

## Multi-sensory marketing and purchase intentions of senior high school students in Divine Word College of San Jose

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### **Abstract**

This study examined the relationship between multi-sensory marketing in terms of and the purchase intentions of senior high school students. This research aimed to explore the influence of multi-sensory marketing on purchasing intention and the role of profile variables in shaping purchase intentions. A descriptive-correlational approach was employed, utilizing a modified-adapted questionnaire comprising profile questions, multi-sensory marketing indicators, and purchase intention items. A sample size was selected using simple random sampling. Descriptive statistics, frequency distributions, Pearson correlation coefficient, and significance testing were used for data analysis. The findings revealed that 46.3% of the respondents were male, while 53.7% were female. Regarding monthly allowance, 35.5% had an allowance of 2,501 and above, 32% had an allowance of 1,000 and below, and the remaining ranges had frequencies of 11.3% and 9.9%, respectively. The level of multi-sensory marketing was moderate to highly observed, with color and visual elements, scents and fragrances, music and sound effects, and emotional elements all playing a role in influencing purchase intentions. Multi-sensory marketing and purchase intentions have a significant positive relationship. However, only sex was found to have a significant relationship with purchase intentions, while monthly allowance did not significantly affect purchase intentions. The study concludes that

multi-sensory marketing has a significant influence on purchase intentions. The findings also highlight the importance of understanding different sexes' unique preferences and needs in developing tailored marketing strategies. The findings of this study indicated that further investigation is needed to analyze the full extent of multi-sensory marketing, possibly towards other variables.

**Keywords:** multi-sensory marketing, purchase intentions, descriptive-correlational, unique preferences, Pearson correlation coefficient

## **Multi-sensory marketing and purchase intentions of senior high school students in Divine Word College of San Jose**

### **1. Introduction**

Marketing is the backbone of a business's success (The State Journal, 2020). Marketing is fundamental in attracting customers, promoting products or services, and driving growth and profitability (Indeed Editorial Team, 2022). The researchers, comprised of business-minded students with aspirations of becoming future business owners, have gathered a profound understanding of the vital role that marketing plays in shaping the trajectory of a business. Throughout their senior high school journey, they meticulously explored the intricacies of marketing, examining its complex influence on every side of a company's existence and how marketing strategies can either propel a business to the heights of success or lead it down a path of stagnation and decline. In recent years, especially during the pandemic, there has been a noticeable shift in the marketing world as people increasingly rely on technologically forward approaches. This shift can be attributed to the rapid pace of technological advancements and their undeniable success in reaching and engaging consumers.

Traditional face-to-face marketing methods, however, which were once the original medium of advertising and promotion, have started to be left behind. Conventional tactics like direct interaction between consumers have been overshadowed by digital marketing channels, which offered significant opportunities for precision in targeting consumers and real-time engagement. Businesses have been motivated to adapt and spend more in the digital realm due to the success of tech-driven marketing efforts that dipped into the power of social media and other search engines. This progress has peculiar difficulties and complexity, particularly regarding marketing in other countries like the Philippines (Moorman et al., 2022). Cultural diversity, one of the prominent issues of a business's marketing strategy, consisting of various cultural groups and regions with distinct preferences, can be a hassle (GeeksforGeeks, 2022). In the context of Philippine marketing, being one of the most culturally diverse countries in the world, it faces its own set of unique challenges. The Philippines, composed of numerous cultural groups and regions, each with its preferences, traditions, and buying behaviors, is a problem for a business. Constructing marketing strategies that work effectively with this complex audience can be intimidating. What appeals to one group may not necessarily resonate with another, making it imperative for marketers to conduct in-depth market research and develop tailored campaigns.

Five challenges are associated with using technological marketing in businesses, including creating material that caters to multiple positions within the intended audience. Accessing topic matter experts to generate content. Internal communication among teams or silos. Creating valuable content rather than sales-oriented content. Differentiating products/services from competitors (French, 2022). Among these challenges, the most significant ones include catering to different audiences, determining the value of content, and distinguishing oneself from competitors. These circumstances raise considerations regarding the optimal approach for a business' marketing and whether traditional methods can replace current technological ones. Additionally, there is a growing realization that traditional marketing strategies may still hold value and effectiveness as they leverage our innate abilities, qualities, and senses to address our needs and desires better (Simplilearn, 2023). The overwhelming scope of unreliable media in the digital realm may be hindering our purchasing intentions, potentially making traditional methods, like sensory marketing, a viable alternative to be utilized once again. As Tekin and Kanat (2022) claimed, sensory marketing has recently grown in importance and usefulness, influencing purchasing behavior and perceptions by appealing to consumers' senses. Consumers tend to buy their wants based on their senses of a particular product/good, such as its smell, what they heard, or what they see as being encouraged to buy.

Additionally, although sensory marketing has received increasing interest in marketing and consumer psychology, less attention has been paid to the influence of multi-sensory cues on consumer behavior and experiences (Abdolmohamad-Sagha et al., 2022). In sensory marketing, five primary senses can be used in

purchasing a particular product: visual, auditory/hearing, olfactory/smell, tactile, and taste. As mentioned earlier, combining the senses is the focus of multi-sensory marketing, which benefits both marketers and customers in the long run.

