

EFFECT OF SENSORY BRANDING ON PURCHASE INTENTION

AND BRAND EQUITY

A STUDY ON INSTANT NOODLES

A Dissertation Submitted to

Kathmandu University School of Management

in partial fulfillment of the requirement for the

Degree of Master of Philosophy (MPhil) in Management

Sujan R Shrestha

KU Registration Number: 002130-98

Kathmandu, Nepal

October, 2016

DECLARATION

I hereby declare that this thesis entitled *Effect of Sensory Branding on Purchase Intention and Brand Equity: A Study on Instant Noodles* embodies the result of an original experimental research work I carried out with the help of research assistant in partial fulfilment of the requirements for the degree of Master of Philosophy (MPhil) in Management of the Kathmandu University and that this dissertation has not been submitted for candidature for any other degree.

Sujan R Shrestha

October, 2016

RECOMMENDATION

This is to certify that Sujan Raja Shrestha has completed his research work on *Effect of Sensory Branding on Purchase Intention and Brand Equity: A Study on Instant Noodles* under my supervision and that his dissertation embodies the result of his investigation conducted during the period he worked as an MPhil candidate of the School of Management. The dissertation is of the standard expected of a candidate for the degree of MPhil in Management and has been prepared in the prescribed format of the School of Management. The dissertation is forwarded for evaluation.

Dissertation Advisory Committee

1. Chair Prof. Binod Krishna Shrestha

October, 2016



KATHMANDU UNIVERSITY

Dhulikhel, P.O. Box 6250, Kathmandu, Nepal

Tel: (011) 661399, Fax: , 977-11-661443, 977-1-5533814, e-mail: info@ku.edu.np

APPROVAL

We have conducted the viva-voce examination of the dissertation *Effect of Sensory Branding on Purchase Intention and Brand Equity – a Study of Instant Noodles* by Sujan Raja Shrestha and found the dissertation to be original work of the candidate and written according to the prescribed format of the School of Management. We approve the dissertation as the partial fulfillment of the requirements for the degree of Master of Philosophy (MPhil) in Management.

Evaluation Committee

- | | | |
|----------------------------|----------------------------|--------------------|
| 1. Prof. Subas K.C. | Chair, Research Committee | |
| 2. Prof. Devi Bedari | Member, Research Committee | <i>Devi Bedari</i> |
| 3. Binod K. Shrestha | Member, Research Committee | |
| 3. Prof. Mahendra Shrestha | External Examiner | <i>MS</i> |

October, 2016

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-Sujan R Shrestha

October, 2016

ABSTRACT

Many researchers have conducted various studies to find out the effect of sensory branding on the consumer purchase intention. Sensory branding is an upcoming concept where marketers try to stimulate consumer with human senses which is being used by companies in the international market. Nepalese noodles can have benefit by using sensory branding as a tool for marketing. But in noodles, there might be different result of sensory branding. There might be different sensory variables which might be important in the case of purchase intention of noodles.

Hence this research was conducted to find out the effect of sensory branding in purchase intention of instant noodles further analyzed which sensory variable is important in the case of noodles. The research was conducted in lab setting which took more than three months for treatment. Analysis was made through questionnaire administration and statistical analysis. Control group was not given any sensory stimuli. Sensory stimuli were given one by one only to the treatment group and their responses were recorded through questionnaire to further analysis and to derive results through statistical measures.

From the study, it was found that taste and smell are the most significant factors to affect purchase intention of noodles. Marketer need to take care of these factors while devising their marketing plan so that to expose consumer with taste and smell variables. Sound and visual are also important factors and resulted as moderately significant. Marketers need to take care of these factors while devising promotional designs and plans. On the contrary to our expectation touch came out to be insignificant for noodles purchase intention.

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KUSOM - Kathmandu University, School of Management

MBA - Masters of Business Administration

MMP - Maximum Market Penetration

PI - Purchase Intention

TVC - Television Commercial

WNA - World Non-Alcohol Association

ABBREVIATIONS

ANOVA	Analysis of Variance
ATF	Asian Thai Foods
BBA	Bachelor of Business Administration
CBBE	Customer-Based Brand Equity
CG	Chaudhary Group
CG	Control Group
EG	Experimental Group
FMCG	Fast Moving Consumer Goods
HS	Himshree Foods
HSN	Himalayan Snax & Noodles
KUSOM	Kathmandu University, School of Management
MBA	Masters of Business Administration
MRP	Maximum Retail Price
PI	Purchase Intention
TVC	Television Commercial
WNA	World Noodles Association

CHAPTER I

INTRODUCTION

General Background

The topic for this research was coined from very general observations. Once in a discussion, it was revealed that due to the photography of Carlsberg, the chilled bottled with water drops on bottle as shown in its poster stimulates people to ask for Carlsberg and consume rather than other beer. And this is an art of presenting product. In this, the main stimulating 'cue' is poster but the effect of this 'art' is more than the effect of a simple poster. After reading some more articles, it was understood that this kind of effect is known as effect of 'sensory branding'. This incident encouraged to look more into sensory branding.

Continuing to these observations, another incident was also encountered; while entering into Herman Bakery (which is at Jhamsikhel), a peculiar smell of bakery stimulates people to eat and buy more bakery items. Same stimulation takes place while passing through MoMo *pasal*, *Tandoori* shops etc. Desire to eat *Tandoori* increases when *Tandoori* chicken is seen hanging on the shop-front and its smell encourages peoples' taste buds to salivate. 'Tass' has become famous from Narayanghat which also have the same characteristics to lure customer and is now included in some menu of even a five-star restaurant.

Not only seeing and smelling, audible sound also helps to differentiate a brand. 'Papaparara' of Nescafe, 'ZoomzomZomzom' of Intel, three times beat on a cup by spoon that comes with Everyday dairy whitener, sign off music of Britannia and even the line of 'It's Wonderful Mayos Noodles' have created a brand identity and that helps to out-stand the brand from rest of others. These sound along with sound of

eating, chewing, drinking and sound of satisfaction coming out of these activities are stimulating factors for a consumer to attract other consumer and viewers may have positive reaction for the particular brand.

Samsung in Nepal has opened-up Samsung Café in multiple locations so that consumer can check the gadgets, see, touch and feel the differences. In terms of the volume sales, Samsung today holds No. 1 position with more than 50% of market share in Nepalese mobile market (New Business Age, 2013). These were the observations and instances of the market which led to explore more into these stimuli and reaction. These stimuli that are enhanced by the marketer are commonly known as sensory branding. So, this topic of sensory branding was explored and research articles were collected for further understanding.

Many researchers have conducted various studies to find-out the effect of such senses in the consumer choice of restaurant, food, retail outlet, purchase quantity etc. For example, researchers found that there are positive effects of background music on shopping behavior in a supermarket (Duncan, 1996). Different types of music had different effects on perceived atmosphere, buying mood and choice of food (Wilson, 2003). Ambient conditions are important to employee's productivity in many interpersonal service businesses such as banks, hospitals and hotels (Bitner, 1992). It is also seen that sense of smell can have strong effects on consumer responses to retail environments (Bone & Ellen, 1999). Taste, visual and tactile aspects of Coca-Cola have strong positive impact on building brand identity of consumer. Smell and auditory aspects have less on building brand awareness of consumer (Khanna & Mishra, 2013). Most of the researches are in service market. There are very few researches which has been studied in product categories.

Sensory branding defined as the branding techniques that aim to seduce the consumer by using his senses to influence his feelings and behavior. (American Marketing Association). Sensory branding is also defined as the purposeful design and deployment of the interaction between the senses in order to stimulate a consumers relationship with a brand; and to foster a lasting emotional connection that optimizes purchasing and brand loyalty (Hultén, 2011).

Primarily, sensory branding starts with the appreciation of sensual pleasure orientation. Krackjack - the biscuit, with the dual taste of sweet and salt in one is probably one of the earliest examples of sensory branding in the Indian context (which was followed by 50:50 from Britannia). While significant stimuli a consumer faces (stimuli means sensory information directed to any aspect of the senses) is visual in nature, marketers can tap other senses towards creative branding (Kumar, 2010).

There are 5 sensor organs which are mainly focused by the sensor branding. These organs are targeted with the motto of accomplishing different objectives (Hultén, 2011). Sight is considered to be the most seductive sense and it often overrules the other senses which are the main reason why different brands have to emphasize on the visual part of the product like the shape, color combination etc. Sound is basically considered to be as connected to the mood of the individual. There are very few brands who have been emphasizing on this factor but service industry has been using this factor completely. Eg.: Using soothing music in the spa in order to make the individual feel relaxed. Smell is usually considered to influence taste as it is proved to be 10,000 times more sensitive than taste. Taste is usually divided into four parts i.e. sweet, salty, sour and bitter. It is little difficult to introduce this factor but it is highly effective. Skin is the largest organ in the body. Usually, skin is believed to alert of well being or pain. It is usually used to experience the texture of products.

Sensory branding as an upcoming concept is being used by companies in the international market and noodles being consumed in everyday diet is an essential part of the eating habit of Nepalese consumer. So, the concept of sensory branding should have a strong connection with the industry but it is essential to measure if the concept can be helpful for the industry and prove to be as beneficial for the Nepalese brands as it is for some of the renowned brands like discussed above or not.

Noodles, once taken as a luxury food and exposed to only well-off families, have now evolved to become a part of normal food habits of ordinary people. With the annual market growth of around 10-12 percent (company sources), people residing along the high hills to the Terai plains all enjoy this instantaneous snack. Today the overall noodles industry has reached to Rs. 9 billion of annual turnover (New Business Age 2012). The market has expanded immensely. The number of noodles manufacturing companies has also gone up along with the variety. Local brands are the market leader despite the presence of foreign brands. But these international brands can become challenge for Nepalese brands. The key driving factors for sales in this sector are effective promotion and quality product as seen from earlier consumer survey research. There is a cut-throat competition among the companies. In this scenario sensory branding can be one tool to increase the purchase intention and brand equity so that to differentiate the brands in this competitive market.

There are three basic reasons to connect the noodles with sensory branding. Firstly, noodles has become second staple food of Nepal after rice. It is said that if one is not able to decide snack within five minutes, 90% of people's choice will be the noodles. Secondly, noodles is only one of very few items which is exported as brand from Nepal. Nepalese noodles are liked by many neighboring countries. Noodles is in top ten exportable item from Nepal and Nepal being a small country is in 15th position

(WNA 20012) in the world in terms of noodles production and consumption. And at the same time, export of noodles is declining in the recent years. And in the market, we have challenge to differentiate the brand. And third is my own interest in noodles industry to make it bigger and better.

Moreover, noodles industry in Nepal follows the similar strategy of taste, shape, packaging, size etc. Even when there is a new entrance of any kind of Noodles Company in the industry they try to come up with the similar taste of the leading noodles brand. For example, Miho came in the market it had a very similar taste to that of the leading noodle WaiWai which resulted in failure of the brand and all its investment. Furthermore, the existing brands like Mayos, WaiWai RumPum etc. also have very similar taste, size, shape, packaging etc which further proves that sensory branding hasn't been followed in the industry to a greater extent. Hence there is necessity to differentiate the brands and to add on more stimulant than the traditional marketing mix, sensory branding can be one important option to be studied. Understanding of sensory branding and its implementation can result to brand differentiation and might support for its success.

As sensory branding has proved to be very effective for the international food brands and various other products and services, it can further help the noodles brand to create a distinctive image in the mind of the consumers and they can further identify their favorite brands with a very basic thing like the crunch while eating the noodles, or even the taste and the shape of the cake of the noodles.

Statement of the Problem

Noodles is only one of very few items which is exported as brand from Nepal. Nepalese noodles are liked by many foreign and neighboring countries. Nepalese

noodles have become an iconic product from Nepal to the world with proper or learned marketing strategies. These Nepalese noodles have lots of challenges to compete with foreign brands and the export figure of Nepalese noodles is in decreasing trend, In the year 2068-69 noodles export was Rs. 9.2 billion, in 2069-70 it came down to Rs. 7.9 billion and in the year 2070-71 it remained at Rs. 6.3 billion (Source: Export and Trade Promotion Center Report 2071-72). So, these noodles should come up with better strategies rather than only following the traditional marketing approaches hence sensory branding could be one such strategy to enhance the purchase intention of the consumer and to elevate its brand equity and ultimately leading to purchase intention and consumer choice.

Most of researches dealing with sensory branding are in service market rather than product market. Only few researches such as choice of computer, mobile phones and CocaCola have been conducted testing the effect of sensory branding. The results of such service industries and products like computer, mobile and CocaCola may not be same for the FMCG product categories like noodles. So, there is requirement to get into the research to identify the effect of sensory branding and consumer engagement due to it on the consumer purchase intention and hence leading to enhancement of brand equity. It is to understand which sensory variable is more effective among the various sensory stimuli.

Objective of the Study

The purpose of this study is to produce the understanding knowledge on sensory branding which is an upcoming technique and is being used by many companies to attract the customers towards the brand. Hence, the effect of sensory

branding has been taken care of in pursuing the following research objectives. The objectives of this research are:

- a. To compare the effectiveness of sensory stimuli such as visual, auditory, olfactory, gustative, tactile factors (sensory branding) to enhance purchase intention of consumer in choosing instant noodles.
- b. To determine effects of sensory branding on overall brand equity and brand equity dimensions i.e. brand awareness, strength of brand association, favorability of brand association and uniqueness of brand association.
- c. To compare relative effectiveness of different sensory variables under each sensory stimuli.

Organization of the Report

This report is organized in five chapters. Chapter one introduces the concept of sensory branding. It also lists statement of the problem, objectives of the study.

Chapter two discusses existing research and its findings on the relevant subject matter. The discussion is made on all the factors of sensory stimuli and their results in the previous research works.

Research methodology is discussed in detail in the chapter three. The chapter starts by briefly touching upon the principles that will guide research. Based on discussion made on chapter two, hypothesis are drawn for this study and further conceptual framework is developed. Sampling method is briefly discussed. Detail discussion is made on instrument for collecting data and data collection methods.

Data were analyzed and findings of the analysis are mentioned in the chapter four. In this chapter, hypothesis of the study are checked through chi-square analysis

and anova testing. Importance of various sensory variables in each sensory factor are determined through post hoc and pair test analysis. Finally, conclusion is drawn of these analysis.

In the chapter five, major findings are relooked, and possible reasons for the findings was discussed based on existing literatures and author's own understanding about the population. Practical implications, research implications and critique of the study are also discussed.

Product choice decision is purchase of products is considered to be low-involvement product choice decision. In these types of low-involvement product decisions are relatively inexpensive and pose a low risk to the buyer if she makes a mistake by purchasing them. Consumers often engage in routine response behavior when they make low-involvement decisions - that is, they make purchase decisions based on limited information or information they have gathered in the past. Some low-involvement purchases are made with no planning or previous thought. These buying decisions are called impulse buying. (Schiffman, Kanuk, & Kumar, 2010).

Figure 3.1. Consumer Buying Decision Process



CHAPTER II

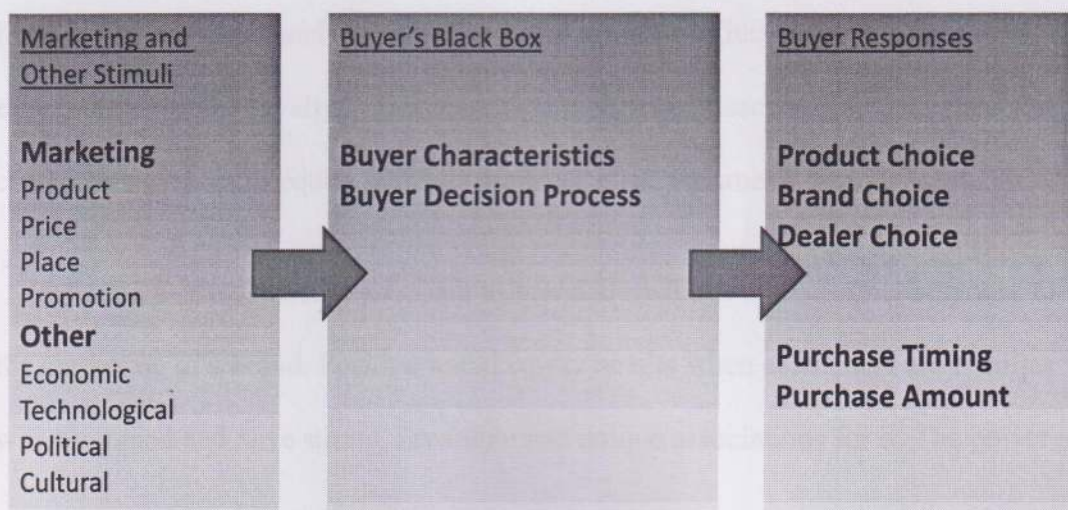
CONCEPTUAL FRAMEWORK AND LITERATURE REVIEW

This chapter contains various research studies reviewed to obtain some theoretical ground and to get results of previous studies for framing concepts and discuss the findings.

Product Choice Decision

Product choice decision in purchase of noodles is considered to be low-involvement product choice decision. In these types of low-involvement product decisions are relatively inexpensive and pose a low risk to the buyer if she makes a mistake by purchasing them. Consumers often engage in routine response behavior when they make low-involvement decisions - that is, they make purchase decisions based on limited information or information they have gathered in the past. Some low-involvement purchases are made with no planning or previous thought. These buying decisions are called impulse buying. (Schiffman, Kanuk, & Kumar, 2010).

