

Factors impacting in psychological consumer perceptions on binge watching in over-the-top industry considering neuroscientific theory.

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INTRODUCTION

Sensory Marketing Overview:

Sensory marketing is a dynamic strategy designed to captivate audiences by stimulating one or more of the five senses, yielding positive and lucrative responses. It enriches overall experiences, making them more memorable and distinctive for the target market. While widely practiced today, successful sensory marketing requires a thoughtful alignment of sensory elements with brand identity.

Strategic Engagement Across Senses:

Sensory marketing strategically engages consumers across the five senses: Sight, rooted in visual aesthetics from Ancient Egyptians to contemporary graphics; Hearing, reflecting historical radio jingles and modern digital publication sound features; Touch, vital in product evaluation seen in test-driving cars or trying on clothes; Taste, employed by the food industry through enticing free samples; and Smell, utilized through distinct fragrances, environmental scents, and food aromas. This comprehensive approach creates immersive brand experiences. Sensory Branding and Signature: The core objective of sensory marketing is sensory branding, fortifying a brand's attributes, emotional and functional benefits, values, and personality. This is realized through a sensory strategy, determining which senses to engage and creating a sensory signature—a unique perception linked to a product that encapsulates the brand's main message. Paperturn aids businesses in developing effective sensory marketing strategies, ensuring a memorable and engaging brand experience for consumers. Neuroscience of Music and Sonic Branding: Recent research delves into the neuroscience of music, revealing the precise impact of music on the brain's reward centers. Sonic branding, with auditory logos, emerges as a contemporary strategy for instant brand recognition. Different sonic branding strategies, from serenity to tension, are associated with specific sonic elements, impacting brand identity positively.

Psychological Impact of Sound in Advertising: Music's role in advertising, creating moods and shaping attitudes, is explored. Brands strategically leverage music for emotional branding, fostering connections with consumers. Advances in neuroscience provide insights into how music impacts the brain, offering a neurocognitive perspective on the interplay between music, emotions, and brand-related cognitive processes.

Literature reviews:

Hultén, B., et al. (2011). "Exploring the Multi-Sensory Brand-Experience Concept: A Literature Review." This study aims to provide a comprehensive understanding of sensory marketing through the multi-sensory brand-experience concept. It highlights the significant impact of sensory cues on consumer behaviour and brand preference, suggesting that firms can effectively differentiate and position their brands by employing sensorial strategies. The study concludes that understanding the interplay of different sensory modalities enables companies to create immersive brand experiences that evoke specific emotions and perceptions. However, it acknowledges the need for further research to explore the complex interactions between human senses and their long-term effects on brand equity and consumer loyalty. Rupini RV et al. (2015) conducted a study titled "A Study on the Influence of Senses and the Effectiveness of Sensory Branding." The study delves into the pivotal role of human senses in shaping consumer behaviour and evaluates the efficacy of sensory branding strategies in marketing. It underscores the importance of sensory branding in differentiating brands and evoking emotions that drive consumer desire. Additionally, the study introduces the concept of multi-sensory brand experience, suggesting that the convergence of multiple senses enhances consumer perception and

