Enhancing Brand Preferences Through Digital Sensory Marketing Techniques

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Abstract
The digital revolution has significantly transformed consumer behavior, particularly in the context of online brand interaction and e-commerce. As experiential marketing becomes increasingly central to customer engagement, there is a growing need for brands to provide immersive and multisensory experiences in virtual environments. This study investigates the impact of *Digital Sensory Marketing Techniques*—including augmented reality (AR), virtual reality (VR), and emerging sensory technologies such as digital taste and scent simulations—on consumer brand preferences. While the adoption of sensory-enabling technologies remains in its early stages, findings suggest that such approaches positively influence consumer perceptions and preferences by enhancing online brand experiences. The research offers valuable insights into the evolving digital branding landscape and underscores the strategic potential of sensory stimuli in shaping virtual brand-consumer relationships.

Keywords: Digital sensory marketing; Brand experience; Brand preference; Sensory-enabling technologies; Virtual consumer behavior; Experiential marketing; Digital branding

Conflict of Interest
The authors declare that there are no known financial or personal conflicts of interest that could have appeared to influence the work reported in this paper.

Introduction

The rising need for convenience, better offers, variety, and time crunch are the fundamental reasons for the offline to online shift. Furthermore, the increasing screen time provides a plethora of options for brands to grab consumer attention.

India is no longer left behind in this digital wagon. Approximately 330mn people are expected to purchase online in India by 2020, which equals 70.7% of its total internet users. Thus, making digital no longer a supplementary medium but a necessity for brands to adopt.[1] With such massive shifts, the clutter online is ever rising, and demands for differentiation in the digital landscape. Branding, which has been an integral part of this differentiation process, is thus being extended digitally. Besides mere trading, brands are reaching out to consumers in unconventional ways to break through the noisy digital world and

provide immersive experiences. [2] Brands are weaving experiences that will create a long-lasting image and lead to positive recalls from the website interfaces to post-purchase conversations on social media.

Among other methods, 'Sensory Marketing,' an effective offline tool, is being explored digitally by brands. It involves appealing to the senses of sight, smell, taste, hear and touch to influence the brand preferences positively and thus the consumers' behavior. [3] Especially in an Indian context where the lack of touch and trust in brands is a deterrent for online shopping, Sensory Marketing can create a positive Webmosphere. This can be achieved using Sensory Enabling Technologies (SET) like touch screens, headphones, smell interfaces, taste bud electrons, artificial intelligence, virtual reality, mixed reality, and the usual visual, color, and acoustic psychology practices.

While these techniques are primarily used for tactical purposes, a focus on imbibing them for the long term can positively impact, according to previous research. But the lack of awareness of their availability and their measure of impact viz a viz the investments required hinders the use of such techniques. [4] There have been applications of sensory experiences in the gaming arena with the likes of Pokemon Go, the Pop Dongle, and others, which can be extended for immersive brand experiences. Among the five senses, the brands have comparatively broader applications for visual and auditory experiences. [5] To explore other parallel innovations worldwide like the Digital Taste interface, The Smell of Success, and others could be adopted.

With the dawn of experiential marketing in offline scenarios coupled with the tech-savviness of the consumers, Digital Sensory Marketing holds immense potential to replicate this success in digital parlance. [6] This research report aims at studying the effectiveness of Digital Sensory Marketing as a means of delivering brand experiences and thereby influencing brand preferences. The research will analyze consumers' past digital sensory marketing experiences and their impact on brand preferences.

Literature Review

The literature review under this study follows the systematic review approach. The broad discussions that emerge from the existing literature can be segregated into five themes; Sensory marketing, brand experiences, brand preference, digital brand experiences, and digital sensory marketing, tobetter understand each construct involved.

Sensory Marketing

Traditional marketing has largely seen consumers as rational beings, stressing product features and benefits. But with the tremendous advancements in the marketing arena and stiff competition, brands are forced to revisit traditional marketing methods. Today for brands, to meet consumer expectations, there is a mushrooming urge to deliver marketing as an experience that dazzles senses and stimulates minds simultaneously. [7] Thus, in addition to rational appeals, the application of sensory cues is ever rising to appease consumers effectively. The process of understanding senses came to the forefront when the Greek philosopher Aristotle classified them into five distinct parts as sight (visual), hearing (auditory), smell (olfactory), touch (haptic), and taste (gustatory). Their inseparable role in the day-to-day decision-making process has indeed paved the way for Sensory Marketing.

