

## THE SENSORY MARKETING IN THE TOURISM BUSINESS AS THE LATEST TECHNOLOGY IN THE TOURISM PRODUCT PROMOTION

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The article studies the problems of the sensory marketing and its possible use in the tourism business. The basic elements of the sensory marketing are analyzed and their roles in the tourist product promotion on the market are defined.

**Key words:** sensory marketing, aromamarketing, tourism product.

### СЕНСОРНИЙ МАРКЕТИНГ У ТУРИСТИЧНОМУ БІЗНЕСІ – НОВІТНЯ ТЕХНОЛОГІЯ В ПРОСУВАННІ ТУРИСТИЧНОГО ПРОДУКТУ

Стаття присвячена проблемам сенсорного маркетингу та можливості використання його у туристичному бізнесі. Проаналізовано основні елементи сенсорного маркетингу та визначено їх роль у просуванні туристичного продукту на ринок.

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Статья посвящена проблемам сенсорного маркетинга и возможности использования его в туристическом бизнесе. Проанализированы основные элементы сенсорного маркетинга и определена их роль в продвижении туристического продукта на рынок.

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Traditional goods promotion does not bring the expected positive results any more. Consumer is so used to advertising on the radio and the television, billboards, distributing materials that just stop to respond to them, therefore the increasing attention is paid to the nonstandard means of influence on the buyer, such as sound effects or creation of special aroma composition. Such marketing received the name of neuromarketing or sensory.

Sensory Marketing is rather new concept for marketing communications, which recently began to become fashionable at the marketing specialists. More and more tourist enterprises began to use sensory marketing actions in the business. It is clear from the name that it connected with the senses. In the sensory marketing human senses – taste, smell, sight, hearing, and touch – are on the service of products promotion. The purpose of the sensory marketing is to create a pleasant atmosphere and relaxing condition for customers. The instruments of the sensory marketing are: different sounds, smells, colors, textures which affecting the consumer. The reflex – association is produced by the client under the influence of it: some music or feeling immediately calls up memories about defined tourist product. It is important that the consumer even having any sensory influence doesn't usually realize that it force him to desired for the producer behavior by means of such influence [5, p.167].

The idea of the sensory marketing belongs to Martin Lindstrom, the known builder of brands and consultant of corporations Disney's, Mars, Pepsi, American Express, Mercedes – Benz, McDonald's, Microsoft and others. He emphasize that the traditional advertising methods are invalid today: "Branding should be reori-

ented... on the visual-auditory perception and find a way to send signals and messages using all five senses of human." The tourist product information, received via various channels of sensory perception remains in long-term memory and is used when purchase decision making. Every brand should have the such properties, which would create a rich sensory and emotional experience under the intimate contact with it [1, p. 57].

The research results of instruments influence of the sensory marketing on the buyer: show that if the purchase is accompanied by the nice to the person sound, then the willingness to buy a product increases by 65 %. Pleasant taste accelerates growth of this readiness by 23 %, a pleasant smell – by 40 %. Goods pleasant to the touch people ready to buy by 26 % faster, and pleasant by sight – by 46 %. We get the following result by carrying out the simplest arithmetic action: total influences to all the senses has to increase the purchasing willingness of the client exactly by 200 %. The reality offers us different, but also good figures [1, p. 72].

The strategy of principles usage of the sensory marketing is important to plan in advance. But all materials in an interior which guests touch have to reflect brand values. The ventilation system has to bear only pleasant smells in the hall and loudspeakers – creates directed "a comfortable sound". Of course the effect won't be instant, but guided by the concept of the sensory marketing together with traditional methods, will bring good results in the business development.

The main instruments of the sensory marketing are color, sound, smell, taste, touch.

The greater importance is the interior color of the travel company. Researches show that 80 % of the color and light are absorbed by the nervous system, and only

20 % – by sense of vision. There is a certain dependency between the color composition of advertising and natural perception of the person. It is authentically studied that each color causes subconscious associations and emotions. Conversation in language of colors and shapes is much effective – people pay about 66 % of attention exactly to color. Successful combination of the color and shape is the key to remember travel company [3].

