

Unveiling the Senses: A Bibliometrics Analysis on the Role of Sensory Marketing in impacting Consumer Behaviour

Prof. Aradhita Deb, NSB Academy

Prof. Swarnadeep Maity, NSB Academy

Abstract:

In the dynamic landscape of contemporary business, companies are constantly seeking innovative strategies to captivate consumers, forge memorable brand experiences, and ultimately foster brand loyalty. Amidst this quest for differentiation, one phenomenon has emerged as a powerful and immersive tool – Sensory Marketing. This paradigm shift in marketing strategies transcends traditional approaches, harnessing the human senses to create an emotional connection between consumers and brands. Sensory marketing is a multifaceted concept that integrates the human senses – sight, sound, touch, taste, and smell – into the marketing mix to evoke emotions, stimulate memories, and influence consumer behavior. Unlike conventional marketing methods that primarily rely on visual and auditory stimuli, sensory marketing leverages a holistic approach, engaging consumers on a deeper, more visceral level.

The genesis of sensory marketing can be traced back to the realization that consumers are not mere rational decision-makers but emotional beings whose perceptions and preferences are profoundly shaped by sensory experiences. Visual elements, such as logos and packaging design, appeal to the sense of sight, while auditory stimuli, such as jingles or brand sounds, create a sonic brand identity. Tactile experiences, from the texture of products to the feel of a retail environment, engage the sense of touch. Furthermore, taste and smell, often overlooked in traditional marketing, are harnessed in industries ranging from food and beverage to retail, creating memorable sensory imprints. This research paper aims to provide a comprehensive understanding of the theoretical frameworks that underpin sensory marketing, drawing on psychological and neuro scientific perspectives to unravel the intricacies of human sensory perception. By synthesizing existing literature, we seek to establish a foundation that not only explicates the role of sensory marketing in shaping consumer behavior but also sheds light on its practical applications for businesses across diverse industries.

Keywords: Sensory, Sensory marketing, Marketing, Sensory Experience, Stimuli, Senses, Psychological Marketing, Neuro Scientific Marketing, Consumer behavior, Customer Experience.

Introduction:

In the area of psychological marketing known as "sensory marketing" is a publicizing strategy expected to engage at least one of the five human feelings of sight, hearing, smell, taste, and contact to make an enthusiastic relationship with a particular item or brand. An effective tactile marking procedure takes advantage of specific convictions, sentiments, contemplations, and recollections to make a brand picture in a client's psyche. For instance, assuming the smell of pumpkin flavours in October makes you consider Starbucks, it's no mishap. This idea probably won't be natural to a great many people - they would almost certainly inquire, "What is sensory marketing?" There may be various ways of depicting sensory marketing, yet the sensory marketing definition remains something similar. In simple terms, sensory marketing includes executing a marketing campaign that requests to the crowd's five detects: sight, sound, contact, taste and smell. Sensory marketing includes numerous strategies that are utilized to arrive at your client's faculties and impact their conduct in view of how your image and strategies cause them to feel. For instance, specialists have found that feeling warmth can drive an individual to adjust. Similarly, opening a Hershey's Kiss and hearing the foil's sound evokes positive feelings that the purchaser partners with bliss and solace. Interesting to the faculties is successful in elevating items to customers, which is the reason tangible promoting can accomplish extraordinary outcomes. Faculties promoting is a basic yet compelling methodology towards impacting shoppers to buy an item or administration. Sensory marketing is a key part in buyer perceptions and apply an amazing effect over buying decisions. Sponsors have since quite some time in the past hoped to facilitate the resources into brand exchanges, yet all things considered in a confined and midway way. Today, unmistakable publicizing is seen as a key gadget for supporting the relationship among brand and purchaser by invigorating all of the resources and delivering sentiments. Sensory marketing is the point at which an undertaking makes a decent viewpoint by setting off 1 of the tactile organs and initiate the clients to purchase the items and administrations. It makes recollections and great encounters as it straightforwardly targets human sense.

