in order to investigate how five sub divisions of sensory marketing strategies influence brand love. Structural Equation Modelling (SEM) supported by a Confirmatory Factor Analysis (CFA) produced with AMOS-23 software version was occupied to test five hypotheses formulated in this study. Results revealed that four dimensions namely visual, olfactory, auditory & gustative factors impact brand love whilst tactile factors were not proven. Based on key findings this paper highlights the managerial implications and areas for future research directions.

KEYWORDS: Brand Love, Fast Food Chains, SEM, Sensory Marketing, Sri Lanka

1. INTRODUCTION

The passionate linkage in between the brand and consumer has been proposed as vital in building solid brands. To build that linkage or the bond, it has been affirmed and examined that consumers search for enthusiastic encounters around what has been purchased and never again purchase products and services alone (Brembeck & Ekstro, 2004; Ratneshwar & Mick, 2005). Firms need to intensively focus on relationship building with customers through comprehensive communication strategies based on the market offerings whereas new media can do a strategic role within (Ratneshwar & Mick, 2005; Siriwardana & Dissanayake, 2018). The brand has tangibles and intangible values and marketers apply sensory marketing applications to create a stimulation via five senses of human kind (Dissabandara & Dissanayake, 2019; Keller, 2013; Lindstrom, 2010). As described by Krishna (2010) “Sensory marketing is a strategy that connects with the consumers' senses and in this way influences their behaviour”. Essentially, the client's decision for an item or service will be cognizant and contingent