The modern science defines color as a sensation that arising in a vision organ of the person under the influence of the light on it. There is seven basic colors in the spectrum of white sunlight.

All colors are divided into achromatic and chromatic:

- 1) achromatic is white, black and all grey;
- 2) chromatic is all the others.

The system of psychophysical characteristics is used to determine the color which is:

1) tone – is the quality color when this color can be compared to one of the spectral colors. In other words - this is the name of the color;

2) lightness (difference degree of color from white) – is the quantitative differences within the same color. It is the presence of any given quantity white or black in the color;

3) relative brightness – is the relation of the stream size reflected from this surface to the size of the stream falling on it;

4) saturation (difference degree of color from equal on lightness gray) – is difference degree of chromatic color from equal on lightness achromatic. Saturation is usually replaced with purity. The saturation of chromatic colors in which white is added greatly decreases, the saturation changes while adding black, but not so deeply. Lighter colors influence more actively at an equal saturation of colors, and at equal lightness – are more saturated;

5) purity of color – is the share of pure the spectral color in its general brightness.

Purest colors – are spectral. Purity of achromatic colors is 0, as well as saturation. The combination of the color tone and saturation is called color grade. Achromatic colors have no of it.

The knowledge of psychological colors semantics helps to choose the color score so that it is correspond to the character and mood of consumers and most effectively formed their emotional perception.

Some features that found out by psychologist T. Kenig should also be considered at the creation of graphic logos and a visual line of the advertizing company.

Studying the emotional perception of the color combinations, he came to a conclusion that the different color combinations cause different feelings, and established the sequence of the most effective combinations of background and fonts colors in the advertising message (tab. 1)

Creating outdoor advertising it is important to consider the Purkinje effect, where under the color balance

changes under the external lighting weakening without artificial highlighting in the advertising image as colors of the red half spectrum are darken more than colors of the blue half spectrum, for example green becomes lighter then yellow and blue is lighter than red.

Table 1

Compatibility background and font colors

Letter color	Font color
black	yellow
green	white
red	white
blue	white
white	blue
black	white
yellow	black
white	red
white	green
white	black

Compiled from data: [1, p. 90]

Another important factor which needs to be considered is- seasonality. For example, the most people have deficiency of joyful emotions in the fall and winter. At this time, advertising should be bright and dynamic.

Sound is a special factor of influence on the human psyche, associated primarily with the special physiological aspects of perception.

Each sound is also painted in their special physiological aspects and unconsciously influence over decisions and actions of any person.

Any combination of sounds, including each word causes certain associations in the person. Association between certain sounds and their meanings are quite stable, consumers may not realize them, but usage of colors associated with words in the package increases the communicative efficiency of brands and advertising costs.

English sociologists, who have studied the problem of advertising storing by the main channels of perception, came to a conclusion about practical equality of acoustical and visual factors of perception. Participants of experiment remembered and could reproduce by means of sound influence 70 % of the offered advertizing information, and by means of visual – 72 %. The simultaneous action audio and visual lines (86 %) were the most effective [3].

The music is selected depending on the concept and has to be in harmony with the general stylistic of the travel company to form a number of subconscious associations connected with it by the buyer. It is necessary to avoid the appearance of any unwanted associations connected with one or another songs and melodies when melody is selected. Nothing must distract attention of buyers. They should not catch a clear semantic nuance of the song otherwise their attention will turn to (irrespective of his desire) analysis of the text content. It can cause the negative associations, bad memories in someone, and it simply won't be pleasant to someone that is absolutely unnecessary. For this reason it is best not to use popular songs, well-known melodies. The

classic also is a bad match – many people do not understand or accept it, but the musical adaptation of a classical music is quite appropriate. It is best of all to use melodies of contiguous musical styles.

It is better to refuse from radio stations usage. News, talk in the air, the sharp shift of the musical style and the emotional coloring of the songs often lead to the negative effect. They annoy and distract visitors from choosing purchases.

