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The Impact of Sensory branding (five senses) on consumer

A Case study on “Coca Cola”

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Abstract

Background: Branding is a key factor in marketing. In the past, most of the companies were using audio-visual stimuli for differentiating their brands from the competitors. Now companies are working hard to achieve some degree of differentiation in their brands from the competitors by using all five senses (taste, smell, sight, touch and sound). This phenomenon is called sensory branding, which helps the company to differentiate their brand’s products from the competitors. The aim of sensory branding is to use all the five senses at the same time to create a five-dimensional experience for the consumer.

Purpose: The purpose of the study is to find or investigate the impact of sensory aspects of (five senses) “Coca Cola” on consumer in perspective of building brand identity and brand awareness.

Method: This is a quantitative case study. Questionnaires and experiment are used to collect the primary data in order to investigate the impact of sensory aspects of “Coca Cola”. Population selected for this study is the students of Karlstad University. Twenty samples are taken for the questionnaires and ten are taken for experiment. SPSS software is used for analyzing the data.

Conclusion: The research was conducted to get an insight about the impact of sensory aspects of Coca Cola on consumer for building brand identity and brand awareness. The study found that in perspective of building brand identity, taste, visual and tactile aspects of Coca Cola have strong impact and on the other hand, smell and auditory aspects have less impact on building brand identity of consumer. In perspective of building brand awareness to the consumer, visual and tactile aspects of Coca Cola have strong impact and taste aspect has moderate impact. On the other hand, smell and auditory aspects have less impact on building brand awareness of consumer.

Keywords: Sensory branding, Brand identity, Brand awareness, Consumers, Five senses.
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1. Introduction

This chapter will introduce the reader about the thesis and purpose of this study. The chapter begins with stating the background of this study and further it will continue with purpose of the study, research questionnaire, significance and the limitation of the study.

1.1 Background of the Study

Branding is an old phenomenon that can be found centuries ago. The ancient Romans and Greeks were marked their wine pots and oil lamps with symbols to indicate the origin and quality of those goods. The importance of branding grew stronger during the nineteenth century along with the development of industrialization. During the industrial revolution the distance between the manufacturer and the consumer grew thus required reducing personal contact, which increased the importance of branding as a means of communicating the quality and identity of the product and also a way of protecting their product from the duplication by competitors (Chernatony & McDonald 1998, Room 1998).

In today’s business environment is too much competitive. The market is swamped with new brands and intensity of brand war is increasing day by day. So, identity of a brand became the vital issue for the company. Now companies are working hard to achieve some degree of differentiation in their brands from the competitors. Many companies have sought to achieve this differentiation of their products through sensory branding or five senses (taste, smell, sight, sound and touch). Recently the involvement of the five senses - sound, sight, smell, touch and taste - in branding has become popular. Previously, most of the companies were using two senses (sight & sound), but now they are trying to use five senses to distinguish them from the competitors. This phenomenon is called sensory branding, which helps the company to differentiate their brand’s products from the competitors.

Sensory branding allows the company to use of new communication channels. By using two-dimensional perspective of branding, which includes audiovisual stimulus is not enough for differentiate a brand to the customer in the present situation. According to Lindström by using all the five senses “a total sensory experience would at least double, if not triple, the consumer’s
ability to memorize the brand.” (Lindström 2005, pp 23). The goal of sensory branding is to use all the five senses at the same time to create a five-dimensional experience for the consumer.

1.2 Problem formulation

In the past, most of the companies were using audiovisual stimuli for differentiating their brands from the competitors. Now companies are working hard to achieve some degree of differentiation in their brands from competitors by using all the senses. The involvement of the five senses -sight, smell, touch, sound, and taste- in branding has become popular. Many companies have wanted to achieve differentiation of their brands products through sensory branding (sight, sound, taste, smell and touch). It is important that consumer use more than one sense to remember or identify a brand or in the case of brand awareness. To build brand awareness and brand identity in today's market, companies need to find new ways to stimulate potential consumers. That means utilizing the other senses in their branding strategy. At one time there were several companies working on smell or vision. Some restaurants are distributing free samples to stimulate the tastes of passer-bys. Pepsi also used taste tests in attempts to build its brand. As a result, to know about the impact or effectiveness of the sensory aspects of brand for building brand awareness and brand identity on a consumer is vital for the company (Evan Carmichael 2011). So, I selected Coca Cola brand for justify the impact of sensory aspects for building brand identity and awareness on consumer.

About Coca Cola

Coca-Cola is the most popular and biggest-selling soft drink in history, as well as the world's most valuable brand and the best-known product. Coca-Cola is a carbonated soft drink sold in stores, restaurants and vending machines internationally. It was invented in the late 19th century by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob's Pharmacy by mixing Coca-Cola syrup with carbonated water. After that, Coca-Cola was bought out by businessman As a Griggs Candler, whose marketing tactics led Coke to its dominance of the world soft-drink market throughout the 20th century. In 1887 Coca Cola was patented and registered as a trademark in 1893. The Coca-Cola Company began franchised bottling operations in the United States in 1899. Now Coca Cola has consumers in more than 200 countries. On May
8, 2011, Coca-Cola marks its 125th anniversary. Its popularity has made it truly universal. Today, people can find Coca-Cola in virtually every part of the world. (The Coca Cola company 2011)

1.3 Purpose of the Study

The purpose of the study is to find or investigate the impact of sensory aspects of (five senses) “Coca Cola” on consumer in perspective of building brand identity and brand awareness.

1.4 Research Questions

To accomplish the purpose of the study, the following research questions are examined during the research process:

What is the impact of sensory aspects (five senses) of “Coca Cola” on consumer for building brand identity?

What is the impact of sensory aspects (five senses) of “Coca Cola” on consumer for building brand awareness?

1.5 Significance of the Study

Now-a-days sensory branding becomes so popular. Most of the company try to use five senses on their branding. Before using the strategy of sensory branding it’s helpful for the company if they have an idea about the impact of sensory aspects of brand on customer. So, my purpose of the study is to give an idea about the impact of sensory aspects of brand on consumer.