Figure 2.1. Consumer Buying Decision Process



Consumers make many buying decisions every day. The model of consumer behavior helps to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy. Learning about the what, where, when, and how much is fairly easy. Learning about the why is much more difficult (Kotler, Armstrong, Agnihotri, & Haque, 2010).

The central question is: How do consumers respond to various marketing efforts the company might use? The stimulus-response model of buyer behavior shows that marketing (made up of the four P's--product, price, place, and promotion) and other stimuli (such as the economic, technological, political, and cultural environments) center on the consumer's "black box" and produce certain responses. Marketer's must figure out what is the consumer's "black box". The "black box" has two parts. First, the buyer's characteristics influence how he or she perceive and react to stimuli. And second, the buyer's decision process itself affects the buyer's behavior (Kotler, Armstrong, Agnihotri, & Haque, 2010).

Customer Based Brand Equity

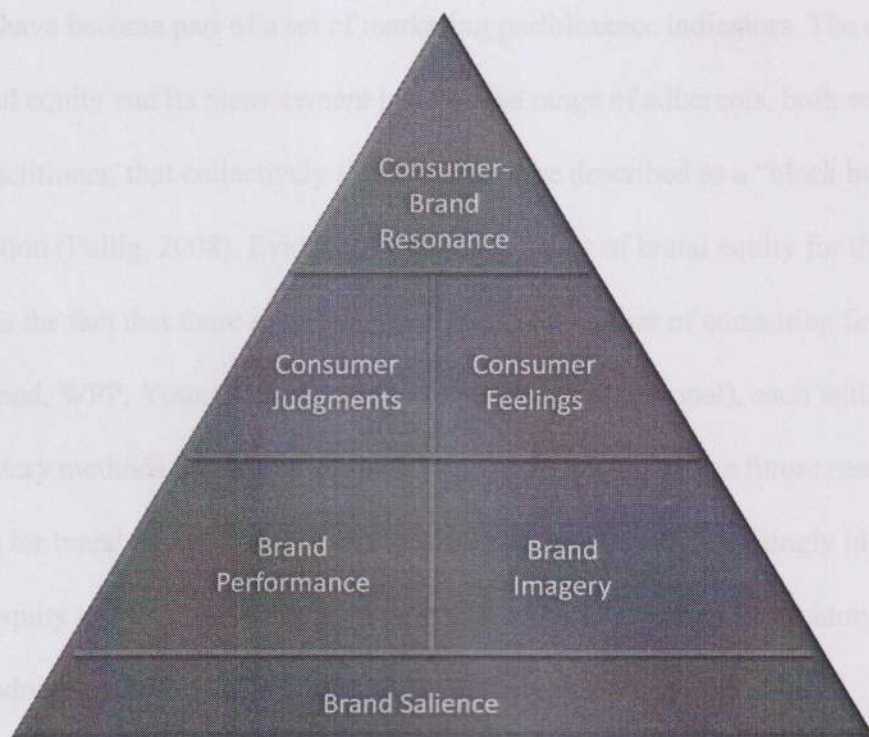
Once consumer decides to buy a product, brand value increases if product is liked by the consumer and if the consumer judges the product meets the consumer expectation – brand loyalty is created which is perfectly described by the concept of customer-based brand equity (CBBE) model (Keller, Parameswaran, & Jacob, 2011).

CBBE is the differential effect of brand knowledge on consumer response to the marketing of a brand. Positive brand equity results when consumers are familiar with the brand and have strong, favorable and unique associations for it. The power of

the brand and its ultimate value to the firm resides with customers (Keller, Parameswaran, & Jacob, 2011).

Brand knowledge is a function of awareness, which relates to consumers' ability to recognize or recall the brand, and image, which consists of consumers' perceptions of and associations for the brand. Building awareness requires repeatedly exposing consumers to the brand as well as linking the brand in consumer memory to its product category and to purchase, usage and consumption situations. Creating a positive brand image requires establishing strong, favorable and unique associations for the brand (Keller, Parameswaran, & Jacob, 2011). All these variables are important to build any brand and its brand value.

Figure 2.2. Customer Based Brand Equity Pyramid



Brand equity is a key marketing asset, which can engender a unique and welcomed relationship differentiating the bonds between the firm and its stakeholders

and nurturing long term buying behavior. Understanding the dimensions of brand equity, then investing to grow this intangible asset raises competitive barriers and drives brand wealth. For firms, growing brand equity is a key objective achieved through gaining more favorable associations and feelings amongst target consumers (Chernatony & Christodoulides, 2009). Previous researches have established a positive effect of brand equity on: consumer preference and purchase intention; market share; consumer perceptions of product quality; shareholder value; consumer evaluations of brand extensions; consumer price insensitivity; and resilience to product-harm crisis (Pullig, 2008).

Over the last 15 years, brand equity has become more important as the key to understanding the objectives, the mechanisms, and net impact of the holistic impact of marketing. In this context, it is not surprising that measures capturing aspects of brand equity have become part of a set of marketing performance indicators. The discussion of brand equity and its measurement has a broad range of adherents, both academic and practitioner, that collectively share what can be described as a “black box” orientation (Pullig, 2008). Evidence of the importance of brand equity for the business world is the fact that there is currently a significant number of consulting firms (e.g. Interbrand, WPP, Young & Rubicam and Research International), each with their own proprietary methods for measuring brand equity. In setting up the future research agenda for brand management, Keller and Lehman (2006) unsurprisingly identified brand equity and its measurement as a significant research topic (Chernatony & Christodoulides, 2009).

Brand equity is significant in assisting consumers to process information, especially, when the information is overloaded. For firms, growing brand equity is a key objective to be achieved by gaining more favorable associations and feelings of

target consumers. In other words, financial meaning from the perspective of the value of the brand to the firm and customer-based meaning from the perspective of the value of the brand to the customer which both come from a marketing decision-making context. In addition, understanding the dimensions of brand equity and investing to its growth raises competitive barriers and drives brand wealth. The subject of brand equity is very rich in the context of definitions, models and measurement issue; several brand equity measurement methods have been suggested by different researches (Farjam & Hongyi, 2015). Considering the importance of this topic, this research aims at improving and reinforcing the current knowledge of brand equity through sensory branding – to check whether brand equity can be enhanced through sensory branding or not.

There are many methods to measure brand equity. In spite of the different methods of brand equity measurement, there is a lack of a simple, paper and pencil measurement instrument based on a theoretical framework of brand equity, which would be suitable both for diagnostic use and for directing of marketing activities. However, it should be pointed out that the managerial usefulness of a specific brand equity measurement method is connected with the method's ability to provide understanding of the sources of brand equity and to provide a direction for enhancing it (Rajh, 2002). Therefore, it is better to focus association measures, because they can provide diagnostics to marketing managers that sales related measures do not provide. In order to measure brand equity, we have used the same scale as developed by Rajh (2002).

Connecting with the noodles, this study tries to understand the effect of sensory branding on purchase intention of instant noodles and elevating brand equity. Noodles,

once taken as a luxury food and exposed to only well-off families, have now evolved to become a part of normal food habits of ordinary people. The key driving factors for sales in this sector are effective promotion and quality product as seen from earlier consumer survey research made by companies. Most of the companies are price driven except for few with marketing strategy. In this context sensory branding could give some better solution to differentiate the brand from others and uplift the equity of the brands.

Noodles in Nepal

The main three big players Chaudhary Group (CG), Himalayan Snax & Noodles (HSN), Asian Thai Foods (ATF) have already established in the market with strong brand pull, effective marketing strategy and well set-up distribution network. While CG, HSN and ATF are with general brown noodles like WaiWai, Mayos, RumPum etc., Himshree Foods (HS) is leading in white noodles with its brand called RaRa. These companies hold about 80% in the total noodles market, which has created virtually no opportunity for new entrants (company sources). However, per capita consumption of noodles in Nepal is still far less than other countries. So, there is still ample room for the industry to experience robust growth.

New markets are being explored, and consumption is increasing (WNA, 2012). However, export of noodles from Nepal is decreasing. Thus, long term vision, motivated team, and high strength initial marketing can work well for new entrants. Further the concept of sensory branding can be applied to Nepalese noodles industry to increase the purchase intention and further to enhance the brand equity possibilities are explored with the details of branding techniques that have been carried out by various international brands, services and product categories which have been studied in detail as in the following topics.

Operational Definitions on Sensory Branding

Sense. Any of the faculties, as sight, hearing, smell, taste, or touch, by which humans and animals perceive stimuli originating from outside or inside the body.

Sensors. A device which detects or measures a physical property and records, indicates, or otherwise responds to it: *to ensure greater response and surer handling, the engineers used electronic sensors to monitor each wheel* (Oxford English Dictionary).

Sensations. A physical feeling or perception resulting from something that happens to or comes into contact with the body: *a burning sensation in the middle of the chest* (Oxford English Dictionary).

Sensory branding. Branding techniques that aim to seduce the consumer by using his senses to influence his feelings and behavior (American Marketing Association).

Sensory Branding Reviews

Ensemble of all the variables of action controlled by the producer or retailer to create, around the product or service, a specific multi-sensory environment, either through the product itself or the communication or the environment in the point of sale (Rieunier, 2002)

Primarily sensory branding starts with the appreciation of sensual pleasure orientation. Krackjack the biscuit with the dual taste of sweet and salt in one is probably one of the earliest examples of sensory branding in the Indian context (which was followed by 50:50 from Britannia). While significant stimuli a consumer faces (stimuli means sensory information directed to any aspect of the senses) is visual in nature, marketers can tap other senses towards creative branding (Kumar, 2010).

Certain brands of TV have introduced high output devices to showcase. Liril's advertising campaign during the recent times highlights the sensual aspect of touch. Tropicana's pure fruit juice proposition at a premium though generally associated with the health platform also moves the consumer towards the sensory appreciation of taste. The visual aspect of sensory perception has been translated into a stereotype (projecting an image or a picture that is widely held by the consumer in general) by a number of brands in the cosmetic and personal care fields. Fair & Lovely and Parachute are examples (Kumar, 2010).

The multi-sensory brand-experience hypothesis suggests that firms should apply sensorial strategies and three explanatory levels within an sensory branding model. It allows firms through means as sensors, sensations, and sensory expressions to differentiate and position a brand in the human mind as image (Hulten, 2011).

According to Rieunier (2002), the sensory marketing approach tries to fill in the deficiencies of the "traditional marketing" which is too rational. Classic marketing is based on the idea that the customer is rational, that his behavior is broke up in defined reasoned steps, according to the offer, the competition, the answer to his needs.

By contrast, sensory branding put the experiences lived by the consumers and his feelings in the process. These experiences have sensorial, emotional, cognitive, behavioral and relational dimensions, not only functional. It aims to create the adequacy of the products with their design and their packaging, and then to valorize them in a commercial environment to make them attractive.

Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design

and identity, packaging, communications, and environments. All these stimuli are targeted to uplift the image of the brand and elevate its brand equity. These sensations have played determinant role in the marketing mix of many companies (Brakus, Schmitt, & Zarantonello, 2009).

Sensory branding needs to be used with the concept of involvement and hence requires segmenting consumers and profiling them in accordance with their involvement levels. Involvement in simple terms is the personal significance or the degree of interest a consumer has with regard to an offering. The experiential involvement is the one that is closest sensory branding (Kumar, 2010).

The Experiential Route

"Sparkle in your tongue" was one of the slogans of Coke in one of its markets that aims to combine sensory aspects with the experiential involvement wherein the consumer has the tendency to "Act"(in this case buy the brand and taste it), before feeling about the offering and later perhaps thinking about the drink. New offerings too (besides established brands) can make use this route to create interest in consumption situations. Knorr is a brand that has been in India for a few years and it has recently launched soupy noodles. The category's perception (the manner in which noodles is being perceived) has undergone a change during the recent years. What was perceived as a snack is getting to be perceived as a healthy food. Soups too have a health association. The sensory aspect of "soupy noodles" (noodles are generally eaten) provides an experiential touch to the brand and consumers may have a high intention to buy and consume the offering. The ambience at the retail outlet too contributes to the 'touch' aspect of the sensual plane (Kumar, 2010).

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Lavie (1952) had already mentioned the need for brands to position them differently that according to the price of the assortment. It was explained the influence of the point of sale physical environment on the behavior of the customer and gave a definition of the atmosphere as "the creation of a consumption environment that produces specific emotional effects on the person, like pleasure or excitement that can increase his possibility of buying". Atmosphere as the most important strategic way of differentiation for retailers. Today, marketers understood that the more senses you appeal to, the stronger the message. Sensory branding is then an efficient tool for who wants to ameliorate his offer, as all the senses can be marketed (Hulten, 2011).

According to Hulten (2011), the sensory appeals are:

- * Visual factors – sight
- * Auditory factors – sound
- * Olfactory factors – smell
- * Gustative factors – taste and
- * Tactile factors – touch

As an exploratory level, sensations aim at expressing a brand's identity and values as something distinctive and sensorial, by facilitating the multi-sensory brand-

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experience. A sensation is defined as an emotion or feeling that deliberately links the human mind and the senses. The reason for a firm to distinguish and express a good or service as a sensation, is to be observed by customers. This is especially relevant, since the human senses continually notice every small change in the environment, either as a threat or an opportunity (Rieunier, 2002).

Professor Philip Kotler also agrees that one of the most significant features of the total product is the place where it is bought or consumed. In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision. In some cases, the atmosphere is the primary product. Various studies have been made in retail level, restaurants, shopping malls and even inside the airlines. Atmosphere can change the behavior of a customer. Atmosphere is apprehended through the sense. Therefore the atmosphere of a particular set of surroundings is described in sensory terms. The main sensory channels for atmosphere are sight, sound, scent and touch (Kotler, 1973).

Another reason is that many brands are having difficulty in attracting attention in the crowded and global market place. As an explanatory level, sensory expressions aim at characterizing a brand's identity and uniqueness in relation to each of the five senses.

A sensory expression is defined as an experience trigger that clarifies a brand's identity and values and leaves an imprint in the customer's mind. The main reason for a firm to apply sensory expressions is to be closer and more deeply imprinted in the customer's mind in terms of an image (Hulten, 2011).

Bonding with a brand, like bonding with people, requires a multi-sensory experience. The more sensory touch points you can leverage, the more powerful the

bonding memories will be (Lindstrom, 2005). Let's explore each of the five senses and how they can help bond consumers to brand. The sensor parts provide sensation to the consumer and hence consumer are stimulated to get into the brand experience. Hence, the purchase intention increases and they choose for particular brand of their choice. It also helps of increase the brand equity (Hulten, 2011).

These sensors, sensations and sensory expressions are given in the following table:

Table 2.1

Sensors, Sensations and Sensory Expressions

Sensors	Sensations	Sensory expressions
Sight sensors	Visual	Design, packaging and style Color, light and theme Graphic, exterior and interior.
Sound sensors	Auditory	Jingle, voice and music Atmosphere, Attentiveness and theme Signature sound and sound brand
Smell sensors	Olfactory	Product congruence, intensity and sex, aroma Atmosphere, advertency and theme Scent brand and signature scent
Taste sensors	Gustative	Taste, Interplay, symbiosis and synergies Name, presentation and environment Knowledge, lifestyle and delight
Touch sensors	Tactile	Material and surface Temperature and weight Form and steadiness

Source: Developed from (Hulten, 2011)

Vision is the most powerful of the five senses. Understandably, it is the sense on which brand builders have traditionally concentrated. But the reality of our modern world is that visual messages and noise bombard us all day long. Visual clutter makes it hard to attract consumers by sight alone.

Nevertheless, shape and color can become indelibly wed to a brand under the right circumstances, from Hershey's kisses to the Hennessy XO cognac bottle. Just think of the impact the Hummer shape has had on car design. Even so, our world of visual overload demands a richer sensual experience.

Sound is an extremely powerful motivator. In fact, it can be the deciding factor in a consumer's behavior. Findings published in the *Journal of Consumer Research* showed that the pace of background music affected service, spending, and traffic flow in stores and restaurants. The slower the music, the more people shop. When slow music is played in a restaurant, the bill is 29 percent higher than when fast music is played.

In an even more dramatic demonstration of the power of sound, the people on Mornington Peninsula in Australia stopped a crime wave by playing Bach and Mozart on every street after nightfall. The technique was so successful that the Port Authority Bus Terminal in New York City copied it.

IBM learned the hard way how important sound is. When it introduced its model 6750 electronic typewriter in the 1970s, it was completely silent. Typists rejected it until IBM added back some artificial sound.

Opportunities to leverage sound exist in almost every brand, from Nokia's famous musical tones to the Microsoft Windows start-up tune. If a company is not creating a sound that binds its customers to the brand, it is time now to join the wave.

Scent, likewise, is a broadband channel of communication, capable of evoking images, sensations, memories, and associations. There are about 1,000 primary odors, each with the potential to influence mood and behavior. That's why Rolls-Royce spent

hundreds of thousands of dollars to reproduce the distinct smell of the 1965 Silver Cloud. The older cars were made of natural materials, such as wood, leather, and wool. The new ones, made of plastic, metal, and foam, simply didn't smell right.

