

UNIVERSITY OF WESTMINSTER

MA Fashion Business Management

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The impact of Sensory branding on impulsive buying: A study on fashion retailers in department stores in Sri Lanka

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Abstract

This study investigates the intricate interplay between sensory branding and impulsive buying behavior, focusing on the context of fashion retailers operating within department stores in Sri Lanka. Employing a qualitative research approach, this research employs Braun and Clarke's thematic analysis framework to uncover underlying patterns and connections within the collected data. Through in-depth interviews with diverse patrons of fashion retailers, the study identifies and synthesizes key themes and sub-themes surrounding sensory branding's impact. These themes encompass visual elements like captivating window displays, auditory elements such as background music, olfactory elements including distinctive scents, and tactile elements like the texture of products. The study also scrutinizes the factors that contribute to impulsive buying behavior, including promotions that trigger spontaneous purchases and the visual appeal of displays. Moreover, the research unveils that emotional influence, often stemming from sensory stimuli, significantly drives impulsive buying decisions. Additionally, the perceived quality of products serves as a crucial mediator between sensory cues and impulsive behavior, highlighting the intricate cognitive processes at play. This study enriches our understanding of consumer behavior by shedding light on the complex ways sensory branding interacts with impulsive buying tendencies in the realm of fashion retail, offering valuable insights for both academics and practitioners.