



USING SENSORY MARKETING ROLE IN CONSUMER BUYING BEHAVIOR IN TUY, BATANGAS

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ABSTRACT

This study aimed determine the Sensory Marketing Role in Consumer Buying Behavior in Tuy, Batangas. It focuses on how sensory marketing strategies influence the purchasing decisions of consumers.

The participants in the study were thirty (30) Consumers in Tuy Batangas using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: marketing students and presently enrolled in the school during the school year 2023-2024.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex and economic status, the significance of Sensory Marketing Role as in Consumer Buying Behavior which are E-Commerce Industry: Scope and Growth, Sensory marketing and Brand Equity.

The study yielded the following findings: it shows that most of the respondents are between the ages of 20-21, the majority of them are male respondents than female respondents. Most of the respondents earned 20,000 below. Among the three significance of Sensory Marketing Role as in Consumer Buying Behavior, E-Commerce Industry: Scope and growth had the greatest significance. Thus, with the Marketing Plan crafted, it can be developed to effectively target and engage the market.

Keywords: *Sensory marketing role, E-commerce Industry, Sensory marketing, Brand Equity, Consumer Behavior*

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