Designing the Causal Sensory Impulses Model in Creating a Positive Brand Image (Case Study: Dairy Industry)

Abdolkarim Tazesh

Department of Marketing Management, Qeshm Branch,
Islamic Azad University, Qeshm, Iran

Esmaeil Hassanpour Qorughchi

Department of Marketing Management, Qeshm Branch,
Islamic Azad University, Qeshm, Iran
(Corresponding Author)
dresmaeilhasanpour@gmail.com

Vahid Reza Mirabi

Department of Marketing Management, Central Tehran Branch,
Islamic Azad University, Tehran, Iran

Mohammad Hossein Ranjbar

Department of Management, Bandar Abbas Branch,
Islamic Azad University, Bandar Abbas, Iran

Abstract. The aim of this research is designing the Causal Impulse Model to create a positive brand image in the dairy industry. The present research is applicable in terms of purpose, descriptive-exploratory in terms of research type, gauging in terms of collecting the data, quantitative- qualitative in terms of the kind of data, and sectional in terms of time horizons. This research includes interviewing experts and a questionnaire for assessing the

views of consumers and experts. As this study consists of two stages, it has two statistical populations. The first statistical population includes experts, therefore, the managers of dairy producing companies were selected and we did semi-structured interviews with them. The second statistical population consists of customers of dairy products. Structural Equation Method and PLS software were used to study the causal relationship between variables. The results of the test of the model showed that the olfactory and tactile senses have a positive and meaningful effect on the positive image of the brand.

1. Introduction

Sensory Marketing is not related to the mass or to a particular sector, but to individuals. It is quite distinct from Mass Marketing and Relation-based Marketing, in that its origin the five senses of human beings. The sensory marketing framework is based on the assumption that how we can achieve a deeper level of human marketing at a deeper level with the five senses of humans. For this reason, sensory marketing deals with the way the company treats its customers. This is different from attracting customers into mass marketing and customer retention in relation-based marketing. Accordingly, customer behavior and treatment should be based on logic and reasoning, along with feelings and values, in order to create brand awareness and a sustainable image of the brand. This mental image is the result of the individual's sensory experiences of the brand. Therefore, human senses, which are not considered in mass marketing and relation-based marketing, are in the focus of a category that is called "Sensory Marketing" (Hulten, 2013).Now, with the clarification of the importance of feeling along with logic, as well as the effect of five senses on purchasing decisions and the sensitivity of many purchasing decisions, the role of senses in branding in the dairy industry is addressed. The dairy industry has always been a concern for the public and the government due to the importance of dairy products in the nutrition model. The relationship between the products of this industry, especially milk, with the health of individuals

and society, has doubled its significance and sensitivity. On the other hand, in a dynamic and competitive environment, the acquisition of active companies in this field is not a good contribution to the dairy market through marketing activities. In this regard, marketers can act by explaining brand identity and creating a positive image in the dairy industry. Doing so, given the dominance of the sensory marketing approach in comparison with mass marketing and relation-based marketing, is not possible unless they use the five senses in order to create a positive image in the minds of customers about the brand. In the present study, we try to determine the success of the dairy industry in creating brand positive images in the minds of customers, focusing on the sensory marketing approach and sensory impulses affecting brand positive images.

2. Literature review

Mahjoub, Ranjbarian and Zahedi (2015) in their research have tried to determine the effects of Sensory Marketing and its components on improving customer satisfaction of hotels (case study: four star hotels and five star hotels in Isfahan). The results of the research showed that the suitability of the hotels studied is affected by the tourist's sensuality and their return to the hotel. Bani Hosseinian and Asadollahi (2017) studied the effect of Sensory Marketing on the purchase of Shahab motorcycle model in Tehran in 2017. The result of this investigation showed that Sensory Marketing and its dimensions have a positive and significant impact on customer purchases. Also, the results of Friedman's analysis of variance analysis showed that there is a significant difference between the dimensions of Sensory Marketing. Hassanzadeh and Safar Doost (2016) investigated the impact of Sensory Marketing on customer purchases by examining the role of moderating the quality of service recruited on the basis of the SWIPE model at Star Company, which represents Mercedes-Benz products. The results of the test hypothesis showed that the direct effect of marketing on customer purchases is positive and significant. Also, the quality of the services has a moderating effect on customer purchases. Ching-Shu, Su considers Sensory Marketing based on the customer's social and psychological behavior, and asserts that Sensory Marketing means customer experience

