



ISSN Print: 2664-8792
ISSN Online: 2664-8806
Impact Factor: RJIF 8
IJRM 2024; 6(1): 69-74
www.managementpaper.net
Received: 14-11-2023
Accepted: 25-12-2023

Priyanka Saluja
Assistant Professor, Maharaja
Surajmal Institute, Janakpuri,
New-Delhi, Delhi, India

Investigating the factors affecting sensory marketing based on consumer's perceptions

Priyanka Saluja

DOI: <https://doi.org/10.33545/26648792.2024.v6.i1a.128>

Abstract

This article discusses sensory marketing as a strategic marketing approach that seeks to influence individuals' behaviour and emotions. The consumer seeks not simply to acquire a product or service, but also desires a personalized and unique experience associated with their purchases. Our survey study, consistent with previous research, demonstrates how customers assessed the atmosphere of fashion retail outlets based on their cognitive and emotional reactions. The integration of the four senses results in a synergistic effect, which refers to the customer's internal cognitive and/or emotional reaction to the stimuli present in the environment. The four senses, including sound, sight, touch, and smell, originate from them. According to the survey findings, this study highlights the significance of recognizing that the point-of-sale environment influences the customer's cognitive and emotional reactions through sensory marketing experiences. The answers encompass an increased sense of satisfaction and a heightened perception of product excellence experienced by the customer.

Keywords: Sensory marketing, emotional response, consumer behavior and point of sale

Introduction

The current state of the economy provides firms with an additional motivation to invest in sensory marketing, indicating their intention to do so. Historically, human senses have been neglected or considered as distinct from the field of marketing. Despite the significant significance that the senses play in human experience, this line of thinking has continued to prevail. Every person has a unique way of perceiving their surroundings, which can be attributed to their possession of the five senses.

Having a deeper understanding of an individual's sensory capabilities is likely to lead to a more efficient marketing strategy for a company, as well as a better tailored sensory experience for the customer. This scenario would be advantageous for all parties involved. The fundamental catalyst for the emergence of sensory marketing is the capacity of firms to differentiate themselves in the actual market or the specific market they are focusing on. Historically, the brands have achieved great success in terms of visual appeal, utilising elements such as colour codes, design, and logos (Dosquet 2015) ^[6].

Thus, sensory marketing provides a unique experience for customers. According to Dauce and Rieunier (2002) ^[5], sensory marketing is using the point of sale environment to evoke emotional, cognitive, and behavioural responses from customers to influence their purchasing decisions. The constituents of the selling points' atmosphere include tactile, gustatory, olfactory, visual, and auditory aspects. The tactile aspects encompass the physical properties of the materials used and the temperature inside the store. The gustatory factors refer to the overall atmosphere of the fashion store. The hearing factors pertain to the music playing in the surrounding environment.

Sensory marketing is a specific type of marketing that seeks to establish a deeper emotional bond with the target audience by appealing to the subconscious elements of the human mind. This type of marketing is commonly known as "experiential marketing."

This encompasses the customer's subjective experiences, encompassing their thoughts, memories, perceptions, and emotions, which are inherently personal and exclusive to them. Sensory marketing is a marketing strategy that aims to be a powerful tool for influencing both the attitudes and behaviours of consumers. The ultimate objective of the sensory marketing approach is to achieve this goal.

Corresponding Author:
Priyanka Saluja
Assistant Professor, Maharaja
Surajmal Institute, Janakpuri,
New-Delhi, Delhi, India

Each individual possesses a distinct manner of reacting to the many occurrences happening in their vicinity during a transaction. Consequently, each individual possesses their own distinct perspective on their surroundings. Consolidating all of a company's clients into a unified entity that can be interacted with using a single method, such as sound or touch, is a significant problem for organizations.

In their 1995 study, Schiffman *et al.* conducted an experiment demonstrating the positive impact of a pleasant odour on an individual's mood and its potential to alleviate certain symptoms, including physical discomfort. The experiment demonstrated that sensory inputs exert a favourable influence on both mood and consumer behaviour. These studies have demonstrated that an agreeable aroma has the potential to enhance one's well-being and alleviate some symptoms, such as unpleasant physical ailments. The researchers found that individuals who had a notable improvement in their mood after being exposed to a pleasant scent were the ones who had the chance to sniff the fragrance (Villemure *et al.*, 2003) ^[26].

