

Investigating the Role of Sensory Marketing for Studying the Consumer Response

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Abstract. This paper is about sensory marketing, which aims to be a marketing tool that can change how people act and how they feel. The consumer is not only interested in purchasing a good or service; rather, he wants to have an experience that is personal and distinctive in connection with the things that he purchases. Our survey study, which is in line with studies that have come before it, reveals how customers evaluated the ambiance of fashion retail stores through the cognitive and emotional responses they had. The combination of the four senses creates a synergy, which is the customer's internal cognitive and/or emotional response to the environment's stimuli. Sound, sight, touch, and smell are the four senses that come from them. Based on the results of our survey, this study shows how important it is to realize that the environment of the point of sale affects the customer's cognitive and emotional responses through the experience of sensory marketing. These responses include the customer feeling more pleasure and perceiving a higher quality in the product.

Keywords: Atmospheric Factors, Sensory Marketing, Cognitive Response, Emotional Response and Point of Sale.

INTRODUCTION

The position that the economy is in right now offers businesses an extra incentive to spend in sensory marketing, which is to say that they will do so. For a very long time, the human senses have been ignored, or at the very least conceived of as belonging to a separate business than marketing. This line of thinking has persisted even though the senses play an important role in human experience. Everyone has a one-of-a-kind manner of experiencing their environment, and it can be traced back to the five senses that they possess.

It is likely that having more information about a person's senses may result in a more effective marketing plan for a firm as well as a more personalized sensory experience for the client. This would be a win-win situation for everyone involved. The ability of businesses to distinguish themselves on the real market or the market they are targeting is the primary reason for the development of sensory marketing. The brands have, for a significant length of time, been most successful in the visual sense, whether via the use of colour codes, design, or logos (Dosquet 2015). As a direct consequence of this, the use of sensory marketing has been put into practise in order to provide the client with an experience that is unlike any other. Dauce and Rieunier (2002) defined sensory marketing as the act of using the atmosphere of the point of sale to stimulate the emotional, cognitive, and behavioral responses of customers in order to get them to buy something. The factors that make up the atmosphere of the selling points are the tactile factors, gustatory, olfactory, visual and hearing factors. The tactile factors consist of material and inside temperature, gustatory factors are the ambience of the fashion store and hearing factors is the surrounding music.

The phrase "sensory marketing" refers to a subcategory of marketing that aims to build a more personal connection with the audience that is being targeted by making an appeal to the subconscious aspects of the human psyche. This kind of marketing is often referred to as "experiential marketing."

This includes the customer's thoughts, memories, perceptions, and emotions, all of which are uniquely theirs as a person and do not belong to anybody else. The marketing approach known as sensory marketing seeks to become a marketing instrument that can influence both the attitude and the behaviour of consumers. This is the ultimate aim of the sensory marketing strategy.

Everyone has their own unique way of responding to the many things going on around them at the point of sale. As a result, everyone has their own unique way of seeing what's going on around them. To aggregate all of a company's clients into a single entity that can be addressed with a single noise, touch, etc. is a big challenge for corporations.

Schiffman et al. (1995) did an experiment to show that a pleasant smell can improve a person's mood and even ease some symptoms, such as painful physical conditions. This experiment showed that sensory stimuli have a positive effect on mood and consumer behavior. These studies have shown that a pleasant smell can make someone feel better and can even ease some symptoms, like painful physical conditions. These researchers observed that persons whose moods were significantly improved after being exposed to a nice aroma were those who were given the opportunity to smell the fragrance (Villemure et al., 2003).

Throughout the course of history, the customer's function in the context of the business and marketing process has undergone several transformations. He went from being a person nearly devoid of opinion to being a component of the business process, replete with sentiments, heart, intellect, and emotions. He went from being an individual almost devoid of opinion to becoming a part of the business process. He is able to both feel and sense things around him.