reactions to brand interactions. However, the study acknowledges the complexity of sensory interactions in the human brain and advocates for further research to understand the nuanced effects of individual senses on brand perception and consumer loyalty. Fernando Rey Castillo-Villar et al. (2020) conducted a study titled "Applying the Multisensory Sculpture Technique to Explore the Role of Brand Usage on Multisensory Brand Experiences." They investigated the impact of brand usage on multisensory brand experiences and evaluated the effectiveness of the Multisensory Sculpting (MSS) technique in understanding consumer perceptions. Through sixteen interviews with heavy and light customers of a restaurant, the study revealed the importance of considering how brand usage influences the reception, selection, and meaning attributed to sensory experiences. It underscored the necessity of tailoring multisensory brand strategies based on consumers' brand usage patterns. The study recommended the MSS technique as an effective means to comprehend consumer perceptions of multisensory brand experiences, particularly in discerning differences between heavy and light users. However, the research lacked specificity regarding sample characteristics, potentially limiting the generalizability of the findings. Further exploration is needed to assess the broader applicability of the MSS technique and its implications for designing effective multisensory brand strategies. Knoeferle et al. (2016). "Multisensory Brand Search: How the Meaning of Sounds Guides Consumers' Visual Attention." In their study, the researchers investigate the inherently multisensory nature of brand search. The findings reveal that auditory stimuli associated with products, such as usage sounds or product-related jingles, can crossmodally facilitate visual search and product selection. Eye-tracking data indicate that auditory cues influence both response times and early stages of visual attentional processing, suggesting modulation of perceptual saliency. The study also finds cross-modal facilitation for newly learned associations between unfamiliar brands and sonic logos, implying the involvement of multisensory short-term learning. Moreover, the facilitation effect is more pronounced in complex visual displays, highlighting the modulatory role of perceptual load. However, the study acknowledges that potential limitations, such as sample characteristics, may impact the generalizability of findings, necessitating further investigation. Anvar, M. (2016). "The Effect of Multi-Sensory Branding on Purchase Intention at Coffee Shops in South Africa." Anvar investigates the effect of multi-sensory branding on purchase intention at coffee shops in South Africa. The study aims to explore how sensory cues influence customer satisfaction and purchase intention. Conducting a quantitative study with 400 surveys distributed among University of the Witwatersrand students, the research finds that sound, taste, and smell have the strongest influence on customer satisfaction, which in turn affects purchase intention. The study contributes to understanding the role of multi-sensory branding in influencing consumer behaviour and provides insights for marketing practitioners in the coffee shop industry. Hassan, I., & Iqbal, J. (2016). "Employing Sensory Marketing as a Promotional Advantage for Creating Brand Differentiation and Brand Loyalty." In their study, the researchers aim to identify the impact of sensory marketing on consumers to generate brand loyalty and to gain a promotional advantage over competitors. Utilizing SPSS 21 and random sampling with a sample size of 520, they employ a 5-point Likert scale to collect data. The findings suggest that effective usage of sensory marketing generates brand differentiation and brand loyalty, leading to enhanced sales. Marketing managers can leverage sensorial environments to attain promotional advantages and retain loyal customers. Iglesiasa, O., et al. (2018). "How Does Sensory Brand Experience Influence Brand Equity? Considering the Roles of Customer Satisfaction, Customer Affective Commitment, and Employee Empathy." This study investigates the effect of sensory brand experience on brand equity in the banking industry, examining the mediating roles of customer satisfaction and customer affective commitment. Additionally, it explores whether employee empathy moderates the impacts of sensory brand experience on customer satisfaction and customer affective commitment. Utilizing data collected from a panel of 1739 customers, the researchers employ path analysis to test the hypothesized structural model. The results reveal that sensory brand experience positively influences brand equity indirectly, through customer satisfaction and customer affective commitment. Furthermore, customer satisfaction positively affects customer affective commitment, while employee empathy moderates the relationship between sensory brand experience and customer satisfaction. Khandelwal, M., et al. (2020). "Sensory Marketing: An Innovative Marketing Strategy to Sustain in Emerging Markets." The study aims to explore the characteristics of marketing-mix strategies and their relationship with sensory marketing in the oral-care and hygiene sector. Utilizing exploratory factor analysis on questionnaire data, the researchers calculate mean scores of explored factors to determine their influence. The analysis reveals that four senses significantly affect consumer purchase intention, with product packaging and promotional strategies directly influencing sensory behaviour. Multi-sensory stimuli incorporated into product design and promotional strategies affect most components of the marketing mix. Among the five