Ford, Chrysler, and Cadillac all have custom-designed, branded aromas for their cars now, too. But other businesses are beginning to catch on. Instead of varying the colors on packaging as a way to signal flavor or quality, they're varying the scent. This serves to create a synergy between product, brand, and sensory experiences that hits the right note with consumers.

Smell is closely allied with taste. In fact, much of what we perceive as taste is actually smell. Smell without taste is obviously possible. But taste without smell is not. Clearly, the use of taste in products is limited to those that you'd eat or drink, along with a few others like toothpaste. But there are still unexplored opportunities out there. For example, the smell and taste of toothpaste could be leveraged across the whole product line, including dental floss, toothbrushes, and toothpicks.

Each sense, then, can be leveraged to build a better, stronger, more durable brand. This cannot be done in isolation. The object is to ensure a positive synergy across a multitude of consumer touch points. Let's take a look at how this can be done.

Touch is the next most important sense. How a brand feels has a lot to do with what sort of quality we attribute to the product. Rightly or not, we tend to think that a wine bottle with a cork contains better wine than one with a screw-top. And 35 percent of consumers say the feel of a cell phone is more important than its look.

Tan (2008) conducted study in sensory branding in Men's Cosmetics in Japan. This qualitative study was carried out to provide a generic snapshot of the application

of sensory and emotional branding strategies in men's cosmetics among Japanese male consumers; their perceptions, experiences and reasons that drove their consumption decisions. The study also reflected that consumerism can develop from popular (and traditional) culture. Both sensory and emotional branding strategies were not fully exploited by the brands which would mean that there is plenty of room for corporations and brands to work on and develop strategies to fully capture the market fueling the disturbing growth of consumerism and commercialism (Tan, 2008).

Touch is undeniably a powerful motivator in the marketplace. A British supermarket chain owned by Wal-Mart removed the wrapping from its house brand of toilet paper so that customers could compare its texture to leading brands. The opportunity to touch the product resulted in soaring sales (Bitner, 1992).

It is revealing to note that a whopping 59 percent of consumers prefer their Coke in a glass bottle, even though it's the same drink when sold in cans or plastic. Never underestimate the power of the sense of touch.

Lin (2004) evaluated servicescape to find the effect of cognition and emotion. The debate among researchers regarding whether cognition precedes emotion or emotion precedes cognition in individuals' evaluation process still remains unresolved and ambiguous. This study attempted to review literature relating to the impact of the servicescape on customer behavior and explain how an individual forms an impression or a perceptual image of a servicescape, how the image formation then leads to an emotional response, and finally, the actual appraisal or evaluation of a specific service environment. Servicescapes play an important role in many service organizations (e.g., hotels, restaurants, and hospitals) in that they provide a first impression, before customers have a chance to interact with service employees. Therefore, these

servicescapes are an important element that customers will use to guide their beliefs, attitude, and expectations of a service provider. Customers interact with the physical facility continuously, an experience that outweighs their interactions with service employees. Hence, researchers, service providers, and designers should not neglect the importance of servicescape.

Researchers should examine customers' cognitive and emotional processing more meticulously in order to contribute more precise and accurate information to the servicescape literature. The evaluation of a servicescape can be idiosyncratic; however, understanding the individual cognitive and emotional effects of servicescape design can help service providers and designers to create pleasant, effective servicescape (Lin, 2004).

One more research on servicescape was also conducted by Bitner (1990) prior to above-mentioned research in the year 1992. In this study, the ability of the physical surroundings on the behaviors of both the customers and employees were monitored. It was concluded that ambient conditions are important to employee productivity in many interpersonal service businesses such as banks, hospitals and hotels, but in those cases employee preferences must be balanced against customer needs (Bitner, 1992). Prior to this research, Bitner (1990) conducted research to evaluate service encounters. It was found that knowledge of the factors that influence customer evaluations in service encounters is critical, particularly at a time when general perceptions of service quality are declining.

Study made by Schmitt (2012) presented a consumer-psychology model of brands that integrated empirical studies and individual constructs (such as brand categorization, brand affect, brand personality, brand symbolism and brand

attachment, among others) into a comprehensive framework. The model distinguished three levels of consumer engagement (object-centered, self-centered and social) and five processes (identifying, experiencing, integrating, signifying and connecting). Pertinent psychological constructs and empirical findings are presented for the constructs within each process. The study concluded with research ideas to test the model using both standard and consumer-neuroscience methods. By drawing the attention of practitioners to the key psychological factors underlying brand effects, the model may also provide a bridge from theory to business practice and inspire managers to create functionally useful, psychologically meaningful and culturally relevant brands (Schmitt, 2012).

Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. As mentioned earlier, study of Brakus, Schmitt and Zarantonello (2009) distinguishes several experience dimensions and construct a brand experience scale that includes four dimensions: sensory, affective, intellectual, and behavioral. Moreover, brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations (Brakus, Schmitt, & Zarantonello, 2009).

Two scholars of Ghent University, Brengman and Geuens (2004) conducted an analysis evaluating four dimensional impact of color on shopper's emotion. It was interesting to know that affective responses are evoked by specific color tones and whether these store-color-evoked emotional reactions actually influence consumers' approach and/or avoidance intentions towards the store i.e. purchase intentions, intentions to stay longer and explore the store, intentions to spend more money and visit the store again (Brengman & Geuens, 2004).

Another research was conducted by Duncan (1996) to check the effects of music in service environments. The findings of a controlled field study concluded that there are positive effects of background music on shopping behavior in a supermarket. It was found that musical preference influenced both the amount of time and money shoppers spent in the store, although musical tempo and volume had no observable effects (Duncan, 1996).

Wilson's (2003) research was also concerned with effect of music on perceived atmosphere and purchase intentions in a restaurant. This study investigated the effect of music on perceived atmosphere and purchase intentions in a restaurant. Four musical styles (jazz, popular, easy listening and classical) and no music were played in a restaurant over two consecutive weeks. Results indicated that different types of music had different effects on perceived atmosphere and the amount patrons were prepared to spend. Classical, jazz and popular music were associated with patrons being prepared to spend the most on their main meal. This value was found to be significantly lower in the absence of music and when easy listening was played. Overall, the study contributed to the development of a model that seeks to account for the relationship between music and consumer behavior. There was some evidence that the type of music also had an effect on the amount of money patrons actually spent in the restaurant (Wilson, 2003).

The role of background music in audience responses to commercials (and other marketing elements) has received increasing attention in recent years. A research carried out by Alpert, Alpert and Maltz, (2005) extends the discussion of music's influence in two ways: (1) by using music theory to analyze and investigate the effects of music's structural profiles on consumers' moods and emotions and (2) by examining the relationship between music's evoked moods that are congruent versus

incongruent with the purchase occasion and the resulting effect on purchase intentions. The study reported provides empirical support for the notion that when music is used to evoke emotions congruent with the symbolic meaning of product purchase, the likelihood of purchasing is enhanced (Alpert, Alpert, & Maltz, 2005)

Garlin and Owen (2006) conducted meta analysis to review the effects of background music in retail settings. Among the many in-store elements purported to impact patrons, background music is a leading feature of academic enquiry. The study examines a range of retail contexts, focuses on many different dimensions, and, uses different methods to explore the phenomena of background music in commercial settings. Therefore, conclusions are difficult on the extent to which the influences of background music on customer behavior are generalizable. The purpose of this study was to synthesize the results of extant research to identify common effects and the circumstances under which they differ. The meta-analysis used a sample size of 148, taken from 32 studies. A conservative approach to the analysis reveal small-to-moderate, yet quite robust effects in terms of background music and the dependents: value returns, behavior duration and affective response (Garlin & Owen, 2006).

Extending research by Wilson (2003), who investigated the effects of music on perceived atmosphere and purchase intention in a restaurant, using four musical styles (jazz, popular, easy listening and classical) and no music, were played in a restaurant over two consecutive weeks, is closely related to the study of Mandila and Gerogiannis (2012) which also investigated the effects of music on customer behavior and satisfaction. In the study of Stephanie Wilson, results indicated that different types of music had different effects on perceived atmosphere and the amount spent by the respondents. In the given study, the reasons of satisfaction were measured, showing that the different styles of music are not particularly related to the customers' overall

satisfaction. The two main factors that influence satisfaction are the gender of the respondents and the volume of the music being played (Mandila & Gerogiannis, 2012). Overall, this study also contributed to the development of a model that seeks to account for the relationship between music and customer satisfaction.

Continuing to the importance of scent and music in retail outlets, retailers have long understood the importance of store environment in enhancing the shopping experience, and past research has examined the main effects of many pleasant ambient stimuli such as music and scent. Mattila and Wirtz (2001) conducted research on consumers' perceptions of retail environments and demonstrated that consumers perceive Servicescapes holistically. Specifically, the study suggested that the arousing quality of ambient stimuli is one dimension along which holistic evaluations occur, and that pleasant ambient stimuli are perceived more positively when their arousing qualities match rather than mismatch. Researchers manipulated scent and music in a 3 (no music, pleasant low arousal and high arousal music) by 3 (no scent, pleasant low and high arousal scents) factorial design in a field setting. Study findings show that when ambient scent and music are congruent with each other in terms of their arousing qualities, consumers rate the environment significantly more positive, exhibit higher levels of approach and impulse buying behaviors, and experience enhanced satisfaction than when these environmental cues were at odds with each other (Mattila & Wirtz, 2001).

The study of Yalch and Spangenberg (2000) was to check the effects of music in a retail setting on real and perceived shopping times. The research linked shopping behavior to environmental factors through changes in emotional states. With time fixed or variable during a simulated shopping experiment, shoppers were exposed to music varying by degree of familiarity. Afterward, subjects reported their perceptions

of shopping duration, their emotional states, and their merchandise evaluations. Analyses revealed that individuals reported themselves as shopping longer when exposed to familiar music but actually shopped longer when exposed to unfamiliar music. Shorter actual shopping times in the familiar music condition were related to increased arousal. Longer perceived shopping times in the familiar music condition appear related to unmeasured cognitive factors. Although emotional states affected product evaluations these effects were not directly related to the music manipulations (Yalch & Spangenberg, 2000).

Scholars from University of Strathclyde, Caldwell and Hibbert (1999) also made research to check the effect of music tempo on consumer behavior in a restaurant. A field experiment involving consumers dining at a restaurant was carried out to investigate the extent to which music tempo influences actual and perceived time spent dining and the amount of money spent. The results show that when slow music is playing, customers spend a significantly greater amount of time dining than when fast music is playing. There was some evidence that perceptions of time spent dining were influenced by the music, but not to a significant level. Finally, the music tempo was found to have a significant effect on money spent on both food and drink at the restaurant (Caldwell & Hibbert, 1999).

Yeoh and North (2010) conducted a research to check the effects of musical fit on consumers' ability to freely recall related products. Previous studies have claimed that music can prime the selection of certain products and influence consumers' propensity to spend because it activates related knowledge of the world and subsequently raises the salience of certain products and behaviors associated with that music. The possibility that music can raise the salience of associated products has not been tested directly, however, and ought to manifest itself through enhanced ability to

recall the products in question when associated music is played. Accordingly, this study investigated the impact of musical 'fit' on product recall. Participants were asked to list as many Malay and Indian food items as they could while listening to either Malay or Indian music. Among ethnically Chinese participants, more Malay food items were recalled when Malay music was played and more Indian food items were recalled when Indian music was played. Ethnically Malay and Indian participants were more likely to recall food from their own cultures, irrespective of the music played (Yeoh & North, 2010).

A field experiment in a open-air market was carried-out by Gueben, Jacob, Laurel and Guellec (2007) to check the effect of background music on consumer's behavior. Many other studies led in natural setting which have shown that background music affected consumer's behavior but the effect of background music played outside had never been tested. Hence, this experiment was carried out in a open-air market with a stall of toys and knick-knack. Results show that, when a popular music was played, clients stayed longer at the stall. A significant effect on sales was also observed (Gueguen, Jacob, Laurel, & Guellec, 2007).

The question of music's social effects has a venerable tradition within social theory but has rarely been explored through empirical and ethnographic work. DeNora (1999) conducted a research drawing on 52 depth interviews with women between the ages of 18 and 78 in small towns and urban metropolitan areas in the USA and UK, this study shows how music 'gets into' or provides a medium for forms of social agency. Focus is directed to respondents' mundane music consumption, in particular to musical reflexive practices they employ to constitute and reconstitute themselves as specific types of agents. Respondents use music as a resource for the conduct of emotional 'work', and for heightening or changing energy levels. They also turn to

music as a device for on-going identity work and for spinning a biographical thread of self-remembrance. Music provides respondents with a scaffolding for self-constitution. Focus on specific uses of music and individuals' experiences of musical culture illuminates some of the mechanisms through which music provides organizing materials of subjectivity (DeNora, 1999).

Evaluating sensory effects in restaurant, Assistant Professor Rohrmann (2003) of University of Melbourne, conducted a research on soundscapes in restaurants and presented his paper in proceedings of the international symposium of Acoustic Ecolog. As per the paper, people who visit restaurants (cafeterias, pubs, cafes) to have a meal there encounter three kinds of soundscapes: the sounds created by other customers, the sounds from outside (the street), and the sounds provided by the music systems which are run in most public places; none of these soundscapes are under the control of the visitors. Thus the question arises, what do they actually want, and do they like what they experience in this kind of environment? In an exploratory socio-psychological field study, the following issues were investigated: what sound levels do occur in eating places; whether customers in principal want music to be present or absent; the desired content and level of music if they prefer to have music; their perceptions and evaluations of the actual music situation they face when frequenting a restaurant; and how the existing soundscapes relate to the purpose of their restaurant visit.

The study design considered different types of restaurants, and data were collected through personal interviews of customers in these places. The views of management and staff were also explored. Furthermore, several series of sound measurements were conducted, recording both peak and average sound levels. The results indicated that customers have specific preferences, and that their overall satisfaction with a restaurant visit is influenced by their evaluation of the music

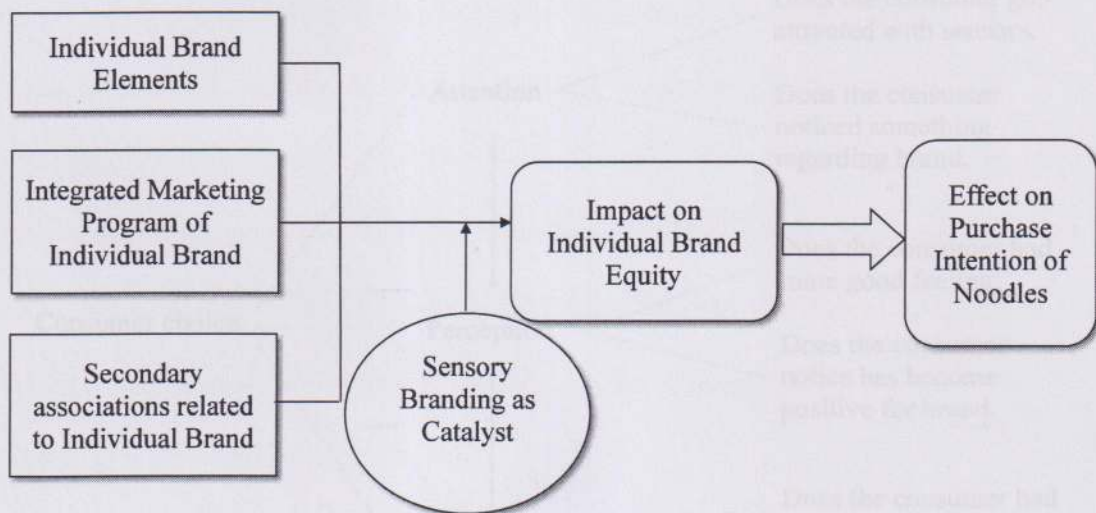
soundscape they encounter. It seemed that the culture of restaurant environments has changed - loud soundscapes are liked or at least tolerated, and quiet situations not much searched for. These findings can be interpreted as part of a wider context: quietness has become rare, and a need for music in about every kind of public place may become dominant (Rohrmann, 2003).

DeNora (2004), a senior lecturer at the University of Exeter came out with a book called *Music in Everyday Life* and explored multiple connection of music with our life, family, society and overall environment. The power of music to influence mood and create scenes, routines and occasions is widely recognized and this is reflected in a strand of social theory from Plato to Adorno that portrays music as an influence on character, social structure and action. There have, however, been few attempts to specify this power empirically and to provide theoretically grounded accounts of music's structuring properties in everyday experience. *Music in Everyday Life* uses a series of ethnographic studies – an aerobics class, karaoke evenings, music therapy sessions and the use of background music in the retail sector – as well as in-depth interviews to show how music is a constitutive feature of human agency. Drawing together concepts from psychology, sociology and socio-linguistics, it develops a theory of music's active role in the construction of personal and social life and highlights the aesthetic dimension of social order and organization in late modern societies (Denora, 2004).