1.6 Limitation of the Study

There are some limitations of the study. Such as, I have chosen only Coca Cola which will reflect only the cola beverage product about sensory branding not for the other beverage. I will only study the Karlstad university students, which is very small portion of Coca Cola consumers.
2. **Research Methodology**

2.1 **Research Design**

“A research design is the detailed blueprint used to guide the implementation of a research study toward the realization of its objective” (Aaker & Day, 1990 pp59). It is a framework for collecting and analyzing of data. Research design is a choice which reflects decision about the priority being given to a range of dimension of the research process. There are five different types of research such as, experimental design, cross-sectional design or survey design, longitudinal design, case study design and comparative design (Bryman & Bell, 2007). Among them I have chosen case study design for my research. Case study involves with the detailed and intensive analysis of a single case (Bryman & Bell, 2007). In this thesis only consider coca cola which is single case. Case study often use in exploratory type of research. It allows the researcher to investigate a contemporary phenomenon within its real-life context. I would investigate the impact of sensory branding on consumer. Case study design is capable of handling both qualitative and quantitative data which is an advantage for the researcher. So, according to my purpose of study and research method, case study design is appropriate.

2.2 **Research Method**

Selection of research method is vital for any kind research. It is a technique for collecting and analyzing the empirical data. There are two types of research method. These are qualitative and quantitative. Quantitative method is focused on numeric data. The ultimate goal of this method is to classify feature, count them and explain things which are observed during research in statistical model. This type of approach involves some tools for data collection such as questionnaires. The objective of quantitative method is to seek measurements and analysis of target concepts by using data collection instruments. This type of approach is also useful in measuring customer attitudes, satisfaction, and commitment and for some other market data (Gorard, 2001). So, according to the purpose of my study and research question, quantitative method is appropriate.

2.3 **Sources of data collection**
There are two sources of collecting data for research. These are primary data and secondary data. These are usually used in research.

2.3.1 Primary data

Primary data is a source which is collected by researcher for a particular research to find out the answer of research question. There are many tools available for collecting empirical data but it depends upon research question and purpose of study. These are interview, observation, survey, experiment and questionnaire (Emory & Cooper, 1991). For this research I used questionnaires and experiment for collecting primary data.

**Questionnaires**

Questionnaires are the tool for collecting primary data. Questionnaires are one of the most widely used data collection technique in order to gain information from people. In this method, researcher makes questionnaires and gives it to the respondent to answer the questions. The questionnaires are filled by the twenty samples which consist of students of Karlstad University. As this research has a quantitative base so questionnaire used in this research is closed questions. Questionnaire is required less time because questions are prepared based on likert scales. Questionnaires information will be gathered according to the theory presented in the theoretical framework.

**Field Experiment**

A field experiment is the experimental treatment or intervention introduced in a completely natural setting (Bryman & Bell, 2007). The response from field experiment is tending to be natural. In this thesis experiment is conducted over the same respondents who are participated in self completion questionnaires. Through experiment with the same respondent researcher tried to find out the real impact of sensory aspects on respondents and relate them with questionnaires.

2.3.2 Secondary data

Secondary data is a source of data which is already existed or collected by others. There are various sources to collect secondary data. Such as books, article, journals, research paper and internet e.t.c. For this thesis all the sources are used for collecting data.
2.4 Data analysis tool

Analyzing the data is crucial for the thesis. Selection of data analysis tool is depending on the type of data such as quantitative or qualitative. For analyzing quantitative data I used SPSS software. Through SPSS software I analyzed the respondent’s views and answers. I created different crosstab and frequency tables which I utilized to explain the analysis clearly. I also created different diagrams and tables about the statistics to find a clearer overview (Bryman & Bell, 2007).

2.5 Validity and Reliability

Validity

Validity is important aspect of the research methodology. Validity refers to what extent the research reflects the given research problem. In other way validity means whether the research fulfil or focused on purpose of the research. Basically validity is connected to the topics which are investigated and how that topic came up with theories and implement (Oulton 1995). According to Yin there are two types of validity, these are internal validity and external validity. Internal validity is concern with data and external validity concern with research design. The collection of data for case study should be valid and air tight. Evidence must be convergent either through interview or documentary proof (Yin, 2009).

This research data involves with questionnaire and experiment. Questionnaires with closed questions to gather data, twenty students of Karlstad University filled out this questionnaire without any repetition. This questionnaire contains all possible questions which are required to answer the research question. Experiment taken from the same sample but sample size is ten. To maintain the validity of the experiment some precautions were taken.

External validity deals with generalization of the study’s findings, whether findings are able to generalize beyond the case study (Yin, 1994). As this research is focused on Coca Cola and students of Karlstad University, so the findings are not able to generalize beyond the immediate case study but it can be generalized to population of Karlstad University.

Reliability

Reliability refers to the degree of trustworthiness of the measurement. Reliability of a study or research is important to minimize errors and biasness (Yin, 1994). The objective of reliability is to make a study in a way that if someone else makes the same research, then he/she finds the same results. This study is reliable in a way that it is conducted to the population of Karlstad University through closed questions and also this is a quantitative research. The data gathered from questionnaire is presented in empirical part into graphical shape with percentages through SPSS software. If someone conducts the same research in the future in Karlstad University with the same sample then the results must be offset with these results.
3. Theoretical Framework

3.1 Concept of Sensory Branding

“The brand building of the future will move from a two-sensory approach to a multisensory approach” (Lindström, 2005, pp 7).

Now-a-day’s companies are focusing on sensory stimuli to build powerful brand. Companies moved from a classic brand building (two-dimensions) to a sensory brand building, also called 5D branding. They are focusing on all the human senses to answer a multidimensional desire from the consumers (Lindström, 2005). By appealing to five senses, brands create strong memories in consumers mind. It leads to stronger bonds between consumers and brands. To build strong brand, companies have to be aware of the inner process in the buying behaviour of customer. Most of the inner process in human behaviour is linked to the different senses of the body: sight, smell, touch, sound and taste. The fundamental of sensory branding is to establish a connection between a consumer and a brand on an emotional level through interaction of the five human senses; sight, sound, smell, taste, and touch in the buying process (Lindström, 2005). In other way, sensory branding is the way of branding of a product with the use of different senses (sight, sound, taste, smell and touch). It is important to focus on sight and sound to communicate the identity of a brand. However, it is also essential to integrate the other senses to create an emotional atmosphere in order to give a memorable experience of the brand to the customer. Brand experience can be thought of as sensations, feelings, perceptions, and behavioral responses evoked by senses (Djurovic, 2008). Sensory branding enables to grave different points of memory in order to be remembered by the customers. The more they involve with the sense, the more they will be able to remember the brand. It also influences consumer satisfaction and loyalty. It enables the brand to sell products at a premium and create a powerful competitive advantage. A sensory branding diagram is given below:
3.2 Scientific explanation of using human senses in marketing

