

Impact of the Sensory Branding on Consumer Impulsive Buying Behavior: Moderator as Customer Income Special Reference to Supermarket in Sri Lanka

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Retailers face challenges in gaining market share due to the rise of globalization and economic crises in Sri Lanka. In response, they are increasingly adopting strategies such as experiential marketing to influence customer behavior. Modern retailers are striving to differentiate their brands from competitors by engaging human senses, including smell, sight, touch, and sound. Understanding how individuals are stimulated by their surroundings is crucial when designing supermarkets. The primary objectives of this study are to investigate the effects of sensory brand experience attributes: sight, sound, scent, and touch on consumers' impulse buying behavior in Sri Lankan supermarkets. A research model was developed based on various studies, and a quantitative research approach was employed. The study population consisted of all customers aged 18 and above, with a convenience sampling method used to select the sample. Data were collected through a structured questionnaire administered via an online survey. To test the hypotheses, correlation analysis and linear regression analysis were conducted. The findings reveal a positive and significant impact of sensory branding on customers' impulsive buying behavior. Additionally, customer income was found to moderate the relationship between sensory branding and impulsive buying behavior in the supermarket industry. This study contributes to understanding the potential of sensory brand elements to enhance customer purchasing behavior in the Sri Lankan context and provides valuable insights for future researchers and marketers on how sensory branding influences impulsive buying behavior.

Keywords: *Customer Income, Impulsive Buying Behavior, Sensory Marketing, Supermarket Industry*