

SENSORY MARKETING AND PURCHASING BEHAVIOR LINKING COFFEE FAMILIES' CULTURE WITH THE CONSUMER

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Abstract: Sensory marketing focuses on generating a positive experience for users through their senses, their past, their imagination or their emotions; and in tourist businesses such as coffee shops, which share the characteristics of a restaurant and a bar, it connects the tourist with the culture of the coffee families of the place visited. This research identifies the relationship between sensory marketing and purchase behaviour by assessing consumer needs and characteristics that are presented when purchasing a product in coffee shops in emerging economy countries. This is a quantitative, non-experimental, cross-sectional, correlational research, with a sample of 400 customers of coffee shops in Peru and Colombia under a probabilistic sampling, using a 33-item questionnaire for data collection and IBM SPSS as an instrument for quantitative data analysis. The results show a moderate and significant positive relationship of 0.576 in Peru and 0.419 in Colombia between sensory marketing and purchase behavior. It is also highlighted that for the Peruvian consumer, the management of the senses (50.2%) and pre-purchase moment (47%) are important, and for the Colombian consumer the management of emotions (71.3%) and post-purchase moment (67.9%) are important. It is concluded that there is a relationship between sensory marketing and purchase behavior in the coffee shops studied, so it is recommended to address sensory marketing strategies and emphasize the sensory experience during the consumer's purchase process, highlighting the culture of coffee families as a competitive advantage.

Keywords: Shopping experience, consumer behavior, coffee shops, Peru, Colombia

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INTRODUCTION

The pandemic resulting from SARS-CoV-2, or new Coronavirus disease (Covid-19), has managed to impact the operation of different economic sectors in various ways, including production, processing, marketing, and consumer demand (Food and Agriculture Organization of the United Nations [FAO], 2020). The gastronomic sector has not been immune to this scenario. In particular, in the coffee shop segment, demand has been affected; however, in this stage of crisis, the opportunity to bring the coffee experience closer to the public is also highlighted (Cámara Peruana de Café y Cacao, 2021), taking into account that current consumers have changed their purchase behavior (Jiménez-Marín et al., 2019; Sutiadiningsih et al., 2024). Likewise, according to the National Coffee Federation of Colombia [FNC] (2020), the pandemic has not affected coffee consumption on a large scale since domestic purchases grew by 15%, promoted by the increase in household consumption, although, due to the contingency policies, consumption in coffee shops did decrease.

Sensory marketing seeks to facilitate the acquisition of products and services. Thus, the connection between the act of purchase and the senses arises to create experiences in the consumer since 95% of the emotional purchase decisions of individuals are made in 2.5 seconds (Álvarez del Blanco, 2020). Likewise, it is detected that the transformation of purchase behavior is a consequence of the greater consumer demand since it is evident that the consumer is more indifferent to traditional stimuli and more eager to try new experiences (Huerta-Tantalean et al., 2024; Zacipa et al., 2016). In that sense, companies can not only sell their products and services by highlighting their functional benefits, but

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they must also create positive and memorable experiences through the five senses (Alcaide, 2018; Garcillán López-Rúa, 2015). Therefore, the following general research problem is posed: what is the relationship between sensory marketing and purchase behavior in coffee shops, in Peru and Colombia?

LITERATURE REVIEW

The study of the relationship between sensory marketing and purchase behavior is relatively new (Hultén et al., 2009; Krishna, 2010). A few years ago, sensory marketing appeared as a tool to captivate the minds of consumers in a purchase (Lindstrom, 2010). Sensory marketing explores different strategies that can enhance the brand image of a company and, in turn, relate to the personality and style of consumers (Hultén et al., 2009). According to Krishna (2010), sensory marketing is a key agent in consumer behavior, as it involves consumer senses. Schiffman and Wisenblit (2015), cited in Espinel et al. (2019), define that consumer behavior occurs when inquiring, testing, and discarding products and/or services. It also focuses on aspects such as the time, money, and commitment spent by the individual in the search for items that generate benefits and experiences when purchased. To address the study variables, there are important concepts. Krishna (2010) refers to the relationship between sensory marketing and purchase behavior, given that consumers involve the senses in their behavior. In that line, Palma-Pérez et al. (2018) describe the relationship between sensory marketing and consumer purchase behavior through the senses, emotions, and purchase phases, which are taken as dimensions in this study.