senses, the visual sense has the greatest influence on consumer decision-making. SARIBAŞ, Ö., et al. (2022). "The Impact of Sensory Branding on Tourist Experience." This study investigates the influence of sensory branding on the tourist experience within the hospitality industry, focusing on 5-star hotels in Izmir, Turkey. Through quantitative analysis of 413 collected questionnaires, the research examines the relationship between sensory branding, tourist experience, satisfaction, decision-making, and revisit intention. Findings suggest that sensory branding affects the tourist experience under certain conditions and mediating variables. Notably, sensory branding demonstrates a positive and significant impact on sensory tourist experiences. This research contributes to filling the gap in sensory branding literature in tourism, potentially providing accommodation establishments with a competitive advantage and guiding them in adopting evolving technologies and innovations. Jiménez-Marín, G., et al. (2022). "Application of Sensory Marketing Techniques at Marengo, a Small Sustainable Men's Fashion Store in Spain: Based on the Hulten, Broweus and van Dijk Model." The present research addresses sensory marketing's potential in enhancing the consumer shopping experience in physical points of sale, aiming to make it more sustainable and efficient for both buyers and the selling company. The study aims to investigate whether applying sensory marketing and merchandising techniques in a shop can lead to increased economic profitability and sustainability. Researchers adapted the Sensory Marketing Model to a real case and conducted an experiment implementing sensory marketing tactics (visual, sound, olfactory, and haptic) in a men's fashion shop in Spain. Results indicate a significant increase in sales, customer retention, and satisfaction following the deployment of appropriate sensory marketing strategies, highlighting the importance of sensory marketing in enhancing business performance and sustainability. Perumala, S., et al. (2020). "Exploring Nexus Among Sensory Marketing and Repurchase Intention: Application of S-O-R Model." This study aims to investigate the impact of touch and gustatory stimuli on airline image and repurchase intention, while also examining the moderating role of price fairness and the mediating effect of airline image. Data were collected from customers of PIA and Airblue traveling abroad from Islamabad International Airport, Karachi International Airport, and Lahore International Airport using a multi-stage sampling technique. A total of 576 questionnaires were distributed, with a response rate of 68.9%. Analysis was conducted using PLS-SEM, revealing significant impacts of touch and gustatory stimuli on airline image and repurchase intention, as well as a mediating role of airline image and a moderating effect of perceived price fairness. This research fills gaps in the existing literature regarding sensory stimuli in the airline industry and offers insights for policymakers and practitioners in Pakistan's airline industry to develop strategies for customer retention on international routes. Ryani, N. H., et al. (2021). "Sonic Branding: How Sonic Logo Contour Affects Consumers' Perceived Brand Personality and Brand Recall." This study explores the impact of different sonic logo contours on consumers' perception of brand personality and brand recall. Utilizing a sonic branding strategy, sonic logos are investigated as a key element in communicating brand values and identity. The research manipulates sonic logo features to create three variations (Ascending, Descending, and Constant) and examines their influence on brand personality dimensions (Sincerity, Excitement, Competence, Ruggedness, Sophistication) and brand recall. Results indicate associations between specific brand personality dimensions and sonic logo contours, with Sincerity and Competence linked to the Ascending contour, Excitement to the Constant contour, and Ruggedness to the Descending contour. Additionally, Sincerity and Competence positively affect brand recall. Further research is recommended to deepen understanding of how sound features impact consumer behavior within branding theory for marketing implications. Satti, Z. W., et al. (2019). "Exploring the Mediating Role of Service Quality in the Association Between Sensory Marketing and Customer Satisfaction." This study aims to empirically investigate the role of sensory marketing in restaurants, specifically focusing on its association with customer satisfaction. Creation of Sonic Properties and Strategic Consistency Across Touchpoints (Jackson, 2003; Jackson & Jankovich, 2013). Sonic branding, as posited by Jackson (2003), involves not only crafting distinctive auditory elements but also demands strategic and consistent integration across diverse touchpoints. This dual dimension highlights the significance of both creating recognizable sounds and orchestrating their consistent application to reinforce brand identity (Jackson, 2003; Jackson & Jankovich, 2013). The Audio Branding Academy (ABA) provides a nuanced definition of sonic branding as "the process of brand development and brand management by use of audible elements within the framework of brand communication." The research explores the concept of the unconscious sonic identity of brands, revealing that brands often emit sounds unconsciously, overlooking their strategic significance. Leveraging existing sounds, even seemingly mundane ones, can significantly enhance overall brand identity strategically. A considerable proportion of brand sounds are chosen unconsciously, prompting the need for a closer examination of how brands curate their auditory identity. Sonic