The strength behind the idea of sensory marketing lies in the distinction that can be made between a person's perception and their feeling. This distinction is what gives the idea of sensory marketing its ability to influence consumers. The fact that it is necessary to have a grasp of the process that moves one from having a perception to having a mood is evidence that a customer's disposition may influence both their cognitive and emotional states.

Using sensory marketing, which goes above and beyond merely offering a service, the consumer is given not only a service but also an experience that is specifically designed to meet their needs and preferences. Consequently, sensory marketing is a technique for marketing that takes use of the senses of the customer as opposed to traditional marketing methods. When we talk about the "senses of the consumer," what we really mean is the customer's capacity to see, hear, smell, and taste (Rieunier 2006). When compared to the gustatory sense and the tactile sense, which are both components of conventional marketing, the olfactory sense, which refers to smell, and the auditory sense, which refers to sound, are comparatively newer senses. This is because scent and sound correspond to more abstract concepts. The term "sensory marketing" was used to describe a phenomenon that emerged when the sense of smell and the sense of sound were included into the traditional marketing process.

The idea behind sensory marketing is that one or more of the human body's five senses have value, and that by capitalizing on this value, businesses can stimulate the purchasing process while simultaneously satisfying the requirements of the consumer. Concerning client behaviour, the most important question that may be asked is, "Why does this business sell more than another store that has the same products?"

The reason for this is because the company is able to provide its customers an experience that will stay in their memories forever. The consumers are prepared to part up their hard-earned cash in exchange for a satisfying experience. According to Rieunier and Jallais (2013), sensory marketing is the act of using the environment around the selling point, like music, smell, color, touch, and taste, to make the consumer feel good about buying a product or service. Rieunier and Jallais (2013) defined sensory marketing as using things like music, smell, color, touch, and taste that are in the environment around the selling point.

Environmental psychology is the study of how the physical and social environment in which a person or group of people grows up affects their thoughts, feelings, ideas, and behaviors (Moch, Moser 1997). Experiments in this field, like Maslow's theory of the hierarchy of needs, have shown that a person's surrounding environment, or atmosphere, can affect his mood, his ability to relax, his thoughts, and his physical attitudes. These experiments have shown that an individual's surrounding environment, or atmosphere, can have an effect on an individual's mood and his ability

to relax. These discoveries were made at the turn of the century in the previous century. There is a lack of generalized material that would state the information in a methodical manner about the influence that the application of sensory marketing has on the responses of consumers. Because of this, the research problem can be posed in the form of a question, which is formulated as follows: How does sensory marketing affect the point of sale and consumer behaviour? The goal of this paper is to find out how marketing that focuses on the environment at the point of sale might affect how customers respond (POS).

THEORETICAL BACKGROUND AND HYPOTHESES

Daucé and Rieunier (2002) mentioned that the objective of the sensory marketing strategy is to "persuade the consumer while making him feel better to get him to act in a good way about a product, service, or selling point." The understanding that it is important to appeal to customers' senses while selling a product and running a business in general gives a company a significant edge in today's market. The sensory marketing is a beneficial technique that may give a chance for businesses to boost the profitability of their products.

The potential of sensory marketing has already been partly used by the food business. Many eateries, bars, and even bakeries try to elevate and excite the various senses via the use of artificial systems. The senses of the human being may increase the quality of the experience that a consumer has at a shop, as well as excite the imagination, lead to better goods, and help businesses retain customers via loyalty. The development of a sensory brand begins with the provision of a tailored stimulus that may be associated with the brand (Lindstrom, 2005).

In addition, Lindstrom (2010) contends that a company that appeals to a greater number of consumers' senses would have more commercial success than competitors who concentrate their efforts on a smaller number of those senses (one or two). It can be part of the brand's advertising, like the shape of a Lamborghini car, smell of a perfume, or the taste of a food. It can also be part of the product's packaging (Nutella).

Modern marketers have finally realized the importance of marketing and the buying process for customers. The more senses that are appealed to by a brand, the more powerful the message, as well as the more powerful the reaction that comes from inside (positive or negative). Based on the study that Kotler (1973) conducted, Krishna (2012), have concentrated his attention on a particular subfield of sensory marketing known as the environment at the point of sale.