Smell: Our feeling of smell is associated with our limbic framework which controls our feelings and recollections which is the reason it is the sense with the most memory review. An illustration of a brand that effectively utilizes fragrance showcasing through smell is Rolls Royce. At the point when a Rolls Royce client takes their vehicle to an authority carport, the vehicle's inside is perfumed with wood and calfskin fragrances to give it that "spic and span vehicle" smell. This brings out recollections of when the proprietor previously purchased the vehicle making an emotive brand association. Disney amusement parks are one more genuine illustration of tactile showcasing by means of smell. Their utilization of the Smellier,

a licensed aroma generator, to diffuse various fragrances around the recreation area makes more instinctive encounters for its guests while shopping or sitting tight in line for a fascination.

Taste: Taste is presumably the most troublesome of the faculties to carry out in promoting because of the differing individual level of what tastes great. As a matter of fact, stores are one of a handful of the areas that use taste advertising with their proposal of free tastings and tests. Nonetheless, there are a few brands outside of FMCG area that are investigating the idea of making a brand "taste". Ikea is an illustration of a retail brand that has accomplished a solid taste relationship for its image by means of its in-store cafés with 30% of Ikea clients presently visiting the store just to eat. As well as expanding the client's store visit, the cafés additionally increment the buy possible food as well as other Ikea items.

Sound: Our feeling of sound is generally dynamic in any event, while resting. We basically can't "switch off" our capacity to hear. Studies have shown that when an individual stands by listening to music and they observe it satisfying, their body discharges dopamine which expands their demeanor to purchasing. This makes sense of why most of retailers play music coming up.

Touch: Touch gives us a significant measure of data to settle on an educated choice. A sense is equipped for producing an encounter that is more associated and intelligent for the client. The right around 500 Apple stores overall are an illustration of a store that drives tactile showcasing by permitting clients to utilize, feel and attempt its items when coming up. Contact empowers the clients to assess the quality and usefulness of the Apple items simultaneously which works with the buy cycle and drives brand faithfulness.

Sight: Sight is the most evolved of the faculties as 83% of the data that we get is by means of sight. It not just assumes a significant part in key retail minutes, such as regardless of whether the client enters a shop, however it likewise liable for communicating the brand picture.

If we take an example of Dunkin Donuts, it is one of the most incredible tangible showcasing guides to examine for an understanding into how captivating the faculties can affect your main concern. Like Apple and Starbucks, Dunkin Donuts every now and again implants tactile promoting endeavours into their image, with painstakingly picked bundling, explicit brand tones from there, the sky is the limit. The brand even has its own jingle in specific pieces of the world. In one tactile showcasing procedure made inside Seoul, South Korea, the organization chose to capitalize on their capacity to support buys through the feeling of smell.

As a methodology that requests to the faculties rather than rationale, sensory marketing can influence individuals such that customary mass showcasing can't. Exemplary mass promoting chips away at the conviction that individuals as shoppers will act "soundly" when confronted with buying choices. Conventional promoting accepts that customers will deliberately consider substantial item factors like value, elements, and utility. Sensory marketing, conversely, tries to use the customer's educational encounters and sentiments. These educational encounters have recognizable tactile, enthusiastic, mental, and conduct angles. Sensory marketing expects that individuals, as shoppers, will act as indicated by their enthusiastic driving forces more than to their goal thinking. Along these lines, a powerful sensory marketing exertion can bring about customers deciding to purchase a specific item, as opposed to an equivalent however more affordable other option. Today, incredible marketing is about the client experience. This is as valid for something like web architecture all things considered for item creation. In the event that the client isn't living it up, none of it is important. As you can envision, tactile showcasing integrates with this idea pleasantly. Since everything without question revolves around improving client experience, tactile sensory marketing has turned into a go-to strategy for some global brands. For instance, Abercrombie and Fitch and Dunkin' Donuts, both utilized tangible advertising to increment deals at one South Korea outlet by 29%. Sensory marketing gives a total encounter. Consequently, it stands apart as a particularly intelligent method for winning crowd consideration. Once in a while, you might have to zero in on a larger number of than one of the media faculties to have a greater effect and accomplish better outcomes. Majority of the organizations began to involve sensory marketing to comprehend the way of behaving of the buyer for instance the way in which the item is making sway, whether individuals are having positive assessment with the item and so forth In this setting a portion of the associations are abusing these methods and are controlling the moral qualities.