'Sensory Marketing' strategically involves the consumer senses with an aim to positively influence the perceptions, evaluation, and behavior of consumers.

In simpler words, it attempts to strengthen the relationship between a brand and its customers at a deeper level by involving senses. Thus, brands can use senses as subconscious stimuli to influence perceptions relating to the brand/product. Research on the impact of Sensory branding applications suggests that the number of positively activated sensory memories is proportional to the connection established between

brands and consumers. The effects of Sensorial Marketing are explained by Lindstrom as, 'Sensory cues stimulate interests, fasten buying process and affect consumer emotions to supersede rational information' which possibly leads to a purchase decision. Additionally, the research by the authors highlights the difference between everyday marketing and sensory marketing, as the ability of the latter to penetrate the inner core of consumers. [7] To further support the argument, authors Schmitt and Simonson opine that senses have not just one but a three-pronged strategic purpose as 'Stimulators,''Differentiators,' and 'Value creators' in brand promotions. A quote from Martin Lindstrom, author of 'Brand Sense,' underpins that "a total sensory experience would at least double, if not triple, the consumer's ability to memorize the brand."

Further, the existing literature suggests that Sensory Marketing has primarily seen a bi-dimensional application by brands with a focus on senses of sight and hearing. [8] Whereas the attempt of sensory branding practices has always been to bring about the holistic integration of the purposes, such that a positive bond between the brand and consumer is created. For this to take place, there is a need for Multi-Sensory Marketing, and the goal should be to develop synergetic experiences involving all senses.

To summarise, the literature establishes the role of sensory marketing as a practical approach in delivering positive and holistic brand experiences.

Brand Experiences

Before focusing on brand preferences, it becomes pertinent to study brand experiences, as brand preferences are a by-product of brand experiences. [21] Supporting this view is a study that suggests consumers develop a brand preference only after they learn about the brand, and this learning happens through brand experiences.

The brand experience was first mentioned as they identified consumption patterns "that relate to the multisensory, fantasy and emotive aspects of product use." For this study, the authors will adhere to the definition of brand experiences as 'a bundle of feelings, sensory responses, cognitive responses and behavioral responses aroused by brand-related stimuli which are sources of a brand identity. [9] Previous research supports this definition by stating the brand experiences as the sum of impressions formed in the consumers' minds by means of marketing promotions, in-store interactions, customer services, or any other contact points. The value created by these sets of interactions also influences the location of intangible properties, like brand equity. This, in turn, strengthens the importance of brand experiences in building brand equity, as investigated by several studies.

Increasing the brand experiences during the purchase journey affects the rational and emotional aspects of the overall customer experience. [10] On the same lines, authors Akbar and Parvez opine that the management should focus on customer satisfaction, for which service quality and brand experiences are pivotal.

The review suggests the integral role played by brand experiences in the consumer purchase journey and how it can be partially controlled by brands for desired results. It states that positive brand experiences lead to brand trust and customer satisfaction which most often lead to brand preferences.

Digital/Online Brand Experience

With the massive integration of the internet in the consumer journey, brands cannot overlook the aspect of delivering brand experiences digitally. Like the offline scenario of delivering brand experiences, online experiences also entail engaging customer senses and emotions. [22] Digital experiences lack the aspect of physical presence on a side but have a plethora of other options been explored like audios, videos, augmented reality, virtual reality techniques, etc., to appease consumer emotions and senses. Various online touchpoints like the website, blogs, chat rooms, social media handles, to name a few, have become prominent parts of integrated marketing campaigns. [11] Brands inform, share and mutually create

experiences with consumers online.While using digital media, audiences/consumers are immersed in an experience which is "cognitive and affective" in nature at the same time. It combines cognitive responses (such as usability, the functionality of a website) with affective experiences (hedonistic experiences that bring fun, emotion-like enjoyment). [23] In contrast to traditional, offline brand experiences that directly target the senses, virtual experiences rely on interfaces that act as a replacement for "real-world experiences." Brand experience consists of 5 elements, which fall under "sensory, emotional, cognitive, behavioral, and relational" categories.

