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EFFECTIVE ADVERTISEMENT DESIGN TO ATTRACT CUSTOMERS' ATTENTION: IMPLEMENTING SENSORY MARKETING'S PRINCIPLE FOR FEATURE EXTRACTION

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ABSTRACT

Advertisements' design is a challenging action in marketing. Being successful in attracting customers' attention to desired elements, determines the effectiveness of an advertisement. Small business owners and marketers with the limited budget normally struggle with finding an effective way to interact with their audience. This article presented a possible and practical guideline in order to create effective advertisement based on customer behavior and the usage of new trends of science like sensory marketing for extracting features and designing them in an appropriate way, in order to attract audiences' attention to the right elements. In this essay, sensory marketing's principles have been used for features extraction, and then 60 advertisements were designed. The study tried to investigate if these advertisements were able to absorb consumers' attention and improve their loyalty so that it would be an effective method for advertisement designing. Field study, interview, behavioral and eye-tracking experiment, as well as PLS-SEM were used to implement the designed plan. The results showed that sensory advertisement did have a significant effect on brand loyalty or brand's sensory experience, but it could be effective to attract audiences' attention to desired elements and had an impact on the brand's cognitive effect.

Keywords: *Marketing, Sensory marketing, Advertisement, Brand loyalty.*

INTRODUCTION

What are the essential elements in designing an effective advertisement, and how marketers can manage to make an advertisement with a reasonable budget being capable of attracting customers' attention? Essential elements are defined according to a campaign's purpose, but usually the logo, ad copy, and products are the most important elements. Marketers' common question is that "is there any possible way to determine the most effective way of performance of these elements in advertisements in order to grasp audiences' attention?" Attempts to find a possible pattern for designing an effective advertisement made this article to carry out some behavioral experiments.

Marketers focus on creative advertisement as the common trend in today's market, but it is not always easy to be creative, that is in contrast to some very successful trends, sensory marketing is a new trend in this industry which, according to previous studies (Elder, 2011), seems to be effective in creating an interactive experience. Sensory marketing has been defined as "a kind of marketing that engages the consumers' senses and affects their perception, judgment, and

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behavior". Companies are progressively searching for a competitive advantage in today's market and according to previous studies, sensory marketing has the potential of creating subconscious awareness inside consumers' mind to characterize their perception about products. So, it seems that understanding the senses' role in customer behavior would be helpful for marketers to attract customers' attention (Elder, 2011; Krishna, Cian, & Sokolova, 2016). Manipulating different aspects of advertisement shows that advertisements, involving a multiple verbally sensory experience, result in a better taste perception. Moreover, when a product or object is visually depicted, it can facilitate mental simulation. In this process, pre-existing expectations about the color of specific senses and emotions can be elicited through a verbal description. Through gathering the consumers' preferences, each attribute can have a particular color, leading to a specific color spectrum for most features. For example, being thirsty has a blue color spectrum (Elder, 2011; Gilbert, Fridlund, & Lucchina, 2016). Incorporating a touch sense element in marketing campaigns is more persuasive, especially when it stimulates a positive sensory feedback like touching something which is soft. Sense of smell also has a magic power, since it not only is able to enhance the effectiveness of ad's visuals, but also it has been investigated that applying scent in printed food advertisement increases individuals' physiological, evaluative, and consumptive responses (Krishna, Morrin, & Sayin, 2013; Peck & Wiggins, 2006).

The main question of this article was that "will advertisements be more effective in attracting the attention of the audience to the essential elements, if marketers and designers tend to design them based on customer preferences?"

To answer this question, sensory marketing principles have been used to extract features. Emerging scholars have focused on the margins of smell, touch, taste and sound, but because of the time constraints and facilities, they did not cover all the senses in the study, focusing solely on visual sense and visual features, using a CATA questionnaire. CATA (check-all-that-apply) is a new method for describing a product's sensory features, and several studies have shown that the results of the CATA question were very similar to those of trained panels. Besides, it has been determined that using CATA questions are considered an easy task to be answered (Adams, Williams, Lancaster, & Foley, 2007; Gaston Ares, Barreiro, Deliza, Giménez, & Gambaro, 2010; Gastón Ares, Varela, Rado, & Giménez, 2011).

These features were categorized using content analysis, and then three specific attributes (color, sensitivity elements, and human element) were used to design 60 advertisements and ultimately a Psychopy and an eye tracing experiment (ogama) were conducted to examine the conscious and unconscious reactions of the participants to advertising, in order to determine whether these added features can attract the attention of the audience.

Although previous studies have shown that advertising cannot significantly affect customer loyalty (Ha, John, Janda, & Muthaly, 2011), but to determine if sensory advertising can affect customer experience and if the effects can improve customer loyalty, a conceptual framework has been designed based on previous studies (J. Brakus, 2002; Chi, Yeh, & Yang, 2009; Elder, 2011; Ha et al., 2011; Shim, 2012; Zarantonello, Jedidi, & Schmitt, 2013). 5 ads that ranked higher through behavioral testing, were used in the main questionnaire to examine the validity of the conceptual framework and test the hypotheses of this paper.

The results showed that sensory advertisement could not significantly affect the level of customer loyalty, but it positively affected the brand's cognitive effect and brand cognition moderated the brand's cognitive effect on customer loyalty.

Literature review

Marketing is a combination of science and art. It has been confirmed that various fields have an impact on marketing, such as psychology, neurology, art, and humanities. The independent variable of this study is advertisements which were built based on sensory marketing's principles,as a new trend in marketing. Moreover, the main goal was to find out whether these ads can attract customers' attention and determain if they are capable of having impacts on customer loyalty.

Sensory marketing

There are a variety of definitions for sensory marketing. It has been defined as a kind of marketing strategy that uses five senses to capture audiences` attention, engages consumer senses and also conquers their perceptions, judgments, and behaviors. The audiences are controlled by marketers to create a specific multifunctional atmosphere, through focusing on the environmental elements and communications or the characteristics of their product (Krishna, Cian, & Aydınoğlu, 2017; Raz et al., 2008).

Advertisement based on sensory marketing

Sensory advertising (advertisement based on sensory marketing) is a form of advertising that contains several domains. These sensory features may be used in promoting visual aspects in advertisements and ad copy in marketing campaigns. There would be the possibility that sensory advertisements consist of all five senses (vision, smell, touch, taste, hear). Messages are usually the first concern in advertising. The effective context should include features that integrate audiences with ads, and it has been proven that the sensation of a single advertisement can increase the positive senses of a product(Elder, 2011; Pullman & Gross, 2004). The information has an undeniable role in marketing, as studies showed that by using information about consumers' imagery, marketers are able to improve the quality of services, and it is shown that sensory stimuli of advertisements' context are drivers which cause consumers get involved with an experiential situation. But studies also showed that mental imagery did not observe the relationship between instructions for imagining, calling and recognizing the advertisings (Akgün, 2011; Lukosius, 2004).

Mental Imagery

Results from experiments showed that evocation of mental imagery can be facilitated by the use of vivid words, imaginations, pictures, and other sensory relevant stimuli and it does not mediate the relationship between instructions to imagine and advertising recall and recognition(Lukosius, 2004). Representing the product in a sensory or well-designed environment, vividness and multidimensional imagery have a noticeable impact on mental imagery process because during the imagery process new information about a product will be simulated with similar former mental perceptions(Barsalou, 2008; Gutman, 1987; Overmars & Poels, 2015). Visual stimulus facilitates mental imagery and they work as a mental stimulus which is an effective aspect in advertisement designing with limited resources. Moreover, mental simulation cause mental imagery works automated and it might be activated by pictures and vocal elements, so marketers often use imagery appeals to prompt consumers'

imagination. It has been shown that advertisements with imagery attraction will activate stimuli that trigger imagery processing which is able to facilitate audiences' imagination (Elder, 2011; Ostinelli & Böckenholt, 2017).

Brand's sensory experience

Experience is the most important personal incident in consumer behavior. According to research, customer experience is defined as a psychological feeling which will maintain in the customer's memory, it is not supposed to sell products and services or provide benefits directly, but it can attract customers' emotions, stimulate their enthusiasm and cause effective response for the brand. It often consists of important emotional significance related to stimuli that represent products or services, plus experiential aspects of an advertisement evoke sensations, feelings, emotions, and imagination (J. J. Brakus, Schmitt, & Zarantonello, 2009; Grundey, 2008; Srivastava & Kaul, 2016). The intensity of the experience is known to be a tremendous power that offers these potential assessments to consumers and offers a high level of stimulation to those who experience it (Akgün, 2011; Poulsson & Kale, 2004). Advertisement's engagement is a necessary component in persuasion and immersion and their presence are two necessary conditions for being engaged. It is also important for determining the effectiveness of advertising; an experience would own a high level of immersion if people completely engage in a way to lose time, so it will result in the enjoyment of entertainment (Green, Brock, & Kaufman, 2004; J. Kim, Ahn, Kwon, & Reid, 2017; Kozinets, 2003). Over the years marketers have created a different experiential aspect for almost every kind of social communication, such as narrative or sensory element, emotions, mental simulation, and behavior, in order to engage audiences(Carù & Cova, 2007; Zarantonello et al., 2013). Although previous research mostly has focused on visual aspects of sensory perception, but it is able to activate previous senses in memory related to a similar experience (Krishna, 2012; Zatorre & Halpern, 2005).

