



Sensational Marketing for Trending Marketing Practices: Conceptualisation of Strategic Intuitional Marketing Techniques for Business Enhancement, with Special Reference to the Perfume Industry in Sri Lanka

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Abstract

Marketing strategies play a fundamental role in defining consumer perceptions and business success. This study focuses on reviewing the concepts of intuitional marketing techniques to conceptualise a technique for business enhancement in Sri Lanka, the delivery of superior customer value, and the performance of intuitional decision-making. It examines how these aspects contribute to enhancing customer satisfaction. The context of the paper refers to sensory marketing in the business field, which is a significant aspect of both the local and international markets. Within the scope of the study, it analyses the conceptualised system and the approach to targeting customers. It also explores and addresses the gap between the sensational values of customers. The study has reviewed literature-based sources on intuition concepts related to marketing perspectives, which interlock with intuitional marketing techniques to build conceptual arguments. This paper suggests ways to develop sensational value in customers' minds through marketing campaigns to bridge the satisfaction gap. The conclusion provides guidance on implementing the proposed techniques for future marketing studies and improving the effectiveness of existing sensory marketing campaigns.

Keywords: *Intuition; Marketing Practices; Perfume Industry; Sensational Values; Sensory Marketing*

Introduction

Sri Lanka's perfume market is estimated to reach a CAGR (Compound Annual Growth Rate) of around 6.7% by the 2029 timeframe. This industry has developed due to rising disposable incomes, particularly among the urban population in Sri Lanka, fuelling demand for high-quality personal care products. The interest in fashion and luxury goods, along with a shift towards Sri Lanka's beauty standards, has led to a growing preference for premium perfumes in the industry. Additionally, increased awareness of global fragrances through social media and online shopping platforms is widening consumer accessibility to a variety of perfume brands in Sri Lanka.

As per the recorded information on the Sri Lankan perfume industry, detailed market share, growth rates, and future production forecasts have been analysed. This offers an in-depth investigation of different market categories and subcategories, with particular focus on key factors such as product types, price range, packaging, and distribution channels. The insights gained from evaluating the perfume sector can help identify suitable market strategies.

Priyankara *et al.* (2017) argued that only five attributes of celebrities were taken into consideration. These five attributes - likeability, credibility, personality, attractiveness, and expertise—have been more

focused on stimulating customers' senses to gain greater attention through advertisements. This involves engaging the senses of touch, smell, and sight to create a more reliable and predictable market value for customers, aiming to leave an impact on their minds through strategic messaging. Intuition, therefore, plays a role in selecting the appropriate market for creativity and targeting the right customer base.

Sri Lanka is a multidisciplinary, cross-cultural country that has strong influences from Buddhist philosophical culture. Although there are multiple cultural influences, the majority accept the unique Buddhist philosophy as a core cultural foundation. As a result, most customers are highly sensitive and emotional individuals. According to cross-cultural learning analysis, Sri Lankans are generally more emotional, dedicated, and committed to their nation.

As sensory marketing can be generated from multiple factors, elements such as product packaging and labelling as sensory cues need to be considered, as they are gaining significance in influencing consumers' perceptions of perfume products and can ultimately affect their online purchasing behaviour (Murwani *et al.*, 2023). In addition, sensory attributes, including colour, font choices, images used, typography styles, product descriptions, and customer reviews, have an impact on consumers' online decision-making and purchase intentions. Some reflections on positive emotions in consumers' minds have created a sense of anticipation, excitement, and uniqueness, helping to refresh their perceived values. This approach has successfully attracted both existing and potential customers by enhancing brand-building activities through promotional campaigns.

Objectives of the Study

The main objective of the study is to examine a conceptual framework that addresses sensory organs to propose a model for filling the knowledge gap in relation to the perfume industry in Sri Lanka. In doing so, the study also focuses on the following specific objectives:

1. To investigate literature-based arguments relating to sensory marketing.
2. To review sensory marketing and its related concepts in conceptualising intuitional marketing techniques.
3. To conceptualise and present propositions for modelling a sensational marketing framework for creating and delivering the right messages to the right target market.