For the company to be successful, it must impact the five human senses at a deeper level than mass and relationship marketing (Hultén et al., 2009). According to Altamore et al. (2018), stimulating the five senses through the experience of an individual allows the company to be differentiated and generate value. Therefore, it is important to establish sensory strategies.

Sensory marketing suggests proper planning and consistency when using stimulation, as it highlights the participation of the five senses (Ortegón-Cortázar and Gómez, 2016). In line with this, Hultén (2011) mentions that human beings develop experiences through multisensory stimuli, which involve the intervention of more than one of the senses in consumption. Thus, to create value in the shopping experience, consumers must develop multisensory communication stimulating different senses, which allows getting closer to the public by creating more outstanding brands in the consumer's mind (Hultén, 2011; Zacipa et al., 2016). Regarding sensory marketing, the first sense to be stimulated is sight since it can be influenced 83% by the external context of a store (Garcillán López-Rúa, 2015). Viteri and Colcha (2018) mention that implementing images of the products to be offered increases the expectation and persuades the consumer. Likewise, creating and highlighting sensations increases the attractiveness of the products and services provided, making advertising more efficient (Allana et al., 2020). The auditory sense in sensory marketing is perceived through the sound or music of a store, which reflects an increase in the permanence and comfort of the customer (González and Pallarés, 2020; Jiménez-Marín et al., 2019). This sense can be used during events, music festivals, and shows, where the public perceives information and stimuli that generate different experiences depending on the mood of the consumer (Portella and Schoproni, 2016). Likewise, its use in stores shows results in the emotional experience due to the musical ambiance, which would be induced by the rhythm and intensity of the sound (Avendaño et al., 2015).

The sense of smell is key to generating emotions and experiences, taking advantage of the natural instinct of the human being since it breathes 20,000 times a day; therefore, this is always active (Czaplewski et al., 2013). There are strategies in sensory marketing that use scent to differentiate, remember, evoke, and identify products (Rodríguez-Díaz and Gallardo-Echenique, 2020). In this line, they can be applied in aromatherapy, which could have an impact on increasing sales, time spent in the store, and customer satisfaction (Jiménez-Marín et al., 2018).

The sense of taste in sensory marketing is more complex because it involves direct contact with the consumer or their voluntary participation, and, in some cases, a combination with the other senses, such as sight, touch, smell, and hearing, for the sake of attracting their attention (Alcaide, 2018; Gavilán and Manzano, 2018; Potjanajaruwit et al., 2024). Likewise, Costales (2021) the combination of smell and taste serves to repeat purchases, building expectations, satisfaction, and loyalty.

Touch is another key sense that allows the brain to identify sensations, evaluate options and intervene in decision-making, not only because of the direct information it receives but also because of the connection with the other senses. It also allows identifying textures and shapes along with other sensory aspects, such as weight, size, and temperature, as it contributes to a better understanding of the perceived value, confidence in the purchase, and inclination to pay (Alcaide, 2018; Gavilán and Manzano, 2018). Regarding emotions, sensory marketing contributes to the development of memorable experiences, with an appropriate delimitation of the senses and proper choice and evaluation of tangible and abstract elements to be used in a store (Rodas and Montoya, 2018). Likewise, the perception of the customer experience will also have an impact on loyalty; the actions taken by the brand must be in accordance with the psychological, cultural, and social factors since a first impression could mean everything: to comply quickly, personalized attention, elegance, friendliness, and problem-solving will influence the image of the stores and ensure continuous customers (Flores, 2018).