Egermann, Kopiez and Reuter (2006) conducted research to check the effect of subliminal messages in music on choice behavior. However, contrary to previous findings, the subliminal message showed no influence on choice behavior. They concluded that subliminal worded messages in music have no effect on choice behavior in a non-directed listening situation. Neither the children nor the adults

by secondary association if required. Along with all these brand element, marketing programs and secondary associations, if sensory elements are used in positive manner, the outcome result which might be the purchase intention or choice of consumer, attitude of consumer, perception and awareness creation will have more positive impact and these sensory elements act like catalyst to establish and uplift the brand equity (Keller, 2008).

Figure 2.3. Factors Impacting Brand Equity of Individual Brand



Source: Developed from Keller (2008)

Many researchers have conducted various studies to find out the effect of such senses in the consumer choice of restaurant, wine, retail outlet, purchase quantity etc. Not able to find research that has been carried-out to check the effect of such sensory branding in enhancing brand equity and then ultimately leading to consumer choice or purchase intention of noodles. Hence, this study aims to find out the effect of such sensory appeals in the consumer choice of noodles. By saying the sensory appeals, all the appeals like visual, auditory, olfactory, gustative and tactile appeals are considered in the study with its conceptual framework.

showed a modification of behavior through subliminal stimulation in the choice of drink task. However, a general effect of subliminal worded messages cannot be ruled out only by their investigation. It might still be possible that the effect in question could be observed under different conditions (Egermann, Kopiez, & Reuter, 2006).

Research of Bone and Ellen (1999) also supported effect of scents in the market place. The study enamored with the idea that the sense of smell can have strong effects on consumer responses to retail environments. The claims proved significant that odors have strong persuasive powers tantalize retailers looking for the competitive edge (Bone & Ellen, 1999).

Larsson, Finkel and Pedersen (2008) researched to check the influences of age, gender, cognition and personality on odor identification. Both the detection and identification of olfactory information were impaired with age. Gender had no effect on detection or identification. Hierarchical regressions revealed that proficiency in semantic memory, intensity perception, and personality style (i.e., neuroticism, impulsivity, and lack of assertiveness) were potent predictors for successful odor identification, even when individual variations in chronological age, sex, education, and global cognitive functioning were taken into account (Larsson, Finkel, & Pedersen, 2008).

There are many researchers conducted to understand the impact of sensory cues in service market but very few researches have been conducted to check the impact in product market. Two scholars, Khanna and Mishra (2013) conducted research to check impact of sensory branding on Coca-Cola. 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 (Khanna & Mishra, 2013).

Research of Backstrom and Jahansson (2006) investigated the substance of arguments about an experience-oriented economy and experience-seeking consumption in retailing. The results point out that retailers' use ever more advanced techniques in order to create compelling in-store experiences to their consumers. In contrast, the depiction given by consumers reveals that their in-store experiences to a large extent are constituted by traditional values such as the behavior of the personnel, a satisfactory selection of products and a layout that facilitates the store visit (Backsrom & Johansson, 2006).

The variables as given by Hulten (2011), is applicable in the case of restaurant; but in the cases of noodles, visual factors might be the packaging, color and texture of noodles, the visual quality of ad, etc. Auditory factors may be audio part of TV ad, jingle, signature music, sound that comes with breaking and eating noodles. Olfactory factors are aroma of noodles/soup. Gustative factors are taste of noodles and sampling. Tactile factors are finishing of packaging and overall look of noodles.

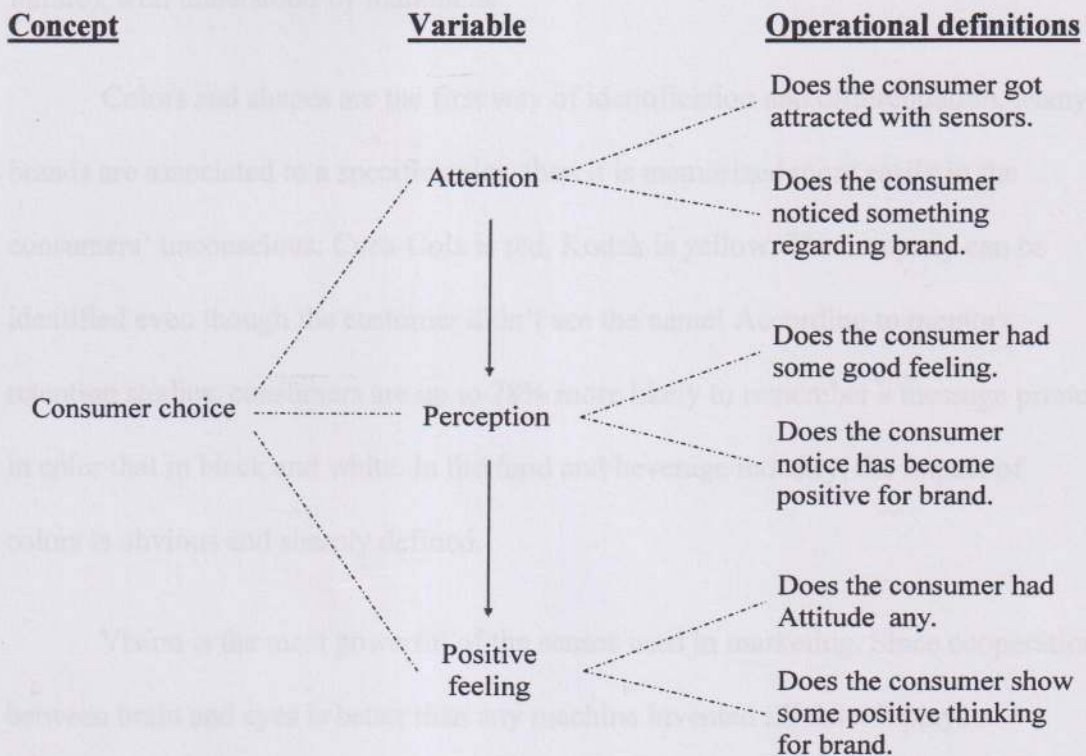
Factors Impacting Brand Equity

Theoretically, a brand is build on the primary brand elements by the marketer after analyzing market, market segment and the target where the brand wants to position itself. Brand needs to be supported by its marketing program and is leveraged

The Consumer Choice

The consumer choice is the ultimate goal that any marketer wants to achieve. The battle is won if consumer choice is positive for the brand market. However, before getting into final outcome, consumer attitude towards the brand has to be positive followed by positive perception and attention to be gained by the brand (Keller, 2008).

Figure 2.4. Kotler's Model of "Consumer choice"



Source: Developed from Keller (2008)

In other way, in low involvement product, sensory branding also may hit on the consumer choice by intuition buying and later on consumer develop perception and attitude towards product (Keller, 2008). Three phases are considered in consumer choice – consumer get attention first, then he develops some perception regarding the product and then after experiencing, if positive consumer will have positive feeling. To enhance the purchase intention and consumer choice, following construct has been

designed in which sensory factors have been taken as independent variables and purchase intention as the dependent variable.

Visual Factors - Sight

Sight is the most used sense in marketing, as it is the most stimulated by the environment. The choice of colors and forms in the conception of a product, the layout of a point of sale, the realization of promotion campaign are key factors of success (or failure), well understood by marketers.

Colors and shapes are the first way of identification and differentiation. Many brands are associated to a specific color, then it is memorized more easily in the consumers' unconscious: Coca-Cola is red, Kodak is yellow. The company can be identified even though the customer didn't see the name! According to memory retention studies, consumers are up to 78% more likely to remember a message printed in color than in black and white. In the food and beverage industry, the impact of colors is obvious and sharply defined.

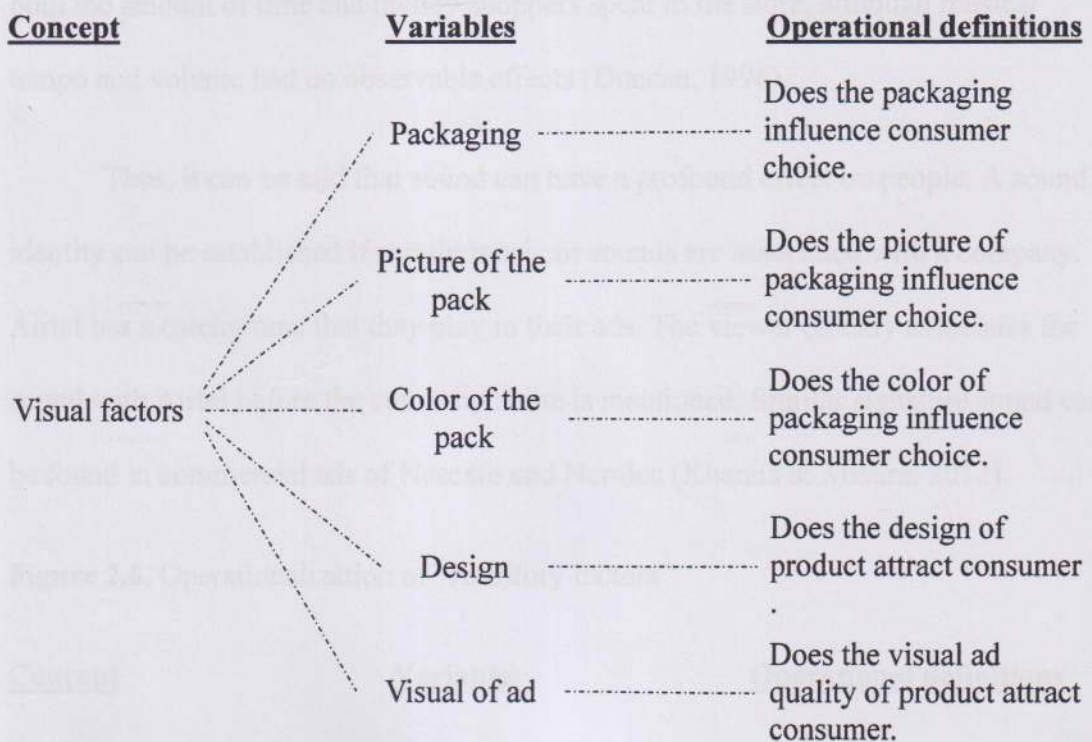
Vision is the most powerful of the senses used in marketing. Since cooperation between brain and eyes is better than any machine invented till date. It plays a significant role in the perception of brand; in general eyes do 70 or 80% of buying. Colors and shapes are the first way of identification and differentiation.

Many brands are associated with their specific color, it is memorized more easily in the consumers Coca-Cola is red, Pepsi is blue. Factors affecting the brand through vision are for example logo, design, lighting, packaging. Colors are fundamental in the perception of brand. If colors are chosen correctly; they can be used strategically to reinforce and communicate the desired image of brand. According

to memory retention studies; consumers are up to 80% more likely to remember a message printed in color than that in black and white (Khanna & Mishra, 2013).

The light is also a major component of the environment for restaurants. According to Rieunier (2002), the differences come from the light source and its intensity: natural light, or softened artificial one, will increase the well-being sensation and the time spent in a point of sale.

Figure 2.5. Operationalization of “Visual factors”



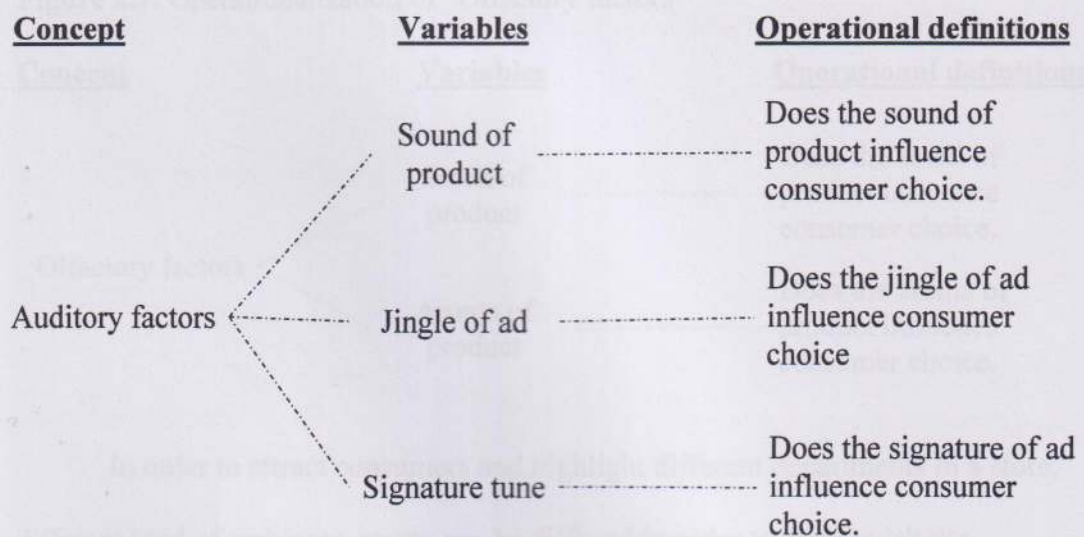
On the other hand, artificial and intense lights will increase customers' dynamism. In the food-industry market, this sense is one of the most important: the vision gives the first impression of the quality, for the product as for the environment (Rieunier, 2002). All the elements of visual factors like packaging, picture of the pack, color of the pack, design and the visual of the ad will be taken into consideration as visual stimuli. These stimuli are relevant with noodles marketing as mentioned in the literatures and expert opinion.

Auditory Factors - Sound

Music is a powerful tool for evoking emotions, in effect, when listening to music endorphins are released which generates sensation of pleasure. Because of these positive feelings resulting from the endorphins using sound as an ambiance enhances can be very powerful way to bond consumers emotionally to a brand. The findings of a controlled field study concluded that there are positive effects of background music on shopping behavior in a supermarket. It was found that musical preference influenced both the amount of time and money shoppers spent in the store, although musical tempo and volume had no observable effects (Duncan, 1996).

Thus, it can be said that sound can have a profound effect on people. A sound identity can be established if certain music or sounds are associated with a company. Airtel has a catchy tune that they play in their ads. The viewer quickly associates the sound with Airtel before the company name is mentioned. Similar signature sound can be found in commercial ads of Nescafe and Nerolac (Khanna & Mishra, 2013).

Figure 2.6. Operationalization of “Auditory factors”



The impact of musical 'fit' on product recall is significant. Participants were asked to list as many Malay and Indian food items as they could while listening to either Malay or Indian music. Among ethnically Chinese participants, more Malay food items were recalled when Malay music was played and more Indian food items were recalled when Indian music was played (Yeoh & North, 2010). The effect of music has become very much pertinent in the case of service industry which has been studied many times. In restaurant, in hotels, in shopping malls and surprisingly also to control the traffic and crime rates of the city.

Olfactory Factors - Smell

Smell is the only sense that cannot be turned off. It is the sense with the greatest emotional impact since smell transfers directly to the limbic system. The fact that smell is strongly linked to memory makes it a strategic tool for creating connections between consumers and a brand. Ambient scents can be used to attract consumers to products in a store by influencing their mood and associations. Pleasant odors can result in a consumer spending longer time in a store.

Figure 2.7. Operationalization of "Olfactory factors"

<u>Concept</u>	<u>Variables</u>	<u>Operational definitions</u>
Olfactory factors	Smell of product	Does the smell of product influence consumer choice.
	Aroma of product	Does the aroma of product influence consumer choice.

In order to attract consumers and highlight different departments in a store, different kind of ambiance scents can be diffused in order to distinguish the departments from each other. For instance, imagine a fruit section in a supermarket

smelling of peach during the summer season and clementines or ginger during the winter, the washing powder section smelling of lemon while the garden equipment section smells of wood and forest.

In the same manner, a sport store can add a discrete smell of freshly cut grass to promote Tennis shoes or Cricket equipment. The sense of smell emotionally affects humans up to 75% more than any other sense (Khanna & Mishra, 2013). There are so many studies which validate the effect of smell in the purchase behavior.

Gustative Factors - Taste

The sensation of taste has an important role in human lives, such as physical, social and emotional level. Since what we eat is closely linked to our survival, taste provides the most specific function of any of the five human senses.

The first image that comes up to mind while talking about taste is the mouth. It is the organ which detects and identifies 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. Chemical qualities of food pass through those cells are then transmitted to brain. Smell and taste are closely linked together and referred as chemical sense.

Figure 2.8. Operationalization of “Gustative factors”

<u>Concept</u>	<u>Variables</u>	<u>Operational definitions</u>
Gustative factors	Taste of product	Does the taste of product influence consumer choice.

A person can be exposed to aroma without including the taste but it is almost impossible to taste something without smelling it. The link between these senses is

clear when people are asked to describe a brand involving both smell and taste. For example, Dominos, KFC, Pizza Hut, McDonalds, Café Coffee Day. Here consumers tend to like either both the smell and taste, or hate both the smell and taste.