The Brand's cognitive effect

In the area of research, the effects of advertising such as external stimuli that affect the recognition and other features such as the attractiveness of advertising and its effects on consumer behavior are considered as the output of consumption. According to previous studies, cognitive or other advertising effects are obviously influenced by the experimental aspects of advertising (Gardner, 1985; Rook, 1987; Zarantonello et al., 2013). Advertisements' cognitive response is measured through five items including what is happening on the advertisement, how real and believable they are, ads' relevance and their differentiation. This measurement is important because data has an impact on judgmental thought(Schwarz, 2000; Zarantonello et al., 2013). Studies on advertisements' effectiveness showed that entertainment and information has positive effects on its value; as in a mature market focusing on product's experiential aspects will stimulate a positive effect, and in developed markets advertisement tend to focus on experimental effects more than practical (Pine Joseph & Gilmore, 1999; Schmitt, Rogers, & Vrotsos, 2003; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2017). Enjoyment and entertainment are usually related to positive evaluation and have a positive effect on customers' attitude, also psychologist announced that generally there is no difference between entertainment and enjoyment in consumers' point of view. As a result, advertisement's content should be beautiful and enjoyable, because it helps consumers to experience pleasure and satisfaction (Holbrook & Batra, 1987; Schlosser, Shavitt, & Kanfer, 1999; Sherry, 2004;

Vorderer, Klimmt, & Ritterfeld, 2004). Global advertisements have an influence on people's lifestyle and is known as a cognitive attractiveness, also according to Hofstede's study(Hofstede, 1984) in individualism society, individual attractiveness is more effective than collective attractiveness, which results in customized advertisements that have a higher impact on cognitive effect (Lin, 2001; Strizhakova, Coulter, & Price, 2008; Zhang, 2010).

Brand recognition

Brand recall and brand recognition are known as two important aspects of brand equity and advertisement effectiveness. Recall refers to "the ability to remind previously presented items" and recognition refers to "the ability to identify an item that has been seen recently"; recall occurs when long-term memory is independently retrieved and recognition is generally easier feature to achieve for brands(Aaker, 1992; Gillund & Shiffrin, 1984; Lerman & Garbarino, 2002). A distinct gap between theory and practice is the role that emotion plays in activating brand recall. Recently, studies have emphasized the importance of brand recall, in order to characterize it in the realm of cognition and memory, particularly to understand its drivers(Baumann, Hamin, & Chong, 2015; Keller, 2009). Brand recognition and brand reputation are perceived as two essential factors for companies' success, as a recognizable brand and acceptable brand image is one of the most important equities for businesses, so it would be important to estimate how consumers will be able to recognize the brand (Koh, Lee, & Boo, 2009; Porter & Claycomb, 1997; Rath & Mohapatra, 2013). Brand awareness can be defined as the ability of consumers to identify a brand in a variety of contexts, this is a basic step towards consumer commitment to a brand, which has been found in previous studies relating to brand loyalty, which can also affect perceptions and attitudes (Foroudi, 2018; S. S. Kim, Choe, & Petrick, 2018). Brand identity is defined as a unique set of brand associations that aims to create or maintain, while a brand image is defined as consumers' perceptions regarding a brand and often dependents on positive disconfirmation of their expectation toward a brand(Keller, Parameswaran, & Jacob, 2011; Krishnamurthy & Kumar, 2018). Brand image includes brand credential, brand character, consumers' overall attitude towards the brand and consumers' feelings for the brand, in a way that consumers simulate the brand's identity into an image that influences their preferences (Keller et al., 2011; Martinez & De Chernatony, 2004; Sääksjärvi & Samiee, 2011).

Brand loyalty

Brand loyalty means consumers tend to pay a high price for a certain brand within the similar product group and recommend it to the surrounding audience, so obviously many brands are looking for a hook to achieve or increase their brand loyalty. Although, bodies of research showed that advertisements cannot directly affect the brand loyalty, but it may indirectly have an influence on the customer's loyalty through improving the brand image in the consumer's mind (Chi et al., 2009; Giddens & Hofmann, 2002). Brand satisfaction derives as part of a prior experience which is known as the consumers' ultimate assessment based on their overall experience with a brand, and it is capable of influencing subsequent purchases that has highlighted its role in purchasing behavior (Han et al., 2018; Sahin, Zehir, & Kitapçı, 2011). Although brand experience provides critical touch points for multisensory stimulations that pull customers toward a brand, its role in influencing brand commitment is not determined yet. On the other hand, loyalty reflects the customers' psychological disposition, which is

associated with the brand as a result of brand commitment(Das, Agarwal, Malhotra, & Varshneya, 2018; Šeinauskienė, Maščinskienė, & Jucaitytė, 2015). According to studies, service satisfaction can be relevant to customer satisfaction, brand loyalty and brand repurchase intentions, which is explained by advertising value, flow experience, web design quality, and brand awareness (Lanza, 2008; Martins, Costa, Oliveira, Gonçalves, & Branco, 2018). Studies have confirmed that loyal customers are more likely to engage in brand advocacy and it is expected that brand advocacy is related to brand satisfaction and brand loyalty (Eelen, Özturan, & Verlegh, 2017; Sahin et al., 2011). Building a strong brand equity brings the advantage of brand preference and purchase intention to the company and high equity is associated with high customer satisfaction, brand preference, and loyalty (Chang & Liu, 2009; Vinh, 2016).

With regard to the above, and based on previous studies (J. Brakus, 2002; Chi, Yeh, & Yang, 2009; Elder, 2011; Ha et al., 2011; Shim, 2012; Zarantonello, Jedidi, & Schmitt, 2013), the conceptual framework and the hypothesis of the paper have been expressed as follows and they were used to test a statement that if sensory advertisements can improve customer loyalty or not.

The Main hypothesis: Sensory advertisement has an impact on customer loyalty.

H1: Sensory advertisement has an impact on the brand's sensory experience.

H2: Mental imagery moderates the impact of sensory advertisements on the brand's sensory experience.

H3: Brand's sensory experience has an impact on the brand's cognitive effect.

H4: Brand's cognitive effect has an impact on customer loyalty.

H5: Brand recognition moderates the impact of the brand's cognitive effect on customer loyalty.

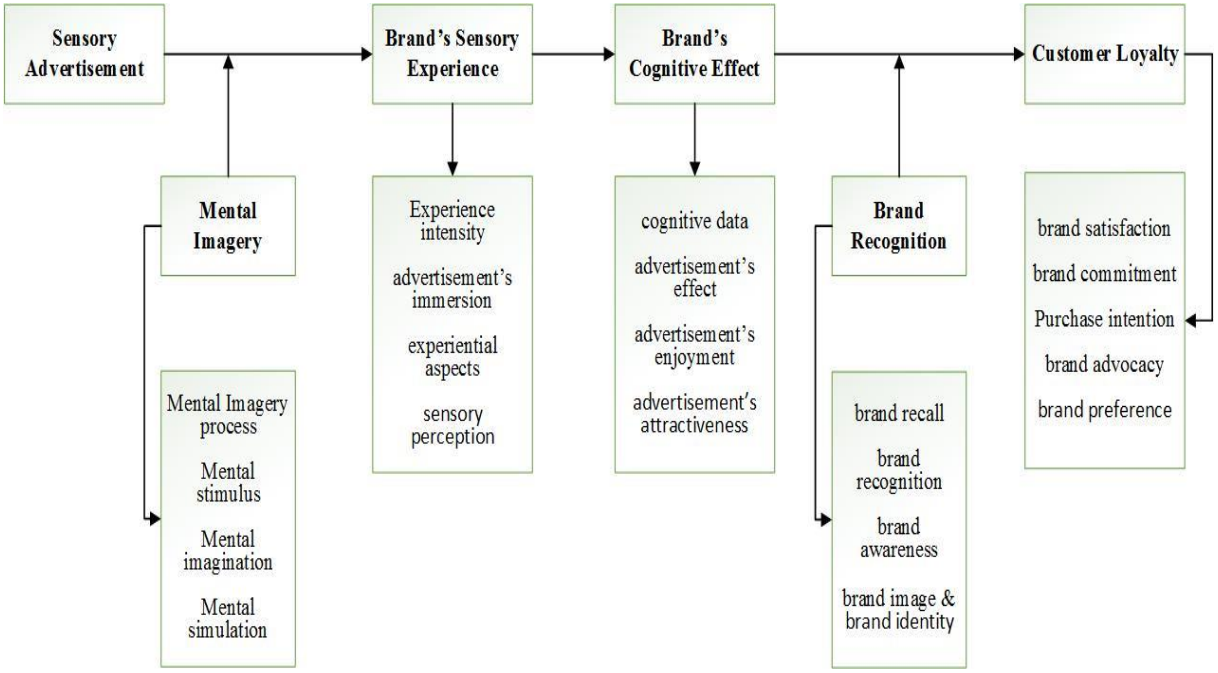

Figure 1: conceptual framework

METHODOLOGY

Four steps have been taken to determine whether sensory advertising is able to attract audiences' attention and whether it affects customer loyalty. First, CATA interview and questionnaire for collecting information and feature extraction was applied. Then, based on the results of content analysis, 60 advertisements were designed. The process continued through behavioral experiments to determine if designed advertisements succeed to attract customers' attention. Moreover, eye-tracking experiments were carried out to determine if audiences would pay attention to desire elements (color, visual sensory elements, and human's egocentric element). Finally, to determine if these designed advertisements could affect customer loyalty, the conceptual framework was tested through the PLS-SEM (Structural Equation Models) analysis. The whole process has been described in the following sections.