Over the course of history, the role of the customer in the framework of the business and marketing process has experienced numerous changes. He transitioned from a person with minimal opinions to being an integral part of the business process, possessing a full range of thoughts, emotions, intelligence, and heart. He transitioned from being a person with very few opinions to becoming an integral member of the business process. He possesses the capacity to perceive and comprehend his surroundings through both physical and intuitive means.

The efficacy of sensory marketing hinges in the differentiation that may be established between an individual's perception and their emotional response. The differentiation is what grants sensory marketing its capacity to exert impact on consumers. The necessity of understanding the process that transitions from perception to mood indicates that a customer's disposition can impact both their cognitive and emotional states.

Sensory marketing goes beyond service delivery by giving customers a customised experience. Sensory marketing engages customers' senses rather than using traditional marketing approaches. The "senses of the consumer" are the customer's visual, auditory, olfactory, and gustatory abilities (Rieunier 2006) ^[21]. Compared to taste and touch, which are part of traditional marketing, the olfactory and aural senses are newer. Because scent and sound connote abstract concepts. The term "sensory marketing" refers to adding smell and sound to traditional marketing. The concept of sensory marketing is based on the notion that the human body's five senses hold significance. By leveraging this significance, firms can drive the buying process and fulfil consumer needs concurrently. Regarding client conduct, a crucial inquiry to consider is, "What is the reason behind this business's higher sales compared to another store offering identical products?"

This is because the organization is capable of delivering an experience to its consumers that will be etched in their memories indefinitely. Consumers are willing to spend their hard-earned money in exchange for a gratifying experience. Rieunier and Jallais (2013) ^[22] define sensory marketing as the strategic use of various environmental stimuli, such as music, scent, colour, tactile sensations, and taste, to evoke positive emotions in consumers and enhance their willingness to purchase a product or service. Rieunier and

Jallais (2013) ^[22] provided a definition of sensory marketing as the strategic utilization of environmental elements such as music, smell, colour, touch, and taste to enhance the selling point.

Environmental psychology examines the impact of the physical and social surroundings on an individual or a group's cognition, emotions, beliefs, and actions (Moch, Moser 1997) ^[20]. Studies in this domain, such as Maslow's hierarchy of needs theory, have demonstrated that an individual's immediate surroundings, or ambiance, can impact their mood, capacity to unwind, cognitive processes, and physical dispositions. The investigations have demonstrated that the surrounding environment, or atmosphere, can influence an individual's mood and their capacity to unwind. These discoveries were discovered in the previous century, specifically at the beginning of the 20th century. There is little systematic research on how sensory marketing affects customer responses. The research problem can be formulated as a question: What does sensory marketing do to point-of-sale and consumer behaviour? This study examines how environmentally-focused POS marketing affects customer response.

Theoretical background and hypotheses

In their study, Daucé and Rieunier (2002) ^[5] defined the goal of sensory marketing strategy as the act of influencing the consumer's behaviour towards a product, service, or selling point by simultaneously enhancing their emotional well-being. Recognising the significance of appealing to clients' senses while marketing a product and operating a business provides a substantial advantage to a firm in the current market. Sensory marketing is an advantageous strategy that offers firms an opportunity to enhance the profitability of their products.

The potential of sensory marketing has already been partly harnessed by the food company. Several establishments, including restaurants, pubs, and even pastry shops, strive to enhance and stimulate the different senses by employing artificial mechanisms. The human senses can enhance the quality of a consumer's experience in a shop, stimulate the imagination, facilitate the production of superior items, and aid firms in cultivating client loyalty. The creation of a sensory brand commences by delivering a customized stimulus that can be linked to the brand (Lindstrom, 2005) ^[16].

Lindstrom (2010) ^[17] argues that companies that engage many senses of consumers are more likely to achieve commercial success compared to competitors who focus on only one or two senses. It may contribute to the brand's advertising, such as the distinctive design of a Lamborghini automobile, the unique fragrance of a perfume, or the distinct flavour of a cuisine. Additionally, it may be included as a component of the product's packaging, as seen in the case of Nutella.

