

Effect on Sensory Marketing on Consumer Impulsive Buying Behaviour: A study in Kitchens by Keells in Kalutara District, Sri Lanka

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Abstract

Sensory marketing has emerged as a key trend in the retail sector to appeal to the consumers' sense of sight, sound, smell, taste and touch to drive their buying decisions. This research was conducted to assess the influence of sensory marketing on impulsive buying behavior of consumers at Kitchens by Keells outlets in the Kalutara District. A quantitative study was conducted and primary data were gathered using a structured questionnaire from Kitchens by Keells customers in Kalutara District. Using the convenience sampling method, 200 responses were collected. Data were analyzed using Statistical Package for Social Sciences (SPSS) with the aid of descriptive statistics, reliability test, Independent Sample T-Test, One Way ANOVA and Multiple Linear Regression Analysis. The results of the reliability analysis above the standard range confirmed the excellent internal consistency of the measuring scale. The multiple regression analysis results indicated that sensory marketing factors significantly influence consumers' impulsive buying behavior. Among the five sensory factors, smell and taste factors are found to be the most significant variables that promote impulsive buying. The study also showed that age and gender of the consumers did not significantly affect impulsive buying. This research concludes that a retail sensory environment has a positive impact on impulsive buying behaviour. Therefore, Kitchens by Keells managers need to emphasize aroma marketing, taste, visual display and comfortable store environment to enhance consumer satisfaction and retail sales. This research adds to the body of knowledge on sensory marketing in the Sri Lankan retail environment and offers insights for retailers.

Keywords: *Sensory Marketing, Impulsive Buying Behavior, Consumer Behavior, Retail Marketing, Kitchens by Keells, Kalutara District.*