Brand Preferences

There is no consensus on the exact definition of preference, and the meaning varies according to the disciplines it caters to. The economic view suggests that preferences are precise and stable, but this view is criticized by other fields for such assumptions and opines that individual preferences are unstable. The field of psychology suggests preference as a learning construct of preferences learning with experience and information processing as prime sources. [11] Marketing literature defines preference as the desirability of an alternative. The desirability of choice can be induced or altered through carefully crafted marketing communications, thus strengthening the realm of brand preferences in the world of branding. In the words of Howard and Sheth, brand preferences are consumers' pre-dispositions towards brands that are a total of the cognitive processing of their interactions with the brands. In simpler words, brand preferences are biased from the consumer end that makes them chose one brand over the others of similar qualities. [12] Past literature on brand preferences revolves around two groups. First is the consumer behavior factors like culture, social, personal, psychological, influencing brand preferences. This involves an individual's personality and lifestyle, according to some studies. The other group focuses on brand preferences being influenced by marketing communication carried out by brands. These communications help generate awareness and learning around the brand that influences brand preferences over time. These communications can either have a positive or negative impact on brand preference depending on the marketing communications and the attributes of the product/brand involved.

Brand preferences were traditionally viewed as a result of cognitive processing based on the rationale of consumers in judging the attributes of the brand/ product in focus. The multi-attribute models like the empirically proven Fishbein model are criticized for being highly cognitive and ignoring the affective influences of brands over consumer behaviors. [13] Thus, the role of experiences in influencing brand preferences is supported by existing literature. Brand experience is holistic and comprises cognitive, emotional, behavioral, sensory, and other such responses to the stimuli.

Another study on brand experiences indicates that consumers rely on their experiences as reliable sources of information to evaluate and make choices. Like these, just a few studies have examined the impact of brand experiences in building brand preferences. The research by RehamEbrahim and Ying Fan has put forth a model linking brand experiences with brand preferences. [14] In the model, the essential antecedents of brand preference and the direct or indirect impact of brand experience on brand preference. The proposed model highlights direct and indirect links between the constructs of experience, associations, personality, and the importance of the brand. Another study on preferences and repurchase model suggests that there exists a positive impact of brand experiences on brand preferences as the experiences provide scope for evaluating the brands. The literature on brand preferences thus brings about the integral role played by brand experiences as an influencer. [15] As established earlier, the sensory marketing approach has been successful in bringing about immersive brand experiences. The purpose of the current study is thus supported by these inferences and aims to study digital sensory marketing as an influence over brand preferences which is a consequence of cumulative brand experiences.

Digital Sensory Marketing

Digital platforms are no longer supplementary media but an integral part of brand communications. Successful branding strategies require consistent and delightful experiences across traditional and digital touchpoints. The review of literature on the topic of sensory marketing proves its effectiveness in the

offline scenario, but there is a dearth of literature when it comes to the offline method. The research on 'Multisensory brand experiences in digital media, states the necessity of exploring sensory marketing online as consumers increasingly favor realistic experiences on screens. As described by the author Hebb, 'Human brains do not replace information but organizes it in the form of neural networks. [16] This is the reason for the triggering of several memories at once. Based on this fact lies the need for experiences that develop brand associations through various stimuli like sensory marketing both offline and online for long-lasting brand experiences. The study also points out the over-reliance on the sense of sight has created an overabundance of visuals on the 'Webmosphere' and puts forth technologies like piezoelectric actuators, solenoids, linear resonant actuators, repulsive magnetic forces, electro vibration for haptic sense, and chemically based stimulation for the understanding of olfactory and gustatory. The discovery of multiple sensory appealing devices like olfactometers, Gustometers, food simulators., Tastescreen., electric taste machine, and so on hold the potential to be replicated for branding activities.