Even if a product is not directly linked to oral use, the taste aspect could still be included. In a promotional way, companies often use gustative marketing to convince consumers by making blind test or directly with sampling or free tasting promotional operations (Khanna & Mishra, 2013)

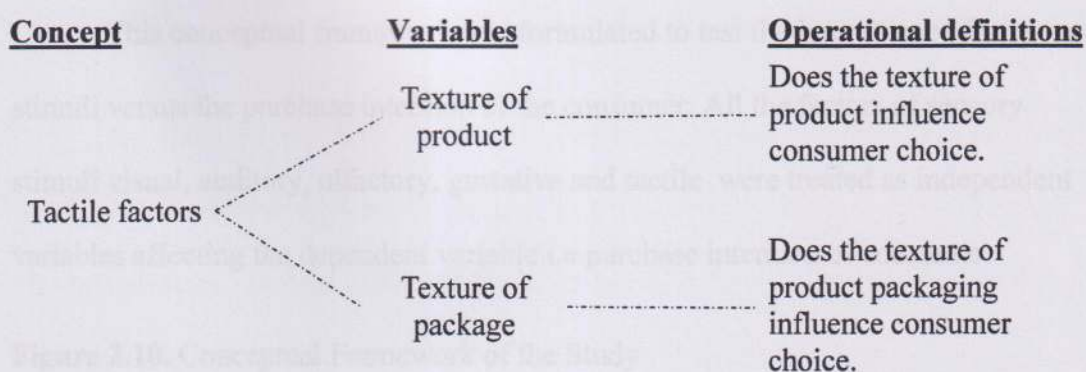
Tactile Factors - Touch

One of the largest organs of human senses is skin. It is our warning system and also a powerful tool for communicating our thoughts and emotions non-verbally.

Touch is the most important mean to identify and manipulate objects even when vision and hearing are taken away (Wolfe, Kluener, & Levi, 2006).

The fundamental characteristic of touch is that, it can bring much sensory information simultaneously compared to vision or other senses. Touch enhances the brand experience for a costumer by adding sensory information of a brand. 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 surface and remain steady, to guess the weight they are hefting the object repeatedly etc.

In the tactile factors, we can consider the effect that generates from the texture of product itself and the packages. Packages means the texture of the wrapper quality and smoothness of the wrapper. One way to include touch to a brand is the use of touch screens in the purchase process. Involving the consumers in the purchasing process by touch strengthens the emotional connection to the brand further (Khanna & Mishra, 2013)

Figure 2.9. Operationalization of “Tactile factors”

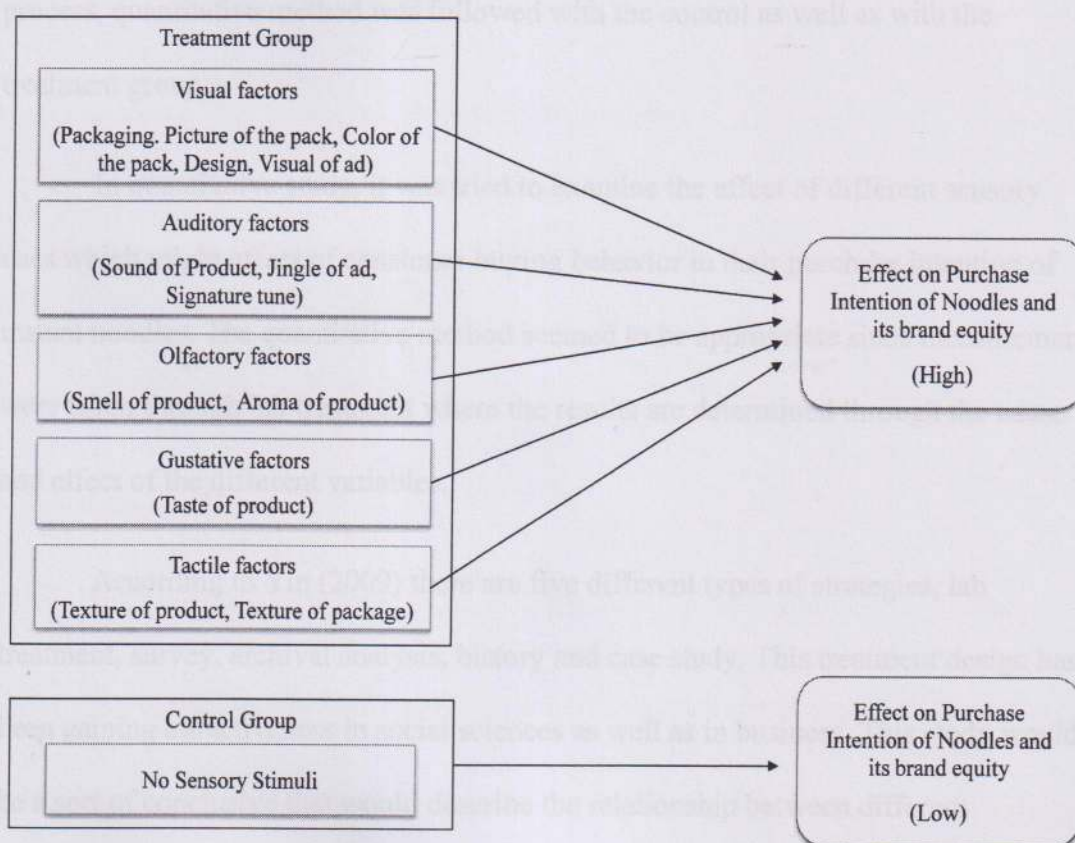
Research conducted by Brakus, Schmitt, & Zarantonello (2009) concluded the overall experience of sensory branding. Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments. Moreover, brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations (Brakus, Schmitt, & Zarantonello, 2009).

Most of researches dealing with sensory branding are in service market rather than product market. Only few researches such as choice of computer, mobile phones and Coca-Cola have been conducted testing the effect of sensory branding. The results of such service industries may not be same for the FMCG product categories like noodles. Further, noodles is only one of very few items which is exported as brand from Nepal. These Nepalese noodles have lots of challenges to complete with foreign brands. So, there is requirement to get into the research to identify the effect of sensory branding hence leading to purchase intention of consumer and enhancement of brand equity. Hence, following conceptual framework has been prepared to check the effect of sensory branding on the purchase intention of consumer and also to check whether the sensory branding enhance brand equity or not.

Conceptual Framework

This conceptual framework was formulated to test the importance of sensory stimuli versus the purchase intention of the consumer. All the factors of sensory stimuli visual, auditory, olfactory, gustative and tactile were treated as independent variables affecting the dependent variable i.e purchase intention of consumer.

Figure 2.10. Conceptual Framework of the Study



This study intended to find the effect of sensory factors on the brand equity along with effect on purchase intention. Further, the study also intended to compare the importance of various variables of each sensory stimuli. Hence they are also considered here in the conceptual framework.

CHAPTER III

RESEARCH METHODOLOGY

Research method involves how the empirical data will be collected, analyzed and interpreted by the researchers. In regards to research methods, one could either choose qualitative or quantitative method. Researchers have followed both quantitative and qualitative methods to derive results (Malhotra, 2007). However, in this research process, quantitative method was followed with the control as well as with the treatment group.

In quantitative study, it was tried to examine the effect of different sensory cues which might affect of consumer buying behavior in their purchase intention of instant noodles. The quantitative method seemed to be appropriate since measurements were taken through lab treatment where the results are determined through the cause and effect of the different variables.

According to Yin (2009) there are five different types of strategies, lab treatment, survey, archival analysis, history and case study. This treatment design has been gaining attractiveness in social sciences as well as in business. This study would be a sort of conclusive that would describe the relationship between different variables. As we discuss about lab treatment research, it could be field or lab – based research (Malhotra, 2007).

The independent variables were controlled, hence why the research strategy of treatment seemed all the most appropriate and treatment was taken place in lab setting. Lab was setup in a classroom where participants were allowed feel the sensory stimuli

and provide unbiased response immediately. In order to get the response, questionnaire was administered with proper briefing.

Research Design

In the research process, lab testing was preferred due to various reasons after getting into literature reviews. The literature states that a lab treatment is done in a controlled environment conducted by researchers in a scientific laboratory for hypothesis testing (Greener, 2008). So, here lab setting was selected this study.

Research Hypotheses

All the different factors of sensory stimuli is tested with the purchase intention of consumer to see if there exists any relation among the two variables or not. And also the relation between sensory variables and brand equity dimensions were checked.

Research hypotheses:

H_A 1: Visual factor has significant effect on purchase intention of noodles.

H_A 2: Auditory factor has significant effect on purchase intention of noodles.

H_A 3: Olfactory factor has significant effect on purchase intention of noodles.

H_A 4: Gustative factor has significant effect on purchase intention of noodles.

H_A 5: Tactile factor has significant effect on purchase intention of noodles.

H_A 6: Sensory appeal has significant effect on brand awareness.

H_A 7: Sensory appeal has significant effect on strength of brand association.

H_A 8: Sensory appeal has significant effect on favorability of brand association.

H_A 9: Sensory appeal has significant effect on uniqueness of brand association.

H_A 10: Sensory appeal has significant effect on overall brand equity.

H_A 11: Sensory variables of visual stimuli are significantly different from each other.

H_A 12: Sensory variables of auditory stimuli are significantly different from each other.

H_A 13: Sensory variables of olfactory stimuli are significantly different from each other.

H_A 14: Sensory variables of gustative stimuli are significantly different from each other.

H_A 15: Sensory variables of tactile stimuli are significantly different from each other.

Random Sampling

Random sampling is when each unit of a specific population has the same probability to be included in a collected sample. Random sampling is a well used procedure of probability sampling because it provides more accurate results than other sampling might do. One of the reasons for making a random selection of participants is to be able to make generalizations that better reflects the population. This is further explained by Malhotra (2007) who compares random sampling to a lottery system where numbers are drawn independent of each other and in an impartial manner. But

in this research, only the students of management institute were considered as per their time availability.

For this study, random sampling means that all students that were available in college were treated as customer during the time period that performed treatment and had the same probability to be incorporated in the statistics. This was to ease the research procedure due to limitations time and resources. Students were experimented in various rounds as suggested in the experimental design research procedures. By referring to Malhotra (2007) we could once again refer random sampling. However, in our research we did not employ any lottery system but students (research participants) were selected as per their time availability.

Participants, Sample and Sampling

The study was carried out in management college having BBA and MBA students. For study purpose, management students were asked to participate as volunteers. This was based on random basis. Participants were divided into two group for different treatment. One was control group and other was treatment group. There were 30 participants in the control group. No sensory stimulation was provided to the control group. Whereas treatment group was divided into 5 different groups consisting 30 participants in each group for different rounds of treatments. This treatment groups were received sensory treatment in different rounds of treatment. All these groups were briefed about the research and research procedure. All the consent were taken from the participants and condition of non-disclosure was also agreed.

Volunteers were grouped in group of 30 so that to get the statistically significant results from each group. These volunteers were from BBA and MBA level

which represents the youth population and these youth population have their independent choice and they can explain the feeling without any influences.

Manipulation-check Questions

For the statistical analysis, questionnaire was prepared for control group as well as treatment groups. Manipulation-check measurement enables the researcher to better determine whether the indented effect was achieved for the independent variables and their conditions. These checks are usually conducted after the treatments are made, as it then is alright to approach the respondents and ask them to reflect about the manipulations influence. Including a manipulation check can provide us with more confidence that the treatment has worked as intended and it can also have an impact on the internal validity in explaining our results. Commonly used in marketing research, a Likert scale is preferable to use as it involves a number of statements that is related to different attitudes (Greener, 2008). Here, manipulation check questions were used as statistical tool to confirm the behavior change of our consumer.

The scale for sensory variables were derived from various literature review and expert opinion. And the scales for brand equity and brand equity dimensions were derived from the research article "*Development of a scale for measuring Customer Based Brand Equity*" (Rajh, 2002). Slight changes have been made in the scale – the reverse scales were made positive to avoid confusion and future complication in questionnaire administration.

The Instrument, the Study and Data Collection Procedure

In our quantitative research, treatment method was followed to derive our results. Lab setting at management institute was selected for various reasons – it was convenient to conduct research, changes could take place as per wish, participants

were also controllable and they were able to understand the theme of the research, students were of same level and so data generation was also easier.

First of all, the students were convinced to conduct research and permission was taken prior to research to get them in treatment group as well as in control group. Focal brand was made available to the lab along with the regular WaiWai. For the treatment, main location was also finalized for lab where it was supposed to provide sensory stimuli as the group enter into the lab and setup was changed as per the requirement of the research in all the following steps (set up map is given in the appendix 1).

There were two groups for manipulation – one control group of 30 students and other five treatment groups with 30 students in each group.

The control group did not receive any manipulation, that is, no kind of change was occurred in the independent variable. This group was not exposed to any sensory cues. They were asked to choose one product among the available two products which was WaiWai normal and WaiWai Aalu Tama (relatively new product). Their behavior was watched and noted and checked the interest of participants through manipulation check questionnaire for control group (questionnaire for control group is presented in appendix 2).

Both for the control group and treatment group, WaiWai Aalu Tama was selected as focal brand as this variant was relatively new among the participants and WaiWai regular as regular brand. It was tried to analyze the change in purchase intention of the participant after giving sensory stimuli of WaiWai Aalu Tama comparing with the regular choice of normal WaiWai.

Set up area was changed in different rounds as per the sensory stimuli supposed to be given to the treatment group. In the first round, visual stimuli were made available, in the second auditory, third tactile, fourth olfactory, and lastly gustative stimuli were made available in the set-up area.

Behavior of treatment group was also watched and checked with manipulation check questionnaire (questionnaire sheet is presented in appendix 3, 4, 5, 6 and 7) after giving sensory cues one by one to the participant. And ultimately, questionnaire was recorded and analyzed through statistical testing to avoid possible manipulation of treatment research.

Control group testing was conducted once in one group. And study with treatment group was taken place in five different rounds in the lab setting. Behavior of treatment group was watched and tabulated after giving sensory cues to the participant. This control group was not exposed to any sensory cues and their behavior was also watched and tabulated to find out the difference and result to be concluded.

Treatment took place in five different rounds for the treatment group. In the first round, product package were made available around the setup area (the lab), TVC was played through laptop and projector, designs of hoarding, posters and danglers were placed around the setup area. Participants of treatment group were allowed to see all the visual stimuli while they are in the lab. As they entered into the lab, their behavior was observed and choice of noodles was noted in sheet while they remained in the experienced the stimuli in the lab. The difference and change in behavior and choice of noodles was recorded through administered questionnaire.

Similar rounds were repeated. In the second round of treatment group, only a jingle was played where sound of product, signature tune were made audible in the

setup area. Treatment group of participants were able to hear only the sound (no visual) in the lab. The difference in behavior and choice of noodles was noted as earlier.

Participants were allowed to touch the packets and check the noodles inside in the same setting and their behavior was watched and recorded through the administered questionnaire in the third round of treatment group.

Noodles was cooked in the fourth and fifth round of the treatment and firstly only aroma of noodles was made available in the lab. Behavior of participants watched and noted in the observation sheet. Then, participants were provided a small cup of noodles to taste and their behavior was watched and tabulated simultaneously through questionnaire in the lab.

For all the analysis, questionnaire as instrument was used to check the difference between brand equity generated by sensory stimuli between those two groups. Various questions were asked to check their agreement on the mentioned stimuli affecting purchase intention of noodles. Questions were also formulated to check the sensory stimuli actually leads into creating brand equity or not. For this, brand equity scale was used which was derived by Rajh (2002). Brand awareness, and strength, favorability and uniqueness of brand associations were used as dimensions in the scale. The scale was developed after various studies, during which the initial set of items was purified, and the dimensionality, reliability and validity of the scale were assessed. The results indicate the expected dimensionality of the developed scale, and also good reliability, and good discriminant, convergent and criterion validity of the developed scale (Rajh, 2002). If a product makes sense to buy, prefer increases to buy,

stick to same product then the brand is supposed to have created its equity (Bruner II, Hensel, & James, 2005).

Each sensory variable was operationalized into various statements. Reliability test was conducted to check the internal validity of data through Cronbach alpha coefficient. The relationships between hypotheses were tested through chi-square test and Anova testing. Chi-square has been used to compare observed data with data which would expect to obtain according to a specific hypothesis. It is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories (Greener, 2008). Here, it was to check whether the purchase intention has significantly increased after the introduction of sensory stimuli or not. Oneway Anova test was carried out to check the significance of relationship between sensory stimuli and various individual dimensions of brand equity. Post hoc test was also conducted to check the importance of each variable. Similarly, pair-test analysis was conducted to analyze various sensory variables under the various sensory stimuli. Conclusion and result were deduced on the basis of participants' percentage change in their behavior, choice of noodles (WaiWai Aalu Tama vs WaiWai regular), and administered questionnaire through statistical measure.

18-23	9	3%
24-29	122	68%
30-35	47	26%
36	1	3%

Good the research conducted in a management college, young participants of age group 18-23 is very high (68%) followed by age group 24-29 (26%). Hence, the research is all a representation of young population. This

CHAPTER IV

RESULTS

In this chapter the results are presented and hypotheses are tested. Here, it is to report, interpret and integrate the results of the current study. Both descriptive and inferential statistics are used to address the several issues raised to find the answer to the research questions and to test the specific hypotheses.

The statistics are then analyzed and the main findings are presented in relation to our hypotheses. On the collected data from our treatment we have conducted test for Cronbach Alpha to check the reliability, conducted Chi Square test and Anova test to conclude hypothesis. Also conducted Post Hocs and Pair Test to check the importance of each element in the given variables to conclude the results.

Sample Characteristics

Table 4.1

Sample Characteristics

	Gender	
Male	137	76%
Female	43	24%

	Age	
<18	6	3%
18-23	122	68%
24-29	47	26%
>29	5	3%

Since the treatment was conducted in a management college, young participants of age group 18-23 is very high (68%) followed by age group 24-26 (26%). Hence, the research result is a representation of young population. This

represent the sample who have independent decision on their choice. The sample constitutes 76% of male and 24% of female participants.