Part1: Collecting data to extract sensory features

Initially, the most important issue was the sensory features that should be considered in the advertisement. A questionnaire was designed to get sensitive properties of cosmetic products (which is cream, in this study). The CATA questionnaire (Parente 2010) was used to detect sensory features, and it was used in the same field, which makes it a good tool for collecting customers' perceptions about a cosmetic product (cream especially). CATA questions can identify consumers' perception of the sensory characteristic of cream, and volunteers also may express their feeling about its effects on the skin(Parente, Ares, & Manzoni, 2010). Another part of the questionnaire was used to determine customers' preferential colors for specific features, and this idea was taken from a study that used the similar method to adjust a color spectrum for specific emotions(Gilbert et al., 2016). In the end, the volunteers were asked to answer a few open questions about the product and the extraction of features was done through content analysis.

The process: 65 people were interviewed, but some did not respond properly, and 62 of them were used for content analysis. In order to avoid bias against any gender, the number of participants was equal (16 women over 30, 15 women under 30, 15 men over 30, and 16 men under 30). All subjects were asked to use a cream on their hand and describe their feelings through the CATA's questions. They then chose their preferred color for 19 features that were related to the product's features.

Conclusion: The main outcome of this phase was the content analysis output, which can be used as a guide for marketers or the advertising agency to build effective advertising, which in this case 60 advertisements were built according to the guidelines. The result of this section was based on the behavior of Iranian customers. In fact, there were lots of information that was not necessary to be mentioned in this essay, but some results which were considered directly affecting the advertising design, have been mentioned below.

The color palette is shown below (Figure 2), which turned on customer color preference for the 19 features relating to the product and were used for background color in the design of the study advertising. For example, as it can be seen the prevailing color for "calm" was blue, so we can probably refer to happiness by using red items in pictures, brown may associate with dryness and for other features it can be defined the same way.

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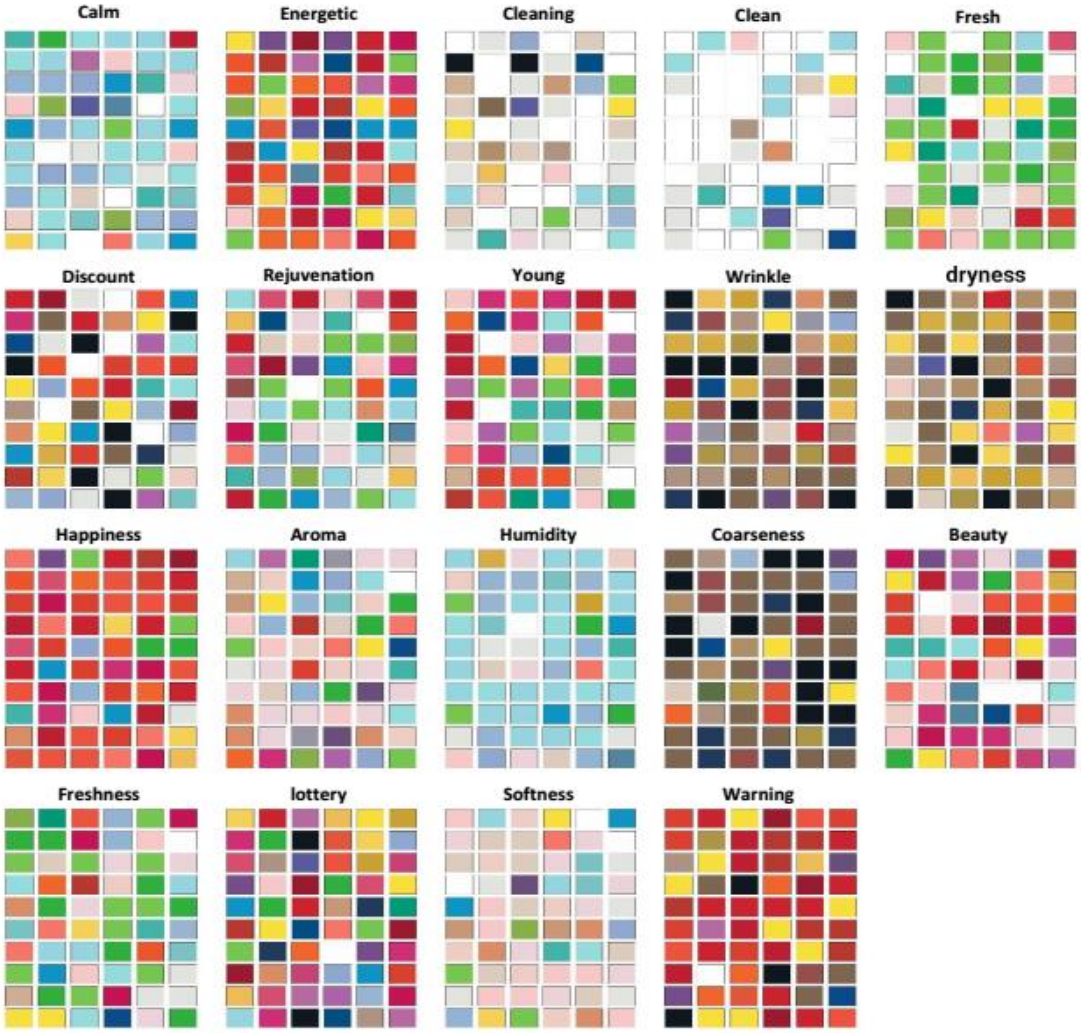

Figure 2: color preferences' by customers

In addition, participants were asked to select a picture from the eight pictures below (Fig. 3). They were supposed to choose the image which had the most connection and create the appropriate background for a cream. Figure 3 was chosen as the first suitable field with 15 people (the highest), the remaining orders are as follows: Figure 7 (11 persons), No 4 and 5 (10 people), Photo 2 (8 people), Photo 8 (6 people), Photo 1 & 6 (1). According to the results, a rational explanation was that "cream" reminded people of humidity, or at the opposite side desert was observed as a product that can be helpful for dryness.

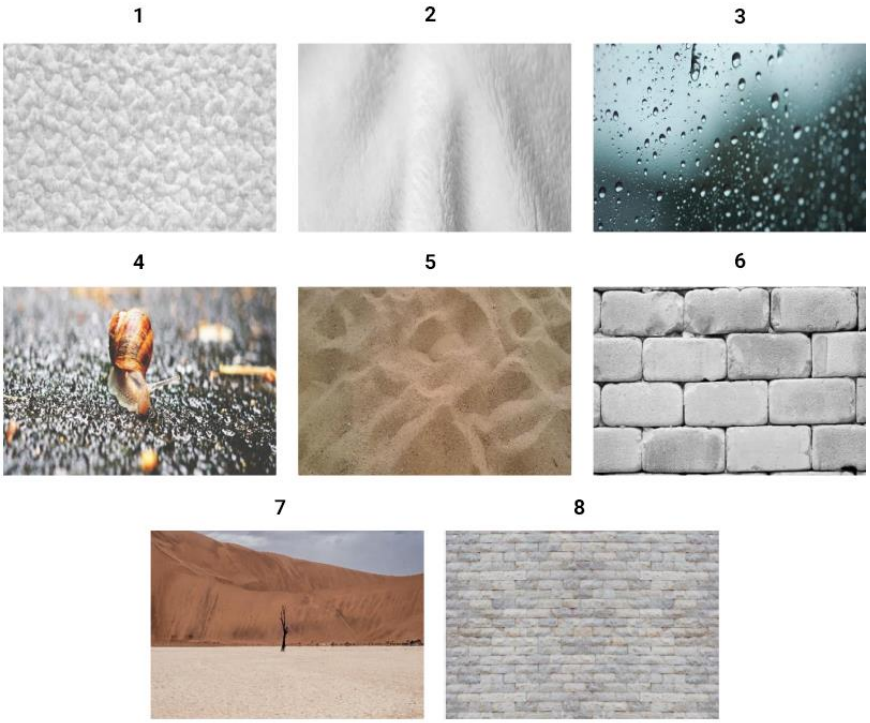

Figure 3: testing backgrounds for content analysis

Participants were also asked to name whatever that came to their minds (even imagery) when they thought about "cream". Some cases mentioned several times have been listed below. These items were used to design advertisements to attract audience attention. (Note that the numbers easily indicated how much the exact number was listed)

Table 1: content analysis / product simulation

Sun proof cream	Conditioner cream	Moisturizer cream	Cream
Sunglasses (5) Umbrella (4) Shade (2) Flower (3) The sun (2) Lizard (6)	Shampoo (2) Fur (2) Cotton (11) Silk (2) Blanket (2) Towel (2) Flower (3) Water (2)	Oil (2) Spray (2) Water (11), drop of water The rain (4), Drop of rain The sea (4) Fish (3), red fish Snail (5) Cucumber (3)	Tree (2) Water (4) Cloud (2) Snail (4) Cream (3)-as an eaten one Milk (2), strawberry milk Beauty (2)

Part2: Analyzing behavioral experiment

This experiment was conducted to examine three specific points in 60 advertisements based on the content analysis results:

- First, the effect of background color on attracting audience attention
- Second, the influence of using sensory elements in attracting the attention of audience
- Third, the impact of human's egocentric element on attracting the attention of audience

To test these statements, 2 experiments were carried out. The first was a comparative test, 60 ads were divided into 3 groups (20 ads per group) to examine the statements mentioned above. The second was a rating test, which was aimed at identifying the best advert for eye-tracking experiment. Both behavioral tests were done using Psychopy application.