**Sight**

Vision is the most powerful among the other senses since the co-operation between brain and eyes are perceived to be better than any machine ever invented (winter & winter, 2003). The connection between brain and eyes are so fast. It takes 45 milliseconds for humans to detect a visual object. Sight is a sense that seems to be the most important, as 80% of the information that human collected those are transmitted through this sense (Herz & Engen, 1996). Vision is all about light, where colours are just distributions of different wavelengths being analyzed by our particular visual system (Wolfe 2006). Visual perception is tough to analyze because of its complexity of process. To understand the visual processing, a model can be drawn and explained briefly.
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Figure - A model of visual processing (A. Krishna, 2010, p.202)

The model represents the different processing possibilities of vision. Seven diverse visual cues can be identified that imply different reactions and types of processing. Depending on the visual property that has been sought, three constructs are following: attention, imagery and neural activation.

Attention combines the level of visual information awareness and the specific focus on an aspect of visual information. Imagery is the process by which an individual visualizes information in the absence of the visual stimulus. Finally, neural activation is the brain activity driven by visual and other sensory stimuli (Raghubir P., 2010). The effect of the visual signals can be differently interpreted depending on the context (market norms, point of view, position, amount of information, etc) and the individuals (culture, gender, beliefs, etc). All these elements discussed previously have an impact on the type of information processing. Five types of processing can be listed: (A. Krishna, 2010)

- Pre-conscious: Consumers are unconscious of the presence of stimuli, so a subliminal persuasion occurs and the judgment is assimilated in a positive way toward the visual stimuli.
Non-conscious: Consumers are conscious of the presence of stimuli but unaware of its influence.

Heuristic: consumers make their decision based on “easy-to-use” cues available due to their low level of motivation or cognitive resources to examine the visual information in detail.

Systematic: consumers do have a high level of motivation, opportunity and ability to make their judgment based on the visual information provided.

Hardwired: processing results are dependent on the awareness of the stimulus. The key difference between the hardwired model and the four others is that the first one is controllable. People can control the influence of stimuli on their own judgment.

Consumer’s judgment will be made depending on the type of processing. There are five types of judgment:

Perception: vision can be twisted and influence people’s perception of visual cues. For instance, the size-weight illusion showed that “a more voluminous object of the same weight is perceived to be smaller” (Cross & Rotkin, 1975).

Sensation: the sensation varies from a person to another, depending on their type of processing. Sensation is distorted as well: most of the time, people taste what they expect to taste (Raghubir, 2010).

Affect: depending on how things are perceived by consumers, how they integrated the stimuli, visual cues affect judgment, feelings and mood.

Cognition and Judgment: the visual placement can have a great effect on judgment. Indeed, products placed in the middle are more popular than those on the extremity (Raghubir & Valenzuela, 2006). This is an unconscious reaction due to a specific visual analysing process.

Behaviour: The effect of visual cues on behaviour is still quite unknown concerning the impact on timing (purchase duration), the consistency of choice (brand switching, variety seeking vs. loyalty), and on word of mouth.

The complexity of the visual process shows that appeal to sight is risky since reactions and judgments of consumers are not precisely predictable. To avoid making mistakes, companies should use sight in the right way according to their image and goals.
**Smell**

Smell is the sense with the greatest emotional impact. Smell transfers directly to the limbic system, the part of the brain where the emotions are handled, which is the most ancient and primitive part of the brain (Fox, 2006). Unlike vision, scent processing is slow. It takes 10 times as long to detect an odour than detecting a visual object (Herz & Engen, 1996). However, once noticed and recognized, a scent is really persistent, long-lasting and will still be familiar even a long time after the experience (Morrin, 2010). Beside, scent cues evoke much more emotional memories than the ones evoked by the other senses.

Ambient scent can also have an influence on the time duration and perception. An ambient scent is an environmental scent that is not necessarily directly related to a brand but instead is more of an atmospheric tool to affect the mood of consumers (Rieunier, 2009). In 1996 Spangenberg, Crowley & Henderson found that the presence of an enjoyable ambient smell does not affect the actual time spent in a store but does reduce the perception of the time elapsed. It drops from 11.0 minutes when no scent is diffused to 9.6 minutes when there is one. This assessment comes from the fact that ambient scent can reduce human’s cognitive processing efforts, which results in a shorter perceived time. However, if smell appeals to memory and scents are assessed by the past experiences, odour preferences are also learned. We are born with a predisposition to learn to like or dislike various smells. The best example is that, depending on cultures, people do not like the same odours. While the high emotive scents with a happy connotation are Christmas smell, Christmas food and cookies for French people, it will be spices, herbs and oil lamps for Indians (Lwin & Wijaya, 2010).

**Taste**

The perception of flavours is called the sense of taste. The sensation of taste has an important role in human lives, such as physical, social and even emotional level. The first image that comes up to people’s mind when talking about taste is the mouth. It is the organ which detecting and identifying what we eat is called taste buds. There are many taste receptors (called taste buds) on the tongue. These buds are spread over the entire surface of the tongue and each count 50 to 100 taste cells (Krishna & Elder, 2010). Chemical qualities of food pass through those cells and are transmitted to the brain. Human can distinguish between four tastes: sweet, sour, bitter and salty.
A fifth taste has recently been discovered by a Japanese researcher: “umami”. This last taste refers to deliciousness or savory (Krishna & Elder, 2010).

However, even if the mouth is the first taste receptor, taste is much more complex. After integrating the temperature, quality and various signals sensed by other receptors, the brain can judge which flavour it is. Actually, all the tastes that human perceive are related to the other senses such as vision, audition, smell and touch. The other senses will play a significant role to enhance the taste sensory area.

