



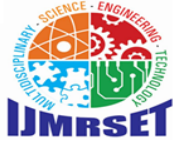
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A Study on Impact of Multisensory Marketing on Buying Behavior of Young Consumer

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ABSTRACT: Multisensory marketing has emerged as an important strategy used by brands to influence consumer perception and purchasing behaviour. This study focuses on examining the impact of multisensory marketing elements such as sight, sound, smell, taste, and touch on the buying behaviour of young consumers. In the modern competitive market, businesses are increasingly using sensory cues to create engaging shopping experiences and build emotional connections with customers. The research was conducted using a structured questionnaire, and data were collected from 300 respondents, mainly young consumers. The study adopted a survey research design and used statistical tools such as percentage analysis, Chi-square, and ANOVA to analyse the collected data. The findings reveal that visual and auditory sensory elements play a major role in attracting young consumers, while other sensory factors also contribute to shaping purchase decisions and brand perception. The study concludes that multisensory marketing significantly influences consumer buying behaviour and can be effectively used by marketers to enhance customer engagement and brand loyalty.

KEYWORDS: Multisensory Marketing, Consumer Behaviour, Sensory Marketing, Buying Behaviour, Young Consumers, Brand Experience

I. INTRODUCTION

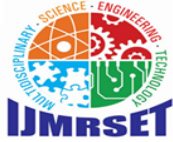
In today's competitive business environment, companies are constantly searching for innovative ways to capture consumer attention and influence purchasing decisions. One such effective strategy is multisensory marketing, which involves stimulating multiple human senses such as sight, sound, smell, taste, and touch to create a memorable brand experience. Traditional marketing methods mainly focused on visual communication through advertisements and product displays. However, modern consumers, especially young individuals, expect more engaging and immersive experiences while interacting with brands. Multisensory marketing allows companies to appeal to different senses simultaneously, thereby enhancing emotional connections and improving brand recall. Retail stores, restaurants, and even online platforms are increasingly using sensory elements such as background music, pleasant store fragrance, attractive packaging, and interactive product displays to create a unique environment that influences customer behaviour. Young consumers are particularly responsive to such experiences as they are highly exposed to digital media, visual content, and interactive marketing strategies.

II. PROBLEM STATEMENT

In the modern retail environment, consumers are exposed to numerous marketing strategies every day. However, traditional marketing methods are often not sufficient to capture the attention of young consumers who seek engaging and memorable experiences. Although many companies are adopting multisensory marketing strategies, there is limited understanding of how different sensory elements influence the buying behaviour of young consumers. Hence, this study aims to analyse the role of multisensory marketing in shaping purchase decisions and consumer perceptions.

III. OBJECTIVES OF THE STUDY

- To understand the concept of multisensory marketing and its relevance in modern marketing strategies.
- To examine the influence of sensory elements on the buying behaviour of young consumers.



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- To analyse which sensory factors have the strongest impact on purchase decisions.
- To evaluate consumer perceptions towards multisensory marketing techniques used by brands.

IV. REVIEW OF LITERATURE

Krishna (2012) explained that sensory marketing uses the five human senses to influence consumer perception and behaviour. The study highlighted that stimulating multiple senses can improve brand recall and create stronger emotional connections between consumers and brands.

Hultén (2011) examined how sensory elements such as visual design, music, fragrance, and product texture affect consumer buying behaviour. The study found that sensory experiences in retail environments can positively influence consumer emotions and purchase decisions.

Lindstrom (2005) focused on the concept of multisensory branding and its role in building strong brand identity. The research suggested that brands that engage several senses are more memorable and can create stronger relationships with customers.

Petit, Velasco, and Spence (2019) studied the application of multisensory marketing in digital platforms. The research showed that visual and interactive sensory elements in online environments can enhance customer engagement and improve the shopping experience.

Spence (2020) analysed how sensory marketing strategies influence consumer satisfaction and purchasing behaviour. The study concluded that well-designed sensory experiences in stores can positively affect customer perception and encourage repeat purchases.

V. RESEARCH METHODOLOGY

The research methodology outlines the systematic process used to conduct the study and analyse the impact of multisensory marketing on consumer buying behaviour.

Research Design

The study adopts a descriptive survey research design to examine the relationship between multisensory marketing elements and the buying behaviour of young consumers.

Data Collection

The study is based on primary data, which were collected through a structured questionnaire distributed to respondents.

Sample Size

The study was conducted using responses collected from 300 respondents mainly young consumers.

Sampling Technique

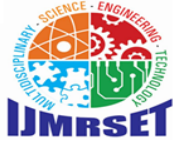
A convenience sampling technique was used to collect data from respondents who were easily accessible and willing to participate in the study.

Research Instrument

A structured questionnaire was used as the research instrument. The questionnaire included demographic questions and statements related to sensory marketing elements measured using a Likert scale.

Data Analysis Tools

- Percentage Analysis
- Chi-Square Test
- ANOVA



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Variables

Independent Variable:

Multisensory Marketing (Sight, Sound, Smell, Taste, Touch)

Dependent Variable:

Buying Behaviour of Young Consumers

Reliability and Validity

To ensure reliability, the questionnaire was designed with clear and structured questions based on previous research studies. Validity was maintained by ensuring that the questions accurately measured the influence of sensory marketing on consumer behaviour.

