THE IMPACT OF SENSORY MARKETING: ANALYSIS OF ITS ATTRIBUTES TOWARDS ONLINE PERFUM USERS' BEHAVIOR

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ARTICLE INFO	ABSTRACT
	Purpose: The tendency of consumers to purchase online today is enormous and requires the role of sensory marketing in providing a positive and memorable experience to all. In addition, since sensory marketing whether in online or offline settings can unconsciously govern shoppers' judgement and purchase behavior, this paper aims to understand how multi-sensory information processing in the online environment is diverted from offline in the cosmetic perfume industry by leveraging previous research to analyze its effect on offline stores and emphasizing the present study on online retail stores. **Theoretical framework:** The research study conducted by Petit et al. (2019) attempts to explore more about digital sensory marketing and multisensory technologies. However, offline and online settings would have different effects and since perfume products require the use of our senses, there would be obstacles that prevent us from using our senses when sold online. This requires us to understand sensory marketing in the online shopping environment. **Design/Methodology/Approach:** This paper uses an exploratory study approach to gain in-depth understanding of the topic. The qualitative study is essentially built on primary data sources, through naturalistic observation and semi-structured interviews with 9 Generation Z individuals who are Indonesian citizens and have undertaken frequent perfume purchases online. A snowball sampling method was used in finding respondents for this study while interview results were analyzed using thematic analysis. **Findings:** The paper highlights the significant impact of sensory marketing through the use of sensorial cues, sensorial attributes, and individual differences in sensory perception. Ethical considerations when utilizing sensory marketing are also being emphasized throughout this study. **Research, Practical & Social implications:** Results of this study can encourage future research to help bring benefits for website/internet site designers, content managers, online perfume retailers, as well as academicians in general. **Originality/Value:** This paper draws attention to the growing use of online channels by cosmetic perfume industry actors and sheds light on the importance of sensory marketing practices in affecting online user behavior by answering what and how questions using exploratory studies. Doi: https://doi.org/10.26668/businessreview/2023.v8i9.3439

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O IMPACTO DO MARKETING SENSORIAL: ANÁLISE DE SEUS ATRIBUTOS NO COMPORTAMENTO DOS USUÁRIOS DE PERFUM ONLINE

RESUMO

Objetivo: A tendência dos consumidores para comprar online hoje em dia é enorme e exige o papel do marketing sensorial no fornecimento de uma experiência positiva e memorável a todos. Além disso, uma vez que o marketing sensorial, seja em ambientes on-line ou off-line, pode governar inconscientemente o julgamento e o comportamento de compra dos compradores, este artigo visa compreender como o processamento de informações multissensoriais no ambiente on-line é desviado do off-line na indústria de perfumes cosméticos, aproveitando pesquisas anteriores. analisar seu efeito nas lojas offline e enfatizando o presente estudo nas lojas de varejo online.

Referencial teórico: A pesquisa realizada por Petit et al. (2019) tenta explorar mais sobre marketing sensorial digital e tecnologias multissensoriais. No entanto, as configurações offline e online teriam efeitos diferentes e, uma vez que os produtos de perfume requerem o uso dos nossos sentidos, haveria obstáculos que nos impediriam de usar os nossos sentidos quando vendidos online. Isso exige que compreendamos o marketing sensorial no ambiente de compras online.

Design/Metodologia/Abordagem: Este artigo utiliza uma abordagem de estudo exploratório para obter uma compreensão aprofundada do tema. O estudo qualitativo baseia-se essencialmente em fontes de dados primários, através de observação naturalística e entrevistas semiestruturadas com 9 indivíduos da Geração Z que são cidadãos indonésios e que realizam compras frequentes de perfumes online. Um método de amostragem em bola de neve foi utilizado para encontrar os entrevistados para este estudo, enquanto os resultados das entrevistas foram analisados por meio de análise temática.

Resultados: O artigo destaca o impacto significativo do marketing sensorial através do uso de pistas sensoriais, atributos sensoriais e diferenças individuais na percepção sensorial. Considerações éticas ao utilizar o marketing sensorial também estão sendo enfatizadas ao longo deste estudo.

Implicações de pesquisa, Práticas e Sociais: Os resultados deste estudo podem encorajar pesquisas futuras para ajudar a trazer benefícios para designers de sites/sites da Internet, gerentes de conteúdo, varejistas de perfumes on-line, bem como acadêmicos em geral.

Originalidade/Valor: Este artigo chama a atenção para o uso crescente de canais online por atores da indústria de perfumes cosméticos e lança luz sobre a importância das práticas de marketing sensorial em afetar o comportamento do usuário online, respondendo a perguntas sobre o quê e como usando estudos exploratórios.

Palavras-chave: Marketing Sensorial, Atributos, Dicas Sensoriais, Experiência de Compra Multissensorial, Intenção de Compra, Comportamento On-line, Indústria de Perfumes Cosméticos.

EL IMPACTO DEL MARKETING SENSORIAL: ANÁLISIS DE SUS ATRIBUTOS HACIA EL COMPORTAMIENTO DE LOS USUARIOS DE PERFUM ONLINE

RESUMEN

Propósito: La tendencia de los consumidores a comprar en línea hoy en día es enorme y requiere el papel del marketing sensorial para brindar una experiencia positiva y memorable para todos. Además, dado que el marketing sensorial, ya sea en línea o fuera de línea, puede gobernar inconscientemente el juicio y el comportamiento de compra de los compradores, este artículo tiene como objetivo comprender cómo el procesamiento de información multisensorial en el entorno en línea se desvía del fuera de línea en la industria de los perfumes cosméticos aprovechando investigaciones previas. analizar su efecto en las tiendas offline y enfatizando el presente estudio en las tiendas minoristas online.

Marco Teórico: El estudio de investigación realizado por Petit et al. (2019) intenta explorar más sobre el marketing sensorial digital y las tecnologías multisensoriales. Sin embargo, los entornos en línea y fuera de línea tendrían efectos diferentes y, dado que los productos de perfumería requieren el uso de nuestros sentidos, habría obstáculos que nos impedirían usar nuestros sentidos cuando se venden en línea. Esto requiere que comprendamos el marketing sensorial en el entorno de las compras online.

Diseño/Metodología/Enfoque: este artículo utiliza un enfoque de estudio exploratorio para obtener una comprensión profunda del tema. El estudio cualitativo se basa esencialmente en fuentes de datos primarias, a través de observaciones naturalistas y entrevistas semiestructuradas con 9 personas de la Generación Z que son ciudadanos indonesios y han realizado frecuentes compras de perfumes en línea. Se utilizó un método de muestreo de bola de nieve para encontrar encuestados para este estudio, mientras que los resultados de las entrevistas se analizaron mediante un análisis temático.