Dauce and Rieunier (2002) referred "atmospheric factors" as the factors which are what excite the senses of humans, how they perceive and experience the environment of the point of purchases, and how they interact with it. The discipline of sensory marketing may be defined, in one sense, by the symbiotic relationship that exists between perception and sensation (Krishna 2009). The person's brain will generate an internal response once the sensory organs have been aroused, and this response will be determined by how and in what context the individual interprets the inputs.

Krishna (2012) discovered that the internal response may be broken down into emotional and/or cognitive responses, both of which contribute to the individual's good or negative posture in relation to the brand or product. This placement is significant because it determines whether the person will have a favourable or unfavorable response (an avoidance or an approaching reaction), and this reaction may either be positive or negative (Mehrabian, Russel 1974).

Dauce and Rieunier (2002) conducted a survey and found that the atmospheric variables are directly derived from the findings. They combined all of these components into the sensory marketing process and characterised the atmospheric variables as the aroma, image, sound, and touch. In addition, the study described the atmosphere as a collection of influences on the senses of sight, smell, and hearing. These things in the air make the sense organs work harder. Bitner (1992) found that sensations and perceptions that come from this stimulation are sent to the brain, where they are analyzed and interpreted to cause an internal response in the person (Krishna 2012). The internal response can be split into two parts: the cognitive response, which can change

how someone sees the quality of an object, and the emotional response and can directly influence the customer pleasure.

Krishna (2012) stated "Sensory marketing" is a term for marketing that appeals to the senses of customers and changes how they think, feel, and act." In fact, the way people feel on the inside is a good indicator of the conditions in the air. These inputs would influence consumers' judgment, behavior, attitude, and even their experience at the time of sale, all in the direction of how satisfied they are with the product at the point of sale and how excellent they think it is. Dauce and Rieunier (2002) said that the environment present at the point of sale has the potential to completely alter the consumers' mentality. A number of academic studies have shown that the music, can have a positive effect on mood and behavior. It is possible for music and noises in general to make people happier and help them remember things. This could make them want to buy more things or at least stay at the point of sale longer (Hui, Dube, and Chebat (1997).

The odour has a significant effect on the customer's ability to recall the experience by evoking feelings associated with the event (pleasant or unpleasant). The researchers talk about their experiences with sensory memory (Lindstrom 2005). Some people may feel calmer or yearn for something when they smell it because of how it makes them feel. Based on the results of previous studies, all of the researchers in the field of sensory marketing agreed that the environment and sensory marketing affected how customers behaved and what they thought about a product. According to Krishna (2012), the environment stimulates the consumer in two ways: cognitively and emotionally.

The emotional response can be thought of as the joy and satisfaction the customer feels when his senses are stimulated. The cognitive response, on the other hand, has more to do with what the consumer thinks about the quality he or she is experiencing.

According to Rieunier and Dauce (2002), many times the brand will try to boost the customer's happiness, well-being, and stimulation by managing the environment at the point of sale. The model proposed by Bitner (1992) states that an individual's emotional response may be broken down into two components: the individual's mood and their attitude. According to Bitner (1992), the environment is the collection of stimuli, both real and intangible, that impact the perception and response of individuals. The combination of these many stimuli generates a global milieu, which in turn generates an effective response in the brain of the client. Emotional state can be described as a response that individuals display when interacting with their surroundings (Mehrabian and Russell, 1974).

Lemoine (2002) demonstrated that the lighting at the point of sale influences the enjoyment and stimulation experienced by the client. When confronted with an unpleasant light, shoppers report feeling more dynamic and more tense, while a nice light has a substantial impact on the level of happiness a person has when shopping at a point of sale. Several studies, one that focused on the music that was playing in the background (Alpert, M., and J. Alpert. 1989; Bruner 1990), have shown that the components that make up an individual's environment may influence their mood.