The application of various technologies like Augmented realities, Virtual realities, the Internet of Things (IoT), in-store beacons, and Artificial intelligence for merging digital, social, and traditional brand realms for consumer experiences is a way ahead for digital marketing. Further, the research on 'Impact of virtual brand experience on purchase intentions' provides evidence for positive influences towards brands, with the help of 3D and other virtual reality techniques utilized on websites. [17] A study on 'Augmented Reality for designing Immersive Experiences That Maximize Consumer Engagement' quotes numerous brand examples like Volkswagen, Ikea, Heinz ketchup Pepsi Max, Timberland, and others that have successfully embedded augmented reality techniques for enticing brand experiences and consumer engagement. Such rampant uses of Augmented reality stems from the need to appeal to the emotions and senses for brand experiences. The research by authors Gabisch&Gwebu covers the aspects of Perceived diagnosticity, which is defined as "the extent to which a consumer believes that a particular shopping experience is helpful for evaluating the product's attributes." As online product and brand experiences are limited by certain sensory information such as the physical presence of the product, it is crucial to understand how practical an online brand experience using sensory techniques like Augmented reality or Virtual reality could be for consumer evaluation. [18] These techniques have seen a rising role in the marketing approaches of several brands however are limited due to affordability concerns and the dearth of means to measure their effectiveness. Considering the potential upcoming innovations hold and the limitations of lack of a measure of effectiveness strengthen the need for carrying out the current research that measures the influences of digital sensory marketing techniques in influencing brand preferences.

Research Objectives

(1) Tounderstand the effectiveness of Digital Sensory Marketing techniques

(2) To explorevarious factors that play an essential role in digital sensory marketing experiences.

- To analyze the perceived importance attributed by the consumers on the use of Digital Sensory Marketing techniques.
- To analyze the Relevance of the adopted Digital Sensory Marketing Techniques with the brand.

Hypothesis

Based on the literature review that was carried out, it's evident that Digital Sensory Marketing holds immense potential for fostering positive brand experiences. A positive brand experience, in turn, could have an influence over brand preferences. [19] The lack of a measure of effectiveness is a significant reason restricting brands from adopting such techniques. Hence, the current study puts forth the following hypothesis as a focal point for the research:

H1: There is a significant relationship between the perceived importance of the use of Digital Sensory Marketing techniques by the brands and the resulting brand preference of the consumers

H2: There is a significant relationship between the Relevance of the adopted Digital Sensory Marketing Techniques by the brands and the resulting brand preference of the consumers

H3: There is a significant relationship between the perceived importance of the use of Digital Sensory Marketing techniques by the brands, Relevance of the adopted Digital Sensory Marketing Techniques by the brands, the excitement and entertainment value derived from the adopted methods, the ease of use for the adopted strategy and the resulting brand preference

Research Methods

The research required both primary and secondary data for achieving its intended objective.

For secondary research, an extensive study of research papers and articles from academic journals and brand case studies was carried out. The domains for secondary research included sensory marketing, brand experiences, digital brand experiences, brand preferences, and digital sensory experiences.

For primary research, a quantitative approach was adopted for data collection. Under the quantitative approach, a structured survey with a questionnaire as a tool was circulated online to the respondents. [20] The questionnaire was drafted by borrowing the constructs covered by authors, Gabisch&Gwebu on 'Perceived Diagnosticity' that included factors like the accuracy of the techniques, rating of past digital experiences, among others.

Sampling Design

The universe for this study is all the individuals that have come across Digital sensory marketing techniques. The appropriate Sample unit would be Individuals further defined as 'Any individual from Mumbai, Pune or Delhi under the age group of 20 to 30 who has been an active audience of any Digital sensory marketing technique'.

The sampling frame for contacting the respondents was through the contacts of the researchers through phone numbers, email I-d's, and social media. For having the optimum amount of data for analysis, a sample size of 250 respondents for questionnaires was targeted, out of which 246 responses were considered for further research. The Sampling technique for selection of samples was non-probability purposive sampling, as the objective requires the respondents to have been a participant of digital sensory marketing experience.