**Touch**

The largest organ of human senses is skin. Touch is a powerful tool as well as a warning system for communicating human thoughts and emotions non-verbally. The fundamental characteristic of touch is that, it can bring much sensory information simultaneously compared to vision or other senses. Coetaneous receptors are highly sensitive and rich in delivering elementary information. The action of judging a material by rubbing it to obtain some haptic information is called exploratory procedure (Klatzky & Lederman, 1987). People often judge a material based on its smooth, fluffy or silky texture. Through the development of haptics sense, which means the active seeking and perception by the hand, human can capture information and get the idea of how the environment look like (Peck, 2010). There are different ways of using touch sense. Such as, to judge hardness human exert pressure, to estimate temperature they touch with a large skin...
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surface and remain steady, to guess the weight they are hefting the object repeatedly e.t.c. The perception of shapes depends on whether see or not. When people could both touch and see, then they can judge fast and correctly. Touch is effective with vision to judge the shape of material (Klatzky & Lederman, 1987).

**Sound**

Life is full of auditory information. Every day, individuals are exposed to an incredible quantity of Sounds. Sound activates the emotional part of the brain instead of the rational; it can be an efficient tool for communicating to the unconscious desires of consumers. Sounds help to generate mood by creating feelings and emotions. It has ‘an immediate and, to a large extent, cognitively unmediated effect on recall and emotions’ (Gobé, 2001, p.71). Companies can resort to auxiliary sounds that are linked to a product or service. Auxiliary sounds gather two sub-sounds categories; they are ancillary sounds and ambient sounds. Ancillary sounds means which are directly related to the object. Sound is an element that describes a lot about the feature and performance about a product (Yorkston, 2010). People think that the sound emitted by an object will reveal something about its properties. Human has good hearing capabilities, through which they can predict and recognize the features of the source of sound such as shape, material and hollowness (Rocchesso et al., 2003). On the other hand ambient sounds are not directly related to a product or services but to the retail environment itself. Ambient sounds centre on three music dimensions: music tempo, music type and music volume. According to Rieunier, the objectives of using ambiance sounds are affective, cognitive and behavioural. The affective objectives consist of involving the consumer on an emotional level to generate sensations such as happiness and pleasure. The cognitive objective is to indicate the target and positioning by creating a corresponding atmosphere and using the music to draw attention to an event or a product. Finally, the behavioural objective is to change the behaviour of consumers during a purchase (Rieunier, 2009). Music is a powerful tool for evoking emotions, because when listening to music endorphins are released, which generates sensations of pleasure (Gobé, 2001). Music of the store can change the consumer’s perception of the time they spent in the store (Rieunier, 2009). So, Relaxing music may result in that customer stay longer in a store at the same time as faster music can accelerate the shopping visit.
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3.3 Importance of sensory aspects in perspective of brand

**Visual aspect**

Sight is the most powerful sense among other human senses. Therefore, it is the most utilized sensory stimulus in marketing (Lindström, 2005). Vision plays a significant role in the perception of a brand. The stimulation of sight can enhance the brand image and the perceived quality. Many studies have shown that a person who has been exposed to a product will prefer it over similar choices, even in cases when the person cannot actually remember seeing the product (Bornstein, 1987). There are several factors which affect the brand through vision, Such as logo, design, colour and lighting e.t.c. Colours are fundamental in the perception of a brand and can highlight the most important attributes and associations to a product or a brand. Colours are especially important due to the fact that it reflects the brand’s identity, values and positioning. Colours are used to ‘set the mood of a brand through logos and packaging’ (Gobe, 2001 p. 79). It is vital to select colours carefully. If colours are chosen correctly, they can be used strategically to reinforce and communicate the desired image of a brand (Gobe, 2001).

**Smell aspect**

“You can close your eyes, cover your ears, refrain from touch, and reject taste, but smell is a part of the air we breathe.” (Lindström, 2005, p.24)

Smell is one of the most important and sensitive senses, 75% of our emotions are generated by this sense, which has a strong impact on human memory (Lindström, 2005). That plays an essential role and can become an asset in brand differentiation. Indeed, the use of scent in a retail market place promotes products, sets a mood and positions a brand (Vlahos, 2007). In 1932 Laird found a positive link between the perceived quality and the use of scent (Bone & Jantrania, 1992). According to Kotler ambient scent has the potential ability to create positive mood states and products evaluation, which leads eventually to higher sales revenues (Kotler, 1973). On the other hand, a brand specific odour is likely to evoke connections to the brand and strengthen the brand identity (Schmitt & Simonson, 1997). Concerning the impact of smell on mood, many studies have been done but only few results were significant. The direct effects on consumer mood are weak: it is not due to a disagreeable odour that people will be nervous or that good
mood will be spoilt. However, emotional states interacting with scent do have an influence on memory, and also influence creativity (Isen et. al, 1987).

**Taste aspect**

Taste provides the most specific function of any of the five human senses. It plays very vital role in branding. Smell and taste are closely linked together and it is practically impossible to taste something without smelling it (Lindström, 2005). Eating and drinking is strongly associated to joyful, positive memories, which is one of the reasons why the taste aspect should not be neglected in marketing (Gobé 2001). It recalls memories and past experiences. Taste has impact on perception of a brand. To build strong perception of a brand, all the senses should be included. There are a limited number of brands, which are actually including taste in their branding strategies (Lindström, 2005). However, taste will lead to build a stronger emotional connection for the consumer. Adding taste to the brand increases the value for the customers and the perceived benefits in the minds of the consumers (Gobé, 2001).

**Tactile aspect**

Touch is an important sense that has been recognized for centuries in marketing. Apart from vision and hearing, touch is the most important sense to identify and manipulate object (Wolfe, 2006). In marketing consideration, touching involves action to a greater degree than any other senses. Through touching customer can identify the product and recognize the brand. Touch enhances the brand experience for a costumer by adding sensory information of a brand (Gobé, 2001). When people touch something they can actually feel its special consistency and even without seeing it they can identify it later just by memorizing and recalling the texture of it. In other way, touching a product is a way of ensuring its quality and also important for unfamiliar brands. On the other hand, the weight and material of the product are important factors in the sensory process. The texture of a product influences customer’s emotions hence their perception (Schmitt & Simonson, 1997). That’s why, once touching a product customer will find themselves more attached and more willing to buy. According to Gobé if customer has low brand recognition, then they more dependent to investigate products by touching them (Gobé, 2001). The customer involvement in the purchasing process by touch strengthens the emotional
The impact of sensory branding on consumer connection to the brand. Companies can create superior customer satisfaction by including touch in their branding strategy (Gobé, 2001).