Contemporary marketers have ultimately recognised the significance of marketing and the purchasing process for customers. The greater the number of senses a brand stimulates, the more potent its message becomes, as well as the more intense the internal response it elicits (Whether good or negative). On the basis of the study that Kotler (1973) ^[10] did, Krishna (2012) ^[12], have focussed his attention on a particular section of sensory marketing known as the environment at the point of sale.

In their study, Dauce and Rieunier (2002) ^[5] defined "atmospheric factors" as the stimuli that stimulate human senses, influence their perception and experience of the point of purchase environment, and determine their interaction with it. The field of sensory marketing can be characterised, to some extent, by the mutually beneficial connection between perception and sensation (Krishna 2009) ^[11]. Once the sensory organs are stimulated, the individual's brain will produce an internal reaction, which will be influenced by how the inputs are interpreted and the context in which they are perceived.

In a study conducted by Krishna (2012) ^[12], it was shown that the internal response can be divided into emotional and/or cognitive responses. These responses have a role in shaping an individual's positive or negative attitude towards a brand or product. The positioning of an object is crucial as it dictates whether the individual will have a favourable or unfavourable response, either avoiding or approaching the object. Furthermore, this reaction can be either positive or negative (Mehrabian, Russel 1974) ^[19].

In their study, Dauce and Rieunier (2002) ^[5] conducted a survey and discovered that the atmospheric variables are directly derived from the results. The sensory marketing process incorporates all of these components and defines the ambient variables as the aroma, sight, sound, and touch. Furthermore, the study characterized the atmosphere as a confluence of stimuli that affect the faculties of vision, olfaction, and audition. These airborne particles increase the workload of the sensory organs. According to Bitner (1992) ^[3], the brain receives and analyses feelings and perceptions resulting from stimulus, which in turn triggers an internal response in the individual (Krishna 2012) ^[12]. The internal response can be divided into two components: the cognitive response, which has the potential to alter an individual's perception of an object's quality, and the emotional response, which can directly impact customer satisfaction.

In his work published in 2012, Krishna defined "sensory marketing" as a marketing approach that targets the senses of clients, influencing their cognitive, emotional, and behavioural responses. Indeed, one's internal state serves as a reliable indicator of the atmospheric conditions. These inputs have the potential to impact customers' assessment, actions, mindset, and overall experience throughout the purchase, ultimately shaping their level of satisfaction and perception of the product's quality. According to Dauce and Rieunier (2002) ^[5], the setting at the point of sale has the capacity to profoundly influence buyers' mindset. Several academic research have demonstrated that music can exert a beneficial influence on both mood and behaviour. Music and other auditory stimuli have the potential to enhance individuals' mood and facilitate memory retention. This could perhaps stimulate their desire to make additional purchases or, at the very least, prolong their presence at the point of sale (Hui, Dube, and Chebat, 1997) ^[7].

The scent has a notable impact on the customer's capacity to remember the experience by eliciting emotions linked to the occurrence (Positive or negative). The researchers discuss their encounters with sensory memory (Lindstrom, 2005) ^[16]. Individuals may experience a sense of tranquilly or a strong desire for something when they perceive its scent according to the emotional response it elicits. Based on the results of earlier 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. As stated by Krishna (2012) ^[12], the environment has a dual impact on the customer, both cognitively and emotionally.

The emotional reaction can be conceptualized as the experience of delight and contentment that the client has when their senses are aroused. The cognitive response, however, primarily pertains to the consumer's perception of the quality they are experiencing.

According to Rieunier and Daucé (2002) ^[5], brands influence in-store atmosphere to boost customer happiness, well-being, and enthusiasm. Bitner's (1992) ^[3] paradigm divides emotional reaction into mood and attitude. The environment is the sum of tangible and intangible inputs that affect perception and behaviour, according to Bitner (1992) ^[3]. These several signals produce a comprehensive environment that triggers the client's brain's efficient response. Emotional state is how people react to their surroundings (Mehrabian and Russell, 1974) ^[19]. Lemoine (2002) ^[15] established that the illumination at the point of purchase influences the level of satisfaction and arousal perceived by the customer. When exposed to an unfavourable lighting, customers experience increased energy and heightened tension, whereas good lighting significantly influences the level of satisfaction individuals feel while shopping at a retail location. Multiple studies, including one that specifically examined the background music (Alpert, M., and J. Alpert. 1989; Bruner 1990) ^[1, 4], have demonstrated that the elements of a person's surroundings can influence their emotional state. Based on the research findings, the selection of music at a store, along with its level of dynamism and rhythmic complexity, can potentially influence the moods of customers (Alpert, M., Alpert, J. 1989) ^[1].