For example, controlling the customer cerebrum by requesting that he express out loud whatever precisely the associations required, entrancing the purchaser to get positive surveys on the item and administration and so on by utilizing the high level clinical procedures on account of this associations can make great effect of their item in the market regardless of the interest and notoriety they really have on their item or administration. Indeed, even once in a while associations can be in issue since they get a negative survey from the purchaser and these associations must be prepared with the prompt activities which they need to take to determine those issues.

Literature Review:

This research investigates the job of how customers answer human depictions of creature mascots that contrast on their pattern actual likeness to people. To test this affirmation, an exploratory review was led with 62 undergrad members from an enormous state college in the North eastern United States. The Results from the review show that assessments of human depictions of creatures by a lower gauge actual closeness to people are less ideal than non anthropomorphic depictions (Zhang 2010). This observational review set off to examine the impact of tactile depiction marks on buyer selection of apples in a basic food item retail location. Plan/procedure/approach: An autonomous perception study was directed in a retail supermarket setting. This study shows the significance and worth of tangible portrayal name showcasing for food items in staple retail locations. Little consideration has recently been paid to the examination region inside tangible promoting correspondence concerning the transaction of tactile view of food and the definition of advertising names, or taste showcasing. This paper likewise addresses the conceivable connection between the disciplines of tangible and promoting science (Krishna 2014). In the retail sector, requests to our five essential detects (sight, smell, hearing, contact, and taste) assume a critical part in how clients experience, assess, and buy an item. This article gives an outline of the historical backdrop of tangible advertising examination and hypothesis, and investigates a cross-segment of contemporary investigations exploring the effect of tactile requests in the retail climate, especially in design retail settings (Lund 2015).

This article gives an efficient audit of the writing inside the areas of brain science and advertising, it recognizes that a huge group of examination in regards to human reactions to smells exists inside other disciplinary fields like neuroscience. a deliberate survey of surviving examination on the impacts of aroma on buyer conduct for perusers of the International Journal of Consumer Studies. Albeit many articles have been distributed on this point as of late, there is a requirement for a far reaching outline of state-of-the-art discoveries around here of examination. A methodical writing survey is led with chosen Chartered Association of Business Schools-positioned diaries in the fields of showcasing and brain science, covering the period somewhere in the range of 1980 and 2015. Topical regions remember the effect of fragrance for shoppers' mental and emotional reactions, perspectives and discernments, as well as memory and ways of behaving (Rimkute 2016). This study is to talk about the utilization of tangible promoting strategy and its intersection with Neuroscience information applied in buyer conduct concentrates on field. The exploration is a graphic hypothetical exposition, examines the use of Neuroscience as a technique that actions physiological reactions and their associations with the tangible showcasing, two synergistic strategies and its informative arrive at the shopper decision choice. the promoting and tangible Neuroscience present as synergists strategies that add to handle studies with data of estimated physiological reactions valence and

potential in the arrangement showcasing issues (Menezes 2016). Sensory excitement is utilized by different brands to prompt wanted ways of behaving among their clients. In spite of the fact that its adequacy is perceived in business settings, little examination has been directed on tactile showcasing. To add to filling this hole, this study looked to assemble a model that clarifies what tactile feeling means for aims for buy a brand. Brand insight and brand value were relied upon to intercede this relationship. The applicable commitments that rose up out of this study incorporate not just spanning the previously mentioned hole in the writing yet in addition offering critical administrative ramifications (Moreira 2017). What are the components by which outward and ecological prompts influence shopper encounters, wants, and decisions? In light of the new grounded cognizance hypothesis of want, we contend that utilization and reward reproductions establish a focal component in these peculiarities. In particular, we contend that appetitive upgrades, for example, explicit item signs, can initiate reproductions of consuming and partaking in the individual items, in view of past growth opportunities. These utilization and reward reenactments can prompt roused conduct, and can be balanced by state and characteristic individual contrasts, situational variables, and item extraneous signals (Papies 2017). Circumstance explicit reasoning style is uncovered as a fundamental system that adds to such contrasts, to such an extent that touch screens inspire a more grounded experiential reasoning style, while work areas summon a more grounded objective reasoning style. In addition, the discoveries propose that more noteworthy experiential reasoning upgrades a shopper's inclination towards libertine items, while more prominent normal reasoning embraces utilitarian items (Zhu 2017). This study means to look at the effect of olfactory signs at the place to checkout on customers' buy conduct regarding deals. Plan/procedure/approach- The hypothesis of semantic harmoniousness and tactile promoting on shopper conduct is tried utilizing information gathered through an investigation and examined utilizing quantitative strategies (Kivioja, K., & Kivioja 2017).