The purchase behavior variable is influenced by the marketing activity used at the point of sale (Llovet, 2016). Consumer behavior can be defined as the way an individual behaves in the decision-making process when acquiring a new product or service to satisfy needs (Espinel et al., 2019; Rocha-Vallejos et al., 2022). Consequently, consumers cannot devise their preferences in brands using only rational attributes, so they seek brands that create experiences that intrigue them in a sensory and emotional way (Ebrahim et al., 2016). Thus, if a customer has high expectations, he or she will be guided by previous experiences of other subjects to issue opinions; if the store achieves customer satisfaction, this will result in a positive experience (Rodríguez-Ardura and Ammetller, 2018).

The shopping experience seeks total customer satisfaction to exceed their expectations through customization and emotional connection with tangible and sensory elements in the atmosphere and ambiance so that the company can link

emotions between the customer and the brand (Alcaide et al., 2019; Cordova-Buiza et al., 2022a). Likewise, for a pleasant shopping experience, the interior elements of a store, such as lighting, air conditioning, sound, smells, and colors, must link properly (Gusó, 2017; Olavarria-Benavides et al., 2021). The market where consumers choose their future purchases is oversaturated with competitive products, so they are more demanding and informed when shopping and looking for experiences (Marín and Gómez, 2021; Cordova-Buiza et al., 2022b). In that sense, the consumer goes through three phases: first, the pre-purchase, where expectations are developed; second, the purchase, where the perception of value is maximized through sensory stimuli; and third, the post-purchase, where the user experience is obtained (Manzano et al., 2012; Paredes-Rivadeneira et al., 2024). Several precedents study sensory marketing and purchase behavior. Jiménez-Marín et al. (2019) propose that an establishment should be multisensory to produce shopping experiences specific to the brand since the potential of sensory marketing lies in the communication that can be established through the senses and, therefore, lasting memories with the customer. A representative case is Starbucks Corporation, an international coffee chain, where sensory marketing was applied, generating a personal and pleasant atmosphere, which allowed customers to buy products as well as experiences (Alcaide, 2018).

In that sense, Altamore et al. (2018) state that the gustatory sense is not influenced by the context where food is consumed; however, consumers appreciate the brand better if the atmosphere is coherent with their food. Gómez and García (2012) agree that the atmosphere of the establishment and physical stimuli influence consumer behavior. Reinoso et al. (2017), in contrast, mention that taste expectations are influenced by the sense of sight through color.

The study by Gómez-Suárez and Yagüe (2021) shows that the consumer's emotional experience is linked to post-purchase and positive evaluation, being these pillars important in their word-of-mouth recommendation of the brand. Gomes et al. (2013) indicate that sensory marketing is related to the experience in an establishment since it stimulates the senses and conveys emotions, which achieve a positive feeling in the consumer.

On the other hand, Rodas and Cervantes (2017) mention that the purchase process of the public has been influenced by factors involving the environment, such as reference groups, training, and culture, so the individual is highly attracted by marketing strategies. Therefore, adding the sensory resource allows for designing experiences that impact positively or negatively. These results are part of the purchase decision and promote brand loyalty.

Espinel et al. (2019) highlight other factors in consumer behavior, such as proximity, ease of credit, and personalized attention. In addition, they recommend that marketing strategies should be directed towards women because their decisions are decisive in the selection of the place of purchase. Palma-Pérez et al. (2018) establish a highly positive correlation between sensory marketing and the purchase behavior of consumers in the city of Manta; they argue that companies should start by updating their traditional marketing approach with sensory marketing so that it can guide not only the consumer purchase process but also brand recall. Marín and Gómez (2021) analyze the correlation between the Purchase Behavior and Sensory Marketing variables in customers of Zara and Stradivarius stores located in a shopping center in Cadiz, Spain. The results show that sensory marketing has a positive influence on consumer purchase behavior at the point of sale, and the senses stimulated in the stores are touch, followed by sight, smell, and hearing. In Latin America, coffee shops such as Juan Valdez enjoy great recognition, as they have 335 stores in Colombia, and are present in 33 international markets, where the brand has addressed the use of sensory strategies. For this reason, this research will take the example of Juan Valdez Colombia as a leader and reference, comparing its reality in the Peruvian context and seeking the relationship of consumer purchase behavior with the sensory marketing strategies of the Juan Valdez coffee shop in Peru.