According to the findings of these research, a store's choice of music, as well as its level of dynamism and rhythmic complexity, might have an effect on the customers' moods (Alpert, M., Alpert, J. 1989).

According to Siberil (1994), these findings demonstrated that the management of the music might influence the level of enjoyment experienced by the client. Customers have a better disposition when the music that is played over the speakers is music that they like listening to (positive mood). Aside from that, the way the air smells have an effect on how happy customers are at the point of sale. Some pleasant smells bring a positive response, while an unpleasant smell can make the customer feel unhappy and make his mood worse. Aside from that, the way the scent spreads around the room affects how happy customers are.

Lemoine (2002) looked at the atmosphere as a whole and showed that both the social environment and the design environment affect how happy the customer is at the point of sale and how

stimulated he is. The survey revealed a connection between the social environment and the design environment. Psychology and sensory marketing research has demonstrated that humans respond physically to environmental stimuli. This may manifest as an increase in heart rate, perspiration of the skin, or even an increase in muscular tension (Rieunier & Daucé 2002). According to the findings of researcher Lemoine (2002), the combination of the store's music, lighting, and layout may have a good influence on the customer's level of satisfaction, as well as his degree of happiness and enjoyment.

The consumer's ability to relax and remain peaceful, as well as his capacity to feel energized and full of life, would be influenced by the link between the music and the helpfulness of the personnel. After reviewing the studies, we came up with two hypotheses:

H1: There is significant relationship between consumers' emotional reaction and the atmospheric factors at point of sale.

H2: There is significant relationship between consumers' cognitive behavior and the atmospheric factors at point of sale.

RESEARCH DESIGN

The goal of the essay was to find out how the environment (at the point of sale) is used for sensory marketing and how it affects how customers react. The empirical study was put together with the help of a methodological framework that was made by looking at scientific studies in sensory marketing. Quantitative and qualitative research methodologies are the two main types that are often set apart from each other. In business studies in general, the terms "data collecting techniques" and "data analysis procedures" are often used to distinguish between "data gathering methods" and "data analysis processes" (Kareklas et al. 2014 and Balaji et al. 2011).

Qualitative data are presented in such a manner that they are neither quantitative nor numerical. This is what is meant by the phrase "presented in such a way" (Saunders, 2003). The main objective is, as stated before, to collect information about the subject matter that is being examined because of observations and interviews. This further helps measuring the opinions of a small number of people (customers), companies, products, etc., and it also allows for more in-depth data collection by looking into feelings, motivations, thoughts, purchase behavior, and other related topics. One advantage of a qualitative approach is that it helps you figure out what a small group of people think.

The determination of the causal relationship, often between two or more variables, is one of the most common applications for quantitative research methodologies. The results of statistical research are analysed via the lens of the qualitative approach, which seeks to find recurrent patterns or patterns of occurrence. The purpose of this work is to collect numerical information in order to standardize the data (Saunders et al. 2003), as well as to create and apply mathematical models, theories, and/or hypotheses that are associated to occurrences. In light of these findings, the primary information was acquired via the use of a methodology known as the questionnaire method (quantitative method). In fact, the questionnaire's goal is to collect the data necessary to draw a conclusion based on statistics.

It seems like this is the best way for this research to get a big picture of how the environment affects how the client acts. In this case, it was decided that the research would be more useful if it focused on how the environment is used in fashion stores in New Delhi. This decision was made since doing so would be more straightforward. Actually, almost everyone has been to at least one fashion retail stores at least once in their lives. This is true even if they have never eaten out before. In addition, in order to persuade customers to eat in their establishments, the fashion retail stores provide a wide array of atmospheres. It would seem to be one of the locations where one may do empirical research with the highest level of success. This choice was taken for reasons that are practical with respect to the control of the research, and it was determined that New Delhi would serve as the location of the study.