(Krishna, 2012). Schmitt focuses on customer experience, and in his opinion, Sensory Marketing substitutes a value based on conscious, emotional, cognitive, behavioral, and communicative for the value of duty that is different from traditional marketing (Schmitt, 1999). Richard Norby and Kristian believe that Sensory Marketing is a technique that can be applied to any marketing channel. They believe that the other important issue is to engage the addressed mentally, physically and emotionally. As long as these three types of engagement have been created for the target customer, Sensory Marketing has actually been implemented. In short, Sensory Marketing means a two-way and experience-based strategy.(Sminalnesky, 2012). Almost all of our understanding and apprehension of the world is perceived through senses. Research shows that there are factors in the product that make communication more sensitive, creating a better brand experience for consumers. The multidimensional interaction between the product and the consumer, which includes emotional aspects in the consumer, is the sensory experience of the product and customers are often attracted to a brand based on their sensory experience (Schmitt, 1999). Applying senses in Sensory Marketing allows the company to point to something as an unexpected or emotional event. In the framework of Sensory Marketing, the goal is to create feelings that lead to sensory experiences that one should be able to receive and respond to. If this happens, the person may be interested in a brand intrinsically and profoundly (Hulten, et al., 2013).

3. Method

The present research is an applicable research. This research is descriptive-exploratory in terms of research type. And this research is considered as a gauging survey in terms of collecting data. In addition, this research is a quantitative and qualitative research in terms of data type. Moreover, in addition to a general review of the Sensory Marketing field, this study focuses on the dairy industry. Therefore, it is a case study at the industry level. The statistical population of the first stage were the experts. For this purpose, the managers of the manufacturing companies were selected and semi-structured interviews were conducted with them. The sampling method used in this section was Snowball

method, so that with each interviewee, a well-known person who has the qualification and experience necessary for interviewing has been introduced, and thus the interview with the next person has been done, and this practice has continued to the extent that the researcher has come to theoretical saturation, i.e. the new interviewees have not made any new key points. Overall, the number of interviewed was 15 cases. When the dimensions were extracted, in the second stage of the standard questionnaires were used to investigate the ideas of the members of the second statistical population. Regarding the unrestricted statistical population, and based on Cochran formula, the number of statistical samples was 384. Structural equation and PLS software were used to study the causal relationship between variables.

4. Findings

To test the normality, Kolmogorov-Smirnov Test was used at first. One of the preconditions for using parametric tests is determining the status of the normal components of the research. If the components are normal, parametric statistical tests are used to investigate the research hypotheses and if the distribution of components is abnormal, then non-parametric statistical tests will be used. To determine the normality of the variables, their significance level should be checked. If the significance level of the variables is less than 0.05, then the variable is abnormal and, if it is more than 0.05, it is normal.

Table 1. Kolmogorov-Smirnov test

		Research Variables	Number		Descriptive Findings	Kolmogorov-Smirnov	Result
			Average	Standard Deviation	Z statistics	Statistical Significance	
1	Visual	223	3.204	0.709	1.162	0.135	Normal
2	Auditory	257	2.961	0.843	0.992	0.279	Normal
3	olfactory	247	3.46	0.958	1.846	0.002	Abnormal
4	Gustatory	256	4.398	1.04	6.662	0.000	Abnormal
5	Tactile	242	3.662	0.814	1.426	0.034	Abnormal

According to the test outputs, the variables have a normal distribution. Table 2 shows the correlation between research variables. Therefore, there is a significant correlation, and a positive and significant relationship between all the research variables.

Table 2. Correlation matrix

Factors being studied		Brand Image
Visual	Correlation	0.211*
	Significance	0.02
Auditory	Correlation	0.136
	Significance	0.119
Olfactory	Correlation	0.209
	Significance	0.117
Gustatory	Correlation	0.101*
	Significance	0.25
Tactile	Correlation	0.171**
	Significance	0.054

