A Study on the Influence of Sensory Marketing on Consumer Buying Decision Process with Respect to Online Furniture Business

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Abstract:

The digital furniture marketplace has seen a swift expansion, yet the challenge of consumers not being able to physically engage with items continues to be a significant obstacle in shaping their purchasing choices. This investigation delves into how sensory marketing can overcome this hurdle, focusing on its influence on the buying process in the online furniture sector. Sensory marketing uses visual, auditory, and even new tactile technologies to improve the online shopping journey. The research investigates the impact of high-quality images, 360-degree views of products, augmented and virtual reality (AR/VR), and the use of sound effects like background music or product sound replications to make the shopping experience more engaging. It also explores the use of haptic feedback and detailed product descriptions to mimic the feeling of touch, making up for the absence of physical interaction.

The study points out several critical aspects of sensory marketing's impact, including its role in shaping how consumers perceive product quality, its ability to evoke emotions, build trust, and influence buying intentions. Furthermore, it looks at how sensory signals can alleviate doubts, increase satisfaction, and streamline the decision-making process in a digital setting. Through this analysis, the research emphasizes the need for a comprehensive sensory approach that mirrors the in-store shopping experience in the digital realm. The results indicate that sensory marketing not only increases consumer involvement but also improves sales conversion rates, providing actionable insights for online furniture stores aiming to refine their marketing tactics and fully leverage the digital marketplace.