Aromamarketing is the most important component of the sensory marketing. Aromamarketing is the purposeful aromatization of the air to stimulate sales and positive influence on the client. The close connection of smells with memory and their ability to wake the memories fastest allows to create a situation when forming a stable relation "smell – advertising image" at advertising audience any source of familiar aroma will have the effect of advertising influence. That, there will be a direct signal connection: "certain aroma = certain travel company."

Besides, as the smells are capable to influence people in many sleazy ways, they do not realize it is possible to strengthen motivational component of the influence of advertising using these sleazy instruments. It is proved that the optimal smells for travel companies are – smells of exotic fruits, flowers and the sea, and for guests of expensive hotel – smells of mango and roses. These smells stimulate your conceptualization about exotic countries where you can get the tour right there [2].

For example, the French travel agency Havas partially reproduces the atmosphere of future holiday destination in the firm offices, giving the smell of heated sea sand and exotic tropical touse and thus making a unforgettable experience on the client, especially if there is not too hot outdoor.

Hotel chain Westin Hotels and Resorts has developed and uses his air freshener with a aroma of white tea, you will feel the aroma of lemongrass and green tea in the lobby of the hotel chains Omni Hotels, and the company Morgans Hotel Group, which owns the most luxurious hotels like New-York Royalton, has a unique aroma to each his hotel. It is delivered through conditioning system in the air using special devices manufactured by ScentAir and others.

Hotels use special measures that anyone of the visitors did not suffer from an allergy to any smells. That is why the Westin hotels do not use flower or citrus aromas.

Using sensory branding in Omni hotel chain they inform visitors about some backgrounds, as well as periodic press (newspapers and magazines supplied for customers with strawberry smell stickers), and "sensual bars" with the smell of eucalyptus are set in the rooms.

It should be noted that specific of a concrete culture is always superpose on the general for all people perception reflexes of smell.

Touch is – the ability of animals and humans to perceive the action of environmental factors by means of

skin receptors, supporting-motor apparatus (muscles, tendons, joints, etc.) and some mucous membranes (the lips, tongue, etc.). Touch [4].

There are four main types of tactile sensations: tactile, thermal, cold and painful. In other words, advertizing can warm or cool, hurt or give to feel depending on conditions and situations. And advertising now, which is not only possible but also need to pull, poke and look what happens, always provokes a great interest.

The most elementary and widespread way of influence on human taste buds for promotional purposes is traditional sampling, i.e. the distribution of samples, samples mail out and products degustation in the sales points. Advertising of any type of goods quite can leave a pleasant aftertaste under the creative approach.

For example, advertising text of a travel agency: Germany: majestic Dresden, famous Cologne Cathedral, monuments of Berlin and taste of the real Bavarian beer – are all new bus tours offered by the travel agency. Here some kind of "bait" for a trip across Germany comes forward "the flavoring aspect" of the country (along with the typical – cultural or historical monuments): the area of Germany – Bavaria and beer that bring fame to this area.

Tactile sensation can be very various, as they result from a complex perception of different properties of the irritant which acts on the skin and subcutaneous tissues. The perception of environmental subjects by means of touch allows to estimate their shape, size, surface properties, consistence, temperature, dryness or humidity, position and movement in the space [1, p. 81].

It should be noted that any of the listed elements of the sensory marketing can be used both separately and together with others. The sensory marketing should give a special feeling to the consumers. Falling for the magic of colors, sounds and smells, having plunged into the pleasant atmosphere, leaving the best associations of the purchase process in the memory, he will certainly want to return to the seller. Using elements separately or all at once, a strong emotional bond is creating between the consumer and tourist enterprise.

Developing the marketing policy of a travel company it is necessary to understand what experiences are important for the target audience what they care about and admire. Considering the different characteristics of the audience and proceeding from goods speciality, it is possible to simulate the most favorable consumer behavior.

"Sensitive" techniques almost never used for drawing of consumers attention in the travel business. Usage of color, sound, smell, various tactile motivations certainly will get a response in the hearts of consumers.

Uniqueness of the sensory marketing is that it can influence the audience not only through direct contact on points of sale, but also through advertising, sending not so much rational reasons for purchase to buyers as an emotional appeal to remember, feel, touch.

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