AIMS AND HYPOTHESES

According to the aforementioned, the objective of this research is to determine the relationship between sensory marketing and consumer purchase behavior in coffee shops in Peru and Colombia. Likewise, the following hypothesis is proposed: there is a significant relationship between sensory marketing and the purchase behavior of coffee shops in Peru and Colombia. It should be noted that this research provides a basis for future studies on sensory marketing since it aims to measure the relationship between sensory marketing and the purchase behavior of Juan Valdez customers in two South American cities, Lima and Cartagena, and to identify a relationship between the Sensory Marketing and Purchase Behavior variables. Likewise, due to its geographic location, it allows to deepen the impact of sensory marketing in the Peruvian context and to compare the reality of purchase behavior regarding other cultures.

From the review of the previous literature, it can be seen that there is a scientific gap regarding the relationship between sensory marketing and purchase behavior, so the research on this subject sets new precedents and clarifies doubts. Therefore, the following hypotheses have been formulated:

Hypothesis 1: Sensory marketing is significantly related to the purchase behavior of consumers of coffee shops in Peru and Colombia.

Hypothesis 2: Sensory marketing is significantly related to pre-purchase among consumers of coffee shops in Peru and Colombia.

Hypothesis 3: Sensory marketing is significantly related to purchase among consumers of coffee shops in Peru and Colombia.

Hypothesis 4: Sensory marketing is significantly related to post-purchase among consumers of coffee shops in Peru and Colombia.

MATERIALS AND METHODS

To meet the objectives of this study, a quantitative research study of a non-experimental and cross-sectional design

was carried out. It was non-experimental because the variables were not manipulated intentionally; only events were observed in their existing natural context and then analyzed. Likewise, cross-sectional research was applied since data were collected at a unique moment (Hernández et al., 2010). Finally, the research has a correlational level or scope, expressed in two variables in the study hypothesis. The flow chart of the methodology can be seen in Figure 1

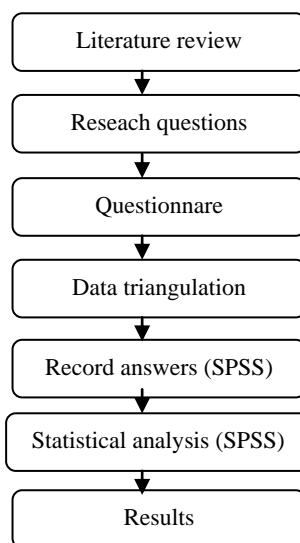


Figure 1. Flowchart of methodology steps

In Table 1, the sample of this study is comprised of consumers in the city of Lima, Peru, and Cartagena, Colombia. The population of this study is comprised of individuals of both sexes, between 18 and 60 years old.

Table 1. General composition of the sample

	Number of Juan Valdez consumers in Peru	%	Number of Juan Valdez consumers in Colombia	%
Gender				
Women	232	58	234	58.5
Men	168	42	166	41.5
Age				
18 - 35	350	87.5	286	71.5
36 - 50	41	10.3	92	23
51 and over	9	2.2	22	5.5
N = 400				

The probabilistic sampling was applied according to Robles (2019) for the proportion, the sample size is calculated using the expression. In Table 2, you can see the description of each element of the formula.

$$n = \frac{N \times Z_a^2 \times p \times q}{d^2 \times (N - 1) + Z_a^2 \times p \times q}$$

Table 2. Description of each element of the formula for sample size calculation

Za	Value of the standard normal distribution for a given confidence level
N	Population size
n	Sample size
d	Maximum tolerable estimation error
p	Proportion of elements that have the characteristic of interest
q	1-p