Literature Review

The arguments of sensory marketing have delivered a new track for accepting how human senses construct a customer's experience and the unique value of the tangible and intangible product qualities. It has been advised to the organisers and others how an organisation distinguishes and develops its own identity and unique product or service value and how to bring this about through the involvement of human senses (Kuesten, 2011). The importance of the five organs and the usage of each sense for their work and the creativity of the product and services, as well as how they make a tremendous impact on the intention of customers, experiencing products, services, and brand names and slogans created by the organisation, has been highlighted. These five organs—smell, touch, taste, sight, and sound—can be mutually used in campaigns and product visibility. Sensory marketing validates how human senses contribute to the firm's strategic marketing approach, directing how practices and offerings to customers create absolute unique experiences.

This study has provided lessons on sensorial strategies, expressed through sensors, sensations, and sensory expressions as means of providing a brand's personal stamp to customers. It has shown that further sensory branding explores new paths to enrich marketing strategies for manufacturers and suppliers, demonstrating the necessity of differentiation from competitors.

This study explored the relationship between sensory marketing and customer satisfaction and the purchase intention of supermarkets in Erbil city. It assists Iraqi supermarket managers and marketers in identifying opportunities to develop their sensory stimuli and the link between sensory marketing attributes and customer purchase intention, encouraging customers to spend more time inside the store,

leading to increased purchases. This study will also help marketers and managers analyse customer perception and position the supermarket, products, and services inside the store in the minds of consumers. Furthermore, customers are more likely to be satisfied if there is an attractive interior design, pleasant smell, good-tempo music, good food taste, and the ability to touch products. All these elements should be considered by supermarket marketers and managers, as they help retain current customers and attract more in the future. Sensory marketing aims to investigate the five human senses and their ultimate effect on feelings, judgment, and behaviour (Krishna, 2012). Further exploring the insights of the modern economy, many retailers have identified that it is not enough to merely provide products and services to customers and enterprises to satisfy their needs and wants (Carù & Cova, 2003). It further explores knowledge and experiences in individualised shopping experiences in contrast to similar product experiences and unified retail design (Delpit & Dowdy, 2008). This may extend to high product homogenisation, emphasising interior design as an effective retail tactic to stand out from competitors.

With this dynamic environment and its changes (economic, cultural, political, and technological), information and brands from around the world have become accessible to consumers, making them more saturated and interested in switching brands. This study has contributed to building brand perception and changing the emotional feelings of customers by stimulating the five human senses, making products more reliable and fostering brand loyalty. A multidimensional marketing approach engages various senses, creating unique value and experiences that impact emotional customers and their decision-making. Brand names and slogans are creatively used to reach and retain customers (Krupka, 2023).

Sensory marketing touches human brain cells along with the five senses, applying marketing techniques that cater to companies, vendors, and service providers. These techniques can positively impact the five senses of customers through various sensory cues such as colour, aroma, music, taste, texture, intuition, and understanding. The results, used as marketing techniques through perceived values, demonstrate the effectiveness of sensational marketing. Sensory marketing places the human brain and its five senses at the centre of marketing, showing that companies, vendors, and service providers can have a positive effect on consumers through sensory cues such as colour, aroma, music, taste, and texture. In general, the results showed that sensory marketing through perceived value can effectively influence behavioural attitudes and loyalty (Banar, Cokaygil & Ozkan, 2009; Ghasemi & Rasekh, 2019).

According to the study by Soleimani, Ahmadi and Zohrehvand (2020), sensory organs had a significant impact on perceived values, guiding consumers' attention towards gaining value by understanding how qualities and other attributes align closely with brain cells. This concept has been introduced into customer mindsets, influencing their sensory perceptions. This, in turn, calls customers to take action. Traditional marketing techniques and models are no longer suitable for today's market and its solutions. Techniques have been updated to align with the new marketing era, incorporating upgraded knowledge, experiences, and environmental changes in the business world. Organisations have moved forward by creating enjoyable and influential experiences that attract and retain customers, stimulating them through a pure understanding and willingness to engage (Smilansky, 2017).

Issues in Sensory Marketing Practices

Sensory marketing is a fascinating field that engages consumers' senses to enhance brand experiences. It captures five senses—sight, sound, touch, taste, and smell—to create memorable and impactful interactions. However, while practising this concept, several issues and challenges arise:

Overstimulation

Overuse of sensory elements and overload through design and creativity can lead to overstimulation. Excessively loud sounds, bright lights, or strong scents in a store can frustrate customers instead of enhancing their experience (Abdolmohamad Sagha *et al.*, 2022). This study examined the concept of

multi-sensory marketing across different product categories and highlighted the overstimulation of emotions, experiences, and willingness to purchase.