Hallazgos: El artículo destaca el impacto significativo del marketing sensorial a través del uso de señales sensoriales, atributos sensoriales y diferencias individuales en la percepción sensorial. A lo largo de este estudio también se enfatizan las consideraciones éticas al utilizar el marketing sensorial.

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Implicaciones prácticas, Sociales y de Investigación: Los resultados de este estudio pueden alentar investigaciones futuras que ayuden a generar beneficios para los diseñadores de sitios web/sitios de Internet, administradores de contenido, minoristas de perfumes en línea, así como para los académicos en general.

Originalidad/Valor: este artículo llama la atención sobre el creciente uso de canales en línea por parte de los actores de la industria de perfumes cosméticos y arroja luz sobre la importancia de las prácticas de marketing sensorial para afectar el comportamiento de los usuarios en línea respondiendo preguntas sobre qué y cómo mediante estudios exploratorios.

Palabras clave: Marketing Sensorial, Atributos, Señales Sensoriales, Experiencia de Compra Multisensorial, Intención de Compra, Comportamiento en Línea, Industria de la Perfumería Cosmética.

INTRODUCTION

Creating a positive and memorable experience for every customer is believed to be the goal of any retailer (Biswas, 2019). Since the last few years, contemporary retailers and organizations have been progressively building their marketing strategies contingent on senses which potentially determines the consumer experience and attraction, as well as making memorable experiences to all (Cuomo, Tortora, Foroudi, Giordano, Festa, & Metallo, 2021; Krishna, Cian, & Aydınoğlu, 2017; Sagha et al., 2022; Shafiee, Foroudi, & Tabaeeian, 2021). Albeit several types of stimulation can stifle positive and memorable experiences to some degree, sensory stimuli being peculiarly impactful (Spence et al. 2014). Sensory catalysts fundamentally are signals generated from one's sensory systems of vision (to see), auditory (to hear), olfaction (to smell), haptics (to touch), and gustation (to taste) (Biswas, Lund, & Szocs, 2019; Krishna, 2012).

Today, "sensory" and its catalyst are regarded as one of the topmost crucial aspects of both brick-and-mortar and virtual retail stores as it can potentially influence the shoppers' judgements and purchase behavior unconsciously (Biswas, 2019). In offline settings, store atmospheres like scent, lighting, interior design, music, and so on have been conveyed to affect customers' shopping experiences and their buying behaviors. Yet, sensory elements related to color, display patterns, and layouts are the only way for online customers to still have a virtual shopping experience and form a certain purchasing behavior (Biswas, 2019). An alluring and majestic retail outlets' atmosphere produces an enjoyable shopping experience for shoppers which can immediately influence their purchase intention and decision-making process (Srinivasan & Srivastava, 2010). Fürst, Pečornik, & Binder (2021) and Mattila & Wirtz (2001) further also implied that consumers' behavior is likely to be influenced by sensory cues. This consequently has come forward to an interesting question which is in line with the research recommendation of Petit, Velasco, and Spence (2019), that is how do offline and online settings differ in terms of multisensory information processing?

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Considering the role of sensory-enabling technologies (SETs) to bring the off-store and in-store environment closer together, the shopper's experiences are still unparalleled (Petit et al. 2019). When using online platforms, consumers can only browse a retailer's website where the interaction is limited through the screen of the device, whereas consumers can be deeply immersed by the great deal of sensory stimuli generated at the store (Petit et al. 2019). To elaborate, SETs include all devices, both mainstream and non-mainstream devices, such as headphones, touch screens, virtual reality (VR), augmented reality (AR), and even digital taste or smell interfaces (Petit et al. 2019). Even though SETs might be able to bestow sensory interactions with a product or brand (Cano, Perry, Ashman, & Waite, 2017; Jin, 2011), their effects on online experience may not essentially be equivalent to those at store. Accordingly, additional comparative studies between online and offline environments are still required (Javornik, 2016).

In addition, although sensory marketing has received significant attention from numerous researchers in the last few years, study on multi-sensory brand experience has still received little recognition, as has been mentioned by Hultén (2011), especially in the cosmetic industry such as perfume. This study also attempts to fulfill the suggestion from Sagha et al. (2022) in utilizing multi-sensory marketing concepts in different product categories, as well as Krishna (2012) to carry out deeper exploration on sensory marketing's dimensions, including interactive and governing senses. Therefore, the aim of this research is to examine the divergence between multi-sensory information processing in offline and online environments in the cosmetic industry like perfumes by utilizing previous research studies to analyze the influence on offline stores and focusing the present study instead on online retail stores.

THEORETICAL REFERENTIAL

Previous studies on sensory marketing generally focus on the consumer's sensory feedback in physical environments (Castillo-Villar & Villasante-Arellano, 2020; Hultén, 2011; Krishna, 2012; Swahn, Mossberg, Öström, & Gustafsson, 2012). Some studies described the effects of a product's properties sense and perceptions of consumers instead of emotions and purchase intention (Sagha et al. (2022), prompting different customer behaviors (Krishna, 2011; Lowe & Haws, 2017; Ruzeviciute, Kamleitner, & Biswas, 2019). However, understanding sensory marketing in the online environment requires digital sensory marketing, a combination of sensory marketing research and an individual's interaction through information technology introduced by Petit, Cheok, Spence, Velasco, and Karunanayaka (2015) and Petit et al. (2019)

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to help us understand how current technologies assists in consumer experience through multisensory representation (Heller, Chylinski, de Ruyter, Mahr, & Keeling, 2019; Lv, Li, & Xia, 2020; Petit et al., 2015; Petit et al., 2019; Wedel, Bigné, & Zhang, 2020). Unfortunately, current research on digital sensory marketing only includes audio-visual interaction due to limited availability of devices supporting other senses (Petit et al., 2019; Cornelio, Velasco, & Obrist, 2021).

Setting aside digital sensory marketing, Sagha et al. (2022) advocate that two opposing elements determine the consumer's purchase intention when browsing products online. First, an unconscious cue such as an odor has the ability to instigate emotional reactions, followed by a continuation of processing the current situation according to the affective primacy theory Sagha et al. (2022). Leading to an evaluation in affection (Li, Moallem, Paller, & Gottfried, 2007), consumers would form positive reactions of sentiment to a situation without the need of previous cognitive interpretations of factors influencing the positive affection (Winkielman et al., 1997). Girard, Lichters, Sarstedt, & Biswas (2019) concur that nonconsciously processed ambient scents when applied long-term would boost a consumer's perception via affective priming effects. Biswas, Szocs, and Abell (2019) wrote neuroscientists have discovered that the human brain has multisensory areas, thus the ability to form emotions towards a product as a consequence of the interactivities between multi-senses (Krishna, 2012). One research study discovered when looking at an advertised picture of a food after previously smelling its odor, the individual's craving for eating would increase compared to those who haven't seen the picture (Krishna & Schwarz, 2014).