Chi-square Test for Sensory Factors and Purchase Intention

Chi-square test was conducted to identify the change in Purchase Intention (PI) towards focal brand i.e. WaiWai Aalu Tama without after giving while in control group and also after giving each sensory stimuli.

Chi-square has been used to compare observed data with data we would expect to obtain according to a specific hypothesis. It is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories (Greener, 2008). Here, we would like to check whether the purchase intention has significantly increased after the introduction of sensory stimuli or not.

Chi-square Test for Sight and Purchase Intention

The relation between sight and purchase intention of participants towards WaiWai Aalu Tama was analyzed through chi-square test.

Table 4.2

Chi-square Test for Sight and Purchase Intention

PI	Control Group	Treatment Group (Sight)	Pearson Chi-square	P - Value	Phi-coefficient	Cramer's V coefficient
Yes	10	24				
No	20	6	13.30	.000	0.471	0.471
Total	30	30				

The Chi-square test concluded that there is significant effect of sight variables on purchase intention as the P-value is below 0.05. The Phi-coefficient and Cramer's V

coefficient is 0.471, hence the relationship effect between the sensory stimuli and purchase intention is moderate.

Chi-square Test for Sound and Purchase Intention

The second round is for test between sound and change in purchase intention.

Table 4.3

Chi-square Test for Sound and Purchase Intention

PI	Control Group	Treatment Group (Sound)	Pearson Chi-square	P - Value	Phi-coefficient	Cramer's V coefficient
Yes	10	24				
No	20	6	13.30	.000	0.471	0.471
Total	30	30				

The Chi-square test concluded that there is significant effect of sound variables on purchase intention as the observed P-value is below 0.05. The Phi-coefficient and Cramer's V coefficient is 0.471, hence the relationship effect between the sensory stimuli and purchase intention is moderate.

Chi-square Test for Smell and Purchase Intention

The relation between smell variables and purchase intention for WaWai Aalu Tama of participants was analyzed through chi-square test.

Table 4.4

Chi-square Test for Smell and Purchase Intention

PI	Control Group	Treatment Group (Smell)	Pearson Chi-square	P - Value	Phi-coefficient	Cramer's V coefficient
Yes	10	28				
No	20	2	23.25	.000	0.623	0.623
Total	30	30				

The Chi-square test concluded that there is significant effect of smell on purchase intention as the observed P-value is below 0.05. The Phi-coefficient and Cramer's V coefficient is 0.623, hence the relationship effect between the sensory stimuli and purchase intention is high.

Chi-square Test for Taste and Purchase Intention

Taste and purchase intention of participants was analyzed by chi-square test.

Table 4.5

Chi-square Test for Taste and Purchase Intention

PI	Control Group	Treatment Group (Taste)	Pearson Chi-square	P - Value	Phi-coefficient	Cramer's V coefficient
Yes	10	28	23.25	.000	0.623	0.623
No	20	2				
Total	30	30				

The Chi-square test concluded that there is significant effect of taste on purchase intention as the observed P-value is below 0.05. The Phi-coefficient and Cramer's V coefficient is 0.623, hence the relationship effect between the sensory stimuli and purchase intention is high.

Chi-square Test for Touch and Purchase Intention

The relation between touch and purchase intention was tested.

Table 4.6

Chi-square Test for Touch and Purchase Intention

PI	Control Group	Treatment Group (Touch)	Pearson Chi-square	P - Value	Phi-coefficient	Cramer's V coefficient
Yes	10	14	1.11	.430	0.136	0.136
No	20	16				
Total	30	30				

The Chi-square test concluded that there is **no significant effect** of touch on purchase intention as the observed P-value is above 0.05. The Phi-coefficient and Cramer's V coefficient is 0.136, hence the relationship effect between the sensory stimuli and purchase intention is also very weak.

Reliability Statistics for Brand Equity Analysis

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Internal consistency was tried to measure i.e. how closely related a set of items are as a group was checked.

The internal reliability of parameters i.e. various statements on 'brand awareness (BA)', 'strength of brand association (BS)', 'favorability of brand association (BF)', and 'uniqueness of brand association (BU)' in the brand equity dimension was measured through Cronbach's alpha. All the four dimensions (BA, BS, BF and BU) were put together to check the reliability of Brand Equity (BE)

Table 4.7

Cronbach's Alpha for Reliability Test of brand equity dimensions

Parameters	Cronbach's Alpha	
	No. of Items	Coefficient
BA	2	.718
BS	3	.737
BF	3	.824
BU	3	.837
BE	4	.905

The alpha coefficient for all the parameters is above 0.7, suggesting that the parameters have relatively high internal consistency. So, the given parameters can be used for measuring brand equity for our research purpose.

Anova for Brand Awareness (BA)

Oneway Anova test was carried out to check the significance of relationship between sensory stimuli and various individual dimensions of brand equity i.e. BA, BS, BF, BU and also BE.

Table 4.8

Anova for Brand Awareness

		Mean	Std. Deviation	F-Value	P-Value
Brand Awareness	CG	3.11	.66	58.81	.000
	Sight	4.08	.57		
	Sound	4.08	.57		
	Smell	4.36	.43		
	Taste	4.63	.26		
	Touch	2.73	.58		
	Total	3.83	.86		

Since the P-value is below 0.05, sensory stimuli have significant effect on the brand awareness. Taste and smell variables have the highest effect followed by sight and sound. Touch variable has no effect when we compare with the control group.

Multiple Comparison of Effect of Stimuli on Brand Awareness

Multiple comparison analysis was conducted for BA, BS, BF, BU and BE with Post Hoc test is used to identify significant difference between three or more sample means and the important variable of the given sensory stimuli to enhance the various dimensions of BE and BE overall.

Table 4.9

Multiple Comparison for Brand Awareness

BA (I) EC	(J) EC	Mean Difference (I-J)	Sig.
CG	Sight	-.96(*)	.00
	Sound	-.96(*)	.00

	Smell	-1.25(*)	.00
	Taste	-1.51(*)	.00
	Touch	.38	.27
Sight	CG	.96(*)	.00
	Sound	.00	1.00
	Smell	-.28	.41
	Taste	-.55(*)	.00
	Touch	1.35(*)	.00
Sound	CG	.96(*)	.00
	Sight	.00	1.00
	Smell	-.28	.41
	Taste	-.55(*)	.00
	Touch	1.35(*)	.00
Smell	CG	1.25(*)	.00
	Sight	.28	.41
	Sound	.28	.41
	Taste	-.26	.08
	Touch	1.63(*)	.00
Taste	CG	1.51(*)	.00
	Sight	.55(*)	.00
	Sound	.55(*)	.00
	Smell	.26	.08
	Touch	1.90(*)	.00
Touch	CG	-.38	.27
	Sight	-1.35(*)	.00
	Sound	-1.35(*)	.00
	Smell	-1.63(*)	.00
	Taste	-1.90(*)	.00

Touch factor has no effect compared to other stimuli. Taste has more effect than sight and sound. Smell has similar effect with sight and sound. Taste has highest effect in creating brand awareness.

Anova for Strength of Brand Association (BS)

Anova test was carried out to check strength of Brand association and its relationship with sensory stimuli.

Table 4.10

Anova for Strength of Brand Association

		Mean	Std. Deviation	F-Value	P-Value
Strength of Brand Association	CG	3.20	.52	73.43	.000
	Sight	4.20	.45		

Sound	4.20	.45
Smell	4.55	.33
Taste	4.47	.20
Touch	2.98	.49
Total	3.93	.74

Since the P-value is below 0.05, sensory stimuli have significant effect on the strength of brand association. Taste and smell variables have still the highest effect followed by sight and sound. Touch variable has no effect while comparing with the control group.

Multiple Comparison of Effect of Stimuli on Strength of Brand Association

This is again to identify significant difference between three or more sample means and the important sensory stimuli to elevate the strength of brand association which is one of the important dimension of brand equity.

Table 4.11

Multiple Comparison on Strength of Brand Association

BS (I) EC	(J) EC	Mean Difference (I-J)	Sig.
CG	Sight	-1.00(*)	.00
	Sound	-1.00(*)	.00
	Smell	-1.35(*)	.00
	Taste	-1.27(*)	.00
	Touch	.21	.84
Sight	CG	1.00(*)	.00
	Sound	.00	1.00
	Smell	-.35(*)	.01
	Taste	-.27	.06
	Touch	1.21(*)	.00
Sound	CG	1.00(*)	.00
	Sight	.00	1.00
	Smell	-.35(*)	.01
	Taste	-.27	.06
	Touch	1.21(*)	.00
Smell	CG	1.35(*)	.00
	Sight	.35(*)	.01
	Sound	.35(*)	.01
	Taste	.077	.99

Taste	Touch	1.56(*)	.00
	CG	1.27(*)	.00
	Sight	.27	.06
	Sound	.27	.06
	Smell	-.07	.99
Touch	Touch	1.48(*)	.00
	CG	-.21	.84
	Sight	-1.21(*)	.00
	Sound	-1.21(*)	.00
	Smell	-1.56(*)	.00
	Taste	-1.48(*)	.00

Again from the given result it can be concluded that sight, sound, taste and smell variables are more important variables while looking at the control group. Stimulus of smell is more important than the sound and sight stimuli. Touch has no importance among the sensory stimuli.

Anova for Favorability of Brand Association (BF)

Anova test was carried out to check the relationship between the favorability of Brand association and given sensory stimuli.

Table 4.12

Anova for Favorability of Brand Association

		Mean	Std. Deviation	F-Value	P-Value
Favorability of Brand Association	CG	3.01	.44	136.82	.000
	Sight	4.22	.35		
	Sound	4.22	.35		
	Smell	4.60	.18		
	Taste	4.54	.34		
	Touch	2.32	.74		
	Total	3.82	.95		

Since the P-value is below 0.05, sensory stimuli have significant effect on the favorability of brand association. Again as expected, taste and smell variables have the

highest effect followed by sight and sound. Touch variable has no significant effect on favorability.

Multiple Comparison of Effect of Stimuli on Favorability of Brand Association

Multiple comparison tests was conducted to identify the important sensory stimuli to elevate the favorability of brand association which is again one of the important dimensions of brand equity. Impact of various sensory stimuli were analyzed to understand the importance of each of sensory stimuli which has impact to elevate favorability of brand association.

Table 4.13

Multiple Comparison for Favorability of Brand Association

BF (I) EC	(J) EC	Mean Difference (I-J)	Sig.
CG	Sight	-1.21(*)	.00
	Sound	-1.21(*)	.00
	Smell	-1.58(*)	.00
	Taste	-1.53(*)	.00
	Touch	.68(*)	.00
Sight	CG	1.21(*)	.00
	Sound	.00	1.00
	Smell	-.37(*)	.00
	Taste	-.32(*)	.01
	Touch	1.90(*)	.00
Sound	CG	1.21(*)	.00
	Sight	.00	1.00
	Smell	-.37(*)	.00
	Taste	-.32(*)	.01
	Touch	1.90(*)	.00
Smell	CG	1.58(*)	.00
	Sight	.37(*)	.00
	Sound	.37(*)	.00
	Taste	.055	1.00
	Touch	2.27(*)	.00
Taste	CG	1.53(*)	.00
	Sight	.32(*)	.01
	Sound	.32(*)	.01
	Smell	-.05	1.00
	Touch	2.22(*)	.00
Touch	CG	-.68(*)	.00
	Sight	-1.90(*)	.00

Sound	-1.90(*)	.00
Smell	-2.27(*)	.00
Taste	-2.22(*)	.00

The given table again justifies that sight, sound, taste and smell variables are more effective more than the control group. Taste and smell stimuli are more important than the sight and sound stimuli. Touch is not significant to increase the favorability of brand association. Similar to the finding of previous analysis, four out of five sensory stimuli i.e. sound, sight, taste and smell are contributing stimuli to create more favorability for brand association. Taste and smell are more important factors than sound and sight.

Anova for Uniqueness of Brand Association (BU)

Anova test was carried out to check the relationship between the uniqueness of Brand association and sensory stimuli.

Table 4.14

Anova for Uniqueness of Brand Association

		Mean	Std. Deviation	F-Value	P-Value
Uniqueness of Brand Association	CG	3.05	.74	157.39	.000
	Sight	4.41	.32		
	Sound	4.41	.32		
	Smell	4.77	.20		
	Taste	4.57	.28		
	Touch	2.33	.47		
	Total	3.92	1.00		

Since the P-value is below 0.05, sensory stimuli have significant effect on the uniqueness of brand association. Taste and smell variables have the highest effect followed by sight and sound. Touch variable has very less effect on uniqueness of brand association.

Multiple Comparison of Effect of Stimuli on Uniqueness of Brand Association

Multiple comparison tests was conducted to identify the important sensory stimuli to elevate the uniqueness of brand association.

Table 4.15

Multiple Comparison for Uniqueness of Brand Association

BU (I) EC	(J) EC	Mean Difference (I-J)	Sig.
CG	Sight	-1.35(*)	.00
	Sound	-1.35(*)	.00
	Smell	-1.72(*)	.00
	Taste	-1.52(*)	.00
	Touch	.72(*)	.01
Sight	CG	1.35(*)	.00
	Sound	.00	1.00
	Smell	-.36(*)	.00
	Taste	-.16	.45
	Touch	2.07(*)	.00
Sound	CG	1.35(*)	.00
	Sight	.00	1.00
	Smell	-.36(*)	.00
	Taste	-.16	.45
	Touch	2.07(*)	.00
Smell	CG	1.72(*)	.00
	Sight	.36(*)	.00
	Sound	.36(*)	.00
	Taste	.20(*)	.04
	Touch	2.44(*)	.00
Taste	CG	1.52(*)	.00
	Sight	.16	.45
	Sound	.16	.45
	Smell	-.20(*)	.04
	Touch	2.24(*)	.00
Touch	CG	-.72(*)	.00
	Sight	-2.07(*)	.00
	Sound	-2.07(*)	.00
	Smell	-2.44(*)	.00
	Taste	-2.24(*)	.00

This is to validate that sight, sound, taste and smell variables are important for sensory appeal. Smell is more important variable than sight and sound and even more than taste. Touch is the least important variable among the sensory stimuli.

All the stimuli are significant to elevate the uniqueness of brand association.

Anova for overall Brand Equity (BE)

One more Anova test was carried out to check the relationship between sensory stimuli and its relationship for elevating overall brand equity. After checking the significance of various brand equity dimension, this is one more Anova testing to check the significance of brand equity before and after giving sensory stimuli to the participants.

Table 4.16

Anova for Brand Equity

		Mean	Std. Deviation	F-Value	P-Value
Brand Equity	CG	3.09	.28	424.548	.000
	Sight	4.22	.20		
	Sound	4.22	.20		
	Smell	4.57	.15		
	Taste	4.55	.10		
	Touch	2.59	.30		
	Total	3.88	.79		

Since the P-value is below 0.05, sensory stimuli have significant effect on the overall brand equity. Taste and smell variables have the highest effect followed by sight and sound. Touch variable has almost low effect on brand equity.

Multiple Comparison of Effect of Stimuli on overall Brand Equity

Multiple comparison test was conducted to identify the important sensory stimuli to elevate the uniqueness of brand association.

Table 4.17

Multiple Comparison for Brand Equity

BE (I) EC	(J) EC	Mean Difference (I-J)	Sig.
CG	Sight	-1.13(*)	.00

		Sound	-1.13(*)	.00
		Smell	-1.47(*)	.00
		Taste	-1.46(*)	.00
		Touch	.50(*)	.00
	Sight	CG	1.13(*)	.00
		Sound	.00	1.00
		Smell	-.34(*)	.00
		Taste	-.32(*)	.00
		Touch	1.63(*)	.00
	Sound	CG	1.13(*)	.00
		Sight	.00	1.00
		Smell	-.34(*)	.00
		Taste	-.32(*)	.00
		Touch	1.63(*)	.00
	Smell	CG	1.47(*)	.00
		Sight	.34(*)	.00
		Sound	.34(*)	.00
		Taste	.01	1.00
		Touch	1.98(*)	.00
	Taste	CG	1.46(*)	.00
		Sight	.32(*)	.00
		Sound	.32(*)	.00
		Smell	-.01	1.00
		Touch	1.96(*)	.00
	Touch	CG	-.50(*)	.00
		Sight	-1.63(*)	.00
		Sound	-1.63(*)	.00
		Smell	-1.98(*)	.00
		Taste	-1.96(*)	.00

This is for final validation that sight, sound, taste and smell variables are important for sensory appeal. Smell and taste are more important variable than sight and sound. Touch is the least important variable among the sensory stimuli. All the stimuli are significant to elevate the uniqueness of brand equity.

Pair-test Analysis for Sensory Variables

Pair-test analysis was conducted to analyze various sensory variables under the various sensory stimuli. Different variables were used to define one sensory stimulus. There may be different effect of each variable. This analysis studied the comparative effect of different variables.