(*) Significance at the level of 0.05; (**) Significance at the level of 0.1

The auditory and olfactory correlations with the brand image of dairy products were not confirmed. The non-parametric Bootstrap test (Tenenhaus, et al., 2005) with 500 replications was used to estimate standard errors and hypothesis testing. The basic criterion for evaluating the latent endogenous variables is the determination coefficient of R2. The values of R2 (0.67, 0.33 and 0.19) in the PLS route models are respectively significant, moderate and weak. In the present model, sensory variables (vision, auditory, gustatory, olfactory, and tactile) have been considered as an exogenous, independent and variable brand image of intrinsic and dependent variables.
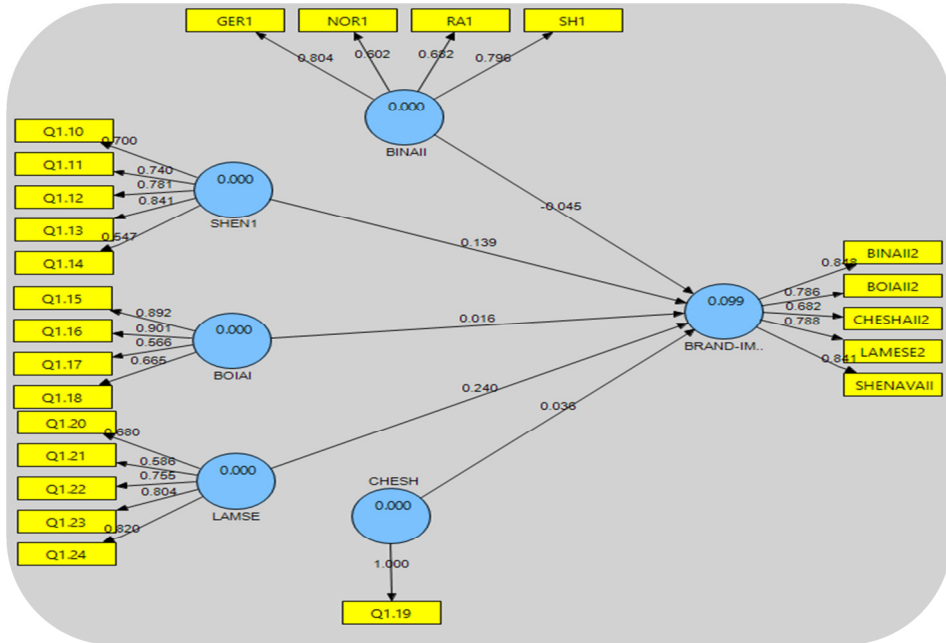
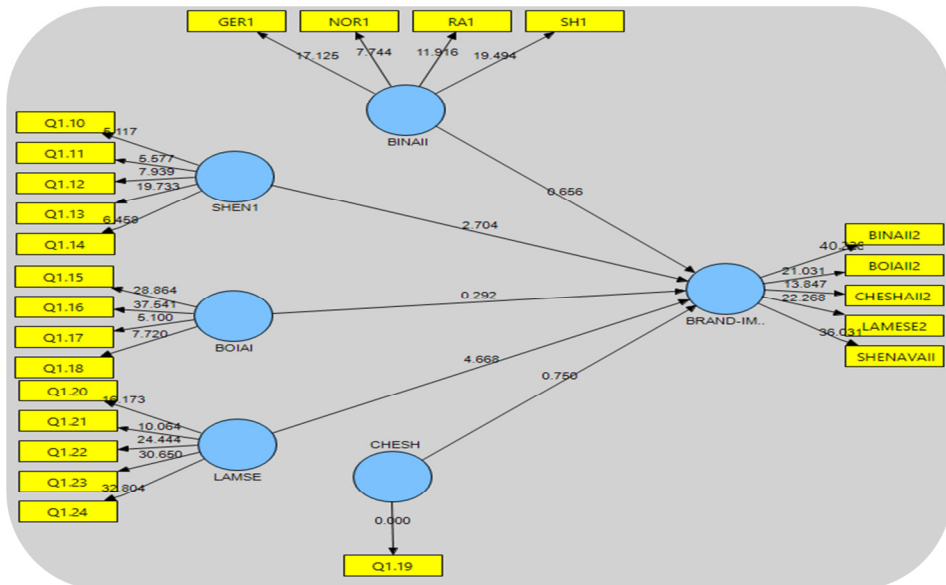**Figure 1.** Examination of the original model

Figure 2. Investigating the original model

The above figures illustrate the structural equation model of the research hypotheses. The results are summarized in table 3.

Table 3. Model fitting for structural assumptions

Predicting Structure	Criterion Structure	Path Coefficient	T-VLUE	R2	Q2
Visual		- 0.045	0.656		
Olfactory	Brand Image	0.139	2.704	0.092	
Gustatory		0.016	0.292		0.529
Tactile		0.24	4.668		
Auditory		0.036	0.75		

As shown in table 4, the statistical subscription that represents the fitting of the model is more than 0.5.