Although a quick help experience speed could increment incomes for the specialist co-op, its ramifications on consumer loyalty and repatronage can be hindering. To address this hole, the current review proposes a clever tangible promoting procedure (i.e., utilizing shape signs) to relax clients' negative responses to a quick moving assistance experience (Liu 2018). Sensory insight is a significant element to comprehend and actually appeal to shoppers. As buyers process data deliberately and subliminally, both discernment levels (express and verifiable) are fundamental to explore. This paper expects to break down the impacts of unequivocal and certain tangible insight on brand insight and brand-related execution markers and afterward explore the relationships between's the faculties and experience aspects (Haase 2018). Supermarkets and cafés have some control over surrounding temperatures utilizing cooling. Despite the fact that inquiries concerning what surrounding temperature means for customers' assessments of food varieties are pertinent to numerous food-based organizations, they remain to a great extent unanswered, and

there are disconnected theories with respect to the impact of encompassing temperature on food inclinations (Motoki 2018). Individuals are progressively buying and eating online where, generally, the tactile association has for the most part been restricted to visual, and less significantly, hear- able information sources. Nonetheless, other tactile connection points, along with a scope of virtual, and expanded arrangements are progressively being made accessible to individuals to interface on the web (Petit 2019). This study expects to analyze the connection between buyer attributes and the adequacy of olfactory prompts on buy conduct. The review widens surviving structures of tangible advertising by putting the purchaser in the focal situation as the processor of tactile prompts. The work spearheads the incorporation of purchaser's dynamic style as one of the directing elements simultaneously (Sandell 2019). This paper means to look at how multi-tactile signals, when store- harmonious, impact buyer perusing conduct and its resulting impact on buying. Two examinations were utilized with a field trial plan in an outfitting retail location to analyze perusing conduct and buying in a visual, hear-able, olfactory and a multi-tactile treatment bunch. Information were assembled more than 12 weeks (Helmefalk 2019). The multisensory tasting experience members loved the brew more, and appraised it as tasting better, while paying attention to music related with positive inclination. A similar lager was evaluated as more severe, with higher liquor content, and as having more body, when the members paid attention to music related with gloomy inclination (Reinoso-Carvalho 2019). Purchasers are frequently encircled by somatosensory (e.g., warmth) and visual (e.g., shading) data. For instance, buyers regularly see light-shaded products under warm circumstances. Past examinations have shown that tangible connections, like those including hear-able and visual upgrades, impact customer ways of behaving. Nonetheless, it stays obscure whether somatosensory-visual data (e.g., warmth and shading gentility) intuitively guide purchaser ways of behaving (Motoki 2019). The examinations exhibit that for buyers who apply restraint in their food utilization contacting food straightforwardly with hands improves the tactile experience and increments indulgent assessments of the food. Significantly, direct touch builds the utilization volume for high discretion shoppers (Madzharov 2019). This article plans to see how and when tactile compatibility between bundling surfaces and item surfaces influences decadent food taste assessments and purchaser fulfillment. Including chocolate tastings and following test conventions, two investigations show the impacts of tangible harmoniousness. Two items and two bundling structures were utilized (Ferreira 2019).