Process: In the first group, the images were evenly designed (all elements except the background color were the same) to determine if the background color could affect audience attention. 10 tests were designed to examine the statements. In each experiment, there were 2 photos; one with a white background, which was known as a neutral color(Elliot, Maier, Moller, Friedman, & Meinhardt, 2007), and the other was exactly the same, except the background color, which was chosen based on the color pallet and ads copy. Then 2 same photo with different backgrounds were shown to audiences, and they were asked to choose the one they liked the most.

In the second group, in order to determine if using sensory elements can have a significant effect on the attraction of the attention of the audience, the same protocol was used. Except in these experiments, the sensory elements were the only different things in paired photos (these elements were chosen based on content analysis's results- table1).

Finally, in order to determine if the human's egocentric can affect audience attention, 10 experiments were designed in the form of paired images. Their only difference was in the human's egocentric status (in one picture product was held by someone while in the other there is no sign of human in advertisements).

Results: 30 subjects (16 women, 14 men) participated in this experiment. At first they were told to choose one picture (the one they mostly like) between 2 pair advertisement. 60 advertisements in 30 parts (each two pair) were shown randomly in order to determine if the implementation of sensory elements in advertisements can attract audiences' attention. Notice that the logo and the name of the brand were obscure due to confidential terms, also all the ad copies were written in Persian, based on local customers' thoughts (content analysis) so they were ambiguous too, as translating them, would not be useful for any other population of interest.

The results have been shown in three sections (the same sequence of statements as above). The frequency verified if the statements were approved or not. Note that in frequency chart, validities were defined as "0" and "1", "1" referred to the pictures containing sensory elements (background color, sensory elements, egocentric), and "0" referred to pictures without sensory elements.

First: The effect of background color on attracting the attention of the audience

According to the result, it can be seen that (in Figure 4) in 5 out of 10 ads, pictures with the color elements were selected (pictures with the code 1: p1-2-2, p1-4-1, p1-7-2, p1-8-2, p1-10-2), 3 out of 10 ads were chosen from white backgrounds (pictures with the code 0: p1-1-2, p1-5-2, p1-6-1) and 2 out of 10 choices were equal (50-50). As a result of this behavioral experiment, it seems that considering a spectrum of colors that are related to essential features of products (like the blue in order to emphasize on humidity) can influence on attracting audiences' attention, though most participants preferred the advertisement with a colorful background instead of simple white backgrounds.

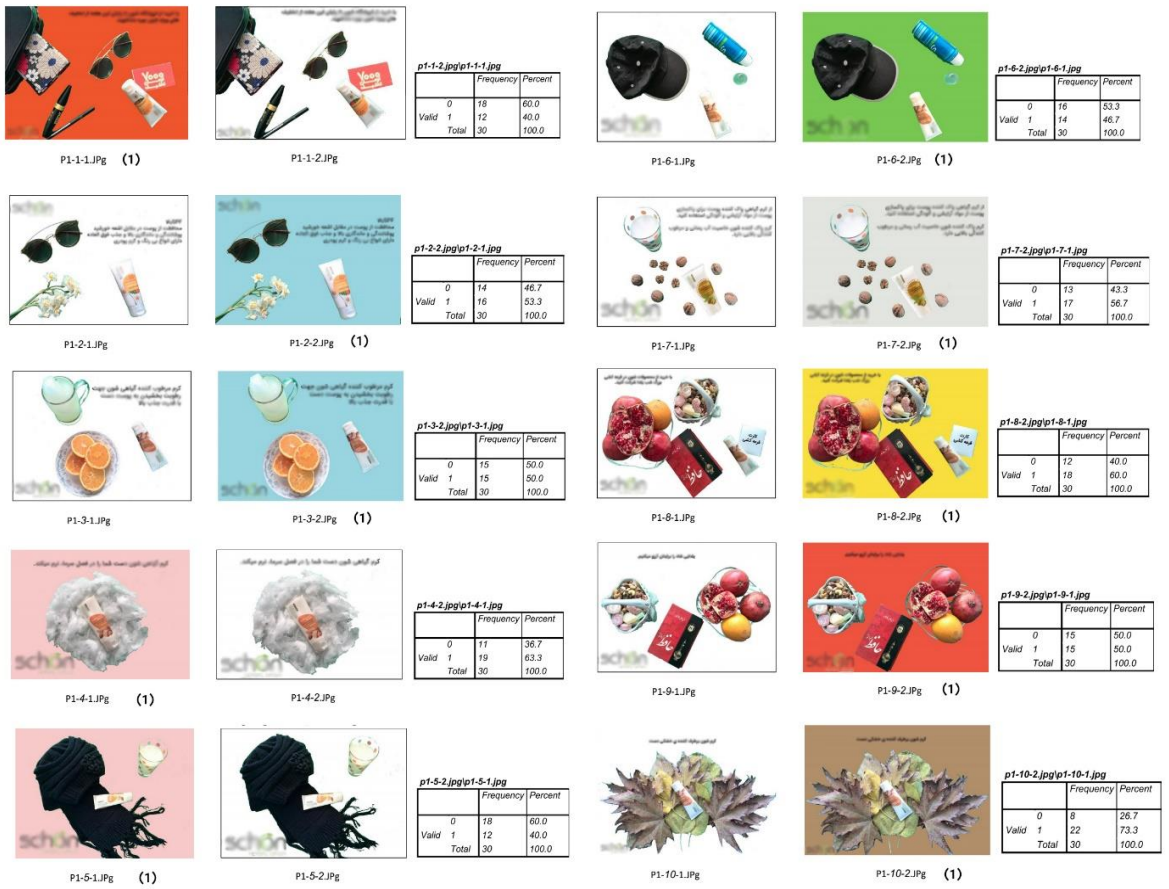

Figure 4: the result of behavioral experiment, the effect of background color on attracting audiences' attention

Second: The effect of sensory elements on attracting audience's attention

According to the results, it can be seen (Fig. 5) that 6 of the 10 selected images included sensory elements (images with code 1: p2-1-2, p2-4-1, p2-5-2, p2 -7-1, p2-8-1, p2-9-2), 3 images of 10 photos of images were without sensitive elements (images with code 0: p2-2-2, p2-3-2, p2-10- 1) and regarding 2 of 10 the choice was equal (50-50). As a result of this behavioral test, it seems that considering the elements related to the basic characteristics and what the customers mentioned about the products can affect audience attention (like sunglasses that almost every subject mentioned that cream reminds them of sunglasses-table1). A remarkable result from this experiment was that subjects tended to pay attention to sensory elements when the whole design of advertisements was simple with a less amount of things. So they were able to recognize the desired elements.

Figure 5: the result of behavioral experiment, the effect of using sensory elements on attracting audiences' attention

Third: The effect of human egocentric element on attracting the attention of audiences

The egocentric element at this point was the condition that the product was used by the person in the advertisement. For example, imagine an ad in which a girl holds a cream in her hand. According to the result, it can be seen (Fig. 6) that 4 out of 10 selected images included human elements (images with code 1: p3-2-1, p3-3-1, p3-6-1, p3- 9-2), 4 images of 10 images were without autonomous elements (photos with code 0: p3-4-1, p3-5-1, p3-7-2, p3-8-2) regarding the 2 of 10, the choice was equal (50-50). According to previous studies(Elder, 2011), people are expected to pay more attention to ads that contain human egocentric, but this did not happen in this study. People noted that they did not like hands in the pictures; they were looking for some sort of ideal hand. They mentioned that "a soft and white hand with a nail polish was better for this occasion". The hand was not ideal in the images, so the experiment failed, and resulted in that considering an egocentric element will not be an effective way to attract the audience's attention, but the reason was hidden in how idealistic people were. They actually paid enough attention to notice that the hand in the pictures was not good enough and through the interview, they mentioned that they would have preferred to see a more beautiful and appropriate hand in advertisements.

