

ANALYSIS OF METHODS OF INFLUENCE ON CONSUMERS FMCG BASED ON AROMAMARKETING & AUDIOMARKETING

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Abstract

The article reveals the specificity of individual trends in marketing, especially the sensory marketing. The analysis of the Russian experience the use of aromamarketing and audiomarketing at the sales points, on this basis, were systematized performance indicators of sensory marketing.

Keywords: marketing, consumer behavior, relationship marketing, sensory marketing, aromamarketing, audiomarketing.

1. Introduction

The modern trend in marketing development presupposes the use of the ideology of relationship marketing as a basis for development, this is explained, first of all, by the shift of interest towards the study of the psychology of consumer behavior.

2. Theory

The development of the theory of marketing is reflected in the works of leading foreign scientists, such as Smith A., Drucker P., Kotler Ph., Weber M., Lamben Zh. Zh., Levitt S., they laid the foundation for consumer behavior as a separate scientific direction. It is necessary to note the substantiation of the psychological factor on the formation of the theory of relationship marketing.

The problems of the marketing and psychological essence of the formation of consumer value are reflected in the works: Maslow A., Rokeach M., Baudrillard J., Kahneman D., Simon G. and Catonia J.

According by opinion of founder of the American school of marketing Ph. Kotler, it is the study of consumer behavior that led to the formation of a new marketing format (Marketing 3.0) as a science that unites three concepts: individuality, sincerity and image. This allows us to form a new marketing trend, the meaning of which is to determine the conditions for satisfying the needs based

on analysis of the individuality of the consumer and his reaction not only to marketing incentives, but also to the very process of making a purchase [1].

In the last decade, sensory methods of influencing the consumer have become very popular, allowing more likely to guarantee the success of the transaction.

Research in the branch of psychology has repeatedly proved that instruments such as: music and smells can have an impact on the subconscious mind in the decision-making process or influence human behavior. The use of music and fragrances in places of contact with the consumer creates an "atmosphere" that can influence both the motives of the consumer and his buying behavior. The combination of the use of all elements of sensory marketing "increases customer loyalty and brand recognition."

It should be noted that music and fragrance are not considered by us as the main manipulators, they are only an auxiliary psychological "catalyst" for influencing the consumer in addition to the main marketing tools.

The main function of music and smells in the process of making a purchase is to create a comfortable atmosphere which provokes customer activity. Consumers, taking the atmosphere created by smells, sounds and color design of the, begin to consider it as an integral part of the buying process. Thus, the buying atmosphere becomes a separate criterion for assessing the quality of a product or service.

Exposure to odors or "aromomarketing" has a more biological nature than economic or psychological. First of all, this is due to the fact that, from the point of view of biological processes, the smell is the only channel that reaches the brain, without our interpretation.

In 2014 the Activity Group company proved several hypotheses at once [2]:

- The use of aromamarketing increases sales.
- The use of aromamarketing increases the length of time visitors stay in the store.
- The use of aromamarketing increases the number of impulse purchases.
- The use of aromamarketing increases the traffic within departments.

The results of the research of the Capital Research Group indicate that properly sprayed flavors cause visitors to have 30% more to eat and 15% more to buy [3]. During the experiment of the University of Paderborn, it was possible to establish that through the aromatization of the shopping halls, the time visitors spend in the store increased by 16%, the readiness to make purchases - by 15%, and the number of unplanned purchases - by 6%.

According to studies conducted at the University of Paderborn (Germany), customers estimate the aromatized store as 90% more pleasing in design than the similar one without the presence of flavor [4].