Even though sensory marketing includes all five human senses (sight, smell, sound, touch, and taste), some scholars don't include all five (Jang & Lee, 2019). For instance, Helmefalk and Hultén (2017) researched that only four human senses (vision, auditory, olfactory, and touch) had crucial effects on emotions of retail customers while Clarke, Perry, and Denson (2012) suggest only two human senses, sight and smell have notable effects on shopping experiences within the fashion industry. Therefore, this research study will only include sight, hearing, touch, and smell. Although a meticulous devised sensory marketing strategy possess considerable effects on customer experiences and fondness at a neurological level (Hultén, 2011; Hultén, 2015; van Rompay, Fransen, & Borgelink, 2014), researchers still assert the challenge on replicating effects of multisensory in the online shopping environment is still at large (Spence and Gallace, 2011). Despite the challenge, Spence and Gallace (2011) claims several studies are focusing on mimicry or indirect stimulation of senses (visual or

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olfactory) through sensory priming and cross-modal stimulation, also called synaesthesia (Petit, Spence, Velasco, Woods, & Cheok, 2017, Yoon and Park, 2012).

As one of the human senses, Lindstrom (2005) reaffirms that sight is an effective human sense for conveying marketing messages to customers. It conceives their perception of a particular product and its image (Ebster & Garaus, 2011). Hultén, Broweus, and van Dijk (2009) and Hultén (2013) reminds that a product's logo, packaging, colors, and ensign are significantly important factors. For instance, color has a certain impact on customers mentally speaking (Farias, Aguiar, & Melo, 2014). A product's packaging along with its sensory elements such as colors and shapes are accompanied by expectations which would influence a consumer's sensory perception (Ares & Deliza, 2010; Becker, van Rompay, Schifferstein, & Galetzka, 2011; Carrillo, Varela, & Fiszman, 2012; Delgado, Gomez-Rico, & Guinard, 2013; Labbe, Pineau, & Martin, 2013; Lange, Issanchou, & Combris, 2000; Mizutani, Dan, Kyutoku, Tsuzuki, Clowney, Kusakabe, Okamoto, & Yamanaka, 2012; Piqueras-Fiszman, & Spence, 2012; Piqueras-Fiszman, Velasco, Salgado-Montejo, & Spence, 2013; Schifferstein, Fenko, Desmet, Labbe, & Martin, 2013; Schifferstein & Spence, 2008) and emotions (Ng, Chaya, & Hort, 2013). Apart from the product's attributes, sight may have an emotional response (Hultén, 2013). In the online environment, Aragoncillo and Orus (2018) conclude that online stores can only arouse sight at this time.

Another factor would be customer reviews that play an important role on consumer evaluations in online marketing (Li, Wang, Meng, & Zhang, 2019), but the research literature on this subject matter still needs to be further explored. Most previous studies would simply focus on a consumer's opinions albeit positive or negative (Fang, Ye, Kucukusta, & Law, 2016; Kim, Jeong, Kim, Kang, & Song, 2016; Xiang, Du, Ma, & Fan, 2017). But some studies solely focus on sensory cues that largely affect a consumer's feedback towards online reviews and information (Li et al., 2019). Agapito, Mendes, and Valle (2013) advocate for more studies on the role of specific sensory cues such as sight in a consumer's response regarding online reviews for the hospitality industry. This is due to consumers in the hospitality industry who want to focus on visual and aural senses to assist their evaluation of online information (Filieri & Mcleay, 2014). For instance, McAuley and Leskovec (2013) labels online reviewers who are able to produce a comprehensive illustration of a beer's aroma and flavor to be experts because their expertise ultimately affects the reader's perception (Liu, Huang, An, & Yu, 2008). One research that focused on iGeneration customers (born between 1995 and 2010) found that online reviews had significant effects on a customer's opinion towards the brand such as its level of

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credibility due to positive reviews while negative reviews produce lower levels of trust and credibility (Quan, Thanh, & Thuy, 2023).

Other factors would be the visual imagery of the store design coupled along with auditory elements (background music), on-screen motions (zooming, dragging, sliding), smell, and gustatory, contributing to the consumer's holistic online shopping experience (Hwang, Oh, & Scheinbaum, 2020; Spence and Gallace, 2011; Streicher and Estes, 2016). One research found that Jordanian e-commerce customers had an increase in purchase intention due to the website's quality of e-WOM (Aljabari, Joudeh, Aljumah, Al-Gasawneh, & Daoud, 2023).

Kotler and Lindstorm (2005) admit that hearing has a relatively large influence on brand building. Alpert M., Alpert J, and Maltz E. (2005) recognizes sound as a vital drive for positive changes on a consumer's behavior and preferences. Sound can affect our shopping routine (Lindstrom, 2006) as it is effective in communicating with the consumer's unconscious needs (Shabgou and Daryani, 2014). Several studies have investigated on how music can affect a consumer's perception such as Hul, Dube, and Chebat (1997) underlining an increase in positive emotions from the consumer, an increase in sales when store music is played (Matilla and Wirtz, 2001), Vida (2008) discovering the increasing amount of time and money spent in the store, the improvement on a consumer's behavioral intentions due to interactive and musical stimuli (Ding & Lin, 2012; Webster & Weir, 2005; Xu & Sundar, 2014), and inducing happy emotions that motivates purchase intention (Milliman, 1986; Turley & Milliman, 2000; Yalch & Spangenberg, 1990).

In the online context, recent studies have shown that consumers are more likely to be involved in the online shopping environment because of digital engagement (Oh et al., 2018; Scheinbaum, 2016; Tiago & Verissimo, 2014). Digital engagement derives from affect, cognition, and motivation to which Scheinbaum (2016) and Tiago and Verissimo (2014) describe it as the consumer's online behavior in forming a relationship between the consumer, the brand, and its products. There is also the urgency to recognize the importance of consumer involvement for us to understand how consumers react in the online shopping environment (Calder, Malthouse, & Maslowska, 2016; Harmeling, Moffett, Arnold, & Carlson, 2017; Leckie, Nyadzayo, & Johnson, 2016). In their research, Hwang et al., (2020) studied how interactive music affects consumer involvement and found out that while interactive music has the ability to produce a positive effect for consumers, however, it is more prevalent towards low-involvement consumers because high-involvement consumers are less responsive towards surrounding cues in general (Petty and Cacioppo, 1984) and when shopping online, contact

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with an interacting atmosphere may not be their primary task (Sharma, Sivakumaran, & Marshall, 2010).