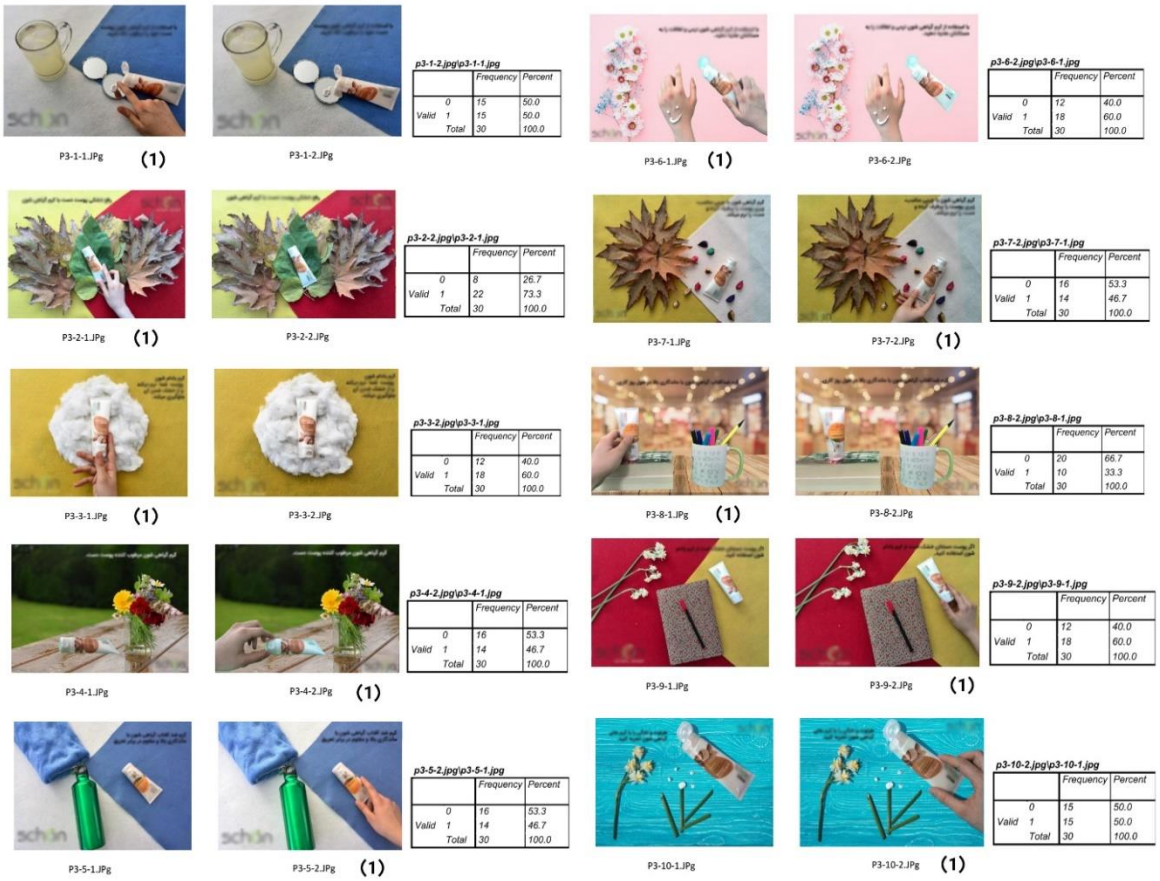

Figure 6: the result of behavioral experiment, the effect of human's egocentric on attracting audiences' attention

Fourth: Ranking test

Some of these advertisements were supposed to be used in the main questionnaire in order to test the conceptual framework of the study. A ranking test was carried out so that the highest ranking ads could be selected for the original questionnaire. There was a short break after the first behavioral experiment (comparison between pairs of ads), then everyone was asked to rank all 60 pictures between" -2" and "2", "-2 "for most dislike and "2" for most like, also any number in-between was acceptable and pictures were shown randomly (the sets of random picture were equal for all participants). 30 people participated in this experiment and ranked each of the 60 pictures, and finally 5 of them with the average rate above 1 were selected to be used in the main questionnaire and eye tracking experiment. The five pictures below (figure 7) were selected through this experiment. The experiment also showed audiences' favorite advertisement, as it can be seen they preferred real and simple kind of advertisement and they certainly preferred pictures with natural backgrounds, but with regard to the main design features (like colors and elements based on customers' preferences).

Figure 7: behavioral experiment's chosen pictures

Part3: Eye tracking experiment

The behavioral experience was conducted to analyze the audience's attention through consciousness. Using the eye tracking approach, it was possible to specify the looking patterns for the audience. In this paper eye tracking test was used as a controller to confirm if participants and audiences actually saw whatever they were supposed to pay attention, like the logo, ads copy, egocentric element, and sensory element. So, based on this confirmation, advertisements would be considered in the questionnaire. The five chosen pictures (figure 7) plus two additional pictures (p3-2-1and p3-7-2) were used for eye tracking analysis. The two additional pictures were added to the test to determine if the egocentric element really could not attract the attention of the audience or the result in the previous section just happened as a circumstance of choosing the inappropriate egocentric element (which was "hand" in the study).

Process: 24 people (14 women, and 10 men) participated in eye-tracking experiment. The experiment was conducted using the Ogama application and the Tribal Eye tool. All subjects were asked to click the right or left key in keyboard whenever they saw a small white square on the screen, and the chosen pictures were showed between them. The game (to click the

keyboard) had the control role in order to make subjects stay focus on the experiment by giving them a task to do.

Outcome: Among the Ogama's report, two output reports were selected. The first report was the outline of the map of attention. As can be seen in the picture below (Figure 8), the map indicated that the parts that were most viewed, were the red parts, and then the yellow, green, and other colors specified the subjects' looking pattern. The report confirmed that all the important elements (logo, ad copy, sensory element and egocentric element) were seen, and also showed that the product was seen more in pictures with egocentric element in comparison with pictures that the cream was not hold by a hand. Of course the pattern of attention was different in each photo, but it's generally advisable not to overuse elements, because it can distract audience's attention from the product, and try to place the elements near the products and if it is possible to consider egocentric elements in advertisements.

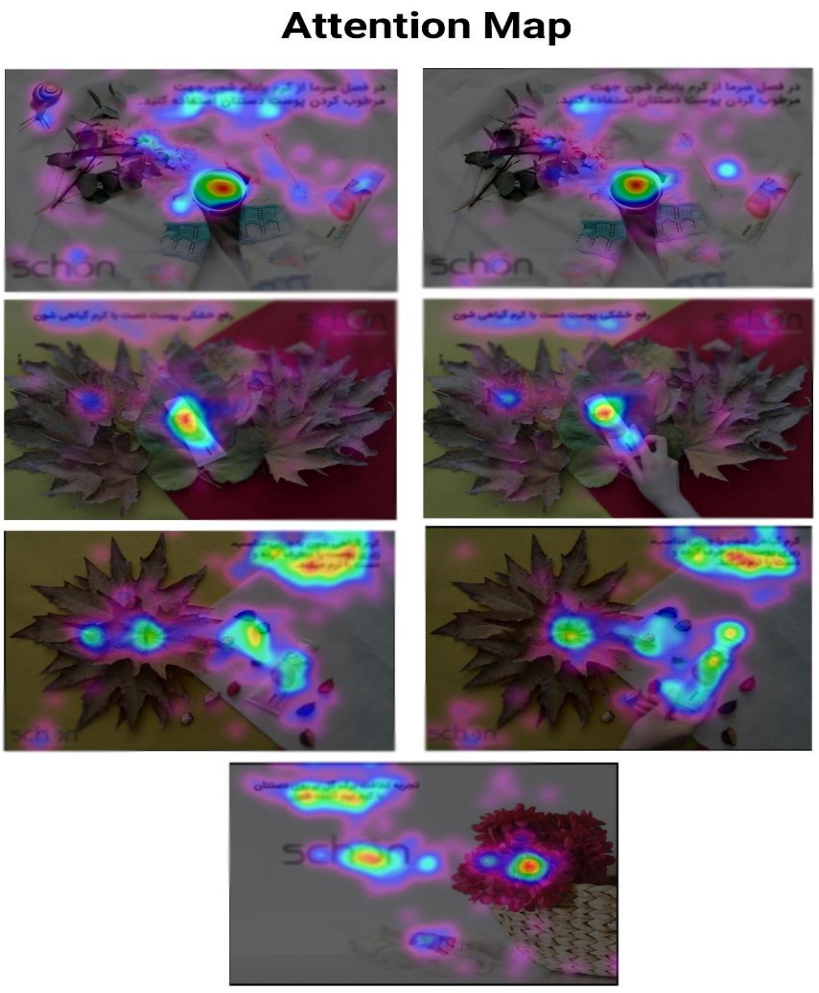

Figure 8: Ogama's eye tracking output report, Attention Map

The second output report was the Areas of Interest (AOI). As shown in the picture below (Figure 9) the AOI report showed the specific time that subjects spent on each part and the

Örgütsel Davranış Araştırmaları Dergisi
Journal of Organizational Behavior Research
Cilt / Vol.: 4, Sayı / Is.: S2, Yıl/Year: 2019, Kod/ID: 91S2519

percentages of looking patterns and their orders, all part were created in Ogama program. The areas were different in each of the ads and they were consisted to have logo, ad copy, product, sensory element and egocentric element. The time participants spent on each area had been mentioned on them as MS (millisecond), as well as the arrows indicated the orders of fallowed and their thickness actually represented the percentage of each pattern of looking. According to the report of this output, it was better to have a triangle pattern for placing elements or designing advertisement and use elements in a way that draw attention to the product not far away from it, but in the first row of pair pictures add winkle at the corner of picture which would distract the attention from product, and the second row of the cream was placed on leaves and being held by a hand, it caused audiences stay focused on the product. Try to keep the designs simple but related to audiences' imagination about products (using data collection results like part1).

Figure 9: Ogama's eye tracking output report, Areas of Interest

Part4: Conceptual Model and Statistical Analysis

The data needed to test the hypotheses were collected through structured questionnaires based on previous studies (Table 2), (appendix). The population of this study included people who used health and hygiene products in the sixth and eleventh regions of Tehran[1] (the population of study was considered as a finite population because of the whole process of determining customers' sensory attitudes toward the product, which is common in behavioral research (J. Brakus, 2002)). Ten stores in selected regions were interviewed in order to determine the amount of the population of interest, which was estimated at about 180 (individuals who bought creams in a week). Cochran formula was used to calculate the sample size of the study, which is mentioned below:

$$n = \frac{Nz^2pq}{(N-1)d^2 + z^2pq} \qquad n = \frac{180(1.96)^2 \times (0.5) \times (0.5)}{179(0.05)^2 + (1.96)^2 \times (0.5) \times (0.5)} = 122$$

Reliability and Validation

The table below (Table 2) would clarify the sources that were used to carry out the main questionnaire. Also, a summary of the results of the validity and reliability test have been listed below. As can be seen, items had relatively high internal consistency. (Note that a reliability coefficient of .70 or higher was considered "acceptable" in most social science research studies (Anastasiadou, 2011).)