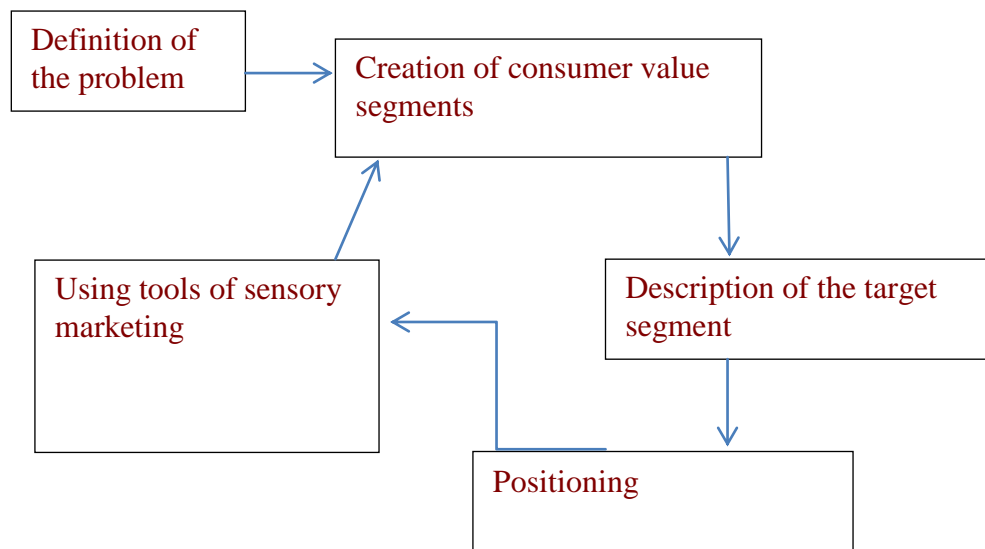
A universal smell or a universal musical background for all the variety of goods and types of trade has not yet been found. Therefore, different stores need their "own" aroma and sound. However, in any case, the smell should be soft, and the music is not annoying and does not cause negative reaction from visitors, and so thin that a person does not understand why he likes to be here.

The effectiveness of the application of methods of sensory marketing to date is determined by standard methods, such as the registration of the number of sales and consumer survey / assessment.

However, these indicators do not provide to assess the influence of hidden factors, such as the timing of the purchase, the mood of the potential buyer, the expectations of the buyer. This involves developing a methodology for assessing the effectiveness of sensory marketing methods for an individual enterprise.

In order to determine the most effective types of promotion through sensory marketing, it is necessary to be based on the consumer preferences of the target segment. A detailed description of the target segment allows us to develop an effective concept and positioning strategy. This, in turn, will allow using sensory marketing methods to enhance the effect and increase the share of loyal customers.

Interrelation of segmentation and positioning is shown in the following diagram (Pic.1).



Pic. 1 Interrelation of segmentation and positioning through the tools of sensory marketing

Positioning is the process of finding such a market position for a company that will profitably distinguish it from the position of competitors. Positioning is carried out for a specific target segment, for which unique advantages are created and offered. In our study, the company's advantages are the atmosphere of the purchase.

Sensory marketing tools such as aromamarketing and audiomarketing have shown their effectiveness in the sphere of sales of everyday goods. The time spent in shops and shopping malls increases by an average of 13%, sales increase by an average of 20%.

The mechanism of the impact of sensory marketing and the expected effects

Mechanism of influence	Aroma	Audio
Receptor cells	Chemoreceptors (Olfactory and gustation systems)	Mechanioreceptors (Phonoreceptors in the auditory system, receptors of the organs of equilibrium, receptors of the outer integument of the body)
Principle of impact	Aroma signals	Mechanical vibrations
Perception by the brain	Signals enter the cortex of the lower surface of the temporal lobe of the brain, where the upper section of the olfactory analyzer is located	Primary perception of sound occurs in the cortex of the temporal lobes of the brain
Method of acceptance of information	Nose. Morphofunctional system that realizes the perception and analysis of chemical irritants acting on the organs of smell. About 50 million receptors of the olfactory epithelium participate in the sense of smell, which are denuded nerve terminals.	An ear. Vibrating air enters the ear canal and presses on the eardrum. This pressure is transmitted to the cochlea. Small villi turn vibrations into sound.

Analysis of data from open sources allowed us to conclude that the most common smells are: the smell of coffee, the smell of lemon, the smell of mint and jasmine, and the smells of sandalwood and ylang-ylang. It is these smells that increase the sales of everyday goods by 15-20%.

3. Results

We propose the systematization of the mechanisms of the impact of sensory marketing and the determination of the expected effects from its introduction.

The mechanism of the impact of sensory marketing and the expected effects

Expected effects	Aroma	Audio
Memorization a trademark or place of sale	An increase of 7-15%	An increase of 10-20%
Increase of time of stay in points of sale	10-15%	10-15%
Increase of the loyal customers	20%	10%-15%
Increase of the sales	10-30%	10-30%

4. Conclusinos

Thus, it can be concluded that the effectiveness of sensory marketing is determined by a number of indicators, the main of which is an increase in sales, an average of 20%. Moreover, sensory marketing can be attributed to low-budget marketing, as the equipment providing the spread of aromas is in the range of 20 to 40 thousand rubles.

Among all methods of stimulating sales, 15% is considered optimal, this proves the hypothesis that non-price sales promotion in modern marketing is much more effective than price incentives.

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