Branding: The brain exhibits a remarkable degree of neuroplasticity, persistently forging new connections among neurons, regulating receptor expression in response to psychosocial stimuli, and engaging in various adaptive processes. Particularly, compositions featuring major chords, instigates uplifting emotions, whereas "minor" chords evoke a sense of sadness. This emotional response is intricately tied to the circulation of neurotransmitters like dopamine within specific brain regions, including the hippocampus, auditory cortex, and amygdala. The social context of when and where we initially encounter these musical tones contributes significantly to our emotional associations, showcasing the intricate interplay between neurobiology and social adaptation. The characterized neuroplasticity continually forms new neural connections, adjusts receptor expression, and undergoes adaptive processes in response to psychosocial stimuli. Recent research underscores the profound impact of music on emotions, elucidating that compositions with "major" chords induce uplifting feelings, while "minor" chords evoke a sense of sadness. Neurotransmitters such as dopamine play a pivotal role in orchestrating emotional responses within specific brain regions, including the hippocampus, auditory cortex, and amygdala. By leveraging sensory marketing concepts strategically, retail companies can differentiate themselves from competitors and foster customer engagement and loyalty. Hamacher, K., et al. (2022). "Measuring Online Sensory Consumer Experience: Introducing the Online Sensory Marketing Index (OSMI) as a Structural Modeling Approach." This study introduces the Online Sensory Marketing Index (OSMI), a novel quantitative approach for evaluating sensory components on e-commerce websites. The OSMI serves as a valuable measure of sensory output, encompassing text, images, and other media elements. It facilitates communication among website creators and marketers regarding sensory marketing elements, enabling the design of websites with enhanced sensory appeal and remediation of weaknesses. Through a field study involving 16 websites across various industries, including tech, automotive, fashion, and food, the study presents sensory measures for websites' acoustical and visionary elements. Additionally, it introduces a scoring system to quantify haptic, olfactory, and gustatory components, providing an assessment of the online sensory consumer experience. The study concludes by proposing the weighting of offline and online sensory parameters per industry and exploring quantitative parameters for online sensory overload and deprivation, ultimately offering a comprehensive evaluation of websites' OSMI. Bui et al. (2021) examined the impact of sensory marketing on customer satisfaction with coffee shops in Hanoi, Vietnam. In a quantitative exploration of Vietnam's coffee shop market, a survey of 255 Hanoi coffee shop visitors unveiled the significant impact of sensory marketing factors, specifically sound, touch, and taste, on customer satisfaction. Notably, the senses of sight and smell did not demonstrate a substantial effect. This study sheds light on an underexplored sector, contributing valuable insights into the nuanced dynamics of sensory marketing in Vietnam's coffee culture. Chatterjee et al. (2022) conducted a comprehensive literature review on olfactory marketing, utilizing the PRISMA technique and database searches. The resulting integrative framework highlights the intricate connections between fragrance, control variables, and consumer responses, emphasizing positive attitudes and behaviors in retail environments infused with appealing scents. This work aids managers in devising strategies for loyalty and niche positioning, offering marketers insights into the short and long-term impacts of olfactory marketing on retail sales. Furthermore, Ali et al. (2019) delved into the realm of sensory marketing in Egyptian five-star hotels, garnering opinions from 400 customers across 33 establishments in Cairo. The study, employing SPSS analysis and systematic random sampling, identified a significant relationship ($p \leq 0.05$) between sensory marketing and hotel market share. While contributing to comprehension, the research underscored a scarcity of investigations into this correlation within the context of five-star hotels in Cairo, suggesting avenues for further exploration in this domain.

Research Methodology

1.2 Scope of the Study

The primary data covers the city of Ahmedabad.

The secondary data is collected from the online platforms available; it includes, articles, research papers, websites, Netflix's portal and social media.

300 respondents are taken into consideration.

1.3 Objectives: Primary Objectives:

To determine the impact of sensory marketing on Netflix.

To determine the Netflix's sensory factors influencing the areas influencing behavioural addiction

To determine the driving forces of promotional factors

To examine the impact in behavioural influence consumer preference post sensory marketing.

To determine the reliability of sensory marketing impacting on brand retention.

1.3.1 Secondary Objectives:

1. To determine the content consumption patterns of Gen-Z and Millennials.
2. To measure the cognitive factors indulging in the decision of binge watching of consumers.
3. To determine the physiographic factors influencing the areas influencing behavioural addiction.
4. To determine the driving forces of promotional factors
5. To determine the Netflix's sensory factors influencing the areas influencing behavioural addiction

1.4 Research Design

The research is based on the gaps found in the 30 undergone literature reviews and case studies, articles and blogs from LinkedIn by sound engineers and marketers dealing with sonic marketing from past ten years. The awareness of crucial role of sensory marketing as a prominent branding tool is quite observed. But we found that usually the impact and the case studies are easily observed and the measure of the changes found in the respective were demonstrated in FMCG majorly as well as other product segment. Coming to online platforms and service sectors that do not involve the consumer contact one on one did not seemed to have a detailed survey on determine the changes in consumer perception and the cognitive behavioural pattern being altered. Henceforth, the following research is based on identifying the cognitive impact on Netflix using the sensory marketing.