The current review analyzed what red versus green foundation colors mean for customers' purchasing ways of behaving towards decadent and utilitarian merchandise. Across two research center examinations , we observed that red could instigate gluttonously situated utilization and, therefore, convince people to purchase more epicurean products (Chung 2020), (Wang 2019). This examination analyzes the oblivious system fundamental buyers' way of behaving in light of scents applying the preparing approach. Five trials

show that people's reactions to smells include two systems, one full of feeling and one acquainted that sway purchasers' arrangement, review, and decision. We found that when people see a smell as lovely, their memory for scent harmonious brand logos, and order of smell compatible visual items is gotten to the next level (De Luca 2020). The outcomes show a union between visual, gustatory, olfactory, and haptic impressions, while hear-able insights are scant and allude predominantly to the presence/nonappearance of commotion and this exploration yields a triple commitment: (a) It gives experimental proof to the pertinence of multisensory discernments on sightseers' assessment of spot encounters; (b) an original systemic way to deal with evaluating tactile impressions is utilized by investigating vacationers' uninhibitedly composed internet based stories; and (c) the examination widens the extent of existing multisensory writing by surveying metropolitan/beach front travel location encounters (Buzova 2020). This study intends to inspect the impacts of adding high excitement barometrical signs in a store climate on emotional responses, approach conduct, and assessments by utilizing various techniques (i.e., two lab analyses and one field analyze), by adding different sorts of environmental signals (i.e., prompts handled in higher faculties versus handled in lower detects), and by separating the request wherein they are added and the examination introduced broadens past discoveries by exploring potential indicators (i.e., number of signs as well as kind of signals) of the energy where tangible over-burden might occur (Doucé 2020). This study directs a bibliometric retrospection of a chief diary devoted to the utilization of mental speculations and procedures to advertising: Psychology and Marketing (P&M). To do as such, this study utilizes bibliometrics to unload the distribution patterns and the scholarly construction of P&M. In doing as such, this study uncovers a few intriguing discoveries (Donthu 2021). The research suggests that background music (as one element of the multisensory atmosphere) can influence consumer preference and choice. However, the findings have been inconsistent as far as how background music influences people's preferences for healthy vs. indulgent foods is concerned. By considering different music genres, food types, and tastes/flavours, we aimed to disentangle the mixed results that have been reported previously (Motoki 2022).

Objectives:

- To distinguish what are the different moral issues and controls which are continued in sensory marketing and propose the ways of lessening moral issues in sensory marketing
- To distinguish whether sensory marketing strategies making any affected on the buyer conduct
- To distinguish How Organizations are following sensory marketing better way when contrasted with any remaining showcasing procedures

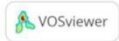
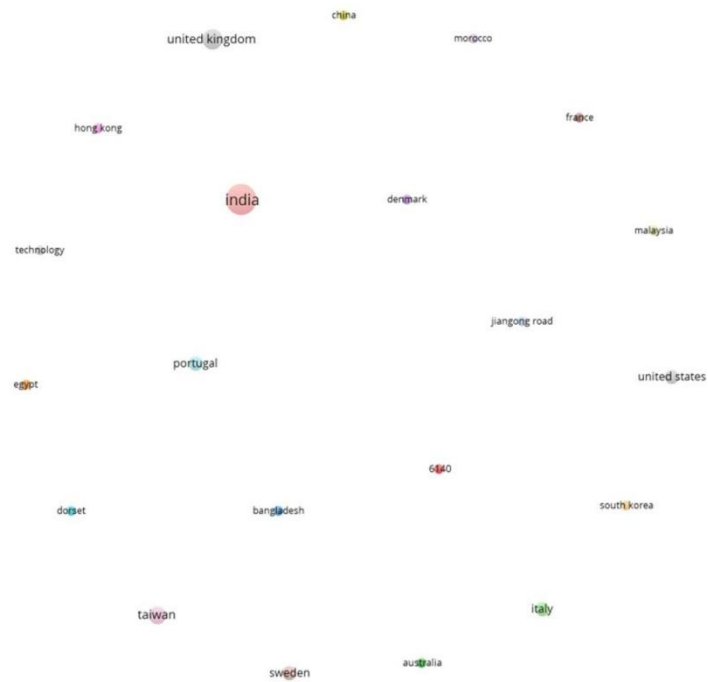
Methodology:

Bibliographic coupling, similar to co-reference, is a comparability measure that utilizes reference examination to lay out a closeness connection between archives. Bibliographic coupling happens when two works reference a typical third work in their catalogs. It means that a likelihood exists that the two works treat a connected subject matter. Two records are bibliographically coupled on the off chance that the two of them refer to at least one archives in like manner. The "coupling strength" of two given reports is higher the more references to different records they share. The figure to one side outlines the idea of bibliographic coupling. In the figure, records An and B both refer to reports C, D and E. Consequently, archives An and B have a bibliographic coupling strength of 3 - the quantity of components in the convergence of their two reference records.

