Providing a Comprehensive Branding Pattern for Organic Product with a Sensory Marketing Approach

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Abstrac. Today, the world faces a major problem called population growth, one of the consequences of which is food shortages. Therefore, organic farming is considered as one of the most effective approaches to responding to the challenges facing human beings in realizing sustainable development. The purpose of this research is to provide a comprehensive model of branding for sensory marketing based on an interview with 20 experienced experts and marketing proficient, aspects of model and variables related to the use of MAXQDA software has been identified. Finally, based on the detected final criteria, the model is presented based on the data theory method. The results of open coding of the collected qualitative data using the interviewing tool showed that 86 open codes were identified among 331 concepts. Finally, 86

initial codes in the form of 18 categories of brand value, trust, brand awareness, marketing, brand image, knowledge and vision of production and development, risk, performance, cultural factors of consumption, financial factors, process, competitive advantage, socio-ecological responsibility, role of Government organizations, customer requirements, brand identity, customer loyalty, product attributes, are identified.

1. Introduction

Today, brand and branding and its management have special importance. Sensational marketing is based on a mutual engagement to create a full-blown experience of product and brand for the customer in order to provide a deeper correlation with the customer. In other words, it is a kind of marketing that involves customers' senses and affects their perceptions, judgments, and behaviors. This marketing style is not only based on the emotional mindset of the consumer, but also on his cognitive and sensory mind. According to research on customer in marketing, we conclude that the unconscious stimulus that resorts to the main senses is a more effective way to engage customers. Understanding these implicit stimuli insures cognition of the sense and perception that is being applied to customer behavior, which is the aspect of research in sensory marketing. For this reason, the branding model of organic products with sensory marketing approach can affect to the development of organic products. In the next section of this paper, the literature of the research is presented, and then, methodology and data analysis are expressed.

2. Literature review

Because brands are the most valuable intangible assets of companies, the brand is considered a very attractive and controversial topic for marketing researchers (Sutikno, 2011). Brands are increasingly looking for ways to communicate core values; on the other hand, brands associate valuation systems with value systems, which these values can

be religious beliefs and values, Norms and beliefs (Liu and Minton, 2018). In the field of brands, they cannot ignore the features of the transfer of values, beliefs, and religious beliefs, according to the consumer's desire for brand transparency, originality and features (Moherhart et al., 2015). According to Melovic (2014), modern brand management represents an integrated management of all brand's contacts as well as consumers, it is also a tool for managing market communications. Some studies looked at the green brand. Kinner and Taylor (1973), in their study of green branding, showed that the level of ecological concern among buyers of laundry products has a clear effect on their brand perceptions. Patrick et al. (2005) also in the study of undergraduate business students at the University of Spain on the green brand showed it has a positive impact on their attitude toward the brand. Rios et al. (2006) also showed that environmental associations have an impact on attitudes to brand. Chan (2010) also showed that the green image, green satisfaction and green trust are positively related to brand equity. Sensory branding is a major part of the marketing world and, in general, business. Sensory branding means to create nostalgic and memorable senses in our customers, to encourage them to have a pleasurable and delightful purchase. According to research by researchers, it has been proven that by sensory branding, significant impacts can be placed on the soul and heart of customers and turned them into lifelong and loyal customers (Akhavan Valif et al., 2016). Sensory stimulation may create a beautiful pleasure and excitement, and thus can affect the emotional state of the consumer (Hulten, 2011). Holbrooke and W. Hirschman (1982) suggested that consumption is to some extent based on consumable tendencies, consumer emotions and hobby, and that multi-sensory aspects should be used to understand pleasure. In fact, Baumgartner et al. (2006) found that emotional and visual stimuli automatically create emotions and strong emotional experiences. Beckman et al. (2013) found that sensory experience is a strong predictor of individual behavior. Krishna (2012) found out in his research that companies can create their own marketing activities in an empirical way through the understanding, feeling, beliefs, perception and actions of customers toward the company and its brand. Sensory marketing is linked to "originality." Sensory marketing assumes that the

