

Fashion through Senses: A Study of the Impact of Sensory Cues on the Consumption of Fashion Accessories by Female Shoppers

Authors : Vaishali Joshi

Abstract : Purpose: A literature gap exists on the concept of sensory marketing elements, such as tactile elements, auditory elements, visual elements, and olfactory elements, studied together in the context of retailing. An investigation is required to study the impact of these sensory cues together on consumer behaviour. So, this study will undertake the impact of sensory marketing in fashion accessories stores on female shoppers' purchasing activities. The present research study highlights the role of sensory cues, such as tactile cues, visual cues, auditory cues, and olfactory cues, on the shopper's emotional states and their purchase intention. Design/methodology/approach: The emotional states and the purchase intention of the female shoppers influenced by the visual, tactile, olfactory, and auditory cues present in the fashion accessories stores were measured. The mall intercept technique was used for the data collection. Data analysis was done through Structural Equation Modelling. Research limitations/implications: The restricted geographical range and limited sample size of the study had a substantial poor influence on the wide usage of the study's outcome. Also, here, the sample was female respondents only.

Keywords : sensory marketing, visual cues, olfactory cues, tactile cues, auditory cues

Conference Title : ICLF 2023 : International Conference on Luxury and Fashion

Conference Location : Rome, Italy

Conference Dates : November 20-21, 2023