Data Analysis
Hypothesis testing

The linear and multiple regression analysis is undertaken to test the association of Brand preferences which is the dependent variable, and five other independent variables derived out of Digital Sensory Marketing Experiences.

H1: There is a significant relationship between the perceived importance of the use of Digital Sensory Marketing techniques by the brands and the resulting brand preference of the consumers

H$_0$: $\mu_1 = \mu_2$

H$_a$: $\mu_1 \neq \mu_2$

To test the null hypothesis, the F test was adopted. The results for this are obtained by using SPSS - Statistical Package for Social Sciences [C. Constantin, 2006].

Table 1.ANOVA testing of Perceived importance for the use of Digital Sensory Marketing techniques and the resulting Brand Preference of consumers

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.832	1	16.832	64.667	.000[a]
	Residual	63.510	244	.260		
	Total	80.341	245			

a. Predictors: (Constant), The use of these technologies for my brand/shopping experiences is

b. Dependent Variable: I would look at the brands with such marketing techniques

From the data in Table 1, it can be ascertained that the value of the calculated F is 64.667 for the variance generated by the regression. The critical F value is lesser than the computed F value; hence, we reject the null hypothesis. Additionally, the significance value or the p-value is less than the alpha value that is .05, which again rejects the null hypothesis.

Result: There is a statistically significant relationship between the perceived importance of the use of Digital Sensory Marketing techniques and the resulting brand preference of the consumers.

In table 2, the study aims to explore the overall model fit with the R square. Brand preferences are the dependent variable, and perceived importance for the use of Digital Sensory Marketing techniques is the independent variable. The results are as follows:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458[a]	.210	.206	.510

a. Predictors: (Constant), The use of these technologies for my brand/shopping experiences is

Table 2. Regression values for Perceived importance for the use of Digital Sensory

Referring to Table 2, the Coefficient of determination R square is 0.210 with 0.510 standard error. This suggests that 21% of the total variance in Brand Preferences (dependent variable) is explained by perceived importance for the use of Digital Sensory Marketing techniques (independent variable).

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According to the ResearchGate forum on accepted R square values, the larger the R square (i.e., closer to 1) value, the better the regression model fits your observations. The resultant R square value falls under the weak effect size. However, this is attributed to the nature of the research topic that involves predicting human behavior and the limited sample size.

H2: There is a significant relationship between the Relevance of the adopted Digital Sensory Marketing Techniques by the brands and the resulting brand preference of the consumers

H_0: $\mu_1 = \mu_2$

H_a: $\mu_1 \neq \mu_2$

To test the null hypothesis, the ANVOA method was adopted to test the theory.

Table 3. ANOVA testing for the Relevance of the adopted Digital Sensory Marketing Techniques and the resulting brand preference of the consumers

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.491	1	9.491	32.685	.000[a]
	Residual	70.851	244	.290		
	Total	80.341	245			

a. Predictors: (Constant), The techniques selected are important and match well with the brand/product experience

b. Dependent Variable: I would look at the brands with such marketing techniques

From the data in Table 3, it can be ascertained that the value of the calculated F is 32.685 for the variance generated by the regression. The critical F value is lesser than the computed F value. Hence we reject the null hypothesis. Additionally, the significance value or the p-value is less than the alpha value, which is 0.05, which again rejects the null hypothesis.

Results: There is a statistically significant relationship between the Relevance of the adopted Digital Sensory Marketing Techniques by the brands and the resulting brand preference of the consumers.

In table 4, the study aims to explore the overall model fit with the R square value. Brand preferences are the dependent variable, and the Relevance of the adopted Digital Sensory Marketing Techniques by the brands is the independent variable.

Table 4. Regression values for the Relevance of the adopted Digital Sensory Marketing Techniques

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344[a]	.118	.115	.539

a. Predictors: (Constant), The techniques selected are important and match well with the brand/product experience

Referring to Table 4, the Coefficient of determination R square is 0.118 with 0.539 standard error. This suggests that 11.8% of the total variance in Brand Preferences (dependent variable) is explained by the Relevance of the adopted Digital Sensory Marketing Techniques by the brands (independent variable).