whole world is associated with "media", and the world is based on the "consumer" (Yacob et al., 2016). In line with product branding and sensory marketing, studies have been conducted both inside and outside the country. Hoque et al. (2018) showed that the information shown with products and sensory perceptions increased the intent to purchase fresh milk (UFM) and pasteurized milk (PFM) (Hawkeye et al., 2018), in investigating the effect of markup information and sensory characteristics on consumers' intent to buy milk. The sensory perceptions of PFM can differentiate the relationship between product labels and consumer purchasing intentions, but this relationship is not correct for UFM. Based on the results, nutrition facts and health responsibilities are one of the most important factors in product selection. Schouteten et al. (2018) in surveying the impact of sensory properties on consumer sentiment and the formation of interest in chocolate showed that every chocolate has distinct emotional characteristics. The stimuli of emotions are mostly unclassified emotions. Also, gender differences have been affected on emotional feeling. Shebgo et al. (2014) in a study to sensory marketing: The stimulation of five senses (vision, hearing, smell, touch, taste) and its impact on consumer behavior showed that five senses also affect consumer behavior together. Therefore, the results indicate that strategic stimulation of the five consumer senses in the marketing process can be one of the practical ways in which companies and vendors can attract customers and increase their loyalty. Ahmadi (2013) in investigating the effect of using sensory marketing tactics on customers' purchasing decisions. Case study on Beyhaghi Shahrvand department store in Tehran showed that all five main hypotheses of the study, which examined the effect of each of the five senses: Vision, Hearing, Touch, Smell, and Taste on customer purchasing decision was confirmed and thus the main hypothesis of this study that the impact of the use of sensory marketing tactics on customer purchasing decision was also confirmed. Also, visual marketing tactics have the most impact on customers' purchasing decisions, and after that, the senses of taste, hearing, touch, and smell is important in subsequent rankings. Hazrati (2016) showed that sensation of sight, smell, taste, touch and hearing affect the consumer's purchasing decision of sporting goods at the national level. It was also found that there was a significant difference in

prioritizing the use of five senses over the decision to purchase sporting goods, and based on the results, touch and taste senses have the greatest influence on the consumer's purchasing for sports goods, and the senses of vision, smell, and hearing are in the next priority. Also, there was no significant difference between the use of senses among men and women. One of the new approaches that emerged in the marketing field, and many brands use it to sell products, attract and retain their customers is sensory marketing. One of the important goals and principles of sensory marketing is to communicate with consumers and various business sectors and to pay attention to the stability of customer satisfaction and loyalty (after the purchase of goods). The goal of sensory marketing is to create an enjoyable experience for customers. In this approach, in order to gain the customers' satisfaction, trust and loyalty, internal arousal is used by influencing the sensory symptoms and creating a positive emotional state. Herishman and Holbrooke (1982); Euth and Allen (1997) and Brackus et al. (2009) claimed that brand experience includes consumer's mental and inner reactions; these reactions are called brand-related stimuli. Brand-related stimuli are represented by brand logos, brand names, packaging, communications, and brand environments. Sensory marketing, on the other hand, is a specific methodology that is rapidly changing the face of marketing. The live brand experience which is a two-way brand-related relationship between consumers and brands can run face-to-face or remotely. These live experiences designed to bring them to life and bring more value to consumers are at the center of the sensory marketing approach By adding multi-sensory elements of the product related to this concept (that consumers can touch, taste, smell, hear and see), consumers will be able to experience the brand and, above all, make an emotional connection with it.

3. Method

In this research, providing a comprehensive model of organic products branding with sensory marketing approach, models and related variables has been identified. This research is fundamental in terms of orientation, and in terms of purpose is exploratory. The type research is qualitative and the strategy used is also data theory. Since the purpose of this research is exploration and use a combination approach to explain the