Kaiser-Meyer-Olkin (KMO) and Bartlett criteria were used as the validation test for the complete model, and based on the results, the model was valid. In addition, Bartlett's test led to zero for all variables, so that the second admission of the factor analysis was satisfactory. As a result, both admissions were satisfied with the factor analysis, and we could continue to do so. (Note that the coefficient of validity of 0.7 and above was "accepted" in many social science studies and the Bartlett test score for 0.05 or less was "acceptable" (Anastasiadou, 2011).)

Besides, the sensory advertisement variable included the essay's selected pictures (Figure 7). Participants were asked to watch the advertisement and rank them based on Likert 5-point scale (5 the most like and 1 the most dislike), and also they were supposed to answer the rest of the questions based on their assumption towards the 5 selected advertisements.

Table 2: variables' reliability and validity test

Variables	Constructs	Sources	Reliability test (Cronbach's Alpha)	Validity test (KMO)
Sensory Advertisement	-	The essay's chosen pictures (figure 7)	0.76	0.63
Mental Imagery	Mental Imagery process	(Overmars & Poels, 2015)	0.74	0.86
	Mental stimulus	(Brakus, 2002)		
	Mental imagination			
	Mental simulation			

[1]) The capital city of Iran

Brand's Sensory Experience	Experience intensity	(Akgün, 2011)	0.70	0.87
	advertisement's immersion			
	experiential aspects	(Zarantonello, Jedidi, & Schmitt, 2013)		
	sensory perception	(Brakus, 2002)		
Brand's Cognitive Effect	cognitive data	(Zarantonello et al., 2013)	0.93	0.92
	advertisement's effect			
	advertisement's enjoyment	(Yim, 2011)		
	advertisement's attractiveness	(Elbedweihy, Jayawardhena, & Elsharnouby, 2016)		
Brand Recognition	brand recall	(Baumann, Hamin, & Chong, 2015)	0.85	0.84
	brand recognition	(Lukosius, 2004)/(Rath & Mohapatra, 2013)/ (Zarantonello, Jedidi, & Schmitt, 2013)		
	brand awareness	(Baumann, 2015) (Sääksjärvi & Samiee, 2011)		
	brand image & brand identity			
Customer Loyalty	brand satisfaction	(Lanza, 2008) (Sahin et al., 2011) (Sääksjärvi & Samiee, 2011)	0.91	0.91
	brand commitment			
	purchase intention			
	brand advocacy			
	brand preference			

The extraction method's outputs (appendix- table 8) of the validity test were also analyzed. Communalities was the proportion of each variable's variance that could be explained by the factors. Based on communalities analysis, components with the coefficient of .3 or higher were considered "acceptable" in most social science research situations, otherwise they would be omitted from the statistical analysis. Also, according to Total Variance Explained with .50% or higher was considered "acceptable" in most social science research situations. All questions were tested through extraction method and invalid questions were omitted from the analysis.

Sample and demographic data

The sample was randomly selected from the population of interest (consumers of the selected regions of Tehran). Of 150 questionnaires distributed through digital platforms, 124 questionnaires were collected and 122 were used for hypothesis testing and conceptual analysis. The Demographic data have been listed in the table below (table 3).

Table 3: Demographic data

variables		Frequency	Ratio
Gender	Male	68	%55.7
	Female	54	%44.3
Marital status	Married	42	%34.4
	Single	80	%65.6
Age	20-30	98	%80.3
	30-40	16	%13.1
	40-50	5	%4.1
	Over 50	3	%2.5
Income (million Toman)	0	49	%40.2
	Under 1	19	%15.6
	1-2	22	%18
	Over 2	32	%26.2

Hypothesis and conceptual framework testing

The hypotheses were tested using the SEM method (structural equation model) and analyzed using PLS Smart software. Four output reports were used in this study including Composite Reliability (CR) and Average Variance Extracted (AVE) plus t-test (Student's t-test) and Path Analysis (R^2).

Composite reliability (CR) was used to check the internal consistency, which should be greater than the benchmark of 0.7 to be considered adequate and accepted and figures under 0.6 would be rejected(Fornell & Larcker, 1981).

The convergent validity is the extent to which the items correlate with each other within their variable (factor) (Fornell & Larcker, 1981). In this study Convergent validity of the scale was captured by PLS through the measure of Average Variance Extracted (AVE) of each construct. It indicated that the construct's variance was explained by all its indicators together, which would be accepted when the measure was more than 0.5(Fornell & Larcker, 1981).

Discriminant validity refers to the scope to which measures of the different model constructs are unique(Straub, Boudreau, & Gefen, 2004). In this study, the discriminant validity was assessed by comparing the correlations between constructs and the square root of the average variance extracted (AVE) of each construct. This technique has been used widely in the literature and discriminant validity was supported if the square root of the constructs' AVE was greater than the correlation of the construct with all other constructs(Fornell & Larcker, 1981; Straub et al., 2004).

The series of student's tests were the most commonly used statistical significance tests applied to small data sets (samples' population) for testing if a hypothesis was accepted or rejected. At %95 confidence level, the hypothesis would be accepted when the amount of "t" was more than 1/96 or less than -1/96.

The strength of path analysis lies in its ability to decompose the relationships among variables and to test the validity of a model(Stage, Carter, & Nora, 2004). Cohen (1998) suggested R-squared values for endogenous latent variables which were assessed as follows: 0.26

(substantial), 0.13 (moderate), 0.02 (weak) (Cohen, 1988). Besides, the standardized path coefficient should be larger than 0.20 in order to demonstrate its significance (Wong, 2013). With considering the accepted amount of CR and AVE it can be seen (table 4) that the convergent validity of variables was accepted in essay's model. Although the amount of AVE for Brand's Sensory Experience was 0.457, which was less than 0.5, according to Fornell and Larcker, if AVE was less than 0.5, but composite reliability was higher than 0.6, the convergent validity of the construct would be still adequate (Fornell & Larcker, 1981).

Table 4: Construct Reliability and Validity PLS results

Variables	Composite Reliability	Average Variance Extracted (AVE)
Brand Recognition	0.901	0.606
Brand's Cognitive Effect	0.946	0.617
Brand's Sensory Experience	0.734	0.457
Customer Loyalty	0.963	0.639
Mental Imagery	0.895	0.519
Mental Imagery (Moderating Effect 1)	1.000	1.000
Brand Recognition (Moderating Effect 2)	1.000	1.000
Sensory Advertisement	0.833	0.507

Discriminant validity was also established by observing the correlations between all latent constructs. Table 5 as the PLS's output for discriminant validity lists the correlation matrix, with correlation among constructs and the square root of AVE on the diagonal, which provides strong evidence of discriminant validity.

Table 5: Discriminant Validity, Fornell-Larcker Criterion

	Brand Recognition	Brand's Cognitive Effect	Brand's Sensory Experience	Customer Loyalty	Mental Imagery	Moderating Effect 1	Moderating Effect 2	Sensory Advertisement
Brand Recognition	0.779							
Brand's Cognitive Effect	0.751	0.786						
Brand's Sensory Experience	0.671	0.763	0.676					
Customer Loyalty	0.748	0.774	0.662	0.799				
Mental Imagery	0.555	0.723	0.552	0.548	0.720			
Moderating Effect 1	0.165	0.130	0.098	0.215	0.176	1.000		
Moderating Effect 2	-0.236	-0.191	-0.129	-0.115	-0.253	-0.044	1.000	
Sensory Advertisement	0.133	0.261	0.265	0.194	0.243	0.046	0.189	0.712

According to all the above mentioned issues, the results of hypotheses' analysis have been given below (Table6), in addition to the general conceptual framework (Figure 10).
Note that the main hypothesis's result was not shown in the conceptual framework (Figure 10) as it was tested separately and the result was extracted from an additional output (Appendix-Table 9).

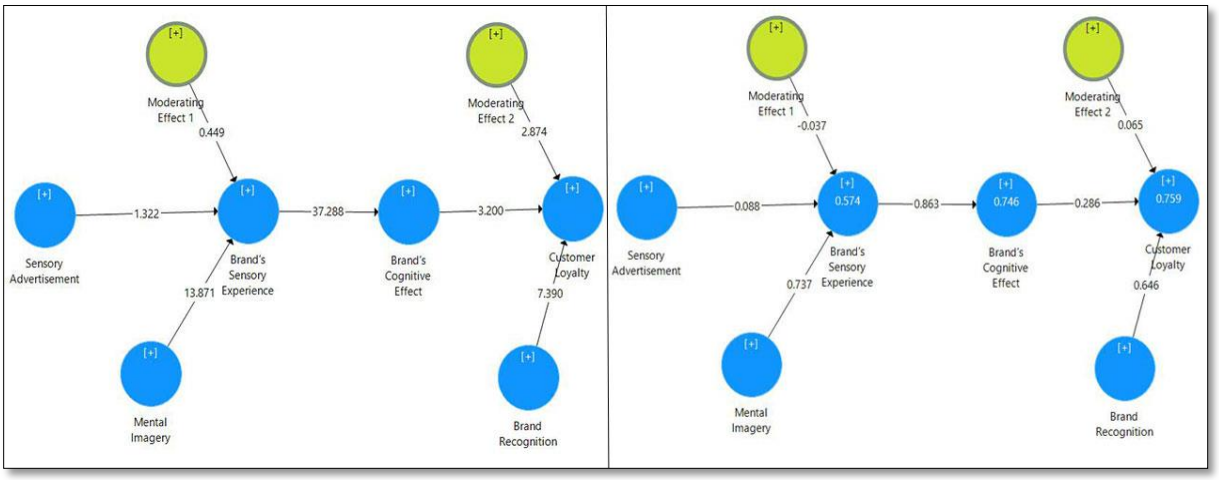

Figure 10: General conceptual framework, PLS output, t-student (the left picture), path analysis (the right picture)