**Auditory aspect**

Sound is an important sense in branding. Sound can be used as a trigger for creating desired reactions when building an emotional attachment to a brand. Sound is used as the traditional element in brand building process (Lindström, 2005). Sound also influence the customer’s choice of brand. It is very easy and affordable to add sound dimension for reinforcing the image of a brand (Schmitt & Simonson, 1997). Sounds can make differentiation for a brand from the competitors. The distinctive sound of a brand will increase differentiation from the competitors (Lindström, 2005). Sounds also help to build a powerful bond with customer. Using sound as an ambiance enhancer can be a powerful way to bond customers emotionally to a brand (Schmitt & Simonson, 1997). Sometimes brand identity also represented by sound. Sound can be seen as ‘a devise used for constructing brand identity’ (Gobé, 2001, p. 73).

### 3.4 Concept of Brand Awareness

Brand awareness is the ability of a customer to identify the brand in different conditions (Aaker, 1991). On the other way we can say, brand awareness is the ability of a customer to recognize or recall the brand. People generally tend to buy brands that they are familiar with and on which they have confidence. So, to build brand awareness, marketers need to give their product an identity. Brand name awareness plays an important role in decision making of a customer, if customer had already heard the brand name, the customer would feel more comfortable at the time of making decision. Generally customers do not prefer to buy an unknown brand in making of decision.

According to Keller, brand awareness consists of brand recognition - “the consumer’s ability to confirm prior exposure to the brand when given a brand as a cue and brand recall -the consumer’s ability to retrieve the brand form memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as cue” (Keller, 2003a, p. 67).

Brand awareness is the combination of both brand recognition as well as brand recall. Brand recognition is the capability of consumer to recognize previous knowledge of brand when they
are asked about that brand or when they are shown that specific brand. According to Aaker brand recognition is the customer’s ability to verify prior contact to the brand when given the brand as a reminder (Aaker, 1991). On the other hand, brand recall is the potential of customer to recover a brand from his memory when given the product class or category. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he/she can recall the specific brand when the product category is mentioned. Recall a brand needs deeper brand awareness than to recognize a brand (Keller, 1997). It is generally easier to recognition compare to recall a brand. The importance of brand recall and recognition will rely on the degree to which consumers make product related decisions with the brand present or not. In a shop, brand recognition is more crucial as the brand will be physically present. In a scenario where brands are not physically present, brand recall is more significant such as services and online brands.

3.5 Concept of Brand Identity

Brand identity is a vital element for a brand. A brand is unique due to its identity. According to Kapferer, brand identity is the key component of branding (Upshaw 1995). Brand identity is a basic means of consumer recognition and represents the brand’s distinction from its competitors (brandchannel 2011). It is a way of identifying and distinguishing a brand from another. It represents how a brand wants to be identified or differentiated to the customer in the market. A brand identity includes following elements—brand vision, brand culture, positioning, personality, relationship, and presentation. It is a way of externally expressing a brand to the world.

Brand identity is a bundle of mental and functional association with brand. Associations are providing familiarity and differentiation to the customer. These associations can include brand tune (for example Nokia), trademark colour (Red color with Coca Cola), Logo (Nike), tagline (Apple—“Think different”) e.t.c.

Brand identity is a combination of visual, auditory, and other sensory components that create recognition, represent the brand promise, provide differentiation, create communications synergy, and are proprietary (Lister butler consulting, 2010). Names, logotypes, symbols and other graphic devices, distinctive shapes and colours, brand voice and visual style, sounds, jingle; theme lines or slogans, and characters that are uniquely associated with a brand are all
components of a brand’s identity. Textures, scents, flavors, and other sensory elements also can be components of a brand’s identity. Brand identity helps to build brand awareness to the customer. Brand identity leads to brand loyalty, brand preference, high credibility, good prices and good financial returns. It helps the company to express to the customers and the target market the kind of brand it is. It establishes an immediate connection between the brand and consumers. Brand identity should be sustainable. It is crucial so that the consumers instantly correlate with product/service of brand.

4. **Empirical Findings**

This chapter provides the empirical findings that I have gathered data for my study through questionnaires and experiment. In empirical part, I used diagrams and tables to make the connection between the text and study conducted clearer. Furthermore, it shows the statistical analysis of the information collected from the respondents.

4.1 **Questionnaires**

I asked several questions to the respondents. The findings from the questionnaires are given below:

Q: 1) “Coca Cola” brand is differentiable or identifiable through its taste (flavor) of cola.

![Figure-1: Coca Cola is identifiable through taste](image-url)
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The bar diagram (Figure-1) represents the result of question asked to the respondents about the brand identity of Coca Cola based on taste (flavor). The respondents replied, 60% with agree, 20% with strongly agree, 40% with neither agree nor disagree, 5% with disagree and 5% are strongly disagree with that statement.

Q: 2) “Coca Cola” brand is differentiable or identifiable from its Smell of cola.

The below bar diagram shows (Figure- 2) the result of question asked to the respondents about brand identity of Coca Cola based on smell. The respondents replied, 25% agree, 5% strongly agree, 10% neither agree nor disagree, 25% disagree and 5% are strongly disagree with that statement.

**Figure- 2: Coca Cola is identifiable through smell**

Q: 3) “Coca Cola” brand is differentiable or identifiable through seeing the logo

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>5</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
</tr>
</tbody>
</table>

**Table-1: Coca Cola is identifiable through logo**

The table (Table-1) shows the result of question asked to the respondents about brand identity of Coca Cola based on the logo. The majority of respondents are replied with strongly agree which is 75% and 25% are replied with agree. None of them have any other response accept agree and strongly agree.
Q: 4) “Coca Cola” brand is differentiable or identifiable through touching the bottle

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>1</td>
<td>5,0</td>
</tr>
<tr>
<td>Neither agree nor</td>
<td>7</td>
<td>35,0</td>
</tr>
<tr>
<td>disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>8</td>
<td>40,0</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>4</td>
<td>20,0</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table-2: Coca Cola is identifiable through bottle

The table (Table-2) shows the result of question asked to the respondents about brand identity of Coca Cola based on the bottle. The majority of respondents are replied with agree which is 40%. 35% replied with neither agree nor disagree, 20% are replied with agree and 5% replied with strongly disagree. None of them are replied with disagree.

Q: 5) “Coca Cola” brand is differentiable or identifiable through listening the jingle.