model for streamlining the strategy in organizations, its goals are mainly achieved through exploratory and qualitative studies. In order to achieve the goals of this research, the data theory has been used. In other words, the present research, in order to overcome the shortcomings of past research, with a qualitative approach and using the method of data theory, edit a comprehensive model including causal factors, intermediary factors, and background factors to identify the effective factors on readiness to adopt internet technology with qualitative approach. Targeted sampling is used to sample which is an improbable sampling method. Also, theoretical sampling was used to adequately sampling. Deep interviewing was used as the main tool for collecting data. This interview is a form of unstructured interview that actually creates the richest data and often provides some amazing evidence. In order to validate the categories and their relationships, the researcher has tried to correct the theory regularly with frequent returns to the research data that is the continuous interaction between what is known and what should be understood. MAXQDA software is used to analyze qualitative data and theorizing. The main technique for data analysis in the research approach of data is coding (Figure1).
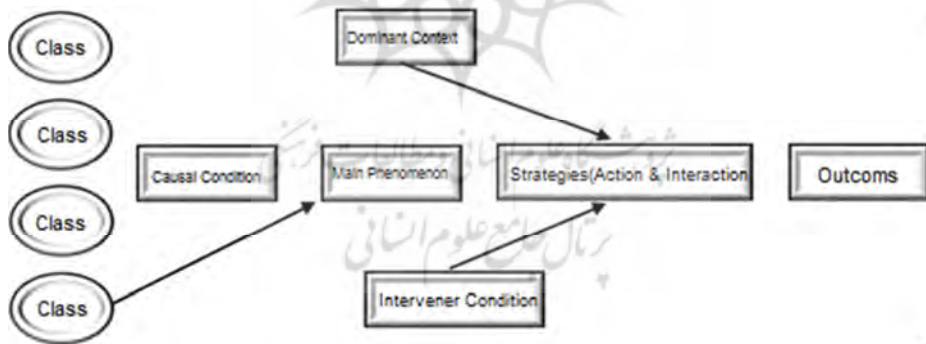

Figure 1. Paradigm model in the data theorizing (Krsul, 401: 2005)

4. Findings

In the data theory of the foundation, the method of analysis is such that each part of the data is analyzed in parallel immediately after the compiling of that part. Then, the researcher receives guidelines from the analysis of the initial data for access to next data. These guidelines can be derived from undeveloped categories, information gaps, or individuals

who do not have enough insight into the phenomenon. After obtaining these guidelines, the researcher enters the research environment to collect other data. This process of collecting and analyzing data is taken place until the researcher reaches the saturation of classes (Danaifard and Islam, 2011). Open Coding Method In this study is row-by-row analysis. To do this method, the data obtained from each interview were analyzed and the concepts related to the research were identified and included in more general groups with the title of the categories. Then, the following samples were selected to develop the derived categories, including the discovery of dimensions, the characteristics of the categories, and the achievement of uniformity among the responses. The results of the encoding of collected qualitative data using the interviewing tool are found to be 86 Open code has been identified from 331 concepts. In axial coding, separate categories are placed together in a meaningful framework, and the relationships between them, especially the relation of the axial category to other categories, are determined. In this research, the Stroke and Corbin Paradigm were used for axial coding. In this regard, all generated codes are re-reviewed and compared to the texts so that nothing is written off. The results of axial coding are observed. 86 initial codes are categorized into 18 categories as follows:

- Brand value
- Trust
- Brand awareness
- Marketing
- Brand image
- Knowledge and vision of production and development
- Risk
- Performance
- Cultural factors of consumption
- Financial factors
- Process
- Competitive Advantage
- Ecological Social Responsibility
- The Role of Governmental Organizations
- Customer requirement
- Brand Identity

- Customer Loyalty
- Product Feature

Selective coding is the process of integrating and purifying the theory (Estrous and Corbin, 1998). Finally, in the selected coding step, according to the results of previous coding steps, the main category was selected and systematically related to other categories, communications were validated, and categories requiring further refinement and improvement were improved. It should be noted that the above steps are carried out in the reciprocating process. Therefore, the selective coding steps are not clearly separated from each other and are done through an interactive process, with open and axial coding. In order to integrate and present the final model of branding of organic products with sensory marketing approach after identifying of the pivotal category and linking other categories in the framework of the systematic paradigm of data theorizing, to refine the designed model and to develop the main factors and the final model of research was obtained as follows (Figure2).
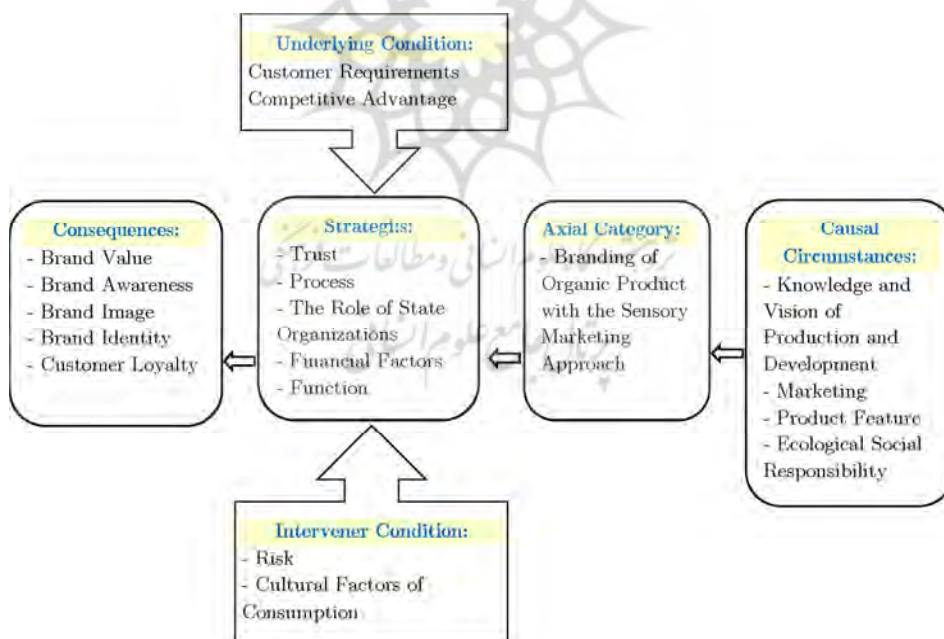

