

Impact of Multisensory Cues in Consumer's Preference towards Food Products in Tiruchirappalli District

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Abstract

In the highly competitive food industry, understanding consumer preferences is crucial for attracting new customers and retaining existing ones. This study explores the impact of multisensory cues—such as visual appeal, aroma, texture, taste, and sound—on consumer preferences for food products in Tiruchirappalli City. Multisensory experiences play a significant role in influencing purchasing decisions, as consumers increasingly select products based not only on their functional needs but also on the sensory and emotional satisfaction they provide. While there is substantial growth potential in the food market, businesses often encounter challenges in reaching their target audience effectively. This research aims to identify the key forces driving consumer preference patterns, particularly focusing on how multisensory cues influence decision-making. It also examines the role of producers' personal interest and creativity in leveraging these cues to gain a competitive edge. By integrating multisensory cues into marketing and advertising efforts, producers can create more engaging and memorable experiences for their customers, fostering loyalty and long-term success.

Keyword: Purchasing decision, sensory, emotional satisfaction, Consumer behavior, expectations, attract the products

I. INTRODUCTION

Food is often regarded as the essence of life, providing the energy and nourishment essential for human health and well-being. Historically, food preparation was deeply personal, with individuals cultivating and consuming their own produce, dedicating time and effort to ensure quality and healthfulness. However, rapid shifts in global lifestyles and economies have transformed food production from a localized, self-sufficient activity into a highly commercialized industry. Decades ago, agriculture formed the backbone of many communities, sustaining livelihoods and fostering healthier diets rooted in self-reliance. As modernization advanced, societal changes, including more demanding work schedules and urbanization, redefined cooking as a time-intensive activity. This evolution spurred the rise of convenient food options, with technology playing a critical role in introducing instant and ready-to-eat meals. Over the past two decades, these products have gained immense popularity, especially among busy, working individuals seeking quick solutions to their dietary needs.

Definition

According to the American Marketing Association (AMA) Board of Directors, “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offering that have value for customers, clients, partners, and society at large”.

Review of Literature

However, the existing research on how consumers interact with immersive technologies is scarce (Labrecque, 2020) and the impact on the overall consumer experience is yet to be verified (Mishra, Shukla, Rana, & Dwivedi, 2021). Indeed, we do not currently know whether it is possible to influence consumers’ consumption decisions and trigger product choices in a virtual environment using sensory cues. Let us assume this is possible. Let us be inspired by the sustainable development goal number 12 set by the United Nations (United Nations, 2015) calling to ensure sustainable consumption and production patterns.

Recent research in a conventional retail store suggests that incidental exposure to nature-related sensory cues influences pro-environmental consumption choices (Esteky, 2021), but could we use virtual technologies to nudge consumers towards more sustainable consumption choices in the digital environment? In this paper we argue that emerging digital technologies in virtual reality can provide sensory stimuli that have the potential to reinforce sustainable consumption choices. By reviewing the existing literature related to sensory marketing and VR, we suggest potential interplay between multi-technological modalities (visual, olfactory, auditory, and haptic) in virtual reality which could lead to sustainable decisions, green choices, and pro-social behavior.

Virtual reality (VR), is the main representative of emerging digital technologies and has shown its advantages at mimicking real-world environments, providing lifelike multimodal and

multisensory stimuli (Bonetti, Warnaby, & Quinn, 2018) and creating another new reality (Xi & Hamari, 2021).

Multisensory technologies and sensory devices provide more opportunities for consumers to interact with digital objects in multiple ways, to receive sensory feedback, and communicate with others. Given that much sensory information regarding a product and the shopping environment can be substituted and re-created in virtual reality, VR will be able to affect consumer perception, judgment, and behavior in virtual environments, and create novel experiences (Xi & Hamari, 2021).

Objectives of the Study

1. To analyze the demographic, behavioral, and sensory preference profiles of food product consumers.
2. To evaluate consumer satisfaction with food products in relation to multisensory cues.