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>1</td>
<td>5,0</td>
</tr>
<tr>
<td>Neither agree nor</td>
<td>10</td>
<td>50,0</td>
</tr>
<tr>
<td>disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>7</td>
<td>35,0</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>2</td>
<td>10,0</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Table-3: Coca Cola is identifiable through jingle

The table (Table-3) shows the result of question asked to the respondents about brand identity of Coca Cola based on the jingle. The majority of respondents are replied with neither agree nor disagree which is 50%. On the other hand, 35% replied with agree, 10% are replied with strongly agree and 5% replied with disagree. None of them are replied with strongly disagree.

Q: 6) When you hear about Coca Cola brand, can you recall the jingle?

The table (table- 4) represents the result of question asked to the respondents about recall the jingle of Coca Cola. The 60% respondents answered with Yes which means they can recall the jingle and 40% replied with No which means they cannot recall the jingle.
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Q: 7) When you listen to the jingle of Coca Cola brand, can you recognize the jingle?

![Figure -3: Recognize the jingle of Coca Cola](image)

The bar diagram (Figure-3) represents the result of question asked to the respondents about recognize the jingle of Coca Cola. The majority of respondents which is 80% respondents answered with Yes which means they can recognize the jingle. On the other hand, 20% respondents replied with No which means they cannot recognize the jingle.

Q: 8) When you hear about Coca Cola brand, can you recall the taste of cola?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>No</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

Table- 5: Recall the taste of Coca Cola
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The table (table-5) represents the result of question asked to the respondents about recall the taste (flavour) of Coca Cola. The 50% respondents answered with Yes which means they can recall the taste and 50% replied with No which means they cannot recall the taste.

Q: 9) **When you drink Cola of Coca Cola brand, can you recognize the taste?**

![Can you recognize the taste of Coca Cola?](image)

**Figure- 4: Recognize the taste of Coca Cola**

The bar diagram (Figure-4) represents the result of question asked to the respondents about recognize the taste (flavor) of Coca Cola. The majority of respondents which is 65% respondents answered with Yes which means they can recognize the taste of coca cola. On the other hand, 35% respondents replied with No which means they cannot recognize the taste.

Q: 10) **When you hear about Coca Cola brand, can you recall the smell of cola?**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>No</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

**Table-6: Recall the smell of Coca Cola**

The table (table- 6) shows the result of question asked to the respondents about recall the smell of Coca Cola. The majority of respondents which is 70% answered with No which means they cannot recall the small. On the other hand, 30% respondents replied with Yes which means they can recall the small.
Q: 11) When you smell cola of Coca Cola brand, can you recognize the smell?

![Figure 5: Recognize the smell of Coca Cola](image)

The bar diagram (Figure-5) shows the result of question asked to the respondents about recognize the smell of Coca Cola. The majority of respondents which is 65% respondents answered with No which means they cannot recognize the smell of coca cola. 35% respondents replied with Yes which means they can recognize the smell of coca cola.

Q: 12) When you hear about Coca Cola brand, can you recall the bottle?

![Figure 6: Recall the bottle of Coca Cola](image)

The bar diagram (Figure-6) represents the result of question asked to the respondents about recall the bottle of Coca Cola. The majority of respondents which is 90% answered with Yes which means they can recall the bottle and only 10% respondents replied with No which means they cannot recall the bottle of Coca Cola.
Q: 13) When you touch the bottle of Coca Cola brand, can you recognize the bottle?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>No</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

Table-7: Recognize the bottle of Coca Cola

The table (table-7) shows the result of question asked to the respondents about recognize the bottle of Coca Cola. The majority of respondents which is 80% are answered with Yes which means they can recognize the bottle of coca cola when they touch. On the other hand, 20% respondents replied with No which means they cannot recognize the bottle of coca cola.

Q: 14) When you hear about Coca Cola brand, can you recall the Logo?

Figure- 7: Recall the logo of Coca Cola

The bar diagram (Figure-7) represents the result of question asked to the respondents about recall the logo of Coca Cola. The majority of respondents which is 95% answered with Yes which means they can recall the logo and only 5% respondents replied with No which means they cannot recall the logo of Coca Cola.
Q: 15) When you see the logo of Coca Cola brand, can you recognize the Logo?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>No</td>
<td>1</td>
</tr>
<tr>
<td>Yes</td>
<td>19</td>
<td>95.0</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table-8: Recognize the logo of Coca Cola

The table (table-8) shows the result of question asked to the respondents about recognize the logo of Coca Cola. The majority of respondents which is 95% are answered with Yes which means they can recognize the logo of coca cola when they see. On the other hand, 5% respondents replied with No which means they cannot recognize the logo of coca cola.

4.2 Experiment

To judge the impact of sensory aspects of Coca Cola in practical, I made a test among who filled out the questionnaires. Among all I took ten respondents randomly. Respondents were exposed to each type of stimulus separately. They were tested with sensory aspects of Coca Cola such as taste, smell, sight, sound and touch. In the experiment, I would like to observe the impact of sensory aspects of coca cola in perspective of differentiation and recognition. Basically, in experiment I would observe the effect of sensory aspects of coca cola on respondent individually. Whether respondents can identify or recognize the coca cola based on its sensory aspects or not. The procedure of experiment is given below:

- To justify the impact of taste aspect of coca cola, different brand’s cola are given to the respondent to drink and asked them to identify which one is coca cola.
- To justify the impact of visual aspect of coca cola, logo of different cola brands are shown to the respondents and asked them to recognize the logo of coca cola.
- To justify the impact of smell aspect of coca cola, different brand’s cola are given to the respondent to smell and asked them to identify which one is coca cola.
- To justify the impact of tactile aspect of coca cola, bottle of different cola brands without logo are given to the respondent and tell them to touch and identify coca cola bottle.
- To justify the impact of auditory aspect of coca cola, different cola brands jingle are played in front of the respondent and asked to recognize among from them which one is coca cola’s jingle.
In experiment, I used a checklist based on that I prepared a table where we can find the result of experiment.