The study instrument is a questionnaire presented and validated by Palma-Pérez et al. (2018), with a Cronbach's Alpha of 0.90, which indicates that it is a reliable instrument for its application. This instrument is composed of 33 items, with closed-ended questions, on a Likert scale ranging from 1 to 5, where 1 totally disagree, 2 disagree, 3 neither agree nor disagree, 4 agree, and 5 totally agree. The team of this research also obtained the Cronbach's Alpha of the instrument applied in both countries; the coefficients are presented in the section of "results." Data was collected through the survey, between June and September 2023, distributed through Google Forms, and shared via e-mail, WhatsApp, Facebook, Messenger, and Fan Pages of coffee consumers. Data analysis is demonstrated in IBM SPSS, a software that allows measuring the correlation between variables through Spearman's Rho, Chi-square, Pearson, and reliability through Cronbach's Alpha (Arce and Real, 2001). Similarly, Microsoft Office Excel was used in pivot tables on the database, and IBM SPSS V.25 was used for the quantitative analysis to establish the relationship between the variables.

Regarding the ethical aspects of this research, first, the intellectual property of the various authors of the theories and results of the studies is safeguarded, citing them correctly and specifying the bibliographic sources. Finally, the identity of the respondents in each country is kept confidential.

RESULTS

The results of the instrument used are presented below, based on the statistical analysis, which determined a reliability of 0.963 for the instrument applied in Peru and 0.923 for the one applied in Colombia (Table 3).

Table 3. Reliability statistics

Cronbach's alpha	N of elements	Country
0.963	33	Peru
0.923	33	Colombia

Descriptive Analysis

Through the descriptive statistics, a table with the results of the applied instrument, which were obtained after processing in the IBM SPSS software, is presented so that the numerical data are organized by dimension for later interpretation. In Table 4, shows that in Peru 56% give a high percentage to the Sensory Marketing variable, demonstrating that the brand influences consumers through sensory stimuli. Likewise, it is shown that, in Colombia, there is a 55.1% high percentage in the same variable. In Table 5, as for the Purchase Behavior variable, shows that Peru has a high percentage of 57.3%, while Colombia has a high percentage of 55.8%, showing similar behavior in this variable.

Table 4. Distribution of frequencies and percentage of the Sensory Marketing variable

		Frequency (Peru)	Frequency (Colombia)	Percentage (%) (Peru)	Percentage (%) (Colombia)
Valid	Low	29	19	7.2	4.5
	Medium	147	170	36.8	40.4
	High	224	232	56.0	55.1
	Total	400	421	100.0	100.0

Table 5. Distribution of frequencies and percentage of the Purchase Behavior variable

		Frequency (Peru)	Frequency (Colombia)	Percentage (%) (Peru)	Percentage (%) (Colombia)
Valid	Low	21	17	5.3	4.0
	Medium	150	169	37.5	40.1
	High	229	235	57.3	55.8
	Total	400	421	100.0	100.0

Table 6. Distribution of frequencies and percentage of The Senses dimension

		Frequency (Peru)	Frequency (Colombia)	Percentage (%) (Peru)	Percentage (%) (Colombia)
Valid	Low	28	19	7.0	4.5
	Medium	171	209	42.8	49.6
	High	201	193	50.2	45.8
	Total	400	421	100.0	100.0

Table 7. Distribution of frequencies and percentage of the Emotions dimension

		Frequency (Peru)	Frequency (Colombia)	Percentage (%) (Peru)	Percentage (%) (Colombia)
Valid	Low	31	33	7.8	7.8
	Medium	114	88	28.5	28.7
	High	255	300	63.7	71.3
	Total	400	421	100.0	100.0

Table 8. Distribution of frequencies and percentage of the Pre-purchase dimension

		Frequency (Peru)	Frequency (Colombia)	Percentage (%) (Peru)	Percentage (%) (Colombia)
Valid	Low	22	26	5.5	6.2
	Medium	190	237	47.5	56.3
	High	188	158	47.0	37.5
	Total	400	421	100.0	100.0