Siberil (1994) ^[25] found that the way music is managed might impact the level of enjoyment felt by the client. Customers exhibit a more favourable demeanour when the music played over the speakers aligns with their musical preferences, resulting in a happy atmosphere. In addition, the olfactory perception of the air quality significantly influences the level of consumer satisfaction during the point of sale. Certain pleasant aromas elicit a favourable reaction, whilst a bad odour can cause the customer to feel dissatisfied and exacerbate their mood. In addition, the manner in which the fragrance permeates the room has an impact on the level of satisfaction experienced by clients.

Lemoine's (2002) ^[15] study evaluated the entire atmosphere and showed that the social and design environments affect customers' satisfaction and stimulation at the time of sale. The poll showed a social-design correlation. Psychology and sensory marketing studies demonstrate that humans react physiologically to environmental stimuli. Increased heart rate, skin sweat, or muscle tension may occur (Rieunier & Daucé 2002) ^[5]. According to Lemoine (2002) ^[15], the store's music, lighting, and layout may increase consumer satisfaction, pleasure, and enjoyment. The correlation between the music and the helpfulness of the staff would impact the consumer's capacity to experience relaxation and tranquilly, as well as their ability to feel invigorated and vibrant. Upon careful examination of the research, we have formulated two hypotheses:

H1: A significant correlation exists between consumers' emotional response and the atmospheric elements present at the point of sale.

H2: A strong correlation exists between consumers' cognitive behaviour and the atmospheric conditions present at the point of sale.

Research design

The objective of the article was to investigate the utilization of the point of sale environment for sensory marketing and its impact on customer response. The empirical study was conducted using a methodological framework derived from an analysis of scientific studies in sensory marketing. Quantitative and qualitative research methodologies are distinct from each other and are considered the primary categories. Within the field of business studies, the phrases "data collecting techniques" and "data analysis procedures" are commonly employed to differentiate between "data gathering methods" and "data analysis processes" (Kareklas *et al.*, 2014 and Balaji *et al.*, 2011) ^[9, 2].

Qualitative data is displayed in a way that is distinct from quantitative or numerical data. The expression "presented in such a way" refers to the manner in which something is shown or displayed, as described by Saunders (2003) ^[23]. The primary goal is to gather data on the topic under investigation through observations and interviews. This additionally facilitates the assessment of the viewpoints of a limited number of individuals (customers), corporations, products, etc., and it also enables more comprehensive data gathering by examining emotions, motivations, thoughts, purchasing patterns, and other relevant subjects. An advantage of employing a qualitative method is in its ability to elucidate the perspectives of a limited number of individuals.

Quantitative research approaches are frequently employed to establish causal relationships, typically between multiple variables. The statistical study findings are evaluated using the qualitative technique, which aims to identify recurring patterns or patterns of occurrence. This study collects quantitative data to establish data uniformity (Saunders *et al.* 2003) ^[23] and develops and implements event-related mathematical models, theories, and hypotheses. The quantitative questionnaire method provided the key data. The questionnaire collects data for statistical analysis. This approach appears to be the most effective method for comprehensively understanding the impact of the environment on the client's behaviour. at this instance, it was determined that the research would yield greater utility by specifically examining the utilization of the environment at fashion establishments located in New Delhi. This decision was taken because it would be more efficient and direct. Indeed, virtually everyone has visited at least one fashion retail establishment at some point in their lives. This remains valid even in the absence of any prior experience dining at a restaurant. Furthermore, fashion retail stores offer a diverse range of atmospheres to entice people to dine at their businesses. This place appears to be highly conducive to doing empirical research with a high degree of success. The decision was made based on practical considerations regarding research management, and New Delhi was selected as the study's venue.