In addition to investigating the relationship between multi-sensory marketing and students' intention to buy, this study looked at the influence of profiles such as sex and monthly allowance on purchase intentions. Previous studies have indicated that gender differences and changes in disposable income can significantly influence purchasing habits (Hernández et al., 2011). Therefore, to create efficient marketing strategies that cater to the unique wants and preferences of Senior High School students, it is imperative to comprehend how these variables interact with multi-sensory marketing tactics to form purchasing intents. By adding these variables to the research, the researchers wanted to give a thorough knowledge of the factors that influence purchase intentions. This study aimed to determine the relationship between multi-sensory marketing tactics and students' intention to buy. A quantitative approach is employed to accomplish this objective, with a modified-adapted questionnaire as the primary data collection tool.

In addition, this study aimed to determine the relationship between multi-sensory marketing and the purchase intentions of Senior High School students in Divine Word College of San Jose (DWCSJ). In the senior high school department, 156 students enrolled in the STEM program in grade 11, 28 in the ABM program, and 31 in the HUMSS program. In grade 12, there are 147 STEM students, 34 ABM students, and 43 HUMSS students. This study provides clarity regarding the real-world effects of using multi-sensory marketing to engage and affect the purchasing decisions of this particular target group, making significant contributions to the fields of marketing and consumer behavior.

**Statement of the Problem** - This study aimed to determine the relationship between multi-sensory marketing and the purchase intentions of Senior High School students in Divine Word College of San Jose. Specifically, it sought to answer the following questions: (1) What is the profile of the respondents in terms of sex, and monthly allowance? (2) What is the level of multi-sensory marketing in terms of color and visual (sight), scents and fragrances (smell), music and sound effects (hearing), and arousal and pleasure (emotion)? (3) What is the level of purchase intentions of the Senior High School Students in Divine Word College of San Jose? (4) Is there a significant relationship between the profile and the purchase intentions of Senior High School students in Divine Word College of San Jose? (5) Is there a significant relationship between multi-sensory marketing and the purchase intentions of Senior High School students in Divine Word College of San Jose?

**Significance of the Study** - The study aimed to determine the relationship between multi-sensory marketing and the purchase intention of SHS students in Divine Word College of San Jose. The benefactors of the study are; first, the business owners can utilize the findings as a valuable guide to maintaining and enhancing customer loyalty and repeat purchases among senior high school students at DWCSJ. Understanding how sensory marketing influences their purchasing intentions can help refine marketing strategies and boost sales. Second, schools and DWCSJ can benefit from the research outcomes by gaining insights into the effects of sensory marketing on the buying intentions of students. This knowledge can inform decisions about school branding, merchandising, and marketing efforts targeted at students. Third, marketing professionals in various industries can draw lessons from this study. It can serve as a reference point for designing effective multi-sensory marketing strategies that resonate with younger consumers, especially with high school students. Fourth, the research ultimately benefits students and consumers by studying how sensory marketing affects their purchasing intention. It empowers them with a deeper understanding of the subtle influences that shape their choices, making them more informed consumers of products. Fifth, the academic community gains from this research as it contributes to the body of knowledge in marketing, consumer behavior, and sensory psychology. The study adds to the academic discourse and provides a practical case study that can be used for teaching and learning purposes. Lastly, future researchers, particularly those exploring the realm of multi-sensory purchase intentions among consumers, can utilize this study as a foundational reference. It provides a basis for further investigations and encourages the exploration of new variables and dimensions within sensory marketing.

**Scope and Delimitation of the Study** - This research aimed to determine the relationship between multi-sensory marketing and the purchase intentions of senior high school students in Divine Word College of San Jose (DWCSJ) during the academic year 2023-2024. The data collection method is quantitative, utilizing a modified-adapted questionnaire to gather insights from the student respondents. With any questionnaire-based study, the responses are subjected to various biases, including social desirability or response bias, where students might provide answers, they perceive as socially acceptable or expected. These biases could impact the accuracy of the data collected.

It is essential to recognize that this study primarily concentrates on traditional person-to-person marketing strategies and only encompasses part of the spectrum of contemporary and traditional marketing platforms or media. The marketing landscape has evolved significantly in recent years, with the advent of digital, online, and social media platforms playing a pivotal role in influencing consumers. By focusing on person-to-person interactions among the Divine Word College of San Jose (DWCSJ) students, the study might overlook the impact of digital marketing, social media campaigns, and other non-traditional channels prevalent among the younger demographic, including senior high school students. Consequently, the findings may not capture the whole marketing landscape, limiting the generalizability of the results to a broader context where diverse marketing platforms are integral components of the overall marketing strategy. Therefore, the study contributes valuable insights into person-to-person marketing, to reflect contemporary marketing practices' dynamic nature fully. Additionally, the study's limitations extend to the independent variables under investigation, namely color and visual (Sight), scents and fragrances (Smell), music and sound effects (Hearing), and arousal and pleasure (Emotion). While these variables offer valuable insights into multi-sensory marketing, they represent a subset of students' daily sensory cues. Therefore, the study may not encompass the full spectrum of sensory experiences that could influence purchasing intentions.

On the other hand, the dependent variable, "Purchasing Intentions of DWCSJ Senior High School Students," is defined within the scope of this study but may not account for all external factors and influences that contribute to students' buying decisions. External factors, such as family influence, peer pressure, or socioeconomic status, could interact with the sensory variables under investigation, and these interactions are beyond the study's scope.