In Table 6, for the dimension "The Senses," shows that Peru has a high percentage of 50.2% compared to Colombia, which has a high percentage of 45.8%. For this variable, Colombia ranks the senses at a medium level, with a percentage of 49.6%, a higher percentage than Peru, whose sample assumes a percentage of 42.8% under this distribution, reflecting the slight differences between countries in terms of the importance given to this sense. In Table 7, regarding the "Emotions" dimension, both countries assume high importance. In this regard, Colombia presents 71.3% of high qualification, while Peru shows a high percentage of 63.7%; slight differences but focusing on the same level. In Table 8, shows that in the "Pre-purchase" dimension, Peru ranks in the high category with 47% and Colombia only 37.5% with a high percentage,

while the medium rating is given by 47.5% and 56.3%, respectively, for both countries, showing, in the case of Peru, an undefined trend in the level of importance of this dimension. In Table 9, regarding the "Purchase" dimension described, Peru has a high percentage of 70%, while Colombia has a high percentage of 73.9%. The medium rating is given by 24.3% and 20.7%, respectively, a trend of similar behavior between the two countries. Finally, in the "post-purchase" dimension described in Table 10, Colombia shows a high rating percentage of 67.9%, while Peru has a rating of 62.7% for the same dimension. The medium level is assumed by 32.5% for Peru and 27.1% for Colombia.

Table 9. Distribution of frequencies and percentage of the Purchase dimension

		Frequency (Peru)	Frequency (Colombia)	Percentage (%) (Peru)	Percentage (%) (Colombia)
Valid	Low	23	23	5.8	5.5
	Medium	97	87	24.3	20.7
	High	280	311	70.0	73.9
	Total	400	421	100.0	100.0

Table 10. Distribution of frequencies and percentage of the post-purchase dimension

		Frequency (Peru)	Frequency (Colombia)	Percentage (%) (Peru)	Percentage (%) (Colombia)
Valid	Low	19	21	4.8	5.0
	Medium	130	114	32.5	27.1
	High	251	286	62.7	67.9
	Total	400	421	100.0	100.0

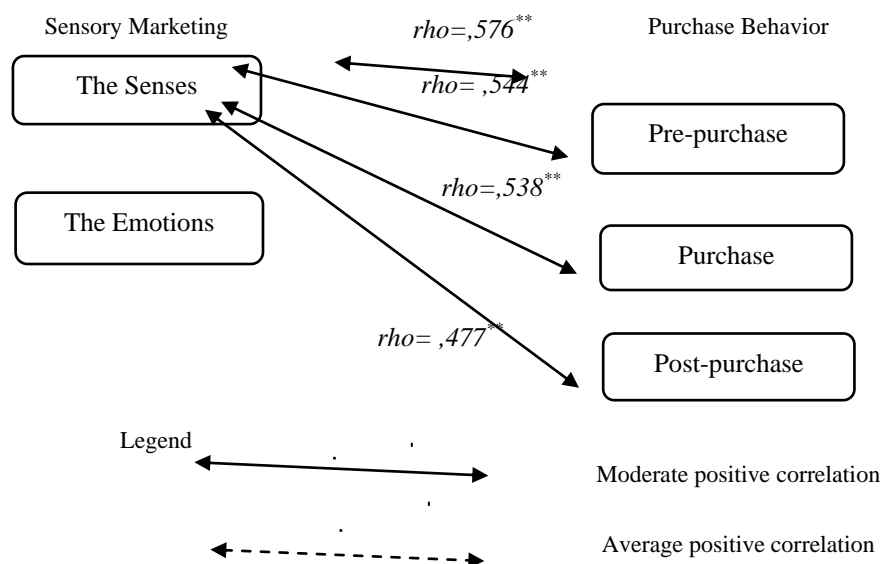


Figure 2. Correlation between Sensory Marketing and Purchase Behavior, data from Peru