The decision was made to employ quantitative research methodology in order to examine the hypotheses. Primary data was collected using a 34-item questionnaire. Non-random convenience samples were surveyed. Scientific research informed the poll questions. Cronbach's alpha was used to assess the instrument's dependability. The

coefficient measures questionnaire scale item congruence. Due to its Cronbach's alpha score of 0.986, the questionnaire was deemed reliable for research. New Delhi fashion stores' environmental use would be the focus of the study. The questionnaire was sent to responders online after creation. The "Google Form" questionnaire was distributed to numerous social media networks, called a "electronic questionnaire." Due to the researcher's non-interference with the respondents, we were able to derive more impartial conclusions from the obtained information. The data for this study was obtained from a survey conducted in New Delhi, which included 390 participants (264 males and 162 females).

Data analysis is essential to the study since it examines, evaluates, and validates theoretical works by several scholars. Thus, data analysis is essential for the investigation. Quantitative questionnaire data was analysed using SPSS. Crosstabs and frequency tables were used to analyse the impact of sensory marketing through point-of-sale ambiance on consumer response, including cognitive and emotional emotions. Data was analysed using descriptive statistics (frequencies) to describe and assess sample characteristics. The variables' relationships were examined using the Chi-Square Test. Phi coefficients were used to assess these correlations' strength.

Results

Emotional Pleasure and Atmospheric Cues

The atmosphere exerts influence on an individual's emotional state, manifesting in their attitude or behaviour. In order to further investigate, an examination was conducted to see whether there exists a correlation between the primary aspect that individuals observe when entering a fashion store and their level of satisfaction with the overall ambiance (Kotler, 1973; Krishna, 2012) ^[10, 12]. Consequently, two hypotheses, H0 and H1, can be formulated as follows:

H0: There is no statistically significant correlation between consumers' emotional response and the atmospheric conditions at the moment of sale.

H1: A notable correlation exists between consumers' emotional response and the atmospheric elements present at the point of sale.

Put simply, the enjoyment experienced when entering a fashion retail store is influenced by the ambient aspects present within it. Therefore, the pleasure experienced by individuals is a result of the sensory stimuli they encounter upon entering fashion retail outlets.

Table 1: Chi-Square test for enjoyment induced by environmental elements within fashion retail establishments.

Sr. No.	Chi-Square test	Value	df	Asymptotic Significance (2-sided)
1	No of Valid Cases	390		
2	Pearson Chi Square	32.229 ^a	9	.000
3	Likelihood Ratio	26.545	9	.001
4	Linear Association	652	1	.236

Source: Primary data SPSS 21.0 Version

Chi-square test statistics assess if two variables are significantly related. Emotional reactivity (Sensitivity or related characteristics) and ambient stimulus pleasure are the variables. The chi-square value is 32.229, with a 0.000 significance level. We can reject the null hypothesis (H0)

because this p-value is below 0.05. According to the null hypothesis, sensitive variables and ambient stimuli during walking are correlated. Thus, it can be inferred that there is a correlation between emotional responses and ambiance, as ambiance entices people to attend any retail establishment. The statistical measurements Phi and Cramer's V are used to assess the intensity of the link between two variables. In this instance, the Phi coefficient is computed as 0.339, indicating the presence of a moderate level of correlation between the two variables. According to literature, when values approach 1, the degree of link between the two variables increases. Therefore, the results of 0.339 reflect the moderate strength of interactions between sensitive variables and atmospheric stimuli. The correlation between sensitive factors and the enjoyment induced by atmospheric elements can be described as significant, albeit with a moderate degree of strength. Therefore, hypothesis H1 has been confirmed and validated.

Table 2: Chi-Square test to identify atmospheric and sensitive variables that influence consumers' perceptions of product quality.

Sr. No.	Chi-Square test	Value	DF	Asymptotic Significance (2-sided)
1	No of Valid Cases	390		
2	Pearson Chi Square	26.558 ^a	9	.011
3	Likelihood Ratio	6.935	9	.331
4	Linear Association	39.36	1	.062

Source: Primary data SPSS 21.0 Version

The chi-square statistic indicates whether or not a significant relationship exists between two variables, namely, whether or not atmospheric stimuli influence cognitive reactions regarding product quality. The chi-squared value is determined to be 26.558 and is deemed significant at 0.011. This observation underscores the possibility of rejecting the null hypothesis in favour of accepting the H2 hypothesis, which posits a significant relationship between atmospheric factors and cognitive behaviour. The calculated Phi value of 0.451 suggests the presence of robust associations between cognitive responses and atmospheric stimuli. Alternatively stated, it could be said that atmospheric factors have effectively influenced customers positively, eliciting admiration for the product's quality and facilitating the creation of enduring memories.