VI. DATA ANALYSIS

The collected responses from 300 participants were analysed using statistical methods to understand the relationship between sensory marketing elements and consumer buying behaviour. Percentage analysis was used to summarise demographic data, while Chi-square and ANOVA tests were applied to examine associations and differences among variables. The analysis helped in identifying which sensory elements significantly influence the purchasing decisions of young consumers.

ANOVA: THE COMPARISON OF GENDER & HOW IMPORTANT IS VISUAL, SOUND ,SMELL , TASTE, AND TOUCH WHILE CHOOSING A PRODUCT

Table

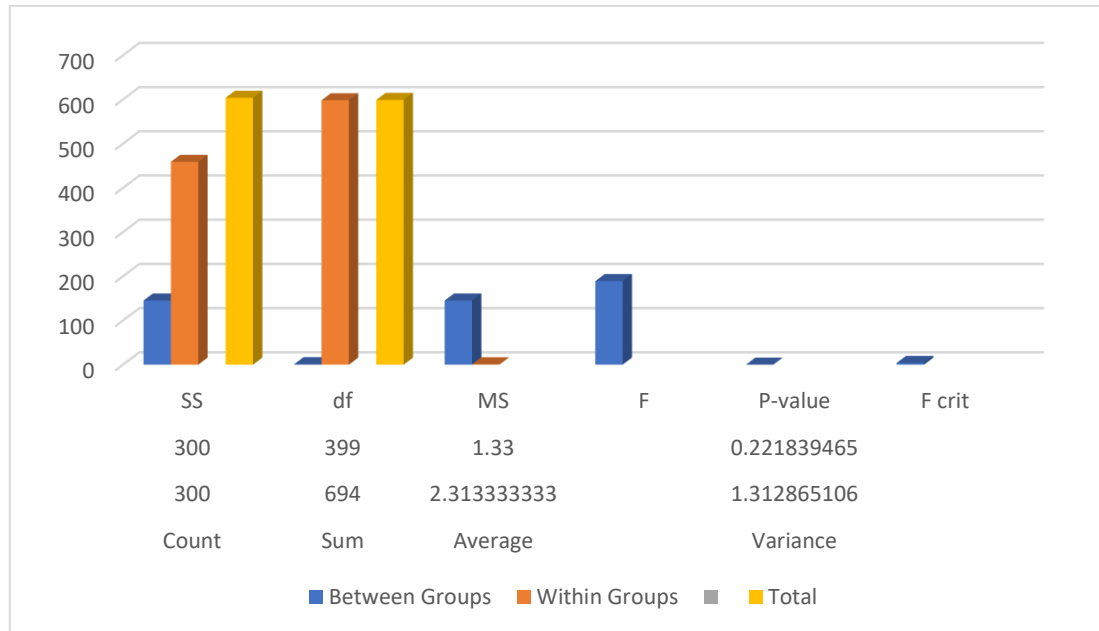
Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
How important is visual, sound, smell, taste, and touch while choosing a product?	300	694	2.313333	1.312865		
Gender	300	399	1.33	0.221839		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	145.0417	1	145.0417	189.0157	1.43E-37	3.857056
Within Groups	458.8767	598	0.767352			
Total	603.9183	599				



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Chart



INTERPRETATION: The ANOVA test was conducted to examine whether there is a significant difference between gender and the level of importance given to visual, sound, smell, taste, and touch factors while choosing a product. From the results, the calculated F value (189.0157) is much higher than the F critical value (3.857056). Additionally, the p-value (1.43E-37) is extremely small and far below the significance level of 0.05. Since the p-value is less than 0.05 and F is greater than F critical, we reject the null hypothesis.

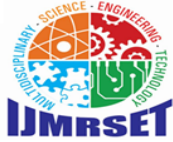
This indicates that there is a statistically significant difference between gender groups in how important they consider sensory factors when choosing a product. In other words, gender has a significant influence on the importance given to visual, sound, smell, taste, and touch elements in product selection.

VII. FINDINGS

- Visual elements such as product appearance, packaging, and store design strongly influence consumer attention and interest.
- Background music and sound effects in retail environments positively affect consumer mood and shopping experience.
- Pleasant fragrance in stores creates a comfortable atmosphere that encourages consumers to spend more time shopping.
- Touch and product texture help consumers evaluate product quality and increase purchase confidence.
- Multisensory marketing techniques improve brand recall and customer engagement among young consumers.

VIII. SUGGESTIONS

- Businesses should focus on creating visually attractive store layouts and product packaging to capture consumer attention.
- Retailers can use pleasant background music and sound elements to enhance the overall shopping atmosphere.
- Incorporating signature fragrances in stores can create a memorable brand identity.
- Companies should design products with appealing textures and interactive elements to improve customer experience.
- Marketers should integrate multiple sensory elements in both physical and digital marketing strategies.



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IX. CONCLUSION

Multisensory marketing has become an essential strategy in modern marketing practices. The study highlights that stimulating multiple senses can significantly influence the buying behaviour of young consumers. Sensory elements such as visual appeal, sound, fragrance, and tactile experience play an important role in shaping consumer perceptions and purchase decisions. The findings suggest that businesses that effectively implement multisensory marketing strategies can create stronger emotional connections with consumers and enhance brand loyalty. Therefore, marketers should consider integrating sensory experiences into their marketing approaches to remain competitive in the evolving marketplace.

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