Likewise, two creators are bibliographically coupled assuming the aggregate reference arrangements of their particular oeuvres each contain a reference to a typical report, and their coupling strength additionally increments with the references to different archives that their portion. Assuming the aggregate reference rundown of a creator's not entirely set in stone as the multi set association of the archives that the creator has co-composed, then the creator bibliographic coupling strength of two creators (or all the more definitively, of their oeuvres) is characterized as the size of the multi set crossing point of their total reference records, however. Bibliographic coupling can be valuable in a wide assortment of fields, since it assists scientists with observing related research done previously. Then again, two archives are co-referred to in the event that they are both autonomously referred to by at least one records.

Analysis:

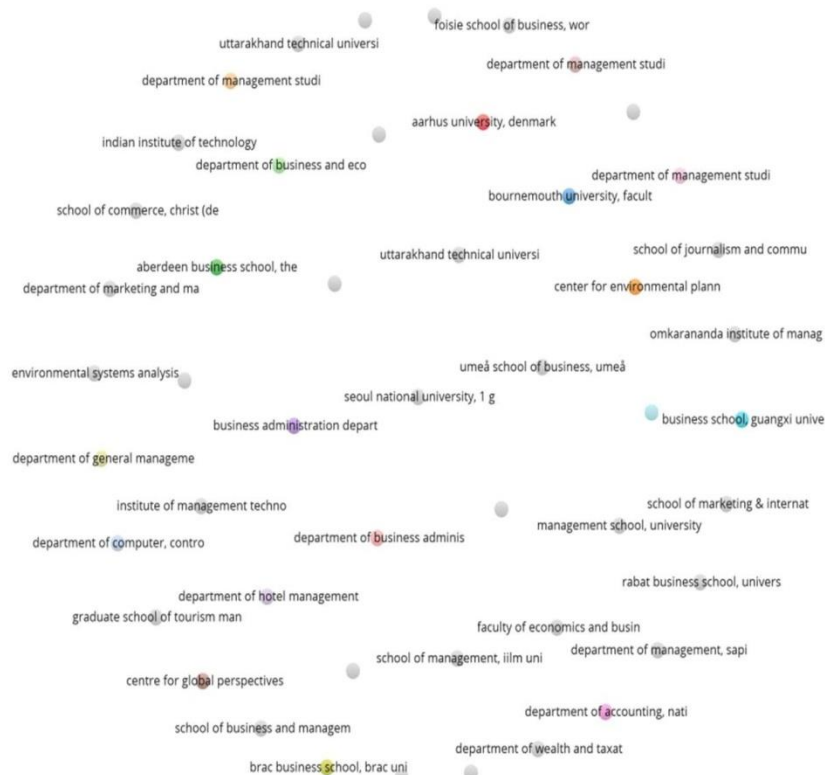
Bibliometric examination and reference assessment have become one of the critical procedures for Systematic composing overview. No such assessments have used bibliometric examination to separate the hypothetical development of the point. VOS Viewer is utilized for Co reference examination of this exploration.