## 2. Methodology

**Research Design** - The researchers have opted for a quantitative research method to gather empirical data, as Williams (2021) emphasized, aiming for a more profound understanding of the social world. Quantitative research is chosen for its capacity to provide objective data, facilitating clear communication through statistical analysis and numerical insights. As explained by McCombes (2021), a research design serves as a blueprint for addressing research questions with empirical data. In this quantitative research, the primary objective was to determine the relationship between multi-sensory marketing and the purchase intentions of senior high students in Divine Word College of San Jose. This study aligned with a descriptive-correlational research approach aimed not only at describing the current state of multi-sensory marketing effects but also at exploring and establishing correlations between different sensory stimuli and purchase intentions. The descriptive aspect provided a detailed understanding of the level of multi-sensory marketing. The correlational component helps identify relationships within the collected data, specifically the relationship between multi-sensory marketing and the purchase intentions of students.

**Respondents of the Study** - The population comprises 432 Senior High School students from Divine Word College of San Jose. A sample size of 203 students was selected for participation in the study. This sample size was determined using Slovin's formula with a confidence level of 95% and a margin of error of 5%, ensuring that the results are generalized to the larger population with high-level precision. The study utilized simple random probability sampling to ensure a representative and unbiased sample. This method involves giving each student in the population an equal chance of being selected, minimizing selection bias, and enhancing the reliability of the findings (Taylor, 2023). The 203 participants are chosen randomly from the 12 sections of Senior High School.

Each Grade 11 and 12 student was assigned a unique identifier to implement simple random probability sampling. Using a random number generator, 203 students are selected from these identifiers. This process ensured that the selected sample was not influenced by human bias and represented the entire SHS student population at Divine Word College of San Jose.

**Research Instrument** - This study used a quantitative research method to analyze numerical data systematically. This study utilized modified-adapted questionnaire by Abdolmohamad-Sagha et al. (2022), sensory constructs, The original authors conducted a pilot study involving 60 participants to assess the reliability and validity of the questionnaire. During the pilot study, participants were presented with a product image and requested to express their visual perceptions using a 7-point scale (1 = "strongly disagree" to 7 = "strongly agree"). The pilot study's results affirmed the questionnaire's reliability and validity. To establish validity, Cronbach's alpha was computed for all constructs, and questions with low alpha values were eliminated. Questionnaires utilizing Likert scales are the primary research instrument to ensure a structured and measurable approach. The research adviser, serving as an experienced guide, contributes valuable insights into the overall research design, methodology, and the specific construction of the questionnaire. Their expertise aids in refining the instrument, aligning it with the research objectives and ensuring the clarity and relevance of the questions. The 32-item modified-adapted questionnaire designed for this study is structured into two distinct parts, each serving a specific purpose. The first part comprises two profile questions, while the second comprises 30 questions or indicators, creating a comprehensive assessment tool. The primary objective of the first part was to find the profile (Sex and Monthly Allowance) of the SHS students. The second part evaluated the level of purchase intentions of the SHS students and established the relationship between multi-sensory marketing experiences and purchase intentions of the SHS students from Divine Word College of San Jose. In the study conducted by Duffett (2015), a modified-adapted questionnaire was used to assess purchase intention constructs. The reliability of the purchase intention constructs in the study was evaluated using Cronbach's alpha coefficient. The Cronbach's alpha value for Mxit's advertising purchase intentions scale was 0.833, indicating acceptable internal reliability. Similarly, Cronbach's alpha value for the Mxit advertising purchase scale was 0.774. These values suggest that the constructs are reliable. This study used the average of Cronbach's alpha coefficients for the purchase intention constructs. The average value was determined to be 0.8035, representing the overall internal reliability of the combined purchase intention constructs.

Table 1 shows the reliability results of Abdolmohamad-Sagha et al. (2022) and Duffett (2015); the lowest value is 0.7, which is considered acceptable. From this, it is claimed that the adapted questionnaires can be used and administered to the given set of respondents

**Table 1**  
*Reliability Results of the Adapted Questionnaires*

Variables	Cronbach's Alpha ( $\alpha$ ) / Reliability Coefficients	Number of Items	Description / Reliability Level / Interpretation
Independent Variables			
Color and visual (Sight)	0.83	5	Good
Scents and fragrances (Smell)	0.7	5	Acceptable
Music and sound effects (Hearing)	0.8	5	Good
Arousal and Pleasure (Emotion)	0.84375	5	Good
Dependent Variable			
Purchase Intention	0.8035	10	Good

\*Cronbach's Alpha based on standardized items

**Data Gathering Procedure** - The researchers modified a comprehensive questionnaire tailored to determine the relationship between multi-sensory marketing and the purchase intention of senior high school students in Divine Word College of San Jose. Before initiating the data collection process, a formal permission letter was sent to the office of the senior high school coordinator. The letter aimed to secure approval for the survey and obtain essential information such as the total population and a list of senior high school students. This preliminary step ensured a systematic and organized approach to the research. When the researchers have acquired the necessary information about the total population, the next step involves the distribution of the modified-adapted

questionnaires along with a consent letter to the randomly selected sample of respondents. The selection process is carried out systematically, and the questionnaires are transparently disseminated. The researchers prioritized the willingness of participants to engage in the survey, respecting their autonomy throughout the process.