H3: There is a significant relationship between the perceived importance of the use of Digital Sensory Marketing techniques by the brands, Relevance of the adopted Digital Sensory Marketing Techniques by the brands, the excitement and entertainment value derived from the adopted methods, the ease of use for the adopted technique and the resulting brand preference.

H0: μ 1 = μ 2

Ha: μ 1 ≠ μ 2

To test the null hypothesis, the ANVOA method was adopted to test the theory.
Table 5. Regression values for five outputs of the experience and the resulting brand preference

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.682	5	5.736	26.339	.000[a]
	Residual	51.615	237	.218		
	Total	80.296	242			

a. Predictors: (Constant), The techniques selected are important and match well with the brand/product experience, The use of these technologies for my brand/shopping experiences is, On basis of entertainment delivered, the past digital sensory experiences was, On basis of their ease of use, my past digital sensory experience was, The use of techniques seems exciting for me

b. Dependent Variable: I would look at the brands with such marketing techniques

From the data in Table 5, it can be ascertained that the value of the calculated F is 26.339 for the variance generated by the regression. The critical F value is lesser than the computed F value; hence, we reject the

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null hypothesis. Additionally, the significance value or the p-value is less than the alpha value that is .05, which again rejects the null hypothesis.

Results: There is a statistically significant relationship between the Perceived importance of the use of Digital Sensory Marketing techniques by the brands, Relevance of the adopted Digital Sensory Marketing Techniques by the brands, the excitement and entertainment value derived from the adopted methods, the ease of use for the adopted technique and the resulting brand preference of the consumers.

In Table 6, the study aims to explore the overall model fit using multiple regression analysis and the ANOVA method to test the hypothesis.

Brand preferences are the dependent variable, and Perceived importance of the use of Digital Sensory Marketing techniques by the brands, Relevance of the adopted Digital Sensory Marketing Techniques by the brands, the excitement and entertainment value derived from the adopted methods, the ease of use for the adopted approach are the independent variables.

Table 6. Regression values for five outputs of the experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598[a]	.357	.344	.467

a. Predictors: (Constant), The techniques selected are important and match well with the brand/product experience, The use of these technologies for my brand/shopping experiences is, On basis of entertainment delivered, the past digital sensory experiences was, On basis of their ease of use, my past digital sensory experience was, The use of techniques seems exciting for me

The Coefficient of determination R square is 0.344 with 0.467 standard error. This suggests that 34.4% of the total variance in Brand Preferences (dependent variable) is explained by the Perceived importance of the use of Digital Sensory Marketing techniques by the brands, Relevance of the adopted Digital Sensory Marketing Techniques by the brands, the excitement and entertainment value derived from the adopted methods, the ease of use for the adopted technique (independent variable).

Results

The research was aimed at exploring the role of Digital Sensory Marketing techniques over brand preferences. The supporting review of the literature suggested the scope for analyzing the effectiveness of such practices due to the lack of research in this area and the massive expenses involved that hinder the application of such procedures by the brands. Extensive secondary research followed by a quantitative study for first-hand information. Following are the significant findings of this study:

The majority of digital sensory experiences have been through brand applications followed by websites.

More than half of respondents have been a part of at least one digital sensory marketing experience, proving the acceptance and trial of such applications. Among the brands with such marketing techniques Lenskart, IKEA, Asian paints, and Nyka have been used the most and have had the highest recall. More than half of respondents agreed that they consider such techniques necessary, and it is pertinent for them to match well with the brand. The analysis also suggested that there is more excellent entertainment value

and curiosity generated around the brand with such marketing techniques. The responses for such methods replacing the offline purchases showed some amount of skepticism, hinting towards partial acceptance. Almost half of the respondents agreed that the application of such techniques by the brands improved the consumer liking and trust towards the brand. This insight shows the possibility of digital sensory marketing techniques been integral in creating positive brand experiences online. Supporting this was more than half of responses that highlighted a favorable brand preference relative to such incidents, further strengthening their need for adoption by the brands. The study proves that there exists an association between the perceived importance of the use of Digital Sensory Marketing techniques and the resulting brand preference of the consumers. This finding suggests that the adoption of such practices holds immense potential to the brands as the consumers perceive these techniques to be necessary for their purchase journey, which has an influence over brand preferences.