Quantitative research was chosen to test hypotheses, and a survey, which is a research tool made up of a 34-item questionnaire, used as a non-random convenience sample to collect primary data. The survey questions were made based on the results of scientific research that had already been done. The Cronbach's alpha coefficient was used to do a study to find out if the instrument in question could be trusted or not. This coefficient is a way to measure how well the questionnaire scale fits together. Because the questionnaire was very reliable, as shown by its Cronbach's alpha value of 0.986, it was decided that it could be used for research. It has been decided that the focus of the research that will be done will be on how the environment is used in fashion stores in New Delhi. After the questionnaire was made, it was sent to the respondents through the internet so they could fill it out. To be more specific, the questionnaire was made with the program "Google Form," and it was shared through the communities of many different social networking sites. Because of this, it could be called a "e-questionnaire." Because the researcher didn't try to influence the respondents in any way, we were able to draw more objective conclusions from the information we got this way. The data for this study came from a survey that was done in New Delhi with 426 clients (264 men and 162 women).

The analysis of the data is extremely significant to the study because it offers the ability to analyses, evaluate, and verify the theoretical studies that have been done by the many researchers. This is why the analysis of the data is so vital to the study. The quantitative data that was gathered via the questionnaire was analysed with the help of the SPSS software. To achieve the objectives, crosstabs and tables, such as frequency tables, have been developed and used to analyse that how does sensory marketing through the atmosphere (of the point of sale) impact the consumer response (cognitive and emotional reaction)? For the purpose of analysing the data, descriptive statistics (frequencies) were utilised to describe and discuss the characteristics of the sample; Chi-Square Test was used to explore the relationship between the variables; and symmetric measures, and particularly Phi coefficients, were utilised to know the strength of these relationships.

RESULTS

Emotional Pleasure and Atmospheric Cues

The atmosphere influences how a person feels, which shows up in their attitude or behavior. To dig deeper, it was looked at if there was a link between the most important thing people notice when they walk into a fashion store and how happy they are with the atmosphere (Kotler, 1973; Krishna, 2012). Therefore, two hypotheses H0 and H1 can be derived which are as follows:

H0: There is no significant relationship between consumers' emotional reaction and the atmospheric factors at point of sale.

H1: There is significant relationship between consumers' emotional reaction and the atmospheric factors at point of sale.

In other words, it can be explained that pleasure felt through the atmospheric factors inside the fashion retail stores, while entering into it depends upon the atmospheric stimulates. Hence, the caused pleasure is the outcome of the atmospheric stimulates when the respondents enter the fashion retail stores.

Table 1. Chi-Square test for pleasure caused by the atmospheric factors inside the fashion retail stores

Sr No.	Chi-Square test	Value	df	Asymptotic Significance (2-sided)
1	No of Valid Cases	426		

2	Pearson Chi Square	19.318 ^a	9	.012
3	Likelihood Ratio	22.654	9	.004
4	Linear Association	596	1	.441

Source: Primary data SPSS 21.0 Version

The result of chi square test statistics explains that whether there is significant link between two variable or not. The two variables are such as emotional reaction (sensitivity or sensitive factors) and pleasure caused by the atmospheric stimulates. The value of chi square is found as 19.318 and the significance p value is found as 0.012, which is less than the standardized bench mark i.e., 0.05, thus we can reject the null hypothesis (H0), which says that there is a strong link between sensitive factors and environmental stimuli when someone walks.

Therefore, it can be derived that there exists a link between emotional reactions and atmosphere, atmosphere attracts the customers to enter into the any retail outlet. The association measures statistics Phi and Cramer's V investigates the strength of the degree of relationship between two variables. In this case, the values of Phi is calculated as 0.321, which indicate that there exists average degree of relationships between the two variables. Literature reveals that higher the values approaching near to 1, higher the degree of relationships between the two. Thus, the values of 0.321 indicate average strength of relationships between sensitive factors and atmospheric stimulates. It can be said that the relationship between sensitive factors and pleasure caused by the atmospheric factors is significant but with a medium strength. Thus, the hypothesis H1 is confirmed and validated.