Based on the questionnaire with data of 140 responses covering Ahmedabad, the data is formulated and undergone and Spearman's Correlation Test, Chi-square Test and Crosstab Analysis and phrased with the Articles and Literature Reviews found online to enhance the results.

1.5 Sampling:

Sampling is done on the basis of Non-Probability Convenient Sampling Method.

1.6 Data Collection Sources:

Primary data collection

Primary data was collected with the help of questionnaire which was filled by 300 sample units.

Secondary data collection

Secondary data was collected from various online websites such as news, websites and other literature review sites on various search engines including Articles and Blogs from LinkedIn and marketers, interviews as well as sonic engineers of marketing firms.

1.7 Expected Contribution:

Frameworks are prescribed to be utilized while strategizing for online platforms as well as service sectors functioning with no-contact model.

1.8 Beneficiaries:

The data can be utilised by the brands entering in the market with red ocean strategies to differentiate and stand out with increasing brand visibility and brand relevance to generate brand engagement in order to penetrate the market.

1.9 Limitation

Results being generalized due to small sampling size and hence, May not be comparable to national and international population.

Sample bias emerging as the factor of generation gap.

The data is limited to few industries only.

Findings may be context-specific and might not be applicable to diverse cultural outputs.

Data Analysis:

Correlations

		age	Resonation
Spearman's rho	Correlation Coefficient	1.000	.004
	age		.021
	Sig. (2-tailed)	.	
	N	300	300
	Correlation Coefficient	.004	1.000
	Resonation	.021	.
	Sig. (2-tailed)	.021	.
	N	300	300

The Spearman's rho correlation analysis revealed a statistically significant but very weak positive relationship between age and Resonation ($p = 0.021$, correlation coefficient = 0.004). Although the correlation is statistically significant, its practical significance is minimal due to the extremely low correlation coefficient.

Correlations

		BehaviouralAddiction	ModeOfWatching
BehaviouralAddiction	Pearson Correlation	1	.001
	Sig. (2-tailed)		.049
	N	300	300
ModeOfWatching	Pearson Correlation	.001	1
	Sig. (2-tailed)	.981	.049
	N	300	300

The correlation analysis between Behavioral Addiction and Mode of Watching indicates a significant but weak association ($p = 0.049$). The correlation coefficient is close to zero (0.001), suggesting a limited relationship between Behavioral Addiction and the Mode of Watching in the study sample.

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.540	.406		8.726	.000
SocialSurrounding	.042	.092	.027	.461	.048
AudioVisualQuality	-.149	.206	-.043	-.723	.047
toCopeUp	-.232	.194	-.070	-1.196	.023
findEscape	-.093	.196	-.028	-.474	.036
boredom	.193	.199	.057	.972	.032
relax	-.121	.206	-.035	-.589	.017
EverydayRitual	-.028	.196	-.008	-.142	.047
Distraction	.209	.201	.061	1.042	.048