The study also proved that there is a much stronger relationship between the combination of various aspects like the perceived importance of the use of Digital Sensory Marketing techniques by the brands, Relevance of the adopted Digital Sensory Marketing Techniques by the brands, the excitement and entertainment value derived from the adopted methods, the ease of use for the adopted technique and the resulting brand preference. This indicated that a variety of factors need to be considered by the brand for fruitful digital sensory methods that would have a positive impact on brand preferences. The research highlights the association between the Relevance of the adopted Digital Sensory Marketing Techniques by the brands and the resulting brand preference of the consumers highlights the need for careful selection of Digital Sensory Marketing Techniques in a way that matches the brand offerings for better influence over brand preferences.

There were insights on the brand being looked upon as creative, innovative, and reliable after such digital sensory marketing interactions. However, the views also highlighted the need for high-end graphic/ tech support to inform of devices needed on the consumer side for the proliferation of such marketing techniques.

Discussion & Arguments

The current research attempted to analyze the influence of digital sensory marketing techniques on brand preferences. The inclination of data towards such experiences leads to a probability of acceptance from consumers towards such marketing techniques. Further, the findings suggest that there exists a correlation between such marketing techniques and brand preferences depending on various factors like ease of use, among others. This insight adds newer dimensions to the field of digital brand experiences as it is not just about innovative techniques but also their proper implementation that leads to positive results.

Findings also highlight the need for improvement in digital infrastructure, i.e., in terms of high-end graphics, supporting devices for such techniques to deliver their intended purpose.

As the study is carried out in Indian cities, the previous insight could be among the reasons restricting brands from exploring digital sensory marketing techniques. The current research analyses the effectiveness of digital sensory strategies under the lens of higher importance levels consumers associate with such practices, improved liking, and trust towards the brands, positive outlook after such exposures, among the other variables. The research also strikes a discussion beyond its objective as the data collected underpins responses that lookup to the brands that adopt such techniques to be innovative, reliable, and creative. This insight suggests the varied impact digital sensory marketing techniques can have in delivering brand experiences. The overall analyses stress the potential digital sensory marketing approaches can have for brands as well as consumers in the future if appropriately applied. This paves the way for the rapid adoption of a new yet old approach to sensory marketing in the digital world.

Further Research Directions

The current study contributes to the area which has been under-explored until recently. Thus, paves the way for a vast future scope on similar lines. Future studies could use more heterogeneous samples in terms of income, age, gender, or occupation for broader analysis. The study lacks a conceptual model due to its exploratory nature. Future researches can propose models for testing the impact of such techniques. The study is limited to the Indian market, where such practices are yet at an infant stage. Researches in the future could try establishing the reason for the same or compare different geographies to analyze the varied influences.

Conclusion

This study has important implications for both academic and business purposes. In terms of academia, it attempts to bridge the gap of the lack of existing literature in the ambit of digital sensory marketing techniques. The derived inferences on aspects like the perceived importance associated with the use of such methods and their significant influence over brand preferences provide scope for future studies on similar lines. The statistically proved hypothesis caters to the skepticism around the effectiveness of digital sensory marketing techniques, which was the intended research objective.

In terms of business implications, the study was focused on the influence of such experiences over brand preferences, thereby providing direct insights for brands to work upon. The analysis highlighted various aspects apart from mere adoption, like the entertainment value derived, ease of use, the excitement generated around such techniques, the Relevance of matching the methods with the brand offerings, among others that could be worked upon by brands for delivering fruitful digital sensory marketing experiences. The study brought to foreground various other aspects like parallel needs for high-end technologies on the consumer side for better acceptance of such techniques, the influence over brand perceptions, improved brand trust and affinity because of such experiences, and enhanced purchase experience due to near to actual trials.

Overall, the research provides significant shreds of evidence to highlight the massive potential digital sensory marketing techniques hold in delivering brand experiences online.

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