Discussions

This study expands upon previous research conducted on sensory marketing, while also replicating certain aspects of it. The results of this study, in line with previous research, illustrate how shoppers react to the atmosphere of fashion retail outlets by articulating their cognitive and affective encounters. Consumer behaviour is the response to the emotions and motivations that individuals experience. Synergy refers to the combination of the five senses, which results in the cognitive or emotional responses of consumers when they encounter environmental stimuli. Previously, marketers and psychologists held the belief that individuals made decisions and formed judgments primarily through logical reasoning. Nevertheless, new research has indicated that individuals form rapid judgements influenced by their past encounters and recollections. This contradicts the findings of previous investigations, which indicated that the individual's statements were coherent.

Environmental signals elicit sensations and perceptions, which are closely intertwined. During the point of sale, the sensory organs collect data from the surrounding

Cognitive Quality and Atmospheric Cues

The clients' satisfaction is influenced by their cognitive response to the atmosphere's quality. If customers are unable to assess the quality of products or places they have purchased or visited, it means that their previous experiences in that environment did not result in the creation of the inherent quality or the development of an atmospheric impact that would allow them to evaluate their perception of the product. Consequently, two hypotheses are formulated for the same purpose:

H0: There is no statistically significant correlation between consumers' cognitive behaviour and the atmospheric conditions at the point of sale.

H2: A notable correlation exists between consumers' cognitive behaviour and the atmospheric conditions present at the point of sale.

environment. Subsequently, these emotions traverse the nerve system until they reach the brain, where they undergo analysis, interpretation, and ultimately transform into perceptions. Consequently, the brain must strategize how to manage these ideas and emotions, resulting in an internal reaction. The internal response refers to the emotional or mental reaction of the consumer to the stimuli present in the environment. This study contributes to the existing theoretical literature by providing more insights into the mechanisms underlying sensory marketing.

The study's findings indicate that environmental inputs directly influence people's emotional reactions, behavioural responses, and cognitive responses. Research has demonstrated a correlation between a customer's perception of a product's quality and the pleasure they derive from using the goods. This correlation between individuals' cognitive processes and their emotional experiences was demonstrated. One can modify, combine, and enhance various elements of sensory stimuli to accommodate evolving consumer preferences, trends, and behaviour, thereby amplifying the influence on the customer's overall experience. It has been found that the sensory organs of individuals are activated when they are exposed to environmental factors such as visual, auditory, and olfactory stimuli.

It is unsurprising that the field of sensory marketing has numerous uncharted territories. In order to stay competitive in the digital marketing landscape, organisations and marketers must leverage every possible advantage. One such advantage is in understanding the intricate connections between the senses, the environment, the brain, and human behaviour. Furthermore, with the emergence of new technologies like augmented reality, virtual helmets, and touch screens in retail establishments, it is reasonable to question the value of conducting research that establishes a correlation between these emerging technologies and individuals' sensory experiences. Furthermore, this pertains

to the use of digital technologies to provide clients with a novel and immersive encounter throughout the point of sale, all while considering the impact of sensory stimuli on customer behaviour. For instance, fashion retailers might incorporate digital tables, together with digital auditory and olfactory stimuli.