Maintaining the confidentiality and privacy of respondents is of utmost importance. The researchers implemented measures to ensure that anonymous responses were used solely for the study. This commitment to privacy fosters an environment of trust, encouraging honest and uninhibited participation. Upon collecting the quantitative data, the researchers conducted a thorough analysis, tallying the results to derive meaningful insights. The goal was to leverage the gathered information to assess the effects of multi-sensory marketing on the purchase intention of senior high students in Divine Word College of San Jose. The findings can contribute valuable insights to the existing body of knowledge in this domain. They may inform future marketing strategies tailored to the preferences and behaviors of the target demographic.

**Statistical Treatment of the Data** - Descriptive statistics was utilized to provide a summary of the main features of the dataset. Measures such as mean, median, mode, standard deviation, and range are calculated for crucial variables, offering a snapshot of central tendencies and data spread. This descriptive analysis aids in understanding the overall characteristics of the responses provided by SHS students. Frequency distributions were generated to illustrate the distribution of responses across different Likert scale categories. This visually represents the patterns and frequencies of students' profiles and observations on multi-sensory marketing and its effect on their purchase intentions. Frequency distributions are essential for identifying predominant trends in the dataset. Moreover, correlation analysis examined the strength and direction of the relationship between variables, specifically exploring the correlation between multi-sensory marketing effectiveness and students' purchase intentions. The Pearson correlation coefficient was utilized to measure the linear relationship between multi-sensory marketing effectiveness and students' purchase intentions. Additionally, regression analysis is employed to assess the predictive power of multi-sensory marketing on purchase intentions. A significance level of 0.05 ( $\alpha = 0.05$ ) is employed for hypothesis testing.

**Ethical Considerations** - Before participating in the study, all SHS students are provided with clear information about the research purpose, procedures, potential risks, and benefits. Informed consent forms are distributed, and participants are given ample time to read, comprehend, and ask questions before voluntarily agreeing to participate. Participants' privacy and confidentiality are thoroughly upheld throughout the research process. Any personally identifiable information collected, such as names or contact details, is kept confidential. Participants are informed about any potential risks or discomfort associated with the study, ensuring they can make informed decisions about their participation. Any changes to the research design or procedures are communicated promptly to participants.

The integrity of the data is upheld throughout the research process. Findings are reported accurately and honestly, avoiding manipulation or alteration of the results. Negative findings, if any, are reported with the same rigor as positive findings to ensure an unbiased representation of the research outcomes. The research study sought approval from the SHS coordinator and teachers before commencement. The researchers acknowledged the contributions of other authors whose work was part of this study by providing APA citations and links where applicable. In-text citations are utilized throughout the manuscript to attribute ideas, findings, and methodologies to their respective sources. This approach ensures proper credit and integrity in referencing existing literature. These ethical considerations are important to conducting a responsible and respectful research study by prioritizing informed consent, confidentiality, participant protection, voluntary participation, transparent communication, data integrity, ethical approval, and acknowledgment. Giving credit to these outstanding works establishes the camaraderie within the research community and can guide the readers of the paper on how the insights are formulated as supported in the existing body of literature.

### 3. Results and Discussions

**Table 2**

*Profile of the Respondents in terms of Sex and Monthly Allowance n = 203*

Profile (Sex)	Frequency	Percentage
Male	94	46.3%
Female	109	53.7%
Profile (Monthly Allowance)		
1,000 - Below	65	32.0%
1,001 - 1,500	23	11.3%
1,501 - 2,000	20	9.9%
2,001 - 2,500	23	11.3%
2,501 - above	72	35.5%

Table 2 provides an overview of the profile of the respondents in terms of sex and weekly allowance. There were 94 male participants among the respondents, constituting approximately 46.3% of the overall respondent population. In contrast, 109 female participants accounted for approximately 53.7% of the total respondent population. This breakdown offers insights into the gender distribution within the sample population, allowing for a more comprehensive understanding of the study's participant profile. Other studies have found that girls frequently outperform boys academically at all levels of education, resulting in a higher number of female students enrolling in higher education (Richardson, 2016). Gender biases in teaching are among the factors contributing to the academic performance gap. Furthermore, a study discovered that men are more likely than women to choose not to finish college for personal reasons, with 34% of men without a bachelor's degree citing this as a significant reason (Parker, 2021). Moreover, a study by the American Psychological Association found that girls tend to achieve higher grades than boys in all subjects, which could lead to more female students pursuing further education (American Psychological Association, 2014).

In terms of weekly allowance, the data is segmented into various allowance ranges to capture the distribution effectively. The comprehensive breakdown allows for a better understanding of the distribution of students' monthly allowances within the sample population. According to a study on student financial literacy, a student's allowance is determined by their management, income, budgeting, education, and planning (Triana & Ibrohim, 2022). Management factors refer to how well a student can manage their finances, while income factors are related to the income level of the student's family. Budgeting factors encompass the student's ability to budget their allowance effectively, while educational factors relate to the student's level of financial education. Lastly, planning factors involve the student's ability to plan for future expenses (Triana & Ibrohim, 2022). Moreover, a study on student budgeting and spending behavior found that several technical and psychological factors can influence the amount of allowance a student receives (Singh et al., n.d.).