In the online shopping environment, touch is simply out-of-bounds which triggers uncertainties in a consumer's mind (Rathee and Rajain, 2019). In the Retail Dive Consumer Survey, Skrovan (2017) discovered that 1,248 respondents highlighted the importance of inspecting a product in offline retail stores which indicates their high levels of Need For Touch (NFT) before buying products online. Rathee and Rajain (2019) expressed the urgency in further studies of a customer's online buying preferences and whether NFT ultimately affects their online purchasing behavior to better prepare retailers in making up for the lack of touch with evolving technologies and the customer's willingness to adapt. Whereas customer reviews play an important role on consumer evaluations in online marketing, most studies simply focus on a consumer's opinions (positive/negative) (Fang et al., 2016; Kim et al., 2016; Xiang et al., 2017) with only a few studies focusing on sensory cues which largely affects a consumer's feedback towards online reviews and information (Li et al., 2019). In the hospitality industry, Agapito et al. (2013) advocate for more studies on the role of specific sensory cues such as touch in a consumer's response regarding online reviews.

Despite major obstacles of touch in the online shopping environment, some researchers have researched touch facilitation in online environments through haptic symbolism (Peck, Barger, & Webb, 2013). Peck et al. (2013) studied that haptic symbolism; the human's envision of touching an object has a considerable effect on perceived ownership with eyes closed and haptic symbolism having prominent levels of perceived ownership compared to eyes opened and no haptic symbolism. A study was attempted to observe whether a consumer's NFT can be replaced with other variables in an online shopping environment but to no avail (Yazdanparast and Spears, 2013) while Citrin, Stem, Spangenberg, & Clark (2003) discovered negative effects on product purchasing over products on the internet that require further "touch" evaluation. This can be especially crucial when discussing in the context of the clothing industry where touch is so vital that it can provoke impulse buying (Peck and Childers, 2006). Setting aside other senses, one sense that humans cannot part with is smell because both Lindstrom (2006, p.22) and Herz and Engen (1996) suggest that smell directly affects memory through breathing. However, within the online shopping context, it is simply impossible for individuals to go through the senses of touch and smell objects (Gallace & Spence, 2014). However, Petit et al., (2019) explains that digital interactive technologies such as sensory-enabling technologies (SETs) can assist in fabricating a certain "webmosphere" (i.e., positive reactions made from the

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conscious design of web environments) in informing the consumer of a product's attributes (e.g., texture and smell) that are usually not accessible through online environments (Childers, Carr, Peck, & Carson, 2001; Eroglu, Machleit, & Davis, 2001, Gallace, Ngo, Sulaitis, & Spence, 2012, Hsieh J, Hsieh Y, Chiu, & Yang, 2014, Kim and Forsythe 2008a; Rose, Clark, Samouel, & Hair, 2012; Song and Zinkhan, 2008). These SETs include widely available devices such as headphones and touchscreens with other upcoming technologies that are not simply commercialized yet such as virtual reality (VR), augmented reality (AR), or any digital smell/taste devices (Petit et al.,2019). One way to simulate the sense of smell in the online shopping experience is to simply show a picture to the consumer which is said to at least reactivate some part of the brain areas due to previous perceptual experiences (Barsalou, 2008; Simmons, Martin, & Barsalou, 2005). Many researchers also agreed that by simply showing a picture of an object such as food, it is able to invigorate mental depictions of the food's smell, texture, and even flavor (Elder & Krishna, 2012; Krishna, Cian, & Sokolova, 2016; Petit et al., 2017; Spence and Deroy, 2013; Spence, Okajima, Cheok, Petit, & Michel, 2016). But some studies also suggested that simply showing dynamic or "moving" pictures can help consumers even more in stimulating mental depictions (Krishna and Schwarz, 2014; Cian, Krishna, & Elder, 2014; Gvili, Tal, Amar, & Wansink, 2017; Spence et al., 2016). Dynamic images are shown to have increased the ability for consumers to produce mental depictions of the product with positive feedback (Cian et al., 2014). For example, in their research, Basso, Petit, Le Bellu, Lahlou, Cancel, and Anton (2018) discovered that videos containing a food being grabbed by a hand led to an increase in somatosensory-motor (areas that help humans recognize certain objects and textures) brain areas, with the potential of accommodating depictions of food consumption (Chen, Papies, & Barsalou, 2016; Vingerhoets, 2014).

As Krishna (2012) mentions in her study, sensory marketing involves the human senses as it defines their perception and behavior towards the product's properties. These effects give way for understanding why and how consumers conceptualize their intentions on purchasing particular products (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi 2012). There are several factors that motivate purchase intentions such as perceptions, assessments, and impressions (Moreira, Fortes, & Santiago 2017). For example, the consumer's judgment of a brand is capable of refining a consumer's assessment (Allameh, Khazaei, Jaberi, Salehzadeh, & Asadi, 2015; Wang et al. 2012). Another research study conducted by McCabe and Nowlis (2003) verified that consumers react more strongly towards product descriptions and advertising messages through visual illustrations, thus increasing levels of product perceptions and

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purchase intentions (Fenko, de Vries, and van Rompay, 2018). As sight is considered as one of the most powerful and used senses for assessing (Randhir, Latasha, Tooraiven, & Monishan, 2016), sight in a visual sense has crucial impacts on a consumer's considerations in purchasing from being able to see graphic informations of a product (Henderson, Cote, Leong, & Schmitt, 2003) to the ability to create a perception of quality when there is no verbal material which is linked to a strong brand (Henderson et al., 2003). Hearing also has tantamount effects on a consumer's purchase intention since sound has a major influence on a consumer's behavior and preferences (Bruner, 1990; M. I. Alpert, J. I. Alpert, & Maltz, 2005). It can evoke emotional feedbacks on a consumer (Kellaris & Kent, 1992) which brings us to the importance of music being an important element in a consumer's life because as Hul et al. (1997) explains, depending on an individual's preference towards music, it would have a positive influence on a consumer and has impact on the perception of the marketing message (Kellaris & Kent, 1993).

There are also differences in how each individual perceives different sensory cues. For instance, Buck (2005) demonstrated how humans are able to differentiate scents through scent receptors with the ability to identify at least 10,000 kinds of scent combinations (Buck & Axel, 1991). Schab and Crowder (1995) exclaimed that humans are able to distinguish scents that were already smelled after a long period of time although they have trouble recognizing scents by name (de Wijk, Schab, & Cain, 1995; Lawless & Engen, 1977).