Cultural Sensitivity

Business sensory experiences are subjective and can vary widely across cultural contexts. Certain scents, colours, or sounds may carry different meanings and induce different emotions based on cultural backgrounds (Papadopoulos & Lees, 2002; Hall & Kulig, 2004; dé Ishtar, 2005a, 2005b; Birman, 2005; Liamputtong, 2010). Understanding these nuances supports effective customer engagement within specific cultures.

Changing Consumer Buying Habits

Consumer buying habits are evolving towards experience-oriented consumption. Studies have surveyed changing consumer habits and the increasing demand for additional value in products (Paul, 2019; Husain, Paul & Koles, 2022). Experience-based consumption prioritises consumer desires and choices (Chen *et al.*, 2020). In the “experience economy,” the act of buying a product is as important as the product itself (Moore & Doherty, 2007).

Lack of Consistency

This needs to maintain the consistency of the identity of the brand and messaging to convey the good news to the customer requirements that should have the consistency to make the establishment of the mindset. It needs to be in touch with the brand values of the products, or otherwise it can be confused in the customer’s mind, and it assists in diminishing the brand trust (Zha *et al.*, 2024). It should be aligned with the brand’s core values, personality and messages of the products or services.

Privacy Concerns

It should be engaged with the senses such as virtual reality, augmented reality and personalized sensory experiences may come with some privacy concerns when they do the data collection practices and ensure the privacy policies should be clear and gain the consent about the practices in sensory marketing (Betzing *et al.*, 2019).

Integration with Other Marketing Strategies

All marketing campaigns depend on the sensors of the body, which can be aligned with the sensors of the human. This can be referred to as an integrated marketing campaign. If one gets close to intuition and creativity, which can be sensed through sensory organs, it can emerge as the sixth sense of the body, known as intuition. As a marketer, it appears to be a cohesive approach that can be linked with sensory marketing across all channels and concepts. Rupini and Nandagopal (2015) argued that projecting WYSIWYG in 5D - ‘what you see is what you get’, ‘what you hear is what you get’, ‘what you feel is what you get’, ‘what you taste is what you get’, and ‘what you smell is what you get’—is crucial. However, there was still a gap in understanding why and how sensors are stimulated and to what capacity they contribute to intuition. How can a clear approach be devised to attract customers? Wasantha and Gunawardane (2021) argued that personality traits must be considered in sensory marketing campaigns, as they influence purchase decisions.

Intuition and Creativity behind Sensational Marketing

Goel *et al.* (2023) have mentioned that consumers can react emotionally and exhibit particular behaviours in reaction to sensory cues, according to research. Businesses can build favourable associations with their brand, goods, or services by appealing to the senses, which can eventually boost customer engagement and sales. Consumers’ perceptions of value can be influenced by tactile experiences, such as the feel of a cloth or the texture of a product, which can evoke feelings of luxury or quality. The marketing of food and beverages frequently makes use of the sense of taste, where memorable experiences and recurring business can be generated through sampling or distinctive flavour profiles. Businesses hoping to differentiate themselves in a crowded market must comprehend how each sensation contributes to the total customer experience. It has been repeatedly mentioned

that each sensation plays a vital role in changing customer perception, and beyond the sum of imitations, there is something like intuition and creativity that will be added before the sensation, which is new for marketers. Even though this is new, most experienced people receive support from subject specialists and other intuitive individuals for name, image, and colour selection, etc.

Sensing and Intuition

There were some considerable challenges for science that involved “learned responses that are not the outcomes of deliberate processes” (Hogarth, 2010). This occurs in day-to-day life and is sometimes most apparent in the decisions made by experts in the business industry or independent individuals who rely on intuition. Some specialists, who have extensive experience and unconscious frameworks, are able to make fast and high-quality decisions (Nalliah, 2016).

Some healthcare researchers have found that experienced dentists rely on intuition to make complex and time-bound decisions, drawing on many years of in-depth knowledge, superior choices, and clear understanding supported by evidence. Some of the world’s most influential business figures have admitted to making decisions based on intuition rather than logical and deliberate thinking (Walumbwa, Maidique & Atamanik, 2014).