Table 6: Hypothesizes' test result

Hypothesizes	t-student	R^2	Path coefficient	Result
Main hypothesis: sensory advertisement has an impact on customer loyalty	2.925	0.053	-0.231	The hypothesis is accepted, The model is not valid
H1: sensory advertisement has an impact on brand's sensory experience	1.322	-	0.088	The hypothesis is rejected,
H2: mental imagery will moderate the impact of sensory advertisements on brand's sensory experience	0.449	0.574	-0.037	The hypothesis is rejected,
H3: brand's sensory experience has an impact on creation of brand's cognitive effect	37.288	0.746	0.863	The hypothesis is accepted, The model is quite valid
H4: brand's cognitive effect has an impact on customer loyalty	3.200	-	0.286	The hypothesis is accepted, The model is valid
H5: brand recognition will moderate the impact of brand's cognitive effect on customer loyalty	2.874	0.759	0.065	The hypothesis is accepted, The model is quite valid

R^2 is 0.053 for customer loyalty variable, which means that the sensory advertisement moderately explains the 5.3% of the variance in customer loyalty. Although this hypothesis has been accepted, this model isn't valid and it means that it may not be extended in other

occasions. Accordingly, mental imagery and sensory advertisements together explain the 57.4% of the variance in the sensory experience; sensory experience explains the 74.6% of the variance in brand's cognitive effect and eventually, the brand recognition and the brand's cognitive effect together explain the 75.9% of the variance in customer loyalty.
In addition to the study's main hypotheses, two more statements also were tested separately and the results have been given below:

Table 7: Additional Hypothesizes' test result

Additional Hypothesizes	t-student	R^2	Path coefficient	Result
Sensory advertisement has an impact on brand's cognitive effect	5.749	0.092	-0.304	The hypothesis is accepted, The model is not valid
Brand's Sensory experience has an impact on customer's loyalty	13.566	0.481	0.693	The hypothesis is accepted, The model is valid

The Brand's cognitive effect refers to features like advertisements' attractiveness and its effect on customer behavior. According to this additional test (table 7), sensory advertisement explained the 9.2% of the brand's cognitive effect and according to the amount of T-value Sensory, advertisement had an impact on the brand's cognitive effect. Although this model was not valid as the Path coefficient was negative and R^2 was less than 0.2. So this result cannot be extended to other situations. In addition, the Brand's Sensory experience explained the 48.1% of the customer's loyalty and the model was also valid.

DISCUSSION AND CONCLUSION

This research was carried out using a theoretical framework, which was developed based on previous studies (J. Brakus, 2002; Chi, Yeh, & Yang, 2009; Elder, 2011; Ha et al., 2011; Shim, 2012; Zarantonello, Jedidi, & Schmitt, 2013). The purpose of this study was to provide a possible and practical guide for marketers in order to create effective advertisement based on customer behavior and use new trends in science such as sensory marketing, to attract audience attention and increase customer loyalty.
The result of content analysis can be considered as one of the main achievements of this study. Although all the results were not mentioned in this essay, the palette of customers' preference color and other information was enough to illustrate how practical they might be for marketers in order to design advertisements through feature extraction and write an interactive ad copy for them. In this way, advertisement would be designed based on customers' preferences, which seemed to be more effective. According to behavioral experiments, taking into account a related color (based on Fig. 2) for the background and incorporating sensory elements (according to Table 1) in design advertising can attract the attention of the audience. Make sure not to use many elements and just use them in a way that draws consumer's attention to what is important (product, logo, and message). Keep in mind that according to the result of the ranking test (Fig. 7), audience tend to see simple and realistic pictures. Egocentric element tends to be an effective element (based on the eye tracking result), but people prefer to see a perfect egocentric element, so it would be better to consider it in

designing an advertisement, and also do not use this element randomly and unplanned. It is better to place the product on the customer's hands, this way it's more likely to attract the customers' attention to the product.

As mentioned in previous research, advertisement cannot directly affect customer's loyalty (Ha et al., 2011) and the result of this study supported this statement. Although the main hypothesis has been accepted, the model was not valid. So in this study, sensory advertisement affected customer loyalty, but it cannot be extended to other occasions, which is not unexpected as customer loyalty requires more time and effort to connect with customers and it does not happen in a short time. Elder (2011) indicated in his research that sensory elements affected consumers' experience, also studies showed that sensory stimulations could have an impact on cognition experience(J. Brakus, 2002). But, the results of this study could not support this statement that sensory advertisement has an impact on the brand's sensory experience. Regarding the study method, which was focused on the visual aspects of advertisement, it was not surprising. Because for creating a sensory experience, all five senses needed to be activated. In this study, the moderating role of mental imagery on the brand's sensory experience was not accepted, which has not been precisely tested in previous studies, but it was shown that mental imagery which was stimulated by visual aspects of advertisement, was able to increase advertisement's efficiency(Krishna et al., 2016). According to the results of the first and second hypotheses (Table 6), the visual advertisements were not able to stimulate mental imagery as the moderator variable and nor they were capable of creating a sensory experience. These statements seem logical because nowadays consumers face with varieties of advertisements and brand experience campaigns, which they are engaged with. In this study a simple visual advertisement was tested which was not interactive enough to create a sensory experience. So using multiple sensory elements (vision, smell, touch, taste, hear) and engaging audiences through a brand experience has been suggested for this matter. Previous studies confirmed that advertisement's experiential aspects had an impact on the brand's cognitive effect(Zarantonello et al., 2013) and the results of this study also supported that as the third hypothesis. The Brand's cognitive effect was considered as the output of consumption and included features like the attractiveness of ads, and its effects on consumer behavior (Gardner, 1985; Rook, 1987). Concerning this statement, it seems that the chosen advertisements (figure 7) were able to have a positive impact on the audience and attracted their attention which was the aim of this study. The result of this study indicated that the brand's cognitive effect had an impact on the brand's loyalty, which was not out of the board, as they were many people who supported a brand. The reason was that they found its advertisements and campaigns attractive and appealing. In addition, it's another sign emphasized the importance of advertisements' design on customer perceptions towards the brand, which may gradually lead to customer loyalty, but this statement has not been tested in previous researches. Studies indicated that brand recognition had a significant positive impact on customer loyalty (Chi, Yeh, & Yang, 2009) and the results of the study also supported this statement. The Brand recognition as a moderator variable played a significant role in moderating the impact of brand's cognitive effect on customer loyalty, which confirmed this attitude that sometimes consumers tend to be a brand's advocator just because they enjoy its advertising campaign, so the importance of effective advertisement design is undeniable. One

of the additional hypothesis was analyzed to determine if sensory advertisement (the chosen advertisement) had an impact on the brand's cognitive effect or not. This statement wasn't mentioned in previous studies, but it has been accepted in this study, which again confirmed that this approach was practical for designing an advertisement as participants found them attractive. The most likely explanation for this case could be related to using sensory marketing's principle for feature extraction as it makes advertisements being designed through customers' preferences. According to previous studies, brand experience had a direct impact on customer loyalty and more enjoyable the experience become, loyalty to brand would be increased too (Shim, 2012). This study also supported this statement and through an additional hypothesis, it was accepted that Brand's Sensory experience had an impact on customer's loyalty. Of course, this mission needs more time to be accomplished, but advertisement can be considered as an interactive channel for engaging audiences with the brand.

In summary, according to the results of this study, sensory advertisement was able to have an impact on customer loyalty, but it may not extend to other cases, because customer loyalty depends on other items. Considering the new trends in marketing like sensory marketing may facilitate it and also the most important usage of sensory marketing, to extract a product's features, leads to advertisements which are able to attract audiences' attention. According to the results, this pattern was found to be useful as a guide for advertisement design.

Limitations and future research

The present study had several limitations. The study and research framework was applied to customers' lifestyle and the role of the sensory elements in customers' behavior, so the sample was considered through a finite population and the results may not be extended to all customers. Besides, the study was conducted in the field of cosmetic products, thus there is a need to test the framework in other industries or even in different customer segments.

The visual aspect was the only sensory element that has been empirical in this study. Therefore, it is recommended to study the effects of all five senses in advertising or marketing events in the future. This study included six variables, future studies can include different variables, as moderators or dependent variables.

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APPENDIX

Main questionnaire

Demographic

1.1 Age: Under 20 □ 20-30 □ 30- 40 □ 40-50 □ Over 50 □
1.2 Gender: Male □ Female □
1.3 Marital status: Single □ Married □
1.4 Income (Toman): No income □ under 1 million t □ between 1 and 2 million t □ over 2 million t □

Mental Imagery

Mental Imagery process (1 to 5= Not at all Not very neutralmuch Very much)
2.1 How much did the advertisements bring a mental pictures or images to your mind?
2.2 How much the advertisements did provide features to help you imagine using the product?
2.3 How vivid did you find the advertisements?
Mental stimulus (1 to 5= strongly disagree disagree neutralagree strongly agree)
2.4 This advertisements stimulate my curiosity.
2.5 This advertisements weren't designed to surprise me.
2.6 This advertisements try to intrigue me.
Mental imagination (1 to 5= strongly disagree disagree neutralagree strongly agree)
2.7 This advertisements try to get me think about my behaviour.
2.8 This advertisements make me think about lifestyle.
2.9 This advertisements try to relate to endeavours one can undertake.
Mental simulation (1 to 5= Strongly disagree disagree neutralagree Strongly agree)
2.10 I can be related to other people through this advertisements.
2.11 This advertisements don't make reference to social relations.
2.12 This advertisement don't try to remind me of social rules.