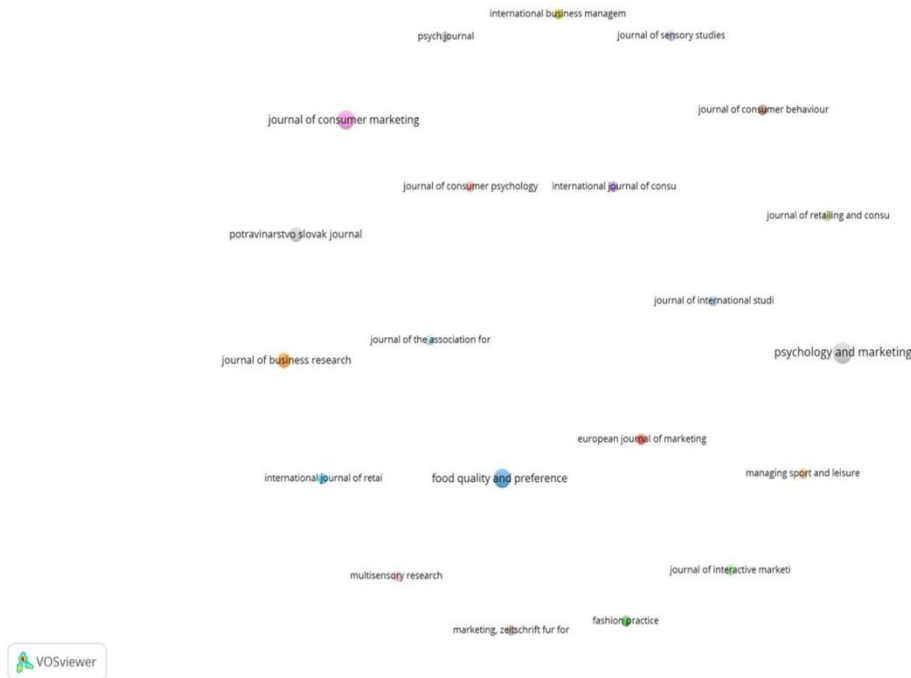
BIBLIOMETRIC COUPLING(COUNTRIES)+

BIBLIOMETRIC COUPLING:

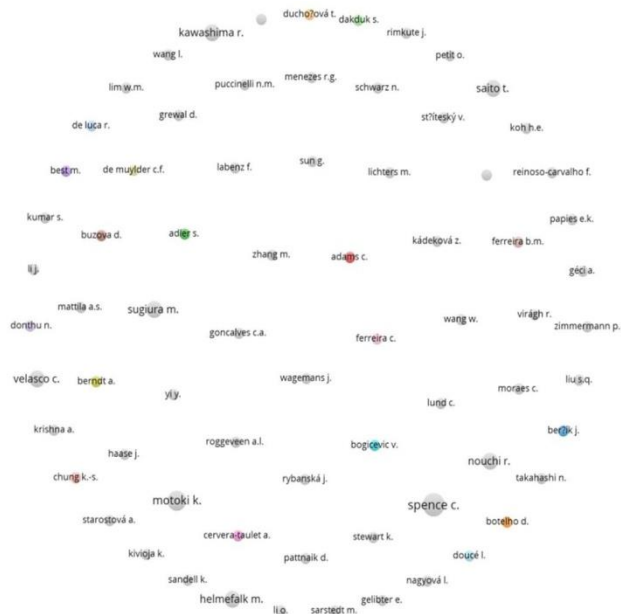
Bibliographic coupling happens when two works reference an ordinary third work in their book lists. It implies that a probability exists that the two works treat associated.



CO CITATION: IT IS A REFERENCE WHEREIN TWO RECORDS ARE REFERED TO ALONG WITH THE OTHER ARCHIVE.



CO CITATION(SOURCES)



CO OCCURRENCE (KEYWORDS)CO OCCURRENCE: IT EXPRESSES THAT EQUIVALENT WATCHWORDS ARE REFERRED TO IN VARIOUS ARTICLES.

Year	No. of Journals
2015	1
2016	1
2017	4
2018	5
2019	7
2020	6
2021	1
2022	2

Conclusion:

Sensory marketing involves most noticeable job in the whole marketing. It includes a lot of dishonest practices which are either performed by Consumers or the Organizations to control the reaction about the item. It might be seen from the composing study that, sensory marketing has been applied in an extensive parcel of the ventures, especially, in stamping and brand the board. It's clearly a fact that sensory stimuli techniques are extensively used in the getting the human frontal cortex works out. Sensory marketing has prepared for new angles in the examination of client direct. The utilization of the neuroscience systems are giving receptiveness to the mystery date associated with customer acumen, memory, disposition, learning and responses. This restricted information isn't for the most part open and legitimate to the financial experts expecting that they are using simply the standard factual reviewing systems. Be that as it may, with the use of the neuroscience in the promoting the board studies, it is achievable to grasp and look at the human frontal cortex activities to correct second