These factors, such as the student's spending habits, can be controllable or uncontrollable, such as sudden financial emergencies. One study explored the relationship between the monthly allowance and daily expenses among students, highlighting the variations in the maximum and minimum allowances received by students (Hassan & Wahid, 2023). The allowance may depend on the student's specific needs and expenses. Furthermore, students' determination in their studies is influenced by the school allowance they receive (Moneva et al., 2020). The availability of sufficient allowance may contribute to students' interest and engagement in their studies. Another study examined the effects of budgeting students' allowance on their academic performance, highlighting the role of allowance budgeting in transportation and food expenses (Contante et al., 2019). Effective budgeting of allowance can help students attend classes on time and positively impact their academic performance.

Table 3 shows a composite mean of 3.15, 3.27, 3.13 and 3.12 implying a moderate and high level of observation or level of multi-sensory marketing in terms of color and visual (sight), scents and fragrances (smell), music and sound effects (hearing) and arousal and pleasure (emotion). This means that, on average, the respondents in the study moderately observed and considered the visual aspects of marketing, such as product attractiveness, likability, depth of desire to buy, moods based on the color of the background, and the context of the portrayed background.



From the analyzed data, it suggests that the visual elements of marketing, particularly the attractiveness of the product, play a significant role in influencing consumers' purchase decisions. This finding aligns with the findings of Anguiano et al. (2022), it indicated a significant relationship between product attractiveness and consumer purchase intention. Their findings suggested that when a product is perceived as attractive by consumers, it positively influences their intention to make a purchase. They concluded that consumers are more inclined to buy products that they find visually appealing. Their study emphasized the importance of product attractiveness as a key factor in shaping consumers' purchase decisions – highlighting the role of aesthetics in capturing consumers' attention to create positive perception about a product.

The findings of Kim & Park (2023) also support the findings of this study, the results of their study suggest that attractiveness can sway purchase decisions. In their study, they found a significant positive relationship between attractiveness and purchase intention. This implies that when a product or brand is perceived as attractive, it increases consumers' intention to make a purchase. To support this finding, Rebollar et al. (2012) found that color has a significant impact on consumer expectations and their willingness to make a purchase. Different colors were associated with varying consumer expectations and perceptions of product quality. Their study revealed that color also influenced consumers' perception of product value, with warm colors leading to higher perceived value. Furthermore, their research indicated that the effect of color on consumer expectations and willingness to buy was influenced by individual factors such as age and gender. To further support the findings of this study, Grobelny & Michalski (2015) found that color has a significant impact on various aspects of consumer behavior. Their findings revealed that the color pink was associated with positive emotions and perceptions of warmth, friendliness, and femininity. On the other hand, the color gray was associated with neutrality, seriousness, and reliability. Furthermore, the study indicated that color influenced consumer preferences and purchase decisions. Consumers showed a preference for products presented in pink, perceiving them as more attractive and desirable.

In terms of scents and fragrances, the implications of this high level of observation are significant for multi-sensory marketing strategies. The study indicates that scents and fragrances play a crucial role in influencing consumer behavior and purchase intentions. These findings align with previous research of Šliburytė and Vaitiekė (2019), their study found that ambient scent has a significant influence on consumer impulsive buying behavior. When consumers are exposed to pleasant and appealing scents in the retail environment, it can lead to an increase in impulsive buying tendencies. The presence of ambient scent can capture consumer attention, attract them to the point of sale, prolong their stay, and ultimately influence their behavior. Furthermore, the research revealed that the impact of ambient scent on impulsive buying behavior is mediated by emotional responses.

This finding is supported by Rodrigues et al. (2011), their findings show that scent personality includes descriptors and major dimensions that differ from those of brand personality. The consumer environment exhibits increased sensitivity, with people placing a high emphasis on sensory factors in their daily purchasing decisions. Smell emerges as a critical component, proving its importance in survival, fast reactions to olfactory inputs, sexual selection, emotional responses, and the creation of food and beverage preferences. The findings of this study reveal that respondents highly observe scents and fragrances (Smell) when purchasing, demonstrating that it is one of the essential components in multi-sensory marketing to attract customers based on their purchasing intents. There is increasing evidence that pleasant ambient fragrances may affect consumer behavior, and various aromatherapy scents are thought to improve our mood and well-being (Spence, 2020).

**Table 3**

*Mean Level of Multi-Sensory Marketing in terms of Color and Visual (Sight), Scents and Fragrances (Smell), Music and Sound Effects (Hearing) and Arousal and Pleasure (Emotion)*

INDICATORS (Color and visual (Sight))	Weighted Mean	Verbal Description
1. The product picture's attractiveness increases my overall will to buy.	3.33	Highly Observed
2. The product picture's likeability increases my overall will to buy.	3.19	Moderately Observed
3. The product picture's desirability increases my overall will to buy.	3.15	Moderately Observed