Table 4.18

Pair-test Analysis for variables in Visual Factor

Pairs	Variables	Mean	Std. Deviation	T	Sig. (2-tailed)
Pair 1	Packaging	4.03	.76	2.81	.009
	Picture of the pack	3.53	.77		
Pair 2	Packaging	4.03	.76	.90	.375
	Color of the pack	3.83	.79		
Pair 3	Packaging	4.03	.76	-.40	.690
	Design	4.10	.71		
Pair 4	Packaging	4.03	.76	1.51	.142
	Visual of the ad	3.73	.64		
Pair 5	Picture of the pack	3.53	.77	-1.51	.142
	Color of the pack	3.83	.79		
Pair 6	Picture of the pack	3.53	.77	-3.08	.004
	Design	4.10	.71		
Pair 7	Picture of the pack	3.53	.77	-1.14	.264
	Visual of ad	3.73	.64		
Pair 8	Color of the pack	3.83	.79	-1.39	.174
	Design	4.10	.71		
Pair 9	Color of the pack	3.83	.79	.51	.610
	Visual of ad	3.73	.64		
Pair 10	Design	4.10	.71	2.48	.019
	Visual of ad	3.73	.64		

Three pairs are significantly different from each other (pairs 1, 6 and 10).

Overall packaging matters more than picture on the pack; similarly overall design is more effective than picture and also more effective than visual of the pack. Therefore, design is most effective factor followed by packaging to influence purchase intention.

Table 4.19

Pair-test Analysis for variables of Auditory Factor

Pairs	Variables	Mean	Std. Deviation	T	Sig. (2-tailed)
Pair 1	Sound crunching	4.27	.57	-1.36	.18
	Special sound taking soup	4.47	-1.36		
Pair 2	Sound crunching	4.27	-1.36	-1.42	.16

	Jingle	4.50	-1.42		
Pair 3	Sound crunching	4.27	25.87	25.87	.00
	Signature tune	1.00	-.27		
Pair 4	Special sound taking soup	4.47	33.23	-.27	.78
	Jingle	4.50	37.69		
Pair 5	Special sound taking soup	4.47	.57	33.23	.00
	Signature tune	1.00	.00		
Pair 6	Jingle	4.50	.50	37.69	.00
	Signature tune	1.00	.00		

Three pairs are significantly different from each other. In the pair no. 3 crunching sound was found more important than signature tune. Similarly in pair no. 5 it shows special sound taking soup was more important than signature tune. And lastly in pair no. 6, it was concluded that Jingle is more important than the signature tune. Hence, from overall analysis we can say that sound of crunching noodles, special sound of taking soup and jingle are more effective variables than signature tune among various variables in sound as sensory stimuli.

Table 4.20

Pair-test Analysis for variables of Olfactory, Gustative and Tactile Factors

Pairs	Variables	Mean	Std. Deviation	T	Sig. (2-tailed)
Pair 1 (Olfactory)	Smell of uncooked noodles	4.70	.46	.32	.74
	Aroma of cooked noodles	4.67	.47		
Pair 2 (Gustative)	Taste of uncooked noodles	4.47	.50	.23	.81
	Taste of the cooked noodles	4.43	.50		
Pair 3 (Tactile)	Texture of noodles	2.83	1.28	.11	.91
	Texture of noodles package	2.80	.99		

None of other pairs in rest of sensory stimuli are significant. The effect of olfactory factor and gustative factor are very high in the purchase intention of noodles but do not have significant difference between their internal variables of individual

sensory stimulus. Tactile factor has very low effect in purchase consumption and also shows that there is no significant difference between variables of tactile factor.

Summarizing Results

Among five independent sensory stimuli, four stimuli found to be significant and one as not significant to enhance consumer purchase intention and elevating brand equity. The Chi-square test concluded that purchase intention is associated with mainly four out of five stimuli and they are smell, taste, sound and sight. Smell and taste are more important than sight and sound whereas touch is not important stimuli for noodles. Thus the result indicated that H_{A1} to H_{A4} are accepted. H_{A5} is rejected.

It was also concluded that these sensory stimuli are important factors to elevate dimensions of brand equity i.e. brand awareness, strength of brand association, favorability of brand association and uniqueness of brand association. All these dimensions are important to elevate the brand equity. Research concluded that there is significant effect of sensory stimuli for the positive brand equity of instant noodles. Again from the multiple comparison test analysis conducted for each dimension of brand equity and overall brand equity, it was concluded that taste and smell are the most significant stimuli followed by sight and sound. Touch has no significance among all the sensory stimuli. From the pair test analysis, it was concluded that overall packaging matters more than picture on the pack; similarly overall design is more effective than picture and also more effective than visual of the pack. Therefore, design is most effective factor followed by packaging to influence consumer choice. Sound of crunching noodles, special sound of taking soup and jingle are more effective variables than signature tune among various variables in sound as sensory stimuli. There is no significant difference between internal variables of gustative, olfactory and tactile factors.

CHAPTER V

SUMMARY, DISCUSSION AND IMPLICATIONS

The main objective of this research is to find out the effect of sensory branding in the enhancement of brand equity and hence ultimately to the choice (purchase intention) and consequently towards consumption of the noodles. Sensory branding has been successful in uplifting the sales of many international brands and it has also proved to be beneficial in branding a certain product of a company. But do the consumer really been attracted towards the brand due to sensory appeal? How can sensory branding be helpful for the noodles industry? Does the sensory appeal influence brand equity? These are the some of the research questions that has been studied in this research.

This chapter presents the major findings of the study and the discussion on those findings in light of the findings of previous studies. In order to access the impact of the context and structure of the research settings, the comparison of the findings of present study with the findings of several previous studies is necessary. Practical as well as research implications, and the significance of the study are discussed in the chapter. Lastly, a critique of the study is presented which mainly highlights the shortcomings/limitations of the present study.

Summary

Visual factors considered to the significant factor to influence consumer to choose noodles brand. Literatures also present "Vision" as the most powerful of the five senses. Understandably, it is the sense on which brand builders have traditionally concentrated. But the reality of our modern world is that visual messages and noise bombard us all day long. Visual clutter makes it hard to attract consumers by sight

alone. From our research, only 33% of participant preferred Aalu Tama while not giving any stimuli whereas after giving visual stimuli, 80% of participants changed their preference to Aalu Tama, which means there is moderate change in behavior after giving visual sensory stimuli. From the pair test analysis, it was also concluded that overall packaging, picture on the pack, and overall design are more important factors among the visual stimuli.

Various studies have also presented Sound as an extremely powerful motivator in sensory branding. In fact, it can be the deciding factor in a consumer's behavior. This has come out true also in our research works. Only 33% of participants were inclined to choose Aalu Tama without giving any sensory stimuli whereas 80% of the participants inclined to get the focal brand Aalu Tama after giving sensory stimuli of sound. The effect is moderate. Sound of crunching, special sound while taking soup and jingle and more effective variables for sound as sensory stimuli.

Taste and Smell are closely allied. In fact, much of what we perceive as taste is actually smell. Smell without taste is obviously possible. But taste without smell is not. Taste and smell both are the most important factors to create sensory appeal in the case noodles choice and consumption. Only 33% of participants preferred Aalu Tama whereas 94% participants preferred Aalu Tama after giving smell and taste sensory stimuli. However in the pair test analysis, there is no difference among various variables in these sensory stimuli. Hence marketer of noodles should think of creating experience zones and eating stations where consumer can taste and feel the smell.

Skin is the largest organ in the body. Usually, skin is believed to alert of well being or pain. It is usually used to experience the texture of products. Touch is the next most important sense. How a brand feels has a lot to do with what sort of quality we

attribute to the product. However, from chi-square test, touch variable was not found to be significant.

In the case of our study, four out five sensory variables found to be significant. Taste and smell are highly significant where as sound and sight variables are moderately significant. Touch is not considered to be significant in noodles consumption. All these variables are significant to elevate brand equity dimensions and overall brand equity.

Discussions

The discussion section reviews the findings of the study in light with the findings of the previous studies. The findings are also evaluated on the basis of the contextual and structural settings of the study.

The Sight Factors

Sight is the most factor used sense in marketing, as it is mostly stimulated by the environment. The choice of colors and forms in the conception of a product, the layout of a point of sale, the realization of promotion campaign are key factors of success (or failure), well understood by marketers. Colors and shapes are the first way of identification and differentiation. Many brands are associated to a specific color, then it is memorized more easily in the consumers' unconscious: Coca-Cola is red, Kodak is yellow. The company can be identified even-tough the customer didn't see the name (Khanna & Mishra, 2013). In the food and beverage industry, the impact of colors is obvious and sharply defined. Aligning to the result just presented, visual is moderately significant in our study too. But contradicting to the given research, color was not found to be the governing factor for visual sensory stimuli. Packaging was found to be more effective than the visual of the pack. Also design was found to be the

most effective factor followed by packaging to influence purchase intention of consumer.

Customers interact with the physical facility continuously, an experience that outweighs their interactions with service employees. Hence, researchers, service providers, and designers should not neglect the importance of servicescape (Lin, 2004). In most of the other researches made in sensory branding, visual is also connected with the servicescape in the case of service industry. But, in our case this is not relevant to discuss here. However, if marketers start some activity to create experience zone for noodles, then the concept of servicescape would also be applicable.

The Sound Factor

As mentioned earlier, sound as important parameter in elevating appeal as sensory branding, it is significant in noodles consumption as well. Study conducted by Duncan (1996) to check the effects of music in service environments found positive effects of background music on shopping behavior in a supermarket. It was found that musical preference influenced both the amount of time and money shoppers spent in the store, although musical tempo and volume had no observable effects (Duncan, 1996). Similarly, Wilson's (2003) research was also concerned with effect of music on perceived atmosphere and purchase intentions in a restaurant. This study investigated the effect of music on perceived atmosphere and purchase intentions in a restaurant. The role of background music in audience responses to commercials (and other marketing elements) has received increasing attention in recent years. The study reported provides empirical support for the notion that when music is used to evoke emotions congruent with the symbolic meaning of product purchase, the likelihood of purchasing is enhanced (Alpert, Alpert, & Maltz, 2005). Very few studies have been

conducted in product sector which has also come positive. Thus, it can be said that sound can have a profound effect on people. A sound identity can be established if certain music or sounds are associated with a company. Hence the result of our study has also connected and established relationship with sound and consumption and purchase intention. We were able to have the positive changes after giving sound as sensory stimuli but servicescape is not applicable in our product. Servicescape could have been applicable if marketers come out with experience zone for noodles consumption where consumer can join to have taste of noodles along with musical environment. However, the effect of sound is as equal as visual in the case of noodles purchase intention. Sound of crunching, special sound while taking soup, jingle are found to be important variables in sound stimuli.

The Taste and Smell Factors

As mentioned earlier taste and smell are closely allied. In fact, much of what we perceive as taste is actually smell. Smell without taste is obviously possible. But taste without smell is not. Taste and smell both are important factors to create sensory appeal in the case noodles choice and consumption.

This fact is also in-line with the previously held studies. Krackjack the biscuit with the dual taste of sweet and salt in one is probably one of the earliest examples of sensory branding in the Indian context (which was followed by 50:50 from Britannia). While significant stimuli a consumer faces (stimuli means sensory information directed to any aspect of the senses) is visual in nature, marketers can tap other senses towards creative branding (Kumar, 2010). In the similar way, WaiWai has also been able to develop its unique taste and has become a brand for sensory feeling. WaiWai Aalu Tama is an extension of WaiWai and trying to develop taste and smell

apprehension to would be a brand in coming days. And this smell and taste are the most differentiating factors for Aalu Tama. When the cover of cooked noodles was opened, it was clearly seen that everyone in the research unit were interested to eat the same. After inducing with the smell stimuli, 94% of the participants induced to change their purchase intention to get WaiWai Aalu Tama – which is very much significant.

Knorr is a brand that has been in India for a few years and it has recently launched soupy noodles. The category's perception (the manner in which noodles is being perceived) has undergone a change during the recent years. What was perceived as a snack is getting to be perceived as a healthy food. Soups too have a health association (Kumar, 2010). These examples are also valid for noodles consumption in Nepal and be a valid example for Nepali noodles makers. The soupy strategy of Knorr directly corresponds with the result of our study. Soup is the best way to induce consumer with smell for noodles. And this also brings sound (while taking soup)– which will be again additional stimuli along with taste and smell.

Since, taste and smell have come out highly significant variable in the research, marketers of noodles and also other food products should think of best utilizing these variables as and in their marketing tool. Marketer can create experience zone and tasting stations so that consumer come and have opportunity to taste the noodles. This will have a significant effect in the noodles consumption.

The Touch Factor

Touch is undeniably a powerful motivator in the marketplace. But in the study, it has come out to be insignificant for purchase intention for noodles which means touch factor is not important for noodles in changing purchase intention. Probably the

factor matters a lot in the case of service industry and the product which is perceived as premium and premium feeling matters – for example beer and soft drink like Coca-Cola. A British supermarket chain owned by Wal-Mart removed the wrapping from its house brand of toilet paper so that customers could compare its texture to leading brands. The opportunity to touch the product resulted in soaring sales (Hultén, 2011). This is an evidence of service sector. It is also revealing to note that a whopping 59 percent of consumers prefer their Coke in a glass bottle, even though it's the same drink when sold in cans or plastic. Never underestimate the power of the sense of touch. This is another example of product with premium feeling. Noodles being a general product, it can be concluded that there is no significance between the touch variable and consumption or purchase intention of noodles. On the contrary to the studies that has been made in the case of Coca-Cola and various smartphones, touch was found highly significant (Khanna & Mishra, 2013). But in our case, it is the least affecting factor after all other sensory variables. This might be because of the fact that noodles being a low-involvement product, touch variable is not concentrated by the marketers so that to develop and to be induced to the consumer.

The Effect in Brand Equity

According to Hulten (2011) sensory branding is the purposeful design and deployment of the interaction between the senses in order to stimulate a consumer's relationship with a brand; and to foster a lasting emotional connection that optimizes purchasing and brand loyalty which means sensory branding increases the level of brand equity. From the study itself, it has been evident that brand equity has been increased significantly after the introduction of sensory branding elements. Brand equity is significant in assisting consumers to process information, especially, when the information is overloaded.

Previous research established a positive effect of brand equity on: consumer preference and purchase intention; market share; consumer perceptions of product quality; shareholder value; consumer evaluations of brand extensions; consumer price insensitivity; and resilience to product-harm crisis (Pullig, 2008). Brand equity is a key marketing asset, which can engender a unique and welcomed relationship differentiating the bonds between the firm and its stakeholders and nurturing long term buying behavior. Understanding the dimensions of brand equity, then investing to grow this intangible asset raises competitive barriers and drives brand wealth. For firms, growing brand equity is a key objective achieved through gaining more favorable associations and feelings amongst target consumers (Chernatony & Christodoulides, 2009). From our study the various dimensions of brand equity have been explored in terms of the sensory branding and also measured the significance level through questionnaire in which the brand equity has been enhanced and elevated due to sensory factors – came true as expected. Not only with the brand equity, brand awareness, strength of brand associations, favorability of brand association and also uniqueness of brand associations were also found to be significantly increased after induction of sensory stimuli.

With the inference of the result it can be concluded that marketers should take care of providing more sensory stimuli on the taste – may be having stall or creating experience zone where consumer can smell and taste the product at their own. Smell is the by-product while consumer gets opportunity to taste the product. Sight and sound are also important variables for sensory stimulation so these factors also to be considered while designing product and while designing its promotional packages.

It was also derived that these sensory variables are important factors to elevate dimensions of brand equity i.e. brand awareness, strength of brand association,

favorability of brand association and uniqueness of brand association. All these dimensions are important to elevate the brand equity.

Implications

This thesis project and treatment presents verification that the field of sensory branding is important and should be further acknowledged as the human senses are shown to affect the initial purchasing behavior, viz. taste, smell, vision and sound. The results have some good implications for the human senses of taste, smell, vision and sound which in relation to noodles choice and consumption are of significant meaning in the process of decision making and purchase. The human sense of taste, smell, sound and vision, as well as the multi-sensory interplay with elevating brand equity shows how customers' behavior can be affected in terms of making something more appealing, leading to choice and consumption of product.

The sensory cue of taste and smell has been proven to have high significance on the behavior of consumer choice of noodles where it not only creates attention by attracting consumer, but also encourages consumer to choose and consume noodles. After the taste and smell factor, vision and sound factors are also moderately significant for consumer choice. The research has also confirmed that a multi-sensory brand-experience where the sensory cues of taste, smell, sound and vision are used can create an experience that is memorable and that creates a positive and emotional reaction that interests the customers, resulting in a change of behavior, choose the brand and ultimately consume the same. This underline and demonstrates how important these elements are in creating an experience of noodles among consumer, where more focus should be put on improving those elements in the marketing mix. This experiment also support previous Khanna & Mishra (2013), Lin (2004), Bitner (1992), Duncan (1996), Alpert, Alpert, & Maltz, (2005) whom all have emphasized

the sensory variable's crucial role for consumers' reactions in regards to emotions, perception of quality and the brand.

As competition is fierce, the study has indicated that brands that are given different personalities are given better prerequisites, where relationships more easily can be built. Encouraging and stimulating consumer to eat, smell – influence with visual and sound, have clearly drawn attention, interest and created an emotional character that has foremost affected customers' approach behavior, but also their choice and consumption behavior.