Table- 9

<table>
<thead>
<tr>
<th>Sensory Aspects</th>
<th>Number of respondents who Identified or recognized Coca Cola</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste (flavour)</td>
<td>6 out of 10</td>
<td>60%</td>
</tr>
<tr>
<td>Smell</td>
<td>2 out of 10</td>
<td>20%</td>
</tr>
<tr>
<td>Sight (logo)</td>
<td>10 out of 10</td>
<td>100%</td>
</tr>
<tr>
<td>Sound (jingle)</td>
<td>4 out of 10</td>
<td>40%</td>
</tr>
<tr>
<td>Touch (bottle)</td>
<td>7 out of 10</td>
<td>70%</td>
</tr>
</tbody>
</table>

According to the experiment, Table (table- 9) shows that 60% of respondents identified coca cola based on taste, 20% of respondents recognized coca cola based on smell, 100% which means all of the respondents identified coca cola based on logo, 40% respondents recognized coca cola based on jingle and 70% of respondents identified coca cola based on bottle.

5. Analysis

This chapter is written based on the data presented in empirical studies and the theories which we considered in relation to research question. It discusses with the empirical findings and relates its connection with the theory. The different parts follow the structure of both the theoretical frame and the empirical findings.

5.1 Brand identity

What is the impact of sensory aspects (five senses) of “Coca Cola” on consumer for building brand identity?

According to the theory of brand identity, it is a combination of different aspects of brand through which consumer can differentiate and identify the brand. Brand identity is mainly related to the brand aspects such as taste, smell, sight (visual), touch (tactile) and sound (auditory). Names, logotypes, symbols and other graphic devices, distinctive shapes and colors, brand voice and visual style, sounds, jingle; theme lines or slogans, textures, scents, flavors and characters that are uniquely associated with a brand are all components of a brand’s identity. Now we analyze the impact of sensory aspects of “Coca Cola” on consumer in perspective of building brand identity.
Firstly, I measured the impact of taste aspect of Coca Cola which is related to the flavor. According to the findings, the majority of respondents which is 60% (Figure-1) replied with agree that Coca Cola can differentiable or identifiable through its taste (flavor) and experiment shows 60% (table-9) of respondents identified Coca Cola brand based on taste (flavor). That means respondents are really able to identify Coca Cola through taste in practical. This indicates that taste aspect has strong impact on building brand identity of Coca Cola. Secondly, I measured the impact of smell aspect, there were an equal percentage of response with agree and disagree which is 25% agree and 25 % disagree (figure-2) in survey findings. On the other hand, in experiment shows that only 20% (table-9) of respondents identified the Coca Cola based on smell which makes it clear that, although respondents said they can identify the Coca Cola based on smell but in practically it’s difficult to identify. So, smell aspect has very less impact on building brand identity of Coca Cola to the consumer. Thirdly, I measured the impact of visual aspect which is related to the logo of Coca Cola. The majority of respondents which is 75% (table-1) are strongly agree that they can differentiate or identify the Coca Cola based on logo and experiment shows 100% (table-9) respondents identified the Coca Cola brand logo. Both indicate that logo has strong impact on building brand identity of Coca Cola to the consumer. Fourthly, I measured the impact of auditory aspect which is related to the jingle of Coca Cola. According to the findings, the majority of respondents which is 50% (table-3) are replied with neither agree nor disagree. That means there is a doubt in respondents mind. Experiment removed the doubt, in experiment only 40% (table-9) of the respondents identified the jingle of Coca Cola. That means in practically it is difficult to differentiate or identified the brand jingle. So, auditory aspect has very less impact on brand identity of Coca Cola to the consumer. Lastly, I measured the impact of tactile aspect which is related to bottle of Coca Cola. The majority of respondents which is 40% (table-2) are replied with agree, that means they can identity Coca Cola brand based on bottle. On the other hand, in experiment 70 % (table-9) respondents identified the Coca Cola bottle. Which indicates that, respondents can identify the Coca Cola bottle not only verbally but also in practically. So, tactile aspect has strong impact on building brand identity of Coca Cola to the consumer.

Finally I can say from the analysis that, taste, visual and tactile aspects of Coca Cola have strong impact on building brand identity to the consumer. On the other hand, smell and auditory aspects of Coca Cola have less impact on building brand identity of consumer.
5.2 Brand awareness

What is the impact of sensory aspects (five senses) of “Coca Cola” on consumer for building brand awareness?

According to the theory of brand awareness, it is the combination of both brand recognition as well as brand recall. Brand recognition is the capability of consumer to recognize previous knowledge of brand when they are asked about that brand or when they are shown that specific brand. On the other hand, brand recall is the potential of customer to recover a brand from his memory when given the product class/category. Brand awareness can build through different aspects of brand such as taste, smell, tactile, auditory and visual. Now we analyze the impact of sensory aspects of Coca Cola for building brand awareness to the consumer.

<table>
<thead>
<tr>
<th>Can you recall the taste of Coca Cola?</th>
<th>Can you recognize the taste of Coca Cola?</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Firstly, I considered the taste aspect (flavor) of Coca Cola and its impact for building brand awareness. We found 45% (table-10) of the respondents who can recall and recognize the taste of Coca Cola. On the other hand experiment shows that, 60% (table-9) of respondents can recognize the taste of Coca Cola. That means almost half of the total sample in survey, those said they can recall and recognize the taste of Coca Cola and more than the half of total sample in experiment, those proved that, they can recognize the taste of Coca Cola in practically. This indicates taste aspect (flavor) of Coca Cola has moderate impact on building brand awareness to the consumer.
Brand awareness can build through smell of a brand. Secondly, I considered the smell aspect of Coca Cola and its impact for building brand awareness, we found only 15% (table-11) of respondents who can recognize and recall the smell of Coca Cola and experiment shows only 20% (table-9) of respondents who were recognized the smell of Coca Cola. This indicates smell aspect of Coca Cola has less impact on building brand awareness of consumer.

**Table-11: Recognize and Recall the smell of Coca Cola**

<table>
<thead>
<tr>
<th>Can you recall the smell of Coca Cola?</th>
<th>Can you recognize the smell of Coca Cola?</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>50,0%</td>
</tr>
<tr>
<td>Yes</td>
<td>15,0%</td>
</tr>
</tbody>
</table>

**Table-12: Recognize and Recall the logo of Coca Cola**

<table>
<thead>
<tr>
<th>Can you recall the logo of Coca Cola?</th>
<th>Can you recognize the logo of Coca Cola?</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>5,0%</td>
</tr>
<tr>
<td>Yes</td>
<td>95,0%</td>
</tr>
</tbody>
</table>
Brand awareness can build from a visual experience. The symbol or logo makes it able for the consumer to remember the brands and its products. This is very helpful for the companies in creating a place in the customers mind for its products and gets emotionally connected with the certain brand and logo. Thirdly, I considered the logo as a visual aspect of Coca Cola and its impact for building brand awareness, we found 95% (table-12) of respondents who can recognize and recall the logo of Coca Cola and in experiment shows 100% (table-9) of respondents recognized the logo of Coca Cola practically. This indicates visual aspect (logo) of Coca Cola has strong impact for building brand awareness to the consumer.