COGNITIVE QUALITY AND ATMOSPHERIC CUES

The cognitive reaction in terms of the quality of the atmosphere results in pleasing the customers. If the customers are not able to appraise the quality of the products and places, which have been bought by him or visited by him, then the past experiences of that atmosphere failed in producing the intrinsic quality or creating their atmospheric impact to evaluate their perception towards the product. Thus, two hypotheses are formed for the same:

H0: There is no significant relationship between consumers' cognitive behavior and the atmospheric factors at point of sale.

H2: There is significant relationship between consumers' cognitive behavior and the atmospheric factors at point of sale.

Table 2. Chi-Square test for sensitive and atmospheric factors influencing the perception of consumers towards quality of the products

Sr No.	Chi-Square test	Value	df	Asymptotic Significance (2-sided)
1	No. of Valid Cases	426		
2	Pearson Chi Square	18.224 ^a	9	.022
3	Likelihood Ratio	3.854	9	.296
4	Linear Association	3.765	1	.051

Source: Primary data SPSS 21.0 Version

Chi-square tells us that if there exists significant relationship between two variables or not, i.e., cognitive reactions in terms of quality of the product and atmospheres stimulates. The value of chi square is calculated as 18.224 and found significant (0.022). This highlights the fact that null hypothesis can be rejected and H2 hypothesis can be accepted that there exists significant relationship between cognitive behavior and atmospheric factors. The value of Phi is calculated as 0.451, indicating that there exist strong relationships between cognitive reactions and atmospheric stimulates, or it can be said that atmospheric factors have been successful in pleasing the customers or in creating positive impact on the customer so that they not only admire the quality of the product but also, successful in creating life long memorable moments.

DISCUSSION

This study builds on prior research on sensory marketing and duplicates some of it as well. The findings of this study, which are consistent with those of earlier research, demonstrate how customers respond to the ambiance of fashion retail stores by describing their mental and emotional experiences. Consumer behaviour is a reaction to the feelings and the reasons that consumers have. Synergy, or the superposition of the five senses, is what creates the cognitive or emotional reactions of the consumers when they are confronted by the stimuli of the environment. Marketers and psychologists used to think that people made decisions and judgments based on logic. However, recent studies have shown that people make snap decisions based on their experiences and memories. This goes against what earlier studies found, which said that the person was making sense.

Sensation and perception are caused by environmental cues and are tightly interconnected. At the point of sale, the sensory organs gather information from the surrounding environment. Then, these feelings move through the nervous system until they reach the brain, where they are analyzed, interpreted, and finally turned into perceptions. So, the brain has to figure out how to deal with these thoughts and feelings, which leads to an internal response. The consumer's emotional or mental response to the stimuli in the environment is called the "internal response." This research adds to the body of theoretical writing by giving more information about how sensory marketing works.

According to the findings of the study that was carried out, the stimuli of the environment have a direct impact on the emotional reaction, the behavioural response, and the cognitive response of the people. It has been shown that there can be a link between how a customer feels about the quality of a product and the pleasure (sensation) that the product gives them. This link between what people think and what they feel was shown. It is possible to pick, mix, and improve the different parts of sensory stimulations to adapt to changing consumer demands, trends, and behavior and have a bigger impact on the customer's experience. It was discovered that the sense organs of the consumers are stimulated when they are exposed to atmospheric elements such as visual, auditory, and olfactive stimuli.

It should come as no surprise that the subject of sensory marketing has many unexplored areas. To compete with the growing number of businesses that rely on digital marketing, businesses and marketers will need every advantage they can get, and one of those advantages will be a knowledge of how the senses are related with the environment, the brain, and the behaviour of individuals. In addition, as new technologies emerge, such as augmented reality, virtual helmets, and touch screens in retail establishments, it is natural to wonder whether or not it would be worthwhile to conduct research that establishes a connection between these emerging technologies and the individuals' senses. And, more specifically, how to use digital technologies to give customers a new and rich experience at the point of sale while still keeping in mind how the senses can affect customer behavior. For example, fashion stores could have digital tables as well as digital sounds and smells.

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