Table 4. Average extracted variance

Factors being Studied	COM	R2
Vision	0.526	-------------
Auditory	0.53	-------------
Olfactory	0.592	-------------
Gustatory	1	-------------
Tactile	0.539	-------------
Brand Image	0.626	**0.099**

Therefore, the findings confirm the overall validity of the model. Fitting indices indicate the reliability of the models. The summary of the results and relationships is presented in table 5.

Table 5. Summary of the results

Model Structural Relationships	T-VALUE	Structural Coefficient	Result
Vision of the brand image	0.656	- 0.045	Not Confirmed
Olfactory on the brand image	2.704	0.139	Confirmed
Gustatory on the brand image	0.292	0.016	Not Confirmed

Model Structural Relationships	T-VALUE	Structural Coefficient	Result
Tactile on the brand image	4.668	0.24	Confirmed
Auditory on the brand image	0.75	0.036	Not Confirmed

5. Discussion and Conclusion

Given that the products produced in dairy companies are very diverse and each new product is quickly mimicked by rivals, therefore, companies need more focus on marketing topics and branding to achieve their marketing and financial goals. In this research, the aim is to use up-to-date resources and paying attention to emotional and empirical marketing to provide impulses that lead to the formation of a positive image of the brand in customers. For this purpose, in the initial presented model, 5 senses including 19 impulses were identified by interview and according to the research literature. It is suggested that dairy companies pay attention to these impulses in order to create a positive image in their customers' minds. In this research, the significant effect of the olfactory and tactile senses on the image of the brand was confirmed. To this end, companies can use the products to offer customers with a pleasant smell to create a positive image. Also, as the tactile sense has a meaningful effect on the brand image, offering products in a suitable form, weight and quality according to the needs of the customers, causes a positive image of the brand of the company. It is also necessary to note that most dairy products should be kept in a cool places. Keeping that in the minds of the customers will have a positive effect. On the other hand, considering the importance of environmental issues and increasing the awareness of customers in this field, it is suggested that the packaging of products be in a way to produce less waste and plastic and the supply chain of these companies get modified in a way to use more organic materials and the customers get informed about this.

References

Bani Hosseinian, B, Asadollahi, A. (2017). "The study of the effect of sensory marketing on sales of products (Case study: Shahab motorcycle in Tehran city, 2017)". A new research paper on management and accounting, spring 2012, No. 22 pp. 35-63.

Babin.B.J;W.R.Darden;and M. Griffin(1994)." Work and /or Fun: Measuring Hedonic and Utilitarian Shopping Value ".Journal of Consumer Research. Vol.20, p.644.

Heitzler,C. D. and Asbury' L. D, and Kusner, S. L. (2008). Bringing "Play" to life: The use of experiential marketing in the VERB™ Campaign". American Journal of Preventive Medicine' Vol. 34. No. 6.pp. 188-193.

Hultén, B.(2003) "Relational Marketing Strategy in Corporate Chains: BCR's Consumer Specific Marketing". Proceedings, Academy of Marketing Science Annual Conference, Washington Dc, 27-31 May 2003.

Keller, K.L. (1993)" Conceptualizing Meaning and Managing Customer-Based Brand Equity". Journal of Marketing.Vol.57 ,n 27, pp. 1-22.

Krishna, A. (2010). An Introduction to Sensory Marketing". Sensory Marketing: Research on the sensuality of products, New York: Taylor and Francis Group, pp. 1-13.

Lee, Spike W.S and Schwarz, Norbert (2014). "Metaphors in judgment and decision making". Metaphorical thought in social life. Washington, DC: American Psychological Association.

Martinez , E, and de Charnatony , L.(2004)"The Effect of Brand Extention Strategies Upon Brand Image". Journal of Consumer Marketing , Vol 21, No7 , PP 486-496.

Mahjoob, M.; Ranjbarian, B. and Zahedi, M. (2015). "Analysis of the effect of sensory components on the satisfaction and behavioral intentions of foreign tourists (Case Study: Four and Five Star Hotels in Isfahan)". Journal of Tourism Planning and Development, Vol. 4, No. 15, winter 2013, pp. 42-61.

Shahid Habashi, A.; Fazlzadeh, A.r. and Faryabi, M. (2013). "The study of the role of relationship marketing, sensory marketing and

supportive marketing in customer loyalty". Journal of Marketing Management, Volume 9, Issue 24, autumn 1394, pp. 113-138.

Schmitt, B.H.(1999)." Experimental marketing". Journal of marketing management .15:53-67.