References

- Alpert M, Alpert J. Background music as an influence in consumer mood and advertising responses. *Advances in Consumer Research*. 1989;16(1):485–491.
- Balaji MS, Raghavan S, Jha S. Role of tactile and visual inputs in product evaluation: A multisensory perspective. *Asia Pacific Journal of Marketing and Logistics*. 2011;23(4):513–530. <https://doi.org/10.1108/13555851111165066>
- Bitner MJ. Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing*. 1992;56(2):57–71. <https://doi.org/10.2307/1252042>
- Bruner GC. Music, mood, and marketing. *Journal of Marketing*. 1990;54(4):94–104. <https://doi.org/10.2307/1251762>
- Dauce B, Rieunier S. Le marketing sensoriel du point de vente. *Recherche Et Applications En Marketing*. 2002;17(4):45–65. <https://doi.org/10.1177/076737010201700408>
- Dosquet F. *Créer du Sens en Marketing*. 2nd ed. Colombelles: EMS: Management & Société; c2015.
- Hui MK, Dube L, Chebat J. The impact of music on consumer's reaction to waiting for services. *Journal of Retailing*. 1997;73(1):87–104. [https://doi.org/10.1016/S0022-4359\(97\)90016-6](https://doi.org/10.1016/S0022-4359(97)90016-6)
- Hultén B. Sensory marketing: the multi-sensory brand-experience concept. *European Business Review*. 2011;23(3):256–273. <https://doi.org/10.1108/09555341111130245>
- Kareklas I, Brunel FF, Coulter RA. Judgment is not color blind: the impact of automatic color preference on product and advertising preferences. *Journal of Consumer Psychology*. 2014;24(1):87–95. <https://doi.org/10.1016/j.jcps.2013.09.005>
- Kotler P. Atmospherics as a marketing tool. *Journal of Retailing*. 1973;49(4):48–64.
- Krishna A. *Sensory marketing: Research on the sensuality of consumers*. New York: Routledge; c2009.
- Krishna A. An integrative review of sensory marketing: engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*. 2012;22:332–351. <https://doi.org/10.1016/j.jcps.2011.08.003>
- Krishna A, Elder RS. The gist of gustation: an exploration of taste, food, and consumption. In: Krishna A, ed. *Sensory marketing: research on the sensuality of products*. New York: Routledge; c2009.
- Labrecque LI, Patrick VM, Milne GR. The marketers' prismatic palette: a review of color research and future directions. *Psychology & Marketing*. 2013;30(2):187–202.
- Lemoine JF. *Perception de l'Atmosphère du Point de Vente et Réactions Comportementales et Emotionnelles du Consommateur*. La Rochelle: Actes du 5^{ème} Colloque Etienne Thil, Université de la Rochelle; c2002.
- Lindström M. *Brand sense: build powerful brands through touch, taste, smell, sight, and sound*. New York: Free Press; c2005.
- Lindström M. *Brand sense: sensory secrets behind the stuff we buy*. New York: Free Press; c2010.
- Maslow AH, Frager R, Cox R. *Motivation and personality*. 2nd ed. New York: Harper & Row; c1970.
- Mehrabian A, Russell JA. *An approach to environmental psychology*. Cambridge: M.I.T. Press; c1974.
- Moch A, Moser G. *La psychologie environnementale en France: perspectives actuelles*. *Psychologie Française*. 1997;42(2):103–106.
- Rieunier S. *Marketing sensoriel du point de vente: Créer et Gérer l'Ambiance des Lieux Commerciaux*. 2nd ed. Paris: Editions Dunod; c2006.
- Rieunier S, Jallais J. *Marketing sensoriel du point de vente: Créer et gérer l'ambiance des lieux commerciaux*. Paris: Dunod; c2013.
- Saunders M, Lewis P, Thornhill A. *Research methods for business students*. Harlow, England: Prentice Hall; c2003.
- Schiffman SS, Sattely-Miller EA, Suggs MS, Graham BG. The effect of environmental odors emanating from commercial swine operations on the mood of nearby residents. *Brain Research Bulletin*. 1995;37(4):369–375. doi:10.1016/0361-9230(95)00015-1
- Sibénil P. *L'influence de la Musique sur les Comportements des Acheteurs en grande Surface*. Rennes: Thèse de doctorat en sciences de gestion, Université de Rennes 1; c1994.
- Villemure C, Slotnick BM, Bushnell MC. Effects of odors on pain perception: Deciphering the roles of emotion and attention. *Pain*. 2003;106(1–2):101–108. doi:10.1016/S0304-3959(03)00297-5
- Yalch RF, Spangenberg ER. The effects of music in a retail setting on real and perceived shopping times. *Journal of Business Research*. 2000;49(2):139–147. doi:10.1016/S0148-2963(99)00003-X
- Yoo C, Park J, MacInnis DJ. Effects of store characteristics and in-store emotional experiences on store attitude. *Journal of Business Research*. 1998;42(3):253–263. doi:10.1016/S0148-2963(97)00122-7