Methodology

Sampling

The necessary data for the study has been obtained through issue of questionnaires the people. 225 sample respondents were selected from various areas of Tiruchirappalli using Convenience Sampling technique has been adopted to collect the data from the sample respondents.

Source of data

The current study is based on primary sources of data is obtained through issue of questionnaire to the peoples of Tiruchirappalli city to know awareness about Impact of Multisensory cues in consumer's preference towards food products.

Limitations of the Study

1. The samples are drawn from a particular area. The results are reliable to that place only.
2. For convenience and want of time only respondents are taken for the study.
3. There may be errors due to the personal bias of the respondents.

Analysis and Discussion

Table No.: 01 Friedman Rank test Between the Factors Influencing Consumer Preference

Particulars	Mean Score	Rank	Chi-Square = 69.052 Df = 9 Asymp. Sig. .000
Price	4.95	I	
Quantity	5.21	IV	
Packaging	5.12	II	
Quality	5.34	III	
Taste	6.22	V	

Table No.: 02 Factors Influencing Food Products

Particulars		No. of respondents	Percentage
Motivationalfactor ToBuyFood	Quality	78	34.67
	Quantity	56	24.89
	Brand Image	43	19.11
	Availability	23	10.22
	Taste	17	7.56
	Price	8	3.56
Place ofPurchase	Retail stores	41	18.22
	Convenience shop	66	29.33
	Departmental stores	92	40.89
Alternative Purchase Plan	Go to other shop	51	22.67
	Postpone the purchase	53	23.56
	Will buy other brand	78	34.67
	Place order to get require brand	43	19.11
Period of Using Food	Less than a year	32	14.22
	1 to 2 years	46	20.44
	2 to 3 years	64	28.44
	More than 3	83	36.89

Table No.: 03 Overall Satisfaction Level on Food Products

Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Price	56	87	54	16	12
Quality	92	54	54	13	12
Quantity	63	83	54	13	12
Taste	87	56	47	23	12
Package	67	89	36	21	12

Findings of the Study

The following are the various findings of the study

1. Most of the respondents are prefer to but products based Price, Packaging, Quality etc.,
2. Mostly the respondents purchase at Departmental Stores.
3. Most of the respondents (34.67%) will buy other brand of IFP.
4. Mostly 83 respondents use foods for more than 3 years.
5. Most of the respondents are Highly Satisfied with Quality 92 and Taste 87, Satisfied with Price 87, Quantity 83 and Package 89.

Suggestion

Instant food play an important role in everyone's day to day life. The food habits in India have changed due to western influence and usage of foods also rise. These foods are widely used in catering industries as well as at home. The food is famous among the working people and the persons who are living alone because of their working circumstances. From the study I finally concluded that in maximum occasions buying decision of foods was made by their own and they not yet depend on others for choosing the product. As a sales promotion activity the importance and awareness towards these products should be created through various media or literatures to target all group of people.

II.CONCLUSION

Instant food play an important role in everyone's day to day life. The food habits in India have changed due to western influence and usage of foods also rise. These foods are widely used in catering industries as well as at home. The food is famous among the working people and the persons who are living alone because of their working environment. From the study I finally conclude that in maximum occasions purchasing decision of foods was made by their own and they not yet depend on others for choosing the product. As a sales promotion activity the importance and awareness towards these products should be created through various media or literatures to focus all group of people. Consumer behavior is a stimulating sphere consisting of the consumers themselves.

Consumption of increase food products is due to increase in urbanization, breaking up of the traditional joint family system, time, convenience, changing lifestyles and increasing level of affluence in the middle income group. Noodles are found today in the kitchen shelves of every Indian household. All the respondents are aware of various food products. The ready availability and saving of the time are the reasons for consuming food products. Food zones and supermarkets are the major source of purchase of food products. The consumer's relationship with food and other ever day goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed.

Scope for Further Research

"Nothing is stable except change" in the modern days, life is changing fast time is very valuable to every person. Food products play a vital role in every human in his day –to-day life. The present study gives an insight into important factors creating awareness and purchasing frequency of the product. It is based on a questionnaire method confined to only the users of food products.

III. REFERENCES

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