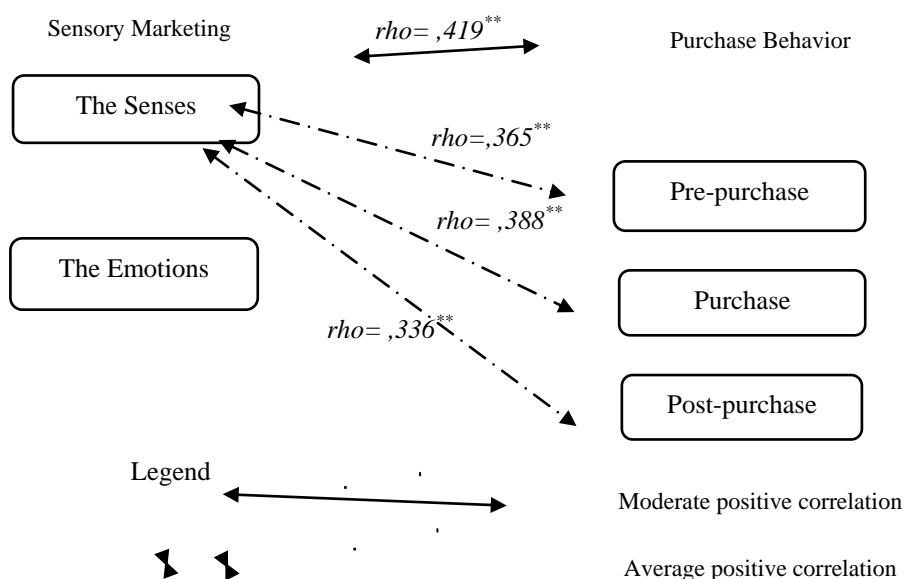


Figure 3. Correlation between Sensory Marketing and Purchase Behavior, data from Colombia

Correlational analysis

To interpret the correlation between the variables studied, the classification by Mondragón (2014) is referred to regarding the Spearman's Rho coefficient, which varies from -1 to 1, and the value 0 indicates nullity due to the non-existence of a relationship. In line with the analysis of results in Table 11, for the sample of Peru, a Spearman's Rho correlation of 0.576** between sensory marketing and purchase behavior is obtained, with a bilateral significance, which corresponds to the objective of the research, proving that there is a considerable positive correlation, while, for the sample of Colombia, an average positive correlation of 0.419** is obtained.

In that sense, there is a joint association of both variables. To show the correlations between Sensory Marketing and the dimensions of Purchase Behavior in more detail. Figure 2 shows a considerable positive correlation between Sensory Marketing and the Pre-purchase and Purchase dimensions, while the Post-purchase dimension shows an average positive correlation with the data from Peru. In Figure 3 shows an average positive correlation between Sensory Marketing and the Pre-purchase, Purchase, and Post-purchase dimensions for the data from Colombia.

Table 11. Correlation between the variables Sensory Marketing and Purchase Behavior

		Sensory Marketing	Purchase Behaviour	Sensory Marketing	Purchase Behaviour	
		(Peru)		(Colombia)		
Spearman's Rho	Sensory Marketing	Correlation coefficient	1,000	,576**	1,000	,419**
		Sig. (bilateral)	.	,000	.	,000
		N	400	400	421	421
	Purchase Behaviour	Correlation coefficient	,576**	1,000	,419**	1,000
		Sig. (bilateral)	,000	.	,000	.
		N	400	400	421	421
**. The correlation is significant at the 0.01 level (bilateral)						

DISCUSSION

The objective of this study was to determine if there is a relationship between Sensory Marketing and the Purchase Behavior of consumers of coffee shops in Peru and Colombia. This was based on the need to improve the understanding of sensory marketing, which is often applied to consumers in business premises, who, through their senses by touching, feeling, and tasting the product, can decide or influence the purchase at the point of sale (Kim et al., 2021; Marín and Gómez, 2021). From the academic perspective, Ortegón-Cortázar and Gómez (2016) consider that research in this field has increased over the years. Although there is little exploration of marketing about purchase behavior (Rodas and Cervantes, 2017), however understanding and measuring customer purchase behavior is fundamental (Klaus et al., 2023) and sensory marketing provides necessary tools to address it, therefore, the present study is positioned as an example to stimulate additional research attention in this direction, it responds to the call of Krishna et al. (2016) for additional research on sensory marketing.

