



**INFORMATICS  
INSTITUTE OF  
TECHNOLOGY**

MA in Fashion Business Management

**FINAL FASHION BUSINESS PROJECT REPORT**

**How Senses Affect Branding in the Effect of Impulsive Buying- A Study on Fashion Retail  
Sector of Sri Lanka.**

SUPERVISED BY

MR. PRASSANNA PATHMANATHAN

WORD COUNT - 17,818

## ABSTRACT

Since the fashion retail sector is highly competitive, retailers are seeking new ways to attract customers. Many international fashion brands have successfully utilised sensory branding to positively influence customer purchase behaviour. Empirical research suggests that sensory stimuli contribute to establish an appealing atmosphere and studies have confirmed that shoppers react to different stimuli.

Sensory branding model by Krishna (2011), SOR model by Mehrabian-Russel (1974) and the sensory branding model by Hulten was used to examine the theoretical perspective of sensory branding whereas, impulsive buying was studied using the impulsive buying model by Stern (1962), types of impulsive buying by Han et al. (1991) and types of decision making by Scott and Bruce (1995). Several researchers, Cheng, Wu and Yen (2009), Alexander and Nobbs, (2016) and Mohan, Sivakumaran and Sharma (2013) used these models in their studies on sensory branding and impulsive buying.

A positivism philosophy with a deductive approach, using mixed methods quantitative (explanatory) was used for this survey. The online questionnaire was administered through email and social media to 243 participants. A qualitative study was conducted through interviews with 5 fashion retailers to provide further insights. Based on the qualitative studies a new attribute for the vision sensor, "visual promotions", was identified and added to the conceptual framework.

All four sensors; vision, sound, smell and touch were proven to have an impact on impulsive buying in the fashion retail sector. The touch sensor was excluded from the regression model since it indicated high levels of multicollinearity. Moreover, several recommendations such as accessible and attractive product displays to improve vision sensor, music which suits the target market, to improve sound sensor, using scented candles, incense burners, and aerosol sprays to improve smell sensor and focusing on packaging texture and store temperature to improve touch sensor were suggested to induce shoppers to make impulsive purchases through sensory branding.

**Key Words:** *Sensory Branding, Impulsive buying, Fashion Retail*