Previous literature studies have also studied that in the online shopping experience, when planned carefully, visual features can fabricate a much more immersive and enjoyable online experience (Bölte, Hösker, Hirshfeld, & Thielsch 2017; Childers et al. 2001; Eroglu et al. 2001; Rose et al. 2012; Varadarajan, Srinivasan, Vadakkepatt, Yadav, Pavlou, Krishnamurthy, & Krause, 2010). The concept of virtual experience, created by Li, Daugherty, & Biocca (2001, p.14) is the representation of psychological and emotional consumer state of mind during an interaction with products within a 3D environment. Several research scholars have also reviewed on this matter and shared similar views where this may detach individuals from physical reality to the virtual reality, creating a "webmosphere" (Animesh, Pinsonneault, Yang, & Oh, 2011; Javornik, 2016; Klein 2003; Li, Daugherty, & Biocca, 2002; Nah, Eschenbrenner, & DeWester, 2011; Yim et al., 2017). Scholar debates have also been initiated on whether 3D, 2D, or physical environments are producing higher levels of enjoyment (Kim and Forsythe, 2008b; Lee and Chung, 2008; Nah et al., 2011, while several researchers have shared similar opinions that the provided enjoyable experience has produced positive impacts on the consumer's purchase intentions (Animesh et al. 2011; Beck & Crié 2018; Gabisch 2011;

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Jin 2009; Poushneh and Vasquez-Parraga, 2017). Nevertheless, the stimulating of the five senses in sensory marketing have been proven to have a positive impact on the consumer's behavior, purchase intention, time spent, and mood (Turley & Milliman, 2000), leading to better sales and a positive brand perception (Rathee & Rajain, 2017).

METHODOLOGY

To analyze our research findings using the context and developing integrating theory, Ellis (2005) suggests implementing an exploratory study for research regarding marketing activities. Undertaking an exploratory study enables us to discover new insights particularly on phenomena in this new generation (Robson & McCartan, 2015). Since this research study examines the relationship between each variable, it requires the use of qualitative research by conducting interviews on subjects (Creswell & Poth, 2018). Points of this study are divided into several questions as shown below:

Table 1. Preliminary Questions

PQ1	How can Sensory Marketing influence Purchase Intention in online marketplaces, especially perfumes?
PQ2	What kind of sensory factors in terms of 'sight' that can affect Purchase Intention in online marketplaces, especially on perfume products?
PQ3	What kind of sensory factors in terms of 'hearing' that can affect Purchase Intention in online marketplaces, especially on perfume products?
PQ4	What kind of sensory factors in terms of 'smell' that can affect Purchase Intention in online marketplaces, especially on perfume products?
PQ5	What kind of sensory factors in terms of 'touch' that can affect Purchase Intention in online marketplaces, especially on perfume products?

Source: Prepared by the authors (2023)

The selected research methodology for this study is the exploratory study approach (Saunders, Lewis, & Thornhill, 2007). To gain a more comprehensive understanding of the topic, this study utilized naturalistic observations and interviews to provide results from a real-life perspective. This particular research design was chosen to assist businesses in developing theories and obtaining profound insights, resulting in a more in-depth investigation. Before conducting the interviews, an interview guideline was constructed to help make sure the interview journey does not go out of topic.

Table 2. Interview Guideline

1	What is the impact of Sensory Marketing on the purchase intention of online shoppers, particularly for perfume products?
2	How does the visual presentation of perfume products on online marketplaces influence consumer interest?
3	Can the use of sound and music in online perfume advertisements increase consumer buying intention?

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4	How do online perfume retailers incorporate scent-related information to influence the intention to purchase?
5	To what extent do tactile elements, such as product descriptions and reviews, affect consumer interest in purchasing perfume products from online marketplaces?
6	What is the role of sensory cues, such as packaging and labeling, in influencing the buying behavior of online perfume shoppers?
7	In what ways can online perfume retailers create a multisensory shopping experience to enhance consumer interest and buying intention?
8	How do individual differences in sensory perception affect the effectiveness of sensory marketing strategies in online perfume sales?
9	What ethical considerations should be taken into account when using sensory marketing to influence consumer behavior in online perfume sales?
10	What are the potential limitations and challenges of using sensory marketing in the context of online perfume sales, and how can they be addressed?

Source: Prepared by the authors (2023)

Figure 1. Research Framework
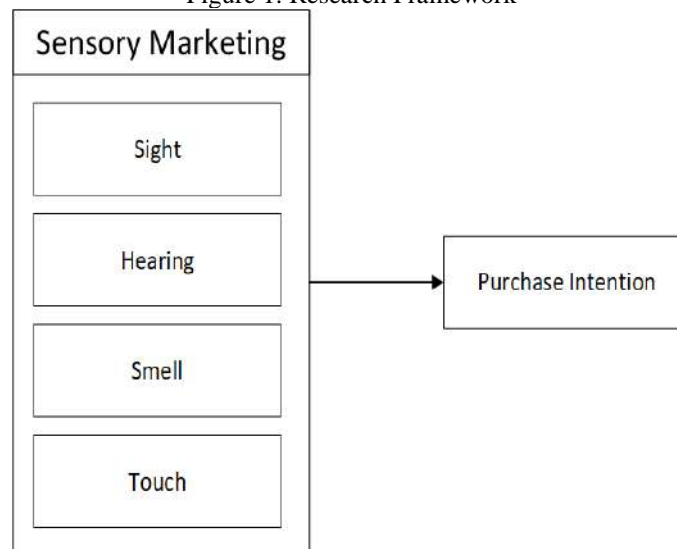
Source: Prepared by the authors (2023)

The primary source of data for this study was collected through interviews which Saunders et al. (2007) defines as data gathered by researchers themselves. The interviews were conducted with 9 respondent members of Generation Z. Despite the time-consuming nature of conducting interviews, they were deemed necessary to provide first-hand sources of information and real-life experiences relevant to the research topic. Collecting primary data through interviews allowed for a more comprehensive and detailed analysis of the thoughts and behaviors of the target group.

The primary objective of this qualitative research is to gain a novel understanding that sheds light on previously unexplored aspects of human emotions (Creswell, 2007). To achieve this goal, open-ended questions were formulated to provide a rich description of the subject matter. By employing an exploratory approach, this research study is able to uncover new insights and generate fresh perspectives on the topic (Creswell & Poth, 2018).