The treatment shows how practitioners in noodles marketing can use sensory marketing as a means to enhance consumers' emotional response and behavior. Foremost the study's result prove that sensory cues and sensory elements have a positive impact as effective ways to connect with consumer by offering a stimulating interest that creates attention leading to acknowledgement of products that might otherwise have been missed. The study has also shown that the sensory impact of taste and smell can be highly influential, and also sound and visual appeal matter moderately to the consumer and can create the multi-sensory stimuli of taste, smell, sound and vision together in creating a multi-sensory brand-experience. This research also indicates that sensory cues and styling elements are inexpensive ways to create stronger brand images among consumer.

With the inference of the result it can be concluded that marketers should take care of providing more sensory stimuli on the taste – may be having stall or creating experience zone where consumer can some and taste the product at their own. Smell is the by-product while consumer gets opportunity to taste the product. Sight and sound are also important variables for sensory stimulation so these factors also to be

considered while designing product and while designing its promotional packages. Among sensory stimuli design is most effective factor followed by packaging to influence consumer choice. Crunching sound and sound of soup are also important.

First, our findings suggest that consumers are more likely to stimulate with taste and smell variables and is emotionally charged and encouraging to try the product leading to consumption of the same. Practitioner can come up with experiential stations where noodles can be cooked and sold out to enhance the taste and smell factors of the noodles in order to stimulate consumer.

Secondly, practitioners should become aware of how their sensory appeals to the consumers' can impact well through the human senses, where they should decide more specifically how they want to use these sensory appeal while designing their marketing mix strategies. Becoming aware of the human senses impact on consumer behavior and overall experience provide managers and other practitioners with the ability to use of these variables that is different from their competitors, making them stand out on a crowded market.

In conclusion, the study advocate that implementing the human senses which is a powerful and valuable strategy that provides great opportunities to strengthen consumers' emotional responses and behavior. Using sensory cues and sensory appeal should also be seen as factors that will increase awareness and attention towards specific brand and also an increase level of consumer choice, consumption and also will have positive impact on creating brand equity which is very essential for noodles as well as marketing of any product.

Critique of the Study

This research was conducted at an education institute in a lab setting with limited and demographically similar age group of sample population, meaning that the same treatment could yield different findings if it were performed in another actual setting or field setting. We therefore find it interesting and well needed to perform further research also in regards to other retail settings as well as other product categories. When discussing the need for future research, we would also like to mention the need to research similar products that are in similar or different price categories.

Research was conducted between two products WaiWai regular vs WaiWai Aalu Tama but in real situation there are various product portfolios, hence we especially feel that there is a need to further perform research where most of products are available. It would be interesting to study its impact in different settings, for different products.

Our project has had a focus only on sensory factors, it is felt that the need to perform further research with an opportunity to better understand what it is that impacts consumer, and how sensory cues along with other marketing stimuli can be used in different combinations to create positive impact. This study has also not focused on the effect of this multiple sensory stimuli at a sane time. However, this research gives some input for enhancement of sensory experience which is better to be taken care while designing marketing strategies and action plan.

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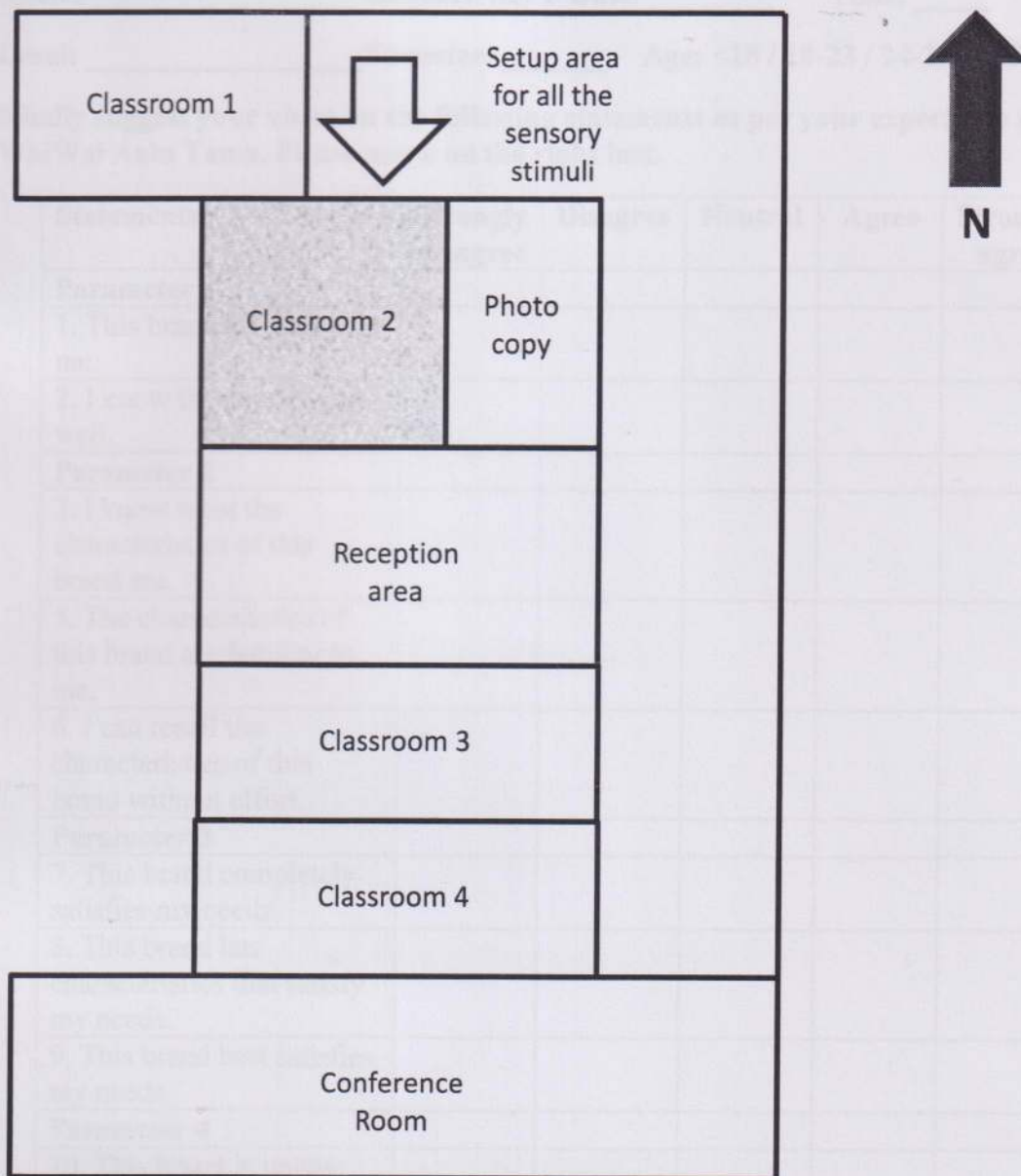
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APPENDIX I

Lab Setting for Sensory Treatment



APPENDIX II

Manipulation Check Questions for Control Group

Name: _____ Gender: M / F Date: _____ Time: _____

Level: _____ Semester: _____ Age: <18 / 18-23 / 24-29 / >29

Kindly suggest your views on the following statements as per your experience on WaiWai Aalu Tama. Please mark on the right box.

Statements:	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Parameter 1					
1. This brand is familiar to me.					
2. I know this brand very well.					
Parameter 2					
3. I know what the characteristics of this brand are.					
5. The characteristics of this brand are familiar to me.					
6. I can recall the characteristics of this brand without effort.					
Parameter 3					
7. This brand completely satisfies my needs.					
8. This brand has characteristics that satisfy my needs.					
9. This brand best satisfies my needs					
Parameter 4					
10. This brand is unique.					
11. The characteristics of this brand are unique.					
12. This brand is different from other brands.					

Do you intend to purchase Aalu Tama?

No	Yes
----	-----

Thank you for your time and support

APPENDIX III

Manipulation Check Questions for Treatment Group (VISUAL)

Name: _____ Gender: M / F Date: _____ Time: _____

Level: _____ Semester: _____ Age: <18 / 18-23 / 24-29 / >29

Kindly suggest your views on the following statements as per your experience on WaiWai Aalu Tama AFTER EXPERIENCING VISUAL SENSORY STIMULI. Please mark on the right box.

1. Do the visual factors influence your choice of noodles?

Statements	Not at all	To some extent	Neither	To high extent	To highest extent
a. Packaging of the noodles influence your choice of noodles.					
b. Picture of the noodles is packaging influence your choice of noodles.					
c. Color of the packaging influences your choice of noodles.					
d. Design of packaging / product attracts for your choice of noodles.					
e. Visual of the ad and ad quality attracts for your choice of noodles.					

2. After being exposed with visual factors, do you intend to purchase WaiWai Aalu Tama?

No	Yes
----	-----

3. How effective is sensory branding (VISUAL) to elevate the brand equity of the particular noodles brand? Kindly suggest in the reference of following statements after getting stimuli.

Parameter 1	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This brand is familiar to me.					
2. I know this brand very well.					
Parameter 2	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. I know what the characteristics of this brand are.					
5. The characteristics of this brand are familiar to me.					

6. I can recall the characteristics of this brand without effort.					
Parameter 3	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
7. This brand completely satisfies my needs.					
8. This brand has characteristics that satisfy my needs.					
9. This brand best satisfies my needs					
Parameter 4	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10. This brand is unique.					
11. The characteristics of this brand are unique.					
12. This brand is different from other brands.					

Thank you for your time and support.

2. After being exposed with positive reviews, do you intend to purchase We/Wee Asha Tama?

	Yes	No
--	-----	----

3. How effective is company branding (advertising) to elevate the brand equity of the particular product brand. Please respond to the reference of following statements after getting exposed.

Parameter 1	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1. The brand is well-known.					
2. I know my brand's name.					
3. I know what the brand is all about.					
4. I know the brand's logo.					

APPENDIX IV

Manipulation Check Questions for Treatment Group (AUDITORY)

Name: _____ Gender: M / F Date: _____ Time: _____

Level: _____ Semester: _____ Age: <18 / 18-23 / 24-29 / >29

Kindly suggest your views on the following statements as per your experience on WaiWai Aalu Tama AFTER EXPERIENCING AUDITORY SENSORY STIMULI. Please mark on the right box.

1. Do the auditory factors influence your choice of noodles?

Statements	Not at all	To some extent	Neither	To high extent	To highest extent
a. Sound of the product (crunching) influences your choice of noodles.					
b. Sound of the product (special sound while taking soup) influences your choice of noodles.					
c. Jingle of the advertisement attracts for your choice of noodles.					
d. Signature tune of the advertisement influences your choice of noodles.					

2. After being exposed with auditory factors, do you intend to purchase WaiWai Aalu Tama?

No	Yes
----	-----

3. How effective is sensory branding (auditory) to elevate the brand equity of the particular noodles brand? Kindly suggest in the reference of following statements after getting stimuli.

Parameter 1	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This brand is familiar to me.					
2. I know this brand very well.					
Parameter 2	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. I know what the characteristics of this brand are.					
5. The characteristics of this					

brand are familiar to me.					
6. I can recall the characteristics of this brand without effort.					
Parameter 3	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
7. This brand completely satisfies my needs.					
8. This brand has characteristics that satisfy my needs.					
9. This brand best satisfies my needs					
Parameter 4	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10. This brand is unique.					
11. The characteristics of this brand are unique.					
12. This brand is different from other brands.					

Thank you for your time and support.

2. After being exposed with advertising features, do you intend to purchase WalWid Aids (Yes)?

3. How effective is primary branding (efficiency) to elevate the brand equity of the particular woodlet brand? Kindly suggest in the reference of following statements after rating stated.

Parameter 1	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. This brand is familiar to					
2. This brand has distinctive					
3. This brand is					
4. This brand is					
5. This brand is					
6. This brand is					
7. This brand is					
8. This brand is					
9. This brand is					
10. This brand is					
11. This brand is					
12. This brand is					

APPENDIX V

Manipulation Check Questions for Treatment Group (OLFACTORY)

Name: _____ Gender: M / F Date: _____ Time: _____

Level: _____ Semester: _____ Age: <18 / 18-23 / 24-29 / >29

Kindly suggest your views on the following statements as per your experience on WaiWai Aalu Tama AFTER EXPERIENCING OLFACTORY SENSORY STIMULI. Please mark on the right box.

1. Do the olfactory factors influence your choice of noodles?

Statements	Not at all	To some extent	Neither	To high extent	To highest extent
a. Smell of the noodles (uncooked) influences your choice of noodles.					
b. Aroma of the cooked noodles influences your choice of noodles.					

2. After being exposed with olfactory factors, do you intend to purchase WaiWai Aalu Tama?

No	Yes
----	-----

3. How effective is sensory branding (olfactory) to elevate the brand equity of the particular noodles brand? Kindly suggest in the reference of following statements after getting stimuli.

Parameter 1	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This brand is familiar to me.					
2. I know this brand very well.					
Parameter 2	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. I know what the characteristics of this brand are.					
5. The characteristics of this brand are familiar to me.					
6. I can recall the characteristics of this brand without effort.					
Parameter 3	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

7. This brand completely satisfies my needs.					
8. This brand has characteristics that satisfy my needs.					
9. This brand best satisfies my needs					
Parameter 4	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10. This brand is unique.					
11. The characteristics of this brand are unique.					
12. This brand is different from other brands.					

Thank you for your time and support.

	Not at all	To some extent	Neither	To high extent	To highest extent
1. I would recommend this brand to my friends.					
2. I would recommend this brand to my family.					
3. I would recommend this brand to my colleagues.					
4. I would recommend this brand to my neighbors.					

2. After being exposed with qualitative factors, do you intend to purchase Waral Auto Tents?

No
 Yes

3. How effective is company branding (TQM/CIS/BS) in elevate the brand equity of the particular wordmark brand? Kindly suggest in the reference of following statements after giving score 1-5.

Parameter 1	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This brand is familiar to me					
2. I know this brand very well.					
Parameter 2	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. I know who the manufacturer of this brand					
4. The characteristics of this					

APPENDIX VI

Manipulation Check Questions for Treatment Group (GUSTATIVE)

Name: _____ Gender: M / F Date: _____ Time: _____

Level: _____ Semester: _____ Age: <18 / 18-23 / 24-29 / >29

Kindly suggest your views on the following statements as per your experience on WaiWai Aalu Tama AFTER EXPERIENCING GUSTATIVE SENSORY STIMULI. Please mark on the right box.

1. Do the gustative factors influence your choice of noodles?

Statements	Not at all	To some extent	Neither	To high extent	To highest extent
a. Taste of the noodles (uncooked) influences your choice of noodles.					
b. Taste of the noodles (cooked) influences your choice of noodles.					

2. After being exposed with gustative factors, do you intend to purchase WaiWai Aalu Tama?

No	Yes
----	-----

3. How effective is sensory branding (GUSTATIVE) to elevate the brand equity of the particular noodles brand? Kindly suggest in the reference of following statements after getting stimuli.

Parameter 1	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This brand is familiar to me.					
2. I know this brand very well.					
Parameter 2	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. I know what the characteristics of this brand are.					
5. The characteristics of this					

brand are familiar to me.					
6. I can recall the characteristics of this brand without effort.					
Parameter 3	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
7. This brand completely satisfies my needs.					
8. This brand has characteristics that satisfy my needs.					
9. This brand best satisfies my needs					
Parameter 4	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10. This brand is unique.					
11. The characteristics of this brand are unique.					
12. This brand is different from other brands.					

Thank you for your time and support.

2. After doing a search with Google, you intend to purchase Wal-Mart Life T-shirt

3. How effective is sensory branding (SAB) to create the brand equity of the particular product brand? Please suggest by the reference of following statements after getting them.

Parameter 1	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I know what the characteristics of this brand are.					
2. The characteristics of this brand are familiar to me.					
3. I can recall the characteristics of this brand without effort.					
Parameter 2	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
4. This brand completely satisfies my needs.					

APPENDIX VII

Manipulation Check Questions for Treatment Group (TACTILE)

Name: _____ Gender: M / F Date: _____ Time: _____

Level: _____ Semester: _____ Age: <18 / 18-23 / 24-29 / >29

Kindly suggest your views on the following statements as per your experience on WaiWai Aalu Tama AFTER EXPERIENCING TACTILE SENSORY STIMULI. Please mark on the right box.

1. Do the tactile factors influence your choice of noodles?

Statements	Not at all	To some extent	Neither	To high extent	To highest extent
a. Texture of the noodles influences your choice of noodles.					
b. Texture of the noodles package influences your choice of noodles.					

2. After being exposed with tactile factors, do you intend to purchase WaiWai Aalu Tama?

No	Yes
----	-----

3. How effective is sensory branding (TACTILE) to elevate the brand equity of the particular noodles brand? Kindly suggest in the reference of following statements after getting stimuli.

Parameter 1	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This brand is familiar to me.					
2. I know this brand very well.					
Parameter 2	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. I know what the characteristics of this brand are.					
5. The characteristics of this brand are familiar to me.					
6. I can recall the characteristics of this brand without effort.					
Parameter 3	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
7. This brand completely satisfies my needs.					

8. This brand has characteristics that satisfy my needs.					
9. This brand best satisfies my needs					
Parameter 4	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10. This brand is unique.					
11. The characteristics of this brand are unique.					
12. This brand is different from other brands.					

Thank you for your time and support.