Figure 2. The paradigm model for branding organic products
with sensory marketing approach

Since the selective coding, the storytelling process, the discovery of axial category of research and its connection with other categories is done in the form of a paradigm model (Oskaia and Jajarmi, p. 227), explanation of this process (presentation of a comprehensive branding model of organic marketing with sensory marketing approach) are described in detail below:

The pivotal category, it is the main phenomenon of this research that is the basis of the process that all other major categories are related to it, and according to the findings of the research, can talk about effecting factors on this phenomenon and the strategies derived from it, and the implications and outcomes of this strategy. The causal conditions, it includes items of categories that directly affect the pivotal phenomenon or are in a way that creates and develops this phenomenon, which can often be found by systematically looking at the data and reviewing the events. This research focuses on the knowledge and insight of production and development, marketing, product characteristics, and ecological social responsibility. The background conditions, they are generally specific factors that organizations cannot control them, but our strategies are affected by that context. In relation to these factors, during interviews, the overwhelming majority pointed to the damage to the customer requirement and competitive advantage, which shows how these factors facilitate our adopted strategies. The strategies, they are the same actions that are presented in response to a category or pivotal phenomenon, and are elected in a targeted manner and pivotal phenomenon can be actualized by using them. Strategies which consider sensory marketing for branding organic products are very important. The interviewees cited to the trust, process, role of government agencies, financial factors, and performance more than others. The intervener conditions, they modify the causal environment and affect on the strategies, according to the interviews done, the risks and cultural factors of consumption are emphasized. The consequences and results come from adopting strategies that, in a successful state, realize that their realization leads to the realization of the axial category. As a result, the interviewees referred to brand value, brand awareness, brand image, brand identity, customer loyalty.

5. Conclusions

In this research, in order to investigate the research variables and present the model of factors affecting brand image promotion with emphasis on organic products, based on interviews with research experts, models and related variables have been identified. Finally, based on the final criteria identified, the model derived from the data theory method is presented. The results of the open coding of collected qualitative data using the interviewing tool showed that 86 open codes were identified among 331 concepts. According to interviews and expert opinions, 18 issues have been finally extracted. These categories have been gained by the knowledge that the experts have. The abundance of sub-criteria related to each category has shown that in the category of brand value, commodity value; trust category, trust; brand awareness, specific labels indicators; marketing category, market share; brand image category, appropriate logo; category of knowledge and insight of production and Development, introduction of new agricultural practices; risk category, risk factors for product and product development; performance categories, low indices of function of indigenous species in organic production and job creation; categories of cultural factors, indicators for familiarizing people with The benefits of organic farming products and the correction of consumption patterns; The category of financial factors, index of production cost and the high price of organic products; the category of process, the indicator of the increase of the production process; the category of competitive advantage, the creation of a long-term and sustainable competitive advantage; the category of ecological social responsibility, non-use of pesticides and fertilizers; category of the role of government organs, Indicator of organic certification; Consumer demand category, Indicator of increasing demand for organic food; brand identity category, the indicators of the brand identity perceptions and brand identity creation; customer loyalty category, customer loyalty creation index; product characteristics category; organic product health index, have the highest repetition.

Resources

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