

THE IMPACT OF SENSORY BRANDING (FIVE SENSES) ON CONSUMER: A CASE STUDY ON KFC (KENTUCKY FRIED CHICKEN)

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ABSTRACT

Sensory branding is based on the idea that consumers are most likely to form, retain and revisit memory when their all five senses are engaged during the process of buying products or services. By going beyond the traditional marketing media of only sight and sound, brands are now taking advantage of all other senses to establish a stronger and longer-lasting emotional connection with consumers. This marketing strategy appeals to multiple senses and the efforts are multiplied, creating powerful brands with lasting consumer connections. This study reveals the impact of sensory branding on consumers of Kentucky Fried Chicken (KFC). This study analyses all five senses applied to KFC to identify the impact of each sense on consumer. The study was conducted using survey method and respondents were the people who have eaten KFC at least once in one of the thirteen outlets in the city of Hyderabad, India. A sample of 116 respondents was taken for analysis.

The study concluded with the impact of sensory branding strategy by KFC and brings out the results, which can be adopted by marketers for the other products of same genre.

KEYWORDS: Sensory Branding, Sensorial Marketing, Branding and KFC Branding