



Provide a Role Evaluation Model Sensory Marketing on Impulse Buying in the Chain Stores Selected in Mazandaran Province

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Introduction

One of the new approaches that has emerged in the field of marketing and many world famous brands use it to sell goods, attract and retain their customers is sensory marketing. Sensory marketing emphasizes the use of the five human senses (sight, hearing, smell, taste and touch) in marketing. Recently, marketing researchers have introduced instantaneous behavior in the process of consumer buying behavior is very powerful and effective. Impulse buying is a pervasive and unique aspect of consumers' lifestyles and is a phenomenon that is widespread around the world and is one of the main topics of consumer behavior research. Given the importance of using sensory marketing strategies in-store environments and the increasing phenomenon of impulse buying among consumers, the present study seeks to provide a model for evaluating the role of sensory marketing on impulse buying in chain stores to Increase customer purchases, and on the other hand, increase the market share of stores.

Literature Review

Sensory marketing

Sensory marketing is a type of marketing that captures the senses of customers and affects and even expands their perception, judgment and behavior. Emotions play an important role in marketing today. In fact, every product should have two aspects, one aspect is the functional characteristics of the product that have been considered in the past years and the second aspect that should be considered is the sensory characteristics of the product.

Impulse buying

Impulse buying is defined as unplanned purchases, but the concept of impulse buying goes beyond that. This longing is a sudden and intense and often tempting feeling. This purchase is an emotional reaction vaguely and out of control, the desire to impulse buying, the consumer's desire to buy spontaneously, thoughtless and fast.

Methodology

The present study was applied in terms of research purpose and library-field research in terms of data collection. The statistical population of the present study included senior managers of chain stores in Mazandaran province and marketing professors. In order to obtain representative samples, theoretical sampling method has been used. In order to collect data in this study, semi-structured in-depth interviews were used. Fifteen in-depth semi-structured interviews were conducted to achieve theoretical saturation. The collected data were encoded using the data theory of the Strauss-Corbin Foundation, the process of which is three-level (open coding, axial coding, and selective coding).

Findings

Data analysis was performed based on theoretical coding method. Max QDE software was used to analyze the data. After extracting the main and sub-categories of the research, 156 primary concept codes were obtained based on open and axial coding. By refining and removing duplicate codes, we reached 43 common concept codes that are presented in the form of dimensions, components and indicators in this research. Findings indicated that product and design factors, causal conditions and demographic factors and environmental factors formed the intervening conditions. Also, social factors and the desire to impulse buying were categorized as contextual conditions.

Discussion and conclusion

From all the initial codes obtained from the interviews, the component of customer orientation, optimal services, branding and networking was selected as a strategic and suggested component, which in other words, these strategic components led to loyalty in

impulse buying of consumers. Therefore, according to the strategies obtained from the research findings, it is recommended to the managers of chain stores in the field of customer orientation to provide specialized services in the field of products and provide incentive services and environmental advertising and provides good communication with customers in Take action on the products offered in the store. Also in the field of optimal services to diversify goods and services in products and attract customers and provide appropriate information about the goods offered when customers are in stores, also in the field of branding should seek to design a specific business model And use appropriate brands to sell store products, Finally, in the field of networking, they should use social influencers in social networks and vendors' relationship with each other in information networks to provide information to customers at the right time and place in the field of desired products.

Keywords: sensory Marketing, impulse buying, Foundation Data Theory

Resources:

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