<table>
<thead>
<tr>
<th>Can you recall the bottle of Coca Cola?</th>
<th>Can you recognize the bottle of Coca Cola?</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>5,0%</td>
<td>5,0%</td>
</tr>
<tr>
<td>Yes</td>
<td>15,0%</td>
</tr>
<tr>
<td>75,0%</td>
<td></td>
</tr>
</tbody>
</table>

Brand awareness can come from a touch experience. Fourthly, I considered the bottle as a tactile aspect of Coca Cola and its impact for building brand awareness to the consumer, we found 75% (table-13) of respondents who can recognize and recall the bottle of Coca Cola and 70% (table-9) of respondents recognized the bottle in experiment. This indicates tactile aspect (bottle) of Coca Cola has strong impact on building brand awareness of consumer.
Table-14: Recognize and Recall the jingle of Coca Cola

<table>
<thead>
<tr>
<th>Can you recall the jingle of Coca Cola?</th>
<th>Can you recognize the jingle of Coca Cola?</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

Brand awareness can build from an auditory experience. Lastly, I considered the jingle as an auditory aspect of Coca Cola and its impact for building brand awareness. We found only 35% (table-14) of the respondents those can recognize and recall the jingle of Coca Cola and 40% (table-9) of respondents recognized the jingle practically in experiment. This indicates that, jingle which is related to the auditory aspect of Coca Cola has less impact on building brand awareness to the consumer.

Finally I can say from the analysis that, visual and tactile aspects of Coca Cola have strong impact on building brand awareness to the consumer. More over taste aspect of Coca Cola has moderate impact on building brand awareness to the consumer. On the other hand, smell and auditory aspects of Coca Cola have less impact on building brand awareness of consumer.
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6. Conclusion

This chapter is discussed about the conclusion that I have drawn from the finding and analysis of my study.

Sensory branding is an emerging business discipline that applies analytical techniques to combine the use of sensory stimuli such as taste, smell, sound, sight and texture in order to develop strong brands that are more memorable for consumer than conventional audio-visual branding techniques alone. The research was conducted to get an idea about the impact of sensory aspects of Coca Cola on consumer for building brand identity and brand awareness. Through the study we have found that in perspective of building brand identity, taste, visual and tactile aspects of Coca Cola have strong impact on consumer. That means consumers are able to identify the Coca Cola brand based on those aspects. On the other hand, smell and auditory aspects of Coca Cola have less impact on building brand identity of consumer. In perspective of building brand awareness to the consumer, visual and tactile aspects of Coca Cola have strong impact for building brand awareness to the consumer. That means consumers can recognize and recall the Coca Cola based on visual and tactile aspects. On the other hand, taste aspect has moderate impact, smell and auditory aspects of Coca Cola have less impact on building brand awareness of consumer. So, the use of sensory branding is predicted to be the future of strategic branding because of its impact for building brand identity and brand awareness on consumer is enormous.
7. References


The impact of sensory branding on consumer


The impact of sensory branding on consumer


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8. Appendix

Questionnaires:

I am studying Master of Business Administration (M.B.A) at Karlstad University, Sweden. I have designed the following questionnaire for the purpose of my thesis work, which is to investigate the impact of sensory aspects of “Coca Cola” brand on consumer. Would you please take a few minutes to answer some questions? Thank you for your kind co-operation.

1) What is your level of study at Karlstad University
   a) Bachelor degree b) Masters Degree c) other….

2) What is your gender?
   a) Male b) Female

3) Do you like Cola drinks?
   a) Yes b) No

4) Which Cola brand do you prefer?
   a) Pepsi b) Coca Cola c) Other (specify)…

5) How often you drink Coca Cola
   a) Once a week or more b) Once a month or more. c) Once a year or more d) Specify

Brand Identity

6) “Coca Cola” brand is differentiable or identifiable through its taste (flavor) of cola.
   a) Strongly agree (5) b) Agree (4) c) Neither agree nor disagree (3) d) Disagree (2) e) Strongly disagree (1)

7) “Coca Cola” brand is differentiable or identifiable from its Smell of cola.
   a) Strongly agree (5) b) Agree (4) c) Neither agree nor disagree (3) d) Disagree (2) e) Strongly disagree (1)

8) “Coca Cola” brand is differentiable or identifiable through seeing the logo
   a) Strongly agree (5) b) Agree (4) c) Neither agree nor disagree (3) d) Disagree (2) e) Strongly disagree (1)

9) “Coca Cola” brand is differentiable or identifiable through touching the bottle
   a) Strongly agree (5) b) Agree (4) c) Neither agree nor disagree (3) d) Disagree (2)
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e) Strongly disagree (1)

10) “Coca Cola” brand is differentiable or identifiable through listing the jingle
   a) Strongly agree (5)
   b) Agree (4)
   c) Neither agree nor disagree (3)
   d) Disagree (2)
   e) Strongly disagree (1)

Brand Awareness

11) When you hear about Coca Cola brand, can you recall the jingle?
   a) Yes (1) b) No (0)

12) When you listen to the jingle of Coca Cola brand, can you recognize the jingle?
   a) Yes (1) b) No (0)

13) When you hear about Coca Cola brand, can you recall the taste of cola?
   a) Yes (1) b) No (0)

14) When you drink Cola of Coca Cola brand, can you recognize the taste?
   a) Yes (1) b) No (0)

15) When you hear about Coca Cola brand, can you recall the smell of cola?
   a) Yes (1) b) No (0)

16) When you smell cola of Coca Cola brand, can you recognize the smell?
   a) Yes (1) b) No (0)

17) When you hear about Coca Cola brand, can you recall the bottle?
   a) Yes (1) b) No (0)

18) When you touch the bottle of Coca Cola brand, can you recognize the bottle?
   a) Yes (1) b) No (0)

19) When you hear about Coca Cola brand, can you recall the Logo?
   a) Yes (1) b) No (0)

20) When you see the logo of Coca Cola brand, can you recognize the Logo?
   a) Yes (1) b) No (0)