Furthermore, it has been explained that, out of 36 CEOs, 85% confirmed that their decision-making process in business operations was based on intuition in the form of rules of thumb.

Teams competed based on the performance of their stocks in an annual competition organised by *The Wall Street Journal*. However, a group of journalists selected their shares by throwing a dart, while a group of highly qualified and experienced brokers made up the opposing side. Expertise ought to prevail intuitively. However, it seems that this was not the case. The competition ended shortly, probably to spare the stockbrokers' humiliation (Arkes & Kajdasz, 2011).

Epstein (2010) offers a further complementary insight: according to the unconscious processing of information, “Intuition involves a sense of knowing without knowing how one knows.” Additionally, intuitions seem to be holistic, integrating knowledge from various sources and frequently necessitating a leap in reasoning based on scant data. As a preference, it is sensed that all five senses should be upgraded to align with sensors in human behaviour. It is beneficial to set broad perspectives by thinking outside the box and coming up with creative ideas. With cognitive process landscapes, problem-solving and decision-making will be shaped to interact with different environments, helping creativity align with sensory perception. Especially, the idea that integrates disparate pieces of information is called intuition, which is perceptual in nature. It enhances the considerable interplay between creativity and cognition at some level (Raidl & Lubart, 2001).

Upgraded research has recognised the links between intuition and the early stages of the creative process, including idea generation and evaluation stages (Pétervári, Osman & Bhattacharya, 2016). It has been stated that the values of the Four Noble Truths seem to enhance practical morality, leading to beneficial consequences and minimising suffering. The Noble Truths aim to reduce suffering by identifying the roots of delusion and attachment, ultimately fostering peace of mind. When individuals attain peace of mind, they can stimulate their brain cells to rethink decisions, thereby enhancing knowledge and experience (Gowans, 2014).

Research Methodology

A literature-based approach has been used by reviewing and analysing how different empirical evidence has been utilised in early studies to develop the methodology for this study (Wasantha, Sekak & Ghosh, 2015). Based on secondary information, the research method involves reviewing and analysing the significance of previous research to enhance the research approach. Propositions have been formulated based on the proposed conceptual framework to contribute to the existing knowledge gap in understanding how perfume advertisements are positioned in customers' minds and how the right target audience is selected with the support of intuitive knowledge. This paper has adopted a deductive approach in constructing arguments to develop delivery-related concepts and assess their relevance to

the proposed model. Therefore, the exploratory nature of the literature review has been employed as the core research method to support the proposed propositions and draw conclusions.

Results and Discussion

In the argument of (Spinuzzi *et al.*, 2018), the problems as well as the markets proposed to entrepreneurs have been identified. As per the same condition, with sensory marketing concepts, it has been applied in a more convenient way that uses the intuition concept to identify a more loyal and affectionate approach to creating heart-touching concepts, which have been used as sensing and intuition knowledge for their creative design to uplift the concept behind. The sensory organs have been used to focus more on areas that touch the heart and soul of the customers. It is a value-added concept to propose the selection of the most appropriate target groups for the perfumed industry in Sri Lanka. By using intuitive knowledge and designing creative thinking patterns, prototypes can be designed as per the exact way customers' needs are identified (Lin & Cheng, 2020). The research participants have been drawn away from focusing on the pure stimulus of the senses, establishing a grey relation analysis design and evaluating their choices. This study has stimulated visual graphics. It has used the grey relation analysis method based on grey quantity evaluation and decision-making for product solutions that have been proposed. This study further argues that adopting the modification of marketing and sales as a whole, the creative designs can be filtered, and weighted values can be designed to meet the actual needs of products or services (Mishra, Ewing & Pitt, 2020).

Constructive Discussion on Intuitional Marketing Knowledge Gap

As per the conceptualisation of service delivery gap, it has been postulated new delivery approached to the service delivery model (Wasantha, Sekak & Ghosh, 2015). At the same scenario, it needs to be identified the scent marketing requires a process with expert perfumes who have knowledge and select the best and potentiality of the identification and evidence support to the proposed by using following steps of the process.