Brand's Sensory Experience

Experience intensity (1 to 5= Strongly disagree disagree neutralagree Strongly agree)
3.1 By seeing the advertisements I felt like I had experienced something unimaginable.
3.2 After seeing those advertisements I felt disoriented when I got back to my everyday life.
3.3 After my visit, I had a feeling that I thoroughly enjoyed theme.
Advertisement's immersion (1 to 5= Strongly disagree disagree neutralagree Strongly agree)
3.4 I lost senses of the rest things when I was experiencing the advertisements.
3.5 I found myself completely caught up in advertisements.
3.6 My sense were aroused in ways I cannot remember experiencing in other place
Experiential aspects (1 to 5= Strongly disagree disagree neutralagree Strongly agree)
3.7 To what degree do the ads appeal to sensory elements (i.e., colors and exciting visuals)?
3.8 To what degree do the ads appeal to positive and negative feelings and emotions?
3.9 To what degree do the ads appeal to imagination and mental stimulation (i.e., thinking in a different way)?
Sensory perception (1 to 5= Strongly disagree disagree neutralagree Strongly agree)
3.10 These advertisements try to put me in a certain mood.
3.11 These advertisements try to be emotional and appealing feelings.

3.12 These advertisements try to excite my senses.

Brand's Cognitive Effect

Cognitive data (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

4.1 It was easy to understand what was going on in the advertisements.
4.2 The advertisement are believable.
4.3 If I were using this product the advertisement would be relevant to me.

Advertisement's effect (1 to 5= Not at all Not very neutralmuch Very much)

4.4 How much did you enjoy the advertisements?
4.5 How much are the advertisements able to increase the appeal of brand?
4.6 How will the advertisements affect your use of brand?
1. Makes me less likely to continue using brand 2. It don't affect my usage
3. Strongly encourage me to continue using brand

Advertisement's enjoyment (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

4.7 I though advertisements were clever and entertaining.
4.8 Advertisements were not just selling the product they were entertaining me.
4.9 The advertisements keep running through my mind science I've seen them.

Advertisement's attractiveness (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

4.10 The brand represented is attractive.
4.11 I like what this brand represents.
4.12 It is a favourable brand.

Brand Recognition

Brand recall (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

5.1 I can quickly recall the symbol or logo of the brand.
5.2 I can remember the product represented in advertisements.
5.3 I frequently think about this brand.

Brand recognition (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

5.4 I can recognize the name of represented brand among others.
5.5 What was the name of represented bran in advertisements: ……
5.6 What statement is correct about the represented brand in the advertisements?
1.It can be any brand. □ 2. I can't remember the brand even if I think about it.□
3.I have no idea.□ 4.I can remember the brand if I think about it. □ 5.I couldn't forget the brand □

Brand awareness (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

5.7 I am familiar with this brand.
5.8 I can distinguish this brand among its competitors.
5.9 Some characteristics of brand come quickly to my mind.

Brand image & brand identity (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

5.10 This brand has significant features.
5.11 This brand is uniquely different from its competitors.
5.12 This brand has a well-defined purpose.

Customer Loyalty

Brand satisfaction (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

6.1 I am pleased with using this brand.
6.2 In comparison to others this brand has met my expectations.

6.3 I am satisfied with the brand in the advertisements.

Brand commitment (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

6.4 I feel emotionally attached to the brand.

6.5 It would be difficult for me to buy another brand.

6.6 It would be too costly for me to switcher away from this brand.

Purchase intention (1 to 5= Not at all Not very neutralmuch Very much)

6.7 How likely is it that you will buy this brand next time?

6.8 Is it true: "I would consider buying this brand before others"?

6.9 These advertisements influenced on my purchase from this brand.

Brand advocacy (1 to 5= Not at all Not very neutralmuch Very much)

6.10 Would you recommend this brand to friends and colleagues?

6.11 How is the likelihood you will continue as a loyal customer to this brand?

6.12 I would consider myself loyal to this brand.

Brand preference (1 to 5= Strongly disagree disagree neutralagree Strongly agree)

6.13 I prefer this brand over others like it.

6.14 Advertisements of other brands wouldn't change my decision of buying from this brand.

6.15 I definitely will buy from this brand.

Table 8: Extraction method outputs

component	Communalities		Component Matrixa1	Total Variance Explained					
				Initial Eigenvalues			Extraction Sums of Squared Loadings		
	initial	extraction		total	% of variance	Cumulative %	total	% of variance	Cumulative %
pic1	1.000	.687	.829	2.624	52.470	52.470	2.624	52.470	52.470
pic2	1.000	.383	.619	.967	19.339	71.809			
pic3	1.000	.407	.638	.684	13.683	85.492			
pic4	1.000	.405	.637	.560	11.200	96.692			
pic5	1.000	.741	.861	.165	3.308	100.000			
A1	1.000	.421	.649	4.171	52.140	52.140	4.171	52.140	52.140
A2	1.000	.470	.686	1.383	17.289	69.429			
A3	1.000	.354	.595	.551	6.884	76.313			
A4	1.000	.601	.775	.498	6.222	82.535			
A7	1.000	.431	.656	.445	5.561	88.096			
A8	1.000	.665	.815	.366	4.570	92.666			
A9	1.000	.597	.772	.333	4.162	96.828			
A10	1.000	.632	.795	.254	3.172	100.000			
B3	1.000	.603	.777	5.007	50.072	50.072	5.007	50.072	50.072
B4	1.000	.564	.751	1.282	12.823	62.895			
B5	1.000	.539	.734	.942	9.424	72.319			
B6	1.000	.495	.703	.570	5.703	78.022			
B7	1.000	.435	-.659	.500	5.002	83.024			
B8	1.000	.412	-.642	.417	4.166	87.190			
B9	1.000	.485	-.696	.416	4.164	91.354			
B10	1.000	.293	.542	.360	3.605	94.959			
B11	1.000	.487	.698	.266	2.661	97.620			
B12	1.000	.693	.833	.238	2.380	100.000			

C2	1.000	.467	.683	6.980	63.458	63.458	6.980	63.458	63.458
C3	1.000	.419	.647	.908	8.257	71.714			
C4	1.000	.583	.763	.636	5.783	77.497			
C5	1.000	.719	.848	.563	5.117	82.614			
C6	1.000	.503	.709	.491	4.463	87.077			
C7	1.000	.802	.896	.426	3.869	90.946			
C8	1.000	.715	.846	.291	2.648	93.594			
C9	1.000	.525	.725	.259	2.356	95.950			
C10	1.000	.788	.888	.187	1.699	97.649			
C11	1.000	.722	.850	.146	1.325	98.975			
C12	1.000	.738	.859	.113	1.025	100.000			
D1	1.000	.364	.603	3.643	60.722	60.722	3.643	60.722	60.722
D3	1.000	.566	.752	.791	13.180	73.902			
D9	1.000	.586	.765	.543	9.052	82.954			
D10	1.000	.805	.897	.457	7.618	90.572			
D11	1.000	.728	.853	.425	7.078	97.651			
D12	1.000	.595	.771	.141	2.349	100.000			
E1	1.000	.642	.801	9.588	63.922	63.922	9.588	63.922	63.922
E2	1.000	.722	.850	1.095	7.302	71.224			
E3	1.000	.706	.840	.842	5.611	76.835			
E4	1.000	.635	.797	.706	4.708	81.543			
E5	1.000	.518	.720	.597	3.978	85.521			
E6	1.000	.382	.618	.376	2.506	88.027			
E7	1.000	.525	.724	.349	2.328	90.356			
E8	1.000	.675	.821	.305	2.033	92.389			
E9	1.000	.542	.736	.255	1.700	94.089			
E10	1.000	.689	.830	.243	1.619	95.708			
E11	1.000	.771	.878	.171	1.141	96.849			
E12	1.000	.779	.882	.142	.945	97.794			
E13	1.000	.755	.869	.134	.891	98.685			
E14	1.000	.552	.743	.122	.811	99.496			
E15	1.000	.696	.834	.076	.504	100.000			

Table 9: Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Brand Recognition_ -> Customer Loyalty	0.646	0.641	0.087	7.390	0.000
Brand's Cognitive Effect -> Customer Loyalty	0.286	0.291	0.090	3.200	0.002
Brand's Sensory Experience__ -> Brand's Cognitive Effect	0.863	0.864	0.023	37.288	0.000
Mental Imagery -> Brand's Sensory Experience	0.737	0.735	0.053	13.871	0.000
Moderating Effect 1 -> Brand's Sensory Experience	-0.037	-0.010	0.081	0.449	0.654
Moderating Effect 2 -> Customer Loyalty	0.065	0.060	0.023	2.874	0.004
Sensory Advertisement_ -> Brand's Sensory Experience	0.088	0.102	0.066	1.322	0.188
Sensory Advertisement_ -> Customer Loyalty	-0.231	-0.283	0.079	2.925	0.004