a. Dependent Variable: BehaviouralAddiction

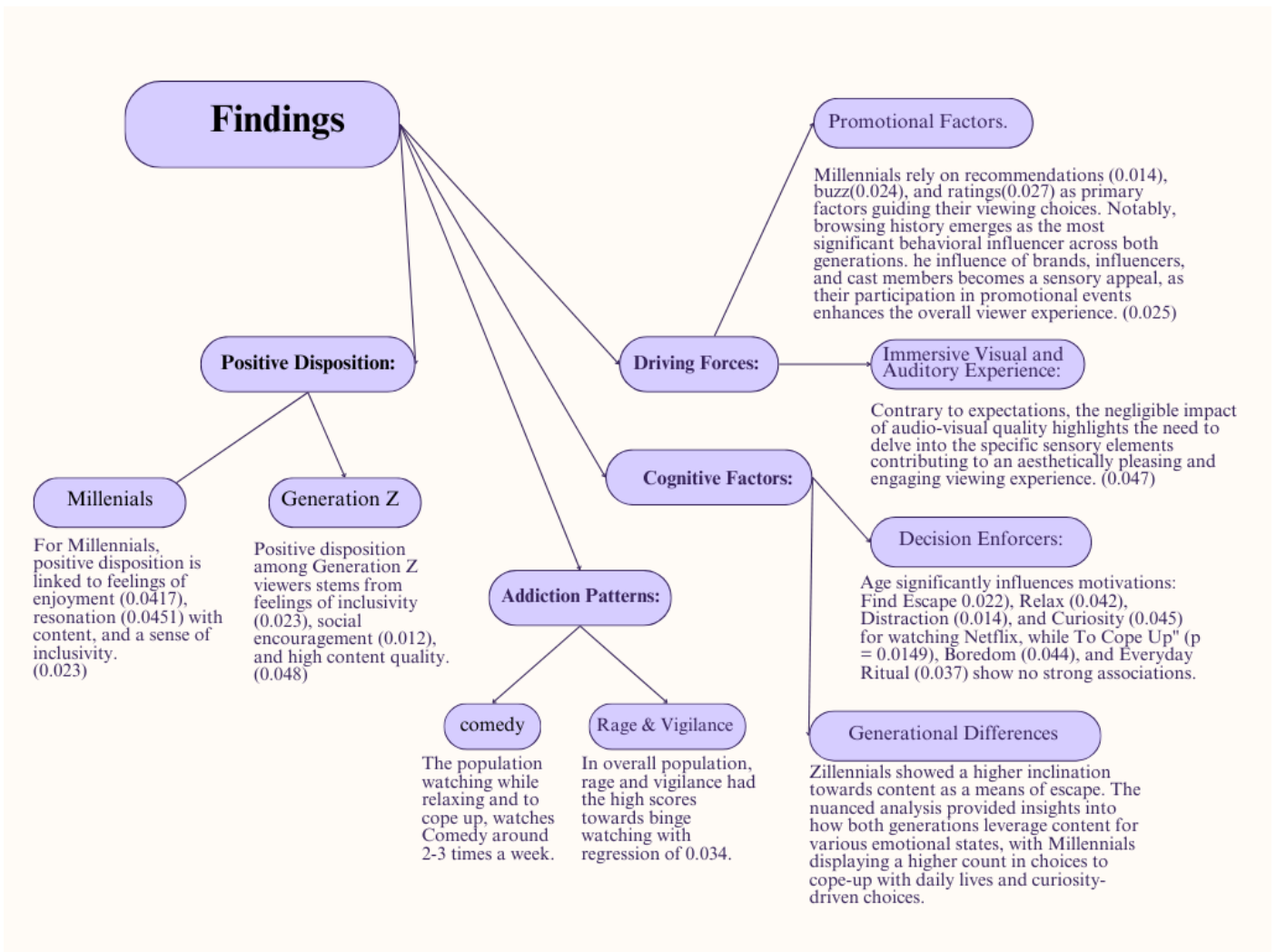
The presented regression model indicates that several independent variables have statistically significant coefficients. However, the standardized coefficients (Betas) suggest that each predictor's impact is relatively small. Notably, the variable "Social Surrounding" has a Beta of 0.027, "AudioVisualQuality" has a Beta of -0.043, "toCopeUp" has a Beta of -0.070, "findEscape" has a Beta of -0.028, "boredom" has a Beta of 0.057, "relax" has a Beta of -0.035, "EverydayRitual" has a Beta of -0.008, and "Distraction" has a Beta of 0.061.

Correlations

		age	SocialEnvironment	Feelinclusive	ContentQuality	FeelingGood	Resonation	
Spearman's rho	age	Correlation Coefficient	1.000	-.071	-.022	-.001	.081	.004
		Sig. (2-tailed)	.	.013	.023	.048	.042	.045
		N	300	300	300	300	300	300
	SocialEnvironment	Correlation Coefficient	-.071	1.000	.039	-.037	.006	-.021
		Sig. (2-tailed)	.012	.	.506	.519	.042	.014
		N	300	300	300	300	300	300
	Feelinclusive	Correlation Coefficient	-.022	.039	1.000	-.166**	-.043	.017
		Sig. (2-tailed)	.023	.506	.	.004	.455	.037
		N	300	300	300	300	300	300
	ContentQuality	Correlation Coefficient	-.001	-.037	-.166**	1.000	.046	-.012
		Sig. (2-tailed)	.048	.519	.004	.	.427	.085
		N	300	300	300	300	300	300
	FeelingGood	Correlation Coefficient	.081	.006	-.043	.046	1.000	.080
		Sig. (2-tailed)	.042	.917	.455	.427	.	.026
		N	300	300	300	300	300	300
	Resonation	Correlation Coefficient	.004	-.021	.017	-.012	.080	1.000
		Sig. (2-tailed)	.045	.714	.767	.835	.166	.016
		N	300	300	300	300	300	300