Evaluate the Brand

As a marketer, it should be identified how to analyse and understand the exact messages that the company wants to convey to its customers. Then, you need to identify the best way you want your customers to feel when they walk through your brand's name and identification.

Evaluate the Potentiality

Then, it must be identified what the brand's objectives are, its taste, and what needs to be conveyed to the customer's mind. This is very crucial in choosing aromas that are pleasant for the approach to the entrance of your brand.

Testing and Section of the Scent

Identify which combination of sensors is required to conduct different tests to see if the customer is happy with the decision that has been made.

Integrate Scents to the Business Spaces

The diffusers should be identified in the business so that the dispersion is as uniform as possible that will be made the unique strategy to hack the market.

Monitoring and Adjustments If Necessary

The scents are going to provide different behaviour patterns and reactions from customers to see if they are satisfied with what they chose: taste, smell, and shape of the package. By using this process of brand selection and its gravity, the process mainly focuses on the area that needs to be identified, how, as a marketer, you touch the heart and soul by selecting the proper sensory organs that align with product features and its objectives. Here, as a researcher, how intuitional techniques are applied to the sensory organs as the sixth sensor or mediator to select the best option to rewrite the memory of the customers. It has been a new era of marketing in scent items in Sri Lanka, which has unique features

in the culture and habits of the nation. It will bring the product and its identification by doing branding and its right market that needs to be placed at the right pitch and at the right time. It has played a big role in sensory marketing for the selection of the right thing.

Constructive Discussion on Sensory Brand Building Process as a Tool of Intuition

Sensory marketing is a comprehensive strategy that is constantly evolving and has great merits for brands. Companies and businesses of all sizes can implement two or more senses to generate a positive impact in their customers' minds. It has been indicated that this leads to customers being happy, satisfied, and eager to buy the product or service again. Intuition will have a big impact on sensory marketing, as per the discussion of the above literature and the arguments mentioned here. Dissanayake (2015) mentioned that when building brand equity, the brand-celebrity relationship with customers can impact the brand-building process of the organisation. As marketers, it is important to be concerned when creating sensational strategies for products or services. The idea that value is created for customers "in their value-creating processes" on a daily basis appears to be prevalent (Grönroos, 2011). Customers are value-creators, while suppliers are value facilitators creating value propositions, according to Grönroos (2008). Customers are viewed as "sole-creators" of value in this sense, while suppliers provide the tools necessary for customers to generate value independently through their value-generating processes (Grönroos, 2008). The goal of sensory branding is to integrate the senses in a methodical way. According to Lindstrom, when a customer's senses are more engaged, they connect with the brand more strongly, which can boost their desire to pay more. A more comprehensive sensory experience is provided to the customer through sensory interaction.

The relationship between the brand and its customers will be strengthened as a result. Brands with no sensory appeal are unable to engage consumers with their goods or services. They are memorable, distinct, instantaneous, and promote human-centred design, which is the primary motivation behind developing a brand based on sensory appeal. Individuals are the focus of sensory branding, not the general public or a particular market (Rupini & Nandagopal, 2015). Intuition and creativity can be used as mediating variables to stimulate the brain cells that align with sensory organs.

Propositions for the Future Studies: An Alternative Model for Customer Value Proposition Model for the Sensory Branding as Intuitional Marketing Techniques as a Tool

As per the main objectives of this conceptual paper, it intends to recognise a new conceptual model to be hypothesised, referring to the sensory brand-building strategy for the perfumed industry in Sri Lanka. The literature reviews show the gaps that have been occupied as the base point to navigate the theoretical and practical studies that have gone beyond the standard sensory branding strategy to extend all marketing boundaries in sensorial marketing. However, it further discusses the wide-ranging literature regarding the base mode of the brand-building strategy. Here, we propose the original model remains as a reference point in the literature with respect to the brand-building strategy and its related sensory branding perspectives. In addition, the awareness of intuition and creativity in the dynamic business environment, or other matters, highlights the need for an updated analytical perspective that takes into account the factors which are already noticed in the dynamic competitive environment (Macdonald *et al.*, 2011; Eldridge, *et al.*, 2013). The strength of affiliation with its relative sensory organs and senses, and relative concepts, which integrate with sensory marketing, is also addressed. It is our view that these same strong points may nonetheless pose a challenge to the model. The specialisation of the concept is to identify the intuition, meaning a strong understanding of the focusing area, to plan and organise the strategies to implement in the context that can be applied.