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The semi-structured approach was utilized for the interviews in this study (Saunders et al., 2007). This approach allowed for a balance between open-ended questions and the flexibility of the interview structure. To select participants, a combination of different goal-oriented selection criteria was employed which includes age range, gender, origin, and online marketplace purchase behavior for perfumes. Specifically, this study targeted individuals born between 1995-2004, both female and male, who are Indonesian, and make frequent perfume purchases online. This age range falls under the Generation Z category. The selection method is called snowball sampling (Creswell & Poth, 2018). Initially, the researchers interviewed two individuals whom they knew well and after each interview, the interviewees were asked if they knew someone who met the study criteria and could contribute to the research (Elo, Kääriäinen, Kanste, Pölkki, Utriainen, and Kyngäs, 2014). This approach allowed for a diverse and varied pool of participants to be selected, resulting in a more comprehensive analysis of the research topic.

In qualitative research, personal meetings are often considered the most effective way to conduct interviews (Creswell, 2014). To ensure the quality of this research, criteria such as credibility, transferability, dependability, and confirmability have been identified as outlined by (Saunders et al., 2007). Additionally, two key concepts that contribute to the quality of qualitative research are reliability and transferability (Lincoln & Guba, 1985). Reliability refers to the consistency of the research results, while transferability addresses the extent to which the findings can be applied to other contexts.

This research focuses on exploring the use of sensory marketing on social media to capture consumers' attention when buying perfume online. Validation will be achieved through an interpretative approach commonly used in qualitative research as described by Creswell & Poth (2018). This involves identifying key statements made by participants and asking follow-up questions to ensure their accuracy and completeness. By ensuring consistency across participant responses and supporting them with descriptions of the phenomenon being studied, this research aims to be reliable and valid.

To support the qualitative data obtained through interviews, triangulation will be used to collect additional evidence from secondary sources such as journals and relevant websites. This approach as described by Creswell (2014), involves combining multiple sources of data to increase the reliability and validity of the research findings. Ultimately, these processes will inform the data analysis and contribute to a comprehensive understanding of the research topic.

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The ethical considerations of this study were of utmost importance. It was ensured that all participants were fully informed about the study's purpose and their role in it, as well as their right to withdraw at any time. The interviews were conducted in a way that respected their comfort and privacy, with the option of anonymity provided. The analysis was conducted with integrity and without any bias or manipulation of results. It was also ensured that the interview questions did not cause any offense to the participants or the company. Overall, ethical principles were strictly followed throughout the study to maintain its credibility and validity.

RESULTS AND DISCUSSION

This research study is conducted using qualitative methods by interviewing people. Using thematic analysis with the NVivo software, seven themes have been derived from the interview results. The seven themes (1) Impact of Sensory Marketing, (2) Role of Sensory Cues, (3) Attributes of Sensory Marketing, (4) Effectiveness of Sensory Perception Through Individual Differences, (5) Developing Multisensory Shopping Experience, (6) Ethical Considerations, and (7) Limitations and Challenges in Online Sensory Marketing.

Most of the respondents have mentioned that when making online purchases specifically on perfume products, they would use the sensory marketing approach. It has been mentioned several times that visual presentation is of the upmost importance during their shopping experience. Some of our respondents said, *"I was so fond of the perfume product because they used an attractive picture. I think it's important that brands who want to sell their perfume products on the online marketplaces should upload a good picture of the product so it would interest customers directly."* This means having a great visual presentation of the perfume product in online marketplaces would allow consumers to have a better product imagination of its scent and other properties. This would ignite curiosity which could heavily arouse and attract the consumer's attention, leading to a potential interest in the product. Another respondent concurred by saying, *"So, I was browsing online and this beautiful picture of a rose next to this perfume product had captured my attention. It just made me thought what the scent of this perfume is like."*

Besides a visually appealing presentation, some respondents also marked the vitality of having an excellent and intriguing product description as it would allow people to have a better mental imagery of the product. Some of the respondents said, *"I would usually see the product description of the perfume product because it's important for me to see the contents of it and what it would potentially smell like."* This means that brands must be attentive when making

their product description. It has to provide valuable information in order for consumers to have a better idea of what the perfume scent is going to smell like. It could also evoke curiosity as well.

Another interesting aspect worth taking note of are the effects of music or sound ambience. Few respondents have said that they felt more positive when browsing to buy a product because of music. One respondent replied, *"Music ambience definitely has an effect on me when I am browsing products."* Others also reported that it made them have an emotional connection. Music also had an influence on the perception towards the perfume product with several respondents exclaiming, *"Just the feeling of trying the perfume on while you're listening to good music just feels majestic for me."* This means that it allows better imagination of the product to the point where its effect became persuasive for them to have an interest in purchasing it. Other respondents also reported that music or sound ambience had an effect on how they perceived scent-related information, *"I had this wonderful smell of a citrusy perfume while there was music being played. It was as if the smell of this citrusy perfume had somehow smelled better than before,"* said one respondent. Few more respondents also said, *"The sound of music made the ambience more calming and allowed me to have a better imagination and a feeling of comfort of the smell itself."* Although brands can also significantly enhance a consumer's interest as one respondent said, another said that brands that have an online marketplace have profound impacts on consumer interest. Others highlight the importance of color in capturing the consumer's interest as it makes the perfume bottle look attractive.

Besides the impact of sensory marketing, it was also discovered that sensory cues such as packaging and labeling have an important role in the consumer's online behavior. First and foremost, both packaging and labeling have influence on a consumer's perception of the perfume product. A respondent replied that, *"The packaging of a perfume is not purely functional. Rather, it serves as a sensory experience for consumers. Since they cannot interact with the product directly, they're able to comprehend what the perfume's packaging is trying to convey because of this sensory experience. This can be in the form of its textures, shapes, and materials."* This means that a perfume's packaging can represent the perfume's fragrance directly to the consumer because it can give the consumer an idea of what the smell is going to be like without having to physically interact with it.

Second, it also has the ability to produce emotions within consumers. Few respondents said, *"Good packaging can not only capture a consumer's attention, but it can also create a positive first impression. It has the ability to evoke positive emotions and create this sense of*

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anticipation and excitement. It can also create a sense of prestige or uniqueness." On the other hand, labeling also has similar outputs. Several respondents have replied, *"Don't forget that a perfume's labeling is very important. From the choice of colors, fonts, and imagery, good labeling can communicate important information about the fragrance to its targeted audience through online means. It can communicate the fragrance's personality and unique selling points which could appeal to different consumer preferences."* Ultimately, sensory cues such as packaging and labeling have an impact on a consumer's buying behavior, thus impacting their online decision-making process in purchasing perfume products.