In particular, the study was conducted during the Covid-19 pandemic in 2021. The pandemic is predicted to have a long-term psychological impact on the population that experienced it (Rigoberto, 2020). The findings of the study provide not only empirical evidence to support sensory marketing in the shopping experience (Ortegón-Cortázar and Gómez, 2016) but also a comprehensive view of the roles of consumer behavior in different geographical spaces (in this case, Peru and Colombia). This study focused on the relationship between sensory marketing and consumer purchase behavior in coffee shops, where a moderate positive correlation was found in Peru, and a medium positive correlation in Colombia, reflecting that Peruvian consumers are slightly more attracted to the sensory marketing strategies employed than Colombian consumers. This finding is consistent with previous sensory research supporting a dominant role of the senses in consumer behavior (Kim et al., 2021).

Regarding sensory marketing and the pre-purchase and purchase dimensions, it is shown that there is a considerable positive correlation, and, in the post-purchase dimension, an average positive correlation in Peruvian consumers, which is similar to the results by Bhubaneswari and Biswajit (2021), who recognize the impact of different sensory stimuli due to packaging, promotional activities, design and other motivations that influence purchase behavior.

In the data from Colombia, sensory marketing, and the pre-purchase, purchase, and post-purchase dimension, a positive average correlation is demonstrated; the finding of this study corroborates previous sensory research in fashion purchase contexts (Marín and Gómez, 2021). According to Jiménez-Marín et al. (2019), consumers are attracted to sensory marketing techniques at the point of sale. From Vasconcelos Teixeira (2020), the consumption of the experiences provided by these coffee shops is especially in demand there. For Martino et al. (2021), there is a greater demand from consumers to know the attributes of the coffee they will taste, so, by adding special elements to coffee presentations, hedonic judgments will be issued, optimizing the sensory experience with the beverage. Based on the sensory marketing strategies, Starbucks is a coffee shop that has become a meeting place, offering a relevant and differentiated service, obtaining holistic results (Tsai, 2005). Similarly, the Juan Valdez brand has positioned itself worldwide as the best Colombian coffee (Meneses and Vilchez, 2017). Consequently, it is suggested to continue studying the effectiveness of sensory marketing strategies, not only in the coffee shops or food and beverage sector but also in the different sectors of the industry, relating it to other variables such as service quality, branding, merchandising, neuromarketing, among others.

CONCLUSION

This research demonstrates a relevant positive relationship between sensory marketing and purchase behavior, so it sets

a theoretical precedent in the Peruvian and Colombian environment of consumers of coffee shops. Therefore, it is helpful for future research in designing and implementing sensory marketing strategies on business premises.

Regarding the descriptive analysis, it was found that the comparison between the groups of Peruvian and Colombian consumers regarding the relationship between sensory marketing and purchase behavior is relatively high; however, a higher percentage difference was found in the Colombian sample regarding the dimensions of senses, emotions, and pre-purchase, which implies an evaluation of sensory marketing strategies according to the location of the coffee shop since there are indications that the impact is also aligned to the geographical area where the store is located, and, therefore, to the customs of the area. In short, sensory marketing has a large-scale impact on consumer purchase behavior. Even if they are of different nationalities, they can be impacted by strategies that, in the long term, and because of being involved in the purchase process, a recommendation or brand recall can be obtained.

Finally, it is recommended that companies include sensory marketing in their strategies to be implemented, especially in the coffee shop and restaurant sectors, highlighting presenting the culture of coffee families as a competitive advantage. Because of this, strategies that impact the haptic, acoustic, optical, olfactory, and gustatory levels can represent multiple benefits for the permanence and/or growth of the business in the market. It is also suggested to use their own strategies that generate brand recall since this is a highly competitive market in which consumers are difficult to satisfy.

It would be interesting for future research to continue exploring the relationship between sensory marketing and purchase behavior based on correlational studies in other regions of the world since their connection provides a large-scale opportunity to detect shortcomings in the purchase process and create dynamic strategies based on sensory marketing.

The study shows that the relationship between the variables expressed can be applied in any commercial area, analyzing and/or correlating the dimensions involved in this theoretical approach. It is expected to contribute to sensory marketing and consumer purchase behavior at a theoretical and strategic level.

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