4. The color of the background affects my mood so it increases my overall will to buy.	3.07	Moderately Observed
5. The color of the background is meaningful so it increases my overall will to buy.	3.04	Moderately Observed
Composite Mean	3.15	Moderately Observed
<b>INDICATORS (Scents and fragrances (Smell))</b>		
1. The scent I imagined of the product is attractive so it increases my overall will to buy.	3.33	Highly Observed
2. The scent I imagined of the product is satisfying so it increases my overall will to buy.	3.27	Highly Observed
3. The scent I imagined is familiar to me so it increases my overall will to buy.	3.22	Moderately Observed
4. The scent I imagined of the product is good, increasing my overall will to buy.	3.25	Moderately Observed
5. The product is likable if it contains scent.	3.28	Highly Observed
Composite Mean	3.27	Highly Observed
<b>INDICATORS (Music and sound effects (Hearing))</b>		
1. The music I heard is enjoyable so it increases my overall will to buy.	3.25	Moderately Observed
2. The music I heard is related to the product so it increases my overall will to buy.	3.07	Moderately Observed
3. The music I heard is stimulating so it increases my overall will to buy.	3.07	Moderately Observed
4. The music I heard is familiar so it increases my overall will to buy.	3.16	Moderately Observed
5. The music I heard is captivating so it increases my overall will to buy.	3.12	Moderately Observed
Composite Mean	3.13	Moderately Observed
<b>INDICATORS (Arousal and Pleasure (Emotion))</b>		
1. The scent I imagined of the product is emotionally relaxing.	3.19	Moderately Observed
2. The product picture is emotionally pleasant.	3.18	Moderately Observed
3. The scent I imagined of the product is happy	3.12	Moderately Observed
4. The music I imagined of the product is emotionally pleasing	3.08	Moderately Observed
5. The scent I imagined of the product is emotionally arousing.	3.03	Moderately Observed
Composite Mean	3.12	Moderately Observed

**Legend:** Legend: 3.26 – 4.00 Highly Observed, 2.51 – 3.25 Moderately Observed, 1.76 – 2.50 Less Observed, 1.00 – 1.75 Not Observed at all

Table 3 also shows a composite mean of 3.13 for the level of multi-sensory marketing in terms of music and sound effects (Hearing) implies a moderately observed result. This suggests that the respondents in the study exhibit a moderate level of observation and consideration of music and sound effects when intending to purchase. The indicators are significant for multi-sensory marketing strategies that involve music and sound effects. The study indicates that music and sound have a notable effect on consumer perceptions and intentions. The positively observed indicators, such as enjoyable music, familiar music, captivating music, music related to the product, and stimulating music, highlight the positive influence of music and sound effects on consumer engagement and response.

To support this finding, Zhang et al. (2023) offers evidence suggesting that background music placement in live streaming commerce has an impact on consumer purchase intention. It implies that the use of background music during live-streaming sessions can stimulate consumers and increase their arousal level, leading to a higher level of engagement and potentially influencing their purchasing decisions. In the study of Anglada-Tort et al. (2022), it investigated the impact of music recognition on consumer choice. The findings revealed that music recognition plays a significant role in consumer choice, pairing brands with music recognizable by the target consumers increased brand choice by 6%. Additionally, participants' preferences for the advertising music influenced brand choice, with recognition effects being enhanced when the music was liked and suppressed when it was most disliked. Additionally, music and sound hold a deep expressive value for many individuals, making them ideal channels for brands to communicate with consumers.

In this context, using a catchy jingle is a common strategy, with some brands, like McDonald's, seeking to evoke specific emotions and behaviors through sound cues, such as happiness (Machala, 2014). The study of Chai et al. (2021) indicates that perceived value, tangibility preference, music affinity, and music piracy awareness

significantly impact consumers' willingness to subscribe to these services. Higher perceived value, lower preference for tangible music mediums, stronger affinity for music, and higher awareness of music piracy positively influence consumers' purchase intention. Understanding and addressing these factors are crucial for online music streaming service providers to enhance user experience, attract more subscribers, and foster long-term customer relationships. The influence of music and sound on consumer behavior, as highlighted by various studies, underscores the importance of leveraging auditory stimuli in marketing strategies. From enhancing purchase intention to increasing brand recognition, the strategic use of music and sound effects can significantly affect consumer decision-making processes. As such, understanding the nuances of these factors is essential for businesses aiming to create engaging and effective marketing campaigns in today's digital landscape.

In terms of arousal and pleasure, a composite mean of 3.12 for the level of multi-sensory marketing implies a moderately observed result. This suggests that the respondents in the study exhibit a moderate level of observation and consideration of emotions, arousal, and pleasure when it comes to multi-sensory marketing. The implications of this moderate level of observation are significant for businesses and marketers in understanding the role of emotions in consumer decision-making processes. The positively observed indicators, such as emotionally relaxing scent, emotionally pleasant product picture, happy imagined scent, emotionally pleasing imagined music, and emotionally arousing imagined scent, highlight the importance of emotions in shaping consumer perceptions and responses. To support this findings, Desmet (2008) said that emotions play a central role in human existence, influencing behavior, motivation, and thought. Relationship with the world is fundamentally affective, meaning that emotions are involved in all interactions, whether they are with the social or material world. In the study of Kim et al. (2021), it was found that emotions play a significant role in shaping consumer decision-making processes. Emotions, both related and unrelated to the decision at hand, have a strong influence on consumer behavior. Another article by Clift (2018) emphasizes the influential role of emotions in consumer behavior. Functional magnetic resonance imaging (fMRI) studies have shown that when evaluating brands, consumers primarily rely on emotions. Emotions have a strong effect on brand perception and purchase decisions.

Lastly, in the study of Achar et al. (2016), emotions play an important role in shaping consumer decision-making. Emotions, both related and unrelated to the decision at hand, influence consumer judgments, evaluations, and choices. The presence of emotions in marketing stimuli can impact decision-making through cognitive appraisals. These findings highlight the importance of considering emotions in product design and marketing strategies. By understanding how products can elicit specific emotions in customers, businesses can create more meaningful and engaging experiences.

