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Sensory Marketing Strategies and Personal Selling in Egyptian Organizations

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Abstract

The personal selling process is a consecutive series of activities conducted by the salesperson, the lead to a prospect taking the desired action of buying a product or service and finish with a follow-up contact to ensure purchase satisfaction.

Sensory marketing is as “marketing that engages the consumers' senses and affects their perception, judgment and behavior.” From a managerial perspective, sensory marketing can be used to create subconscious triggers that characterize consumer perceptions of abstract notions of the product (e.g., its sophistication or quality).

Sensory marketing plays a major role in influencing consumer behavior as a recent trend that has enabled many organizations to create competitive advantages by manipulating the five senses of consumers by highlighting the sensory aspects of products and services on the one hand and for points of sale on the other hand as the consumer finds it difficult to choose between brands or shops being homogeneous, sensory marketing is one of the solutions that proved successful for many marketers when they adopted this concept of event, which calls for the study of this concept and the modern marketing practices associated with it.

Hence, this research seeks to study the effectiveness of applying sensory marketing strategies in the success of the personal selling process in service and productive organizations working in Egypt, by studying the personal selling process, its stages, goals, strategies, and the skills of salesmen in organizations, and identifying the sensory elements used in the selling process for demonstrate the possibility of the sensory marketing contribution, as a tool to modernize the personal selling service and gain a sensual identity through marketing using the five senses of the consumer, taking into account the impact of intermediate organizational factors such as organizational culture and the nature of the target audience, and that is through testing the standard scientific model upon which the study relies, which the researcher developed under the title "The Relationship between Sensory Marketing and the Personal Selling Process" depending on the gradual, introductory input to the personal selling process, which links the Selling Formula process and the marketing approach related to the sensory effect.

This study is a descriptive analytical study as it seeks to characterize and analyze the sensory marketing and personal selling processes and measure the relationship between the application of sensory marketing strategies and the effectiveness of the personal process and the achievement of the overall marketing goals of the organization, and that is based on a sample of organizations working in the service and production sectors, and therefore the study belongs to the qualitative studies using the purposive sample type on 10 Egyptian services and productive organizations.

Keywords: Sensory Marketing - Personal Selling - Selling Strategies – Marketing Effectiveness.