There are many attributes of sensory marketing that have an influence on a consumer's online behavior. These include colors, fonts, packaging, typography choices, and so on. One respondent said that *"There's this special effect about how a consumer's online shopping behavior is affected by sensory marketing, especially among online perfume shoppers."* Another respondent said, *"With a good color, font, icon, size, and aesthetics, perfume products can provide important information about the product and its fragrance. It helps me with my decision-making process on contemplating whether to buy the product or not." "It is a great added value for us customers if a product is accompanied with a good-looking labeling because it affects our willingness to buy the product,"* said another respondent. To summarize, attributes such as colors, fonts, packing, typography choices, and product descriptions are effective in influencing how a customer would make their decisions.

Other important attributes of sensory marketing are product descriptions, customer reviews, and testimonials. In fact, one respondent had purchased their perfume online purely from product descriptions and reviews. *"So, I think that brands with proper product descriptions coupled with reviews would definitely help how I purchase perfume products online. The other day, I bought a perfume mostly based on the product information listed in the online marketplace along with reviews I got from my peers and other internet users from the online marketplace or blogs for social proof."* This means that in order for online sensory marketing to work, brands need to understand and realize the importance of a good product description. A properly detailed product description is crucial in providing an optimal sensory experience for consumers which would ultimately affect their purchase interest.

Another sensory marketing attribute would be the incorporation of scent-related information towards consumers. Many respondents have expressed how important detailed scent-related information is, especially in the online shopping environment. Several respondents said, *"Brands need to use various methods for providing scent-related information.*

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One method would be providing detailed descriptions that highlight the top, middle, and base notes of the perfume." "I think online retailers should introduce fragrance families or categories so that it provides the ability for consumers to identify their preferred scent profiles easily," said one respondent. It can see that besides including customer reviews and rations, in order to assist consumers in identifying their preferred scent profiles, brands must be able to gauge the fragrance's appeal in accordance with the potential buyer's preferences and its compatibility. To offer comprehensive scent-related information is to enhance the understanding of each consumer, ultimately affecting their purchase intention.

Most brands think that sensory marketing is simply limited to the aural-visual senses of consumers. However, it is not that simple as brands must realize that understanding individual consumer differences in sensory perception is the key to having an effective sensory marketing strategy. Different sensory stimuli such as scent, visuals, or even auditory cues are perceived differently among people in varying sensitivity. For example, one respondent said, *"Individuals with a heightened sense of smell may be more influenced by marketing strategies focusing on providing scent-based information, while others could rely more on visual or auditory cues."* Another said, *"Different people means different sensory preferences and sensitivities. These could have a huge impact on sensory stimuli such as individuals who are sensitive to visuals are more prone towards appealing product images or even depend on customer reviews that are descriptive rich."*

Brands should remember that their marketing strategies depend on how different consumers react to various sensory stimuli based on their preferences. Considering these individual differences, incorporating a huge variety of sensory cues and stimuli would bring up the ability to cater to broader audiences. Even the same ingredients could be perceived differently amongst each individual. Thus, the importance of implementing sensory marketing strategy with an incorporation of different sensory cues would lead to an attraction of a diverse range of consumers, hence the effectiveness of the strategy.

While perfume products are perceived to only require the human sense of smell and sight, brands should consider developing a multisensory shopping experience as it is important as mentioned by our respondents. Many respondents responded, *"I've seen perfume brands mostly conduct the same sensory marketing techniques, but it's getting boring now, especially in the online marketplace. We can only see, but we can't touch or smell its fragrance. I think brand should provide interactive tools or quizzes that help consumers identify their preferred scent profiles."* It has also been mentioned before that in order for consumers to identify their

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preferred scent profiles, they would usually look into customer reviews and testimonials. However, simply adding a customer review section won't help much. Thus, online retailers need to create a sense of involvement and exploration, or also known as customer engagement. Several respondents have talked about this and said, *"Perfume brands need to create this engagement with their consumers so that they feel like it's personalized and interactive just for them."*

Few other respondents said, *"Retailers can first provide references to similar perfumes with certain fragrances or known as a "dupe" product. Second, use descriptive language so a beautifully worded product description can be constructed. This would help shoppers have a multisensory shopping experience which enhances their consumer interest."* Thus, it can be concluded that brands must have a better grip in developing a multisensory shopping experience. By leveraging human senses such as visual, olfactory, mental imagery, and perceptual abilities, brands are able to create a sophisticated multisensory shopping experience which would ultimately increase online consumer interest and purchase intention.

There are several ethical considerations that perfume brands need to consider. One of the many ethical considerations which many of our respondents have mentioned is providing accurate information about the products. Several respondents said, *"I really despise brands that overexaggerate and misrepresent claims. Brands should be honest about their product's sensory attributes." "I think perfume brands should definitely focus on the safety and compatibility of their products. Especially since different people would have different sensory preferences and sensitivities. One such aspect that needs to be attended to would be providing clear and accurate information about any potential allergic reactions or sensitivities associated with the perfume's ingredients."*

Another ethical issue that the respondents have highlighted is the manipulation of consumer emotions through sensory cues. *"By manipulating our emotions through sensory cues, we're led to believe that this scent is nice, but in reality, it really isn't. I've once bought a perfume product where the smell being described online and when I received it were way different."* This is an issue that perfume brands need to focus on. An issue such as this would bring a threat to the sensory shopping experience for consumers. Thus, purchasing intentions from consumers would decrease.

Other ethical issues concern the consumer's data privacy. "*Many perfume brands lack in giving a notification in obtaining explicit consent for the collection and use of sensory personal data which I think is very crucial since we as consumers must have control over our*

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own personal data.'' Thus, it can conclude that these ethical considerations must be thought over again by perfume brands in order to build consumer trust and promote responsible marketing practices. In the words of one of our respondents, *"Sensory marketing efforts should be aimed at enhancing the shopping experience genuinely and ethically for a better shopping experience and trust between the brand and its consumers.''*

Several limitations and challenges exist within the online sensory marketing world. One of which is the inability to physically interact, as highlighted by the majority of our respondents. *"I really wish smell is possible because even though the product's description is very well written and informed, our imagination only goes so far to the point where we sometimes have to ask our friends for reference,''* said one of our respondents. Some of our respondents also stated, *"Besides the fact that shoppers cannot physically interact with the product and use their sensory elements directly, another challenge would be people's different perception of scent which varies from one another.''* This has been proven to be quite a difficult feat to achieve as perfume brands would then have to try and create a universal sensory marketing strategy to overcome these challenges.

Other challenges include the limitation of today's technology such as Augmented Reality (AR). AR, while able to deliver a more elaborate and actual virtual-try-on experience for consumers, is just not used widely yet. Another challenge for perfume brands is to figure out how consumers would typically perceive and respond to various sensory marketing strategies to better understand their sensory cue preferences. Providing interactive elements such as quizzes or virtual try-on experiences would definitely allow consumers to provide proper feedback on their sensory experiences. By addressing these limitations and challenges, online perfume retailers can create a more immersive and effective sensory marketing experience that caters to diverse consumer needs.