Table 4 shows the level of purchase intention of the respondents. The composite mean of 3.25 imply an overall positive/agreed attitude towards purchasing products or services promoted through multi-sensory marketing. A mean score above the midpoint suggests agreement among respondents, indicating a favorable attitude towards multi-sensory marketing. Therefore, multi-sensory marketing has a significant relation to purchase intention since all statement descriptors have been rated with the agreement. The implications of this composite mean are significant for businesses and marketers. It indicates that implementing multi-sensory marketing strategies can have a positive effect on purchase intentions and potentially lead to increased sales.

**Table 4**  
*Mean Level of Purchase Intentions of the Senior High School Students in Divine Word College of San Jose*

INDICATORS	Weighted Mean	Verbal Description
1. I am likely to consider exploring and purchasing products or services that are promoted through multi-sensory marketing.	3.37	Strongly Agree
2. I will buy products that are advertised through multi-sensory marketing.	3.27	Strongly Agree
3. I desire to buy products that are promoted through multi-sensory marketing.	3.20	Agree
4. I react positively to the influence of multi-sensory marketing on my purchase intentions	3.20	Agree
5. I believe that multi-sensory marketing positively influences my decision to buy a product or service.	3.26	Strongly Agree
6. I intend to acquire products that are promoted through multi-sensory marketing.	3.20	Agree

7. I plan to purchase products that are promoted through multi-sensory marketing.	3.18	Agree
8. I find that multi-sensory marketing enhances the appeal of advertised products or services.	3.26	Strongly Agree
9. I am more likely to remember and consider products or services that utilize multi-sensory marketing in their promotion.	3.30	Strongly Agree
10. I am likely to make a purchase when I encounter multi-sensory marketing overall	3.28	Strongly Agree
<b>Composite Mean</b>	<b>3.25</b>	<b>Agree</b>

**Legend:** 3.26 – 4.00 Strongly Agree, 2.51 – 3.25 Agree, 1.76 – 2.50 Disagree, 1.00 – 1.75 Strongly Disagree

The respondents strongly agree that they are more likely to explore and purchase products or services that are promoted through multi-sensory marketing. They also believe that multi-sensory marketing enhances the appeal of advertised products or services and influences their decision-making process. These findings align with the claims made by Manzano et al. (2019) that multi-sensory marketing engages the human senses to enhance consumer experiences and influence their preferences. By leveraging different sensory stimuli, such as taste, smell, sight, hearing, and touch, businesses can create more immersive and memorable experiences for consumers, ultimately influencing their purchase intentions. The findings also show respondents agreeing to prove that multi-sensory marketing plays a vital role in business success. Twin (2023) clearly outlined that marketing strategies offer numerous advantages to a company, empowering it to pinpoint suitable individuals for its product or service, whether they know their needs or not.

**Table 5**  
*Correlation Coefficients and p-values for Hypothesis Testing ( $H_{01}$ )*

Variables	Correlation Coefficient	Effect Size ( $r^2, r^2$ )	Critical value	t-value	P-value	Interpretation
Profile (Sex)→ Purchase Intentions	0.178	0.032	1.972	2.56	0.01	Significant
Profile (Monthly Allowance) → Purchase Intentions	0.041	0.002	1.972	0.58	0.56	Not Significant

**Legend:** p-value<0.05 Significant

Table 5 shows that the correlational coefficient for the profile (sex) is 0.178. The correlation coefficient indicates a positive relationship between sex and purchase intentions among Senior High School students, suggesting that there is a tendency for students of a particular sex to have higher purchase intentions. For the effect of size, it shows 0.032, this data indicates that the variable of sex explains approximately 3.2% of the variability observed in the purchase intentions of Senior High School students. This means that while there is a positive but weak relationship between sex and purchase intentions, sex alone accounts for only a small portion of the differences in purchase intentions among the students. The critical value of 1.972 corresponds to a specific significance level or alpha level, which is chosen by the researcher to be used to determine if the t-value falls within the critical region, indicating statistical significance. The t-value is 2.56, exceeding the critical value of 1.972, and suggests that the observed relationship between sex and purchase intentions among Senior High School students is statistically significant. This means that the difference or relationship is unlikely to have occurred by chance alone and provides evidence to support the alternative hypothesis. The P-value is 0.01, which is less than the significance level of 0.05, and from this, it is determined that there is a significant relationship between the purchase intention and the profile of a student. The findings show contradicting results to Dig et al. (2017) findings, they revealed that participants' sex have no significant relationship to online purchase intention. It suggests that the profile (sex) of young professionals does not affect their purchase intention toward online shopping. From the study of Rai (2020) on examining the impact of demographic factors on purchase intention for televisions, the results indicate that there is no significant difference in purchase intention between males and females in the Nepalese market.

The table also shows that the monthly allowance for the correlation coefficient is 0.041; for the effect size, 0.002; for the critical value, 1.972; for the t-value, 0.58. The p-value of 0.56 is greater than the significance level of 0.05, indicating that the relationship between monthly allowance and purchase intentions among Senior High

School students is not statistically significant. From this finding, it is implied that the profile of monthly allowance does not play a significant role in influencing the purchase intentions of senior high school students in Divine Word College of San Jose. Results of Dig et al. (2017) supports the findings of this study, he revealed that participants' net monthly income/allowance have no significant relationship to online purchase intention. It suggests that the profile (monthly income) of young professionals does not affect their purchase intention toward online shopping. In summary, the data reveals that there is a significant relationship between the profile of Senior High School students, specifically their sex, and their purchase intentions. While on the other hand, it indicates that there is no significant relationship between the profile of students, such as their monthly allowance, and their purchase intentions.