The Spearman's rho correlation matrix indicates statistically significant associations ($p < 0.05$) among the variables. The correlation coefficients provide insights into the strength and direction of relationships. Notably, "ContentQuality" and "Feelinclusive" exhibit a significant negative correlation of -0.166 ($p = 0.004$), while "FeelingGood" and "Resonation" display a positive correlation of 0.080 ($p = 0.026$). It is crucial to consider these significant associations within the context of the research objectives, recognizing that correlation does not imply causation. The provided sigma (Sig.) values offer an indication of the probability that these correlations occurred by chance, reinforcing the reliability of observed relationships in the dataset.

Findings:



Driving Forces: Immersive Visual and Auditory Experience: The significant impact of increased watching habits is driven by the immersive combination of visually striking content and rich auditory elements, emphasizing the role of sensory immersion. **Aesthetic Quality:** Contrary to expectations, the negligible impact of audio-visual quality highlights the need to delve into the specific sensory elements contributing to an aesthetically pleasing and engaging viewing experience.

Cognitive Factors: Generational Differences: Gen Z's adoption of daily ritualistic watching and seeking distractions implies an affinity for sensory-rich content aligned with their lifestyle. Millennials, on the other hand, lean towards sensory elements that facilitate relaxation and escapism. **Behavioral Influences: Influencer-Driven Engagement:** The influence of brands, influencers, and cast members becomes a sensory appeal, as their participation in promotional events enhances the overall viewer experience.

Algorithmic Personalization: Browsing history emerges as a powerful sensory influencer, reflecting the significance of personalized content recommendations that cater to individual preferences and sensory engagement. **Addiction Patterns:** The higher correlation between addiction patterns and content genres, such as comedy, indicates the sensory influence of humor in sustaining viewer engagement.

Positive Disposition: Generation Z: Positive disposition among Gen Z viewers is fostered by sensory elements that create feelings of inclusivity and social encouragement, highlighting the emotional and social dimensions of sensory marketing. **Millennials:** Feeling good and resonating with content suggest an emotional connection fostered by sensory elements, contributing to a positive disposition among Millennial viewers. This study on viewer preferences acknowledges the integral role of specific sensory elements—such as immersive

visuals, rich auditory experiences, aesthetic appeal, and personalized recommendations—in shaping cognitive, behavioral, and emotional responses. By dissecting these sensory dimensions, content creators and marketers can better tailor their strategies for the evolving landscape of streaming platforms like Netflix.

Conclusion:

In conclusion, our research has provided valuable insights into the cognitive and psychological factors that significantly influence consumer perceptions of binge-watching within the over-the-top (OTT) industry, with a particular focus on the role of sensory marketing. Our findings underscore the nuanced interplay between sensory stimuli and viewer psychology, shedding light on the multifaceted nature of consumer behavior in the context of OTT platforms. Cognitive Factors:

The study elucidates the cognitive dimensions driving binge-watching behaviours. We discovered that generational disparities, such as the ritualistic nature of watching for Gen Z and the escapism sought by Millennials, contribute to varied cognitive responses. The integration of sensory elements, including immersive visuals and rich auditory experiences, emerged as pivotal in shaping cognitive engagement and preferences.

Psychological Factors:

Our research delved into the psychological underpinnings of binge-watching, uncovering the importance of emotional connections and positive dispositions. Sensory marketing strategies, designed to evoke feelings of inclusivity, social encouragement, and overall content resonance, played a crucial role in shaping viewers' psychological responses. Additionally, the study highlighted the addictive nature of certain content genres, emphasizing the impact of sensory-rich elements, particularly humor, on sustaining viewer engagement.

Implications for the Over-the-Top Industry:

These findings have significant implications for the OTT industry, providing actionable insights for content creators and marketers. By strategically employing sensory marketing techniques, such as optimizing audio-visual quality, tailoring content recommendations based on individual preferences, and leveraging influencer-driven engagements, OTT platforms can enhance user experiences, foster viewer loyalty, and ultimately drive content consumption.

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