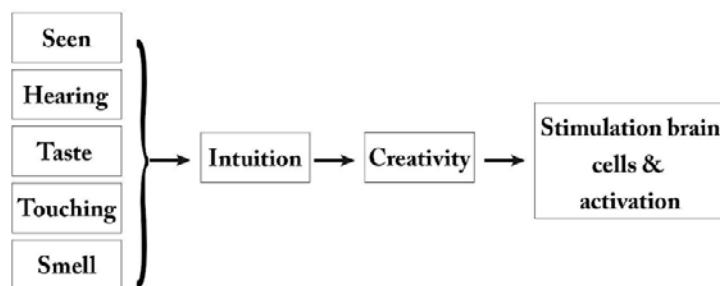


Figure 1: Proposed Sensory Marketing Model for Best Fitting to the Market

As per this model, it directly focuses on the senses of the customer, varying according to the different senses. Visual marketing (sight) aims at logos, names, packages, product designs, and so on. It creates a quality of perception and leads to purchases, which has a direct impact on building strong brand names. In olfactory marketing (smell), various types of products and services can be applied to segregate positions and strengthen a brand and its image. The scents are more significant components because they directly impact the customer's memory, creating a significant impact on mind setting. In auditory marketing (sound), the selection of music should aim to affect the customer's overall evaluation of the store environment and experiences. By conducting surveys, it can be identified which music customers prefer to activate brain cells in the mind. Tactile marketing (touch) can be easily influenced by the physical arrangement of the campaign, such as materials, weight, smoothness, and ease of the product. The sense of touch is a crucial part of the product, particularly in the design of packaging or even advertising campaigns, which can significantly contribute to brand awareness. It is a perfect way to get closer to the consumer's unconsciousness, perceptions, tastes, and feelings, touching the heart and soul of the astral body. Gustative marketing (taste) can involve the senses of bitter, sour, savoury, sweet, and salty, playing vital roles in the sensory organs. This merges all the different senses together to create a complete brand experience, which can be related to emotional conditions, mood changes, and brand perception.

Note: Sensory marketing could be improved by identifying the impact of sensory marketing and customer interpretation on perceived sensory organs. Further, it could monitor how to identify the gap between potential markets and more loyal markets, how to identify the more convenient markets without conducting surveys, by using intuitive knowledge that can be applied to communicate about the products and services and their attributes.

Conclusion

This already mentioned that people have five senses in additionally that can be added intuition and creativity. It will be made more advance messages to the audience that has been extended more than sensory attributes. It has been an in-depth knowledge regarding the sensory and beyond the sensors. In using intuition knowledge, it makes scents brands that can be having more gravity and values gaining to the brand equity that is more emotional idea. It may be called as "sensational marketing" that has been gained more strong foundation and trustworthiness to the sensory brand and its potentiality to do the campaign. It may stimulate the brain cells in the mind that has been fixed with our nerves. It will be shown value addition to the brand name and brand equity regarding the customer trust. Sensational marketing will bring the more creativeness to stimulate and touch the heart and soul of the customers. How marketer needs to be practiced the intuition concept to make more validity to the sensational concept. There are more expert people can be seen society to take more benefits to the sensory branding concept. Here all sensors are connected with the brain, if brain can be recalled the memory without any facts, if they can see facts with some of evidence, it can be practiced at the marketplace for business performance. As a preference, the sensing emphasizes being in the now via being skilled at obtaining information through the five senses of the body. Sensing-oriented people are good at paying attention to details of product or services, following directions precisely for the achievements,

and handling tangible and intangible assets, compact information with ease. The intuition signifies a propensity for information collection from a forward-looking viewpoint using abstract notions and patterns. People who are intuitive tend to be good at seeing things from a broad perspective, thinking outside the box, and coming up with new ideas. Individuals' distinct cognitive landscapes are shaped by the interaction between these two cognitive processes, which have an impact on how people solve problems, make decisions, and interact with their environment. Sensational marketing is far behind the sensory marketing that can be proven from the discussion of the stimulation of the sensors and their validity.

Conflict of Interest

The authors affirm that there are no conflicting objectives.

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