**Table 6**  
*Correlation Coefficients and p-values for Hypothesis Testing ( $H_{02}$ )*

Variables	Correlation Coefficient	Effect Size ( $r^2, r^2$ )	Critical value	t-value	P-value	Interpretation
Multi-Sensory Marketing → Purchase Intentions	0.734	0.539	1.972	15.33	0.000	Highly Significant

**Legend:** p-value < 0.05 Significant

The data analysis reveals that there is a significant relationship between multi-sensory marketing and the purchase intentions of Senior High School students in Divine Word College of San Jose. The correlation coefficient of 0.734 indicated a strong positive relationship between multi-sensory marketing and purchase intentions, suggesting that when multi-sensory marketing techniques are observed, the students' purchase intentions tended to increase. The effect size ( $r^2$ ) of 0.539 indicated that approximately 53.9% of the variance in purchase intentions could be attributed to the influence of multi-sensory marketing. These results underscore the significant effect that multi-sensory marketing has on shaping the students' inclination to make purchases. The t-value of 15.33 indicated a highly significant relationship between multi-sensory marketing and purchase intentions. This implies that the observed relationship is unlikely to have occurred by chance alone. The p-value of 0.000 further supported this conclusion, falling well below the conventional threshold of significance (0.05). Thus, the probability of obtaining such a strong relationship between multi-sensory marketing and purchase intentions purely by random chance was deemed extremely low. To support the findings, a study found that sensory marketing has a major influence on customer purchase intentions. The researchers revealed that sensory experience mediates this association. It suggests that sensory marketing strategies, such as attractive sights, pleasant fragrances, or engaging sounds, influence consumers' perceptions and assessments of items or services, hence influencing their buying intentions (Ahmad & Shoaib, 2022).

Moreover, Krishna (2011) found that sensory marketing played a substantial effect in molding consumer perceptions of items. According to the review, sensory marketing strategies such as appealing sights, pleasant fragrances, or engaging sounds can generate subconscious triggers that alter how customers perceive and assess things. These sensory signals can elicit emotional reactions and improve the entire customer experience, resulting in good product impressions (Krishna, 2011). In the cosmetic perfume industry, sensory marketing plays a crucial role in creating memorable and engaging experiences for consumers (Murwani et al., 2023). The findings provide empirical evidence of a highly significant relationship between multi-sensory marketing and the purchase intentions of Senior High School students in Divine Word College of San Jose. These results highlight the importance of implementing effective multi-sensory marketing strategies to influence and shape the purchase intentions of customers.

#### 4. Conclusions

From the findings collected, the researchers have arrived to the following conclusions for the study: The profile (sex) of the respondents is composed of slightly more female than male respondents. The respondents' profile (monthly allowance) mostly comprises over one-third of the students having a monthly allowance of 2,501

and above. Color and visual elements play a crucial role in influencing the respondents' purchasing intention. Scents and fragrances (Smell) is a significant factor in attracting customers and influencing their purchasing intention. Music and sound effects (Hearing) play a role in influencing the respondents' purchasing intention. Emotional elements can influence the respondents' purchasing intention, further emphasizing the importance of multi-sensory marketing. Multi-sensory marketing strategies can effectively drive purchase intentions among the respondents. Males and females show different levels of purchasing intention and that financial factors may not play a significant role in influencing their purchasing intentions. There is a highly significant relationship between multi-sensory marketing and the purchase intentions of the Senior High School students in Divine Word College of San Jose; this indicates that multi-sensory marketing strategies can effectively influence the purchasing intentions of the respondents.

#### 4.1 Recommendations

After collecting data and analyzing the relationship between multi-sensory marketing and the purchase intentions of the Senior High School students in Divine Word College of San Jose, the following recommendations are made: Businesses should investigate into the sex, or even gender and the monthly allowances of their own customers to possibly cater them more efficiently. To improve the effect of color and visual elements, businesses should focus on creating visually appealing backgrounds that align with the product. To enhance the effect of scents and fragrances, businesses can explore using arousing scents that create a stronger emotional connection with customers. To improve the effectiveness of music and sound effects, businesses can focus on incorporating more stimulating and captivating music that captures the attention and engages the audience. To maximize the emotional effects, businesses can focus on developing the senses that are pleasing and evoke happiness or contentment. Refine the sensory elements used, such as visuals, scents, sounds, and emotion, to create a more immersive and memorable customer experience. Businesses should utilize the use of multi-sensory marketing to attract and appeal to customers for they to try to explore and purchase their products. Businesses should focus on understanding and catering to different sexes with specific preferences, needs and financial capabilities. It is recommended that businesses prioritize the implementation of effective multi-sensory marketing strategies. Future researchers should consider incorporating additional variables in the analysis of multi-sensory marketing. Regarding dependent variables, future researchers can consider exploring other consumer outcomes like purchase behavior, brand loyalty, customer satisfaction, or word-of-mouth recommendations.

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