Of the 263 references, 49% had stated that the impact from the influence of sensory marketing would have positive effects with none of the references indicating a negative connotation from each statement. Both Rathee and Rajain (2017) and Turley and Milliman (2000) concur that stimulation of all five senses would lead to positive impacts on the consumer's behavior, purchase intention, time spent, and mood which would dramatically increase the brand's sales and brand perception. This study also discovered that the full impact in sensory marketing is visual presentation and music ambience, as said by 44% of the 129 references. It can be said that even sensory marketing within the shopping environment would have positive impacts on the consumer's purchase intention. This was also confirmed in other

research studies where visual presentation of the store design along with auditory elements (background music), on-screen motions (zooming, dragging, sliding), smell, and gustatory all contribute to a consumer's online shopping experience holistically speaking (Hwang et al., 2020; Spence and Gallace, 2011; Streicher and Estes, 2016). Our respondents' statements on how an excellent and intriguing product description would lead to mental imagery of the product are also proven to be accurate as McAuley and Leskovec (2013) mentions in their research that individuals who are able to produce a comprehensive illustration of a certain product's aroma and flavor would ultimately affect the reader's perception. Henderson et al. (2003) also agrees that when consumers see graphic information of a product, it would have considerable impacts on a consumer's considerations to purchase which would create a perception of quality.

In taking a closer look at the impact of sensory marketing, attributes such as the brand's color, fonts, and typography choices and sensory cues such as packaging and labeling have a role within the impact. They evoke emotions and influence consumer perception, thereby confirming previous findings (Ares & Deliza, 2010; Becker et al. 2011; Carrillo, Varela, & Fiszman, 2012; Delgado et al., 2013; Farias et al., 2014; Hultén et al., 2009; Hultén, 2013; Labbe et al. 2013; Lange et al. 2000; Mizutani et al., 2012; Ng et al. 2013; Piqueras-Fiszman, & Spence, 2012; Piqueras-Fiszman et al. 2013; Schifferstein et al. 2013; Schifferstein & Spence, 2008). Hultén et al., (2009) and Hultén (2013) remind us that a product's logo, packaging, colors, and ensigns are all significantly important factors. Colors have a crucial impact on how customers perceive a product (Farias et al., 2014). This study also discovered that each individual perceives sensory cues differently from one another in sensory perception terms. As per our previous findings, humans are able to distinguish at least 10,000 kinds of scent combinations (Buck, 2005; Buck & Axel, 1991).

Developing a multisensory shopping experience proved to be a challenge as it had become of significant importance as consumers would want to have a great shopping experience, even in the online shopping environment. Referring to previous findings, one of the many ways brands can adapt is by focusing on introducing and maintaining the function of online reviews to attract and influence a customer's perception (Agapito et al. 2013; Filieri & Mcleay, 2014; Liu et al., 2008; McAuley & Leskovec, 2013). Organizations should also take note of the several ethical considerations that consumer demand they obliged to. Such as the overexaggerated claims that mislead consumers to think of otherwise and the lack of transparency in the product's compatibility. Different consumers would have different allergens

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relating to the ingredients of the perfume product. The manipulation of consumer emotions through sensory cues should also be well-attended to avoid consumers having a false idea or misinterpretation of the perfume scent. Data privacy should be a common practice that must be dealt with correctly amongst perfume brands such as relinquishing control over how consumers are to control which personal data should be informed for better consumer trust and promotion of responsible marketing practices.

The limitation of online sensory marketing leads back to the inability for consumers to physically interact with the perfume product, be it to touch or smell the product. Consumers feel that product descriptions are not adequate enough as their imagination can only go so far. Challenges within the online sensory marketing world are the personal differences and perceptions of a consumer towards a perfume scent as it varies from one another. Today's innovative technologies such as Augmented Reality (AR) still requires several tweaks to for perfume brands to provide a more elaborate virtual-try-on experience as the current available sensory-enabling technologies (SETs) still rely on headphones and touchscreens has its limitations.

The respondents who were interviewed in this study were only limited to individuals who already have a habit of purchasing perfumes online and making repeat purchases. If we were to take a look at the percentage of opinions from people who bought perfumes from offline stores, we can observe the positive and negative impacts of the usage of both offline and online marketplace approaches. This was an interesting issue to investigate as we can see which approach is more appropriate for the perfume industry.

This research also used a qualitative approach which only used a thematic analysis method of each statement issued by the respondent. If the research attributes that have been stated in this study were carried out using a quantitative approach, it could be more measurable for the sake of appropriation in measuring the value of which attribute is more appropriate.

CONCLUSION

This paper examines the impact of sensory marketing by first digging deeper into its supporting features, ranging from product sensory cues, inherent attributes when viewing the online environment, individual differences in sensory perception, to the importance of multisensory in providing shoppers with a sophisticated shopping experience. Furthermore, this paper also further investigates the importance of ethical practice in online settings and describes

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possible limitations and challenges in online sensory marketing based on our discussions with respondents.

We found that in the online shopping environment, sensory marketing is indeed effective when adapted accordingly. As sensory marketing can be generated from a number of factors, elements such as product packaging and labeling as sensory cues needs to be considered and are gaining importance in influencing consumer's perception towards perfume product and can ultimately affect their online purchase behavior. In addition, sensory attributes, including color, fonts used, photo inserted, typography choices, product descriptions, and customer reviews, in fact also have a significant impact on consumers' online decision making and purchase interest. Online perfume retailers can take advantage of the meaning of these aspects to attract existing and potential customers. In fact, all of these when done right, have the ability to induce positive emotions in consumers and create a sense of anticipation, excitement, and uniqueness.

Nevertheless, all online perfume retailers need to realize individual differences in sensory perception when utilizing sensory marketing. It is important for them to be able to implement marketing strategies that incorporate a number of sensory cues and attributes to cover a broader and diverse target market. This is essentially in line with the increasing importance of multisensory utilization, whether through product references, descriptive languages, or testimonials for mental imagery, by brands to provide shoppers with the perfect shopping experience. Moreover, in the world all about human rights, ethical practice has become very important. Online retailers have to at least always provide accurate information about the products and protect consumers' data privacy in any situations. Several limitations (i.e., inability to physically interact with the particular product) and challenges (i.e., the limitation of today's technology like AR to deliver a more elaborate and actual virtual-try-on experience for customers) emerged around sensory marketing and how it influences online users' behavior still need further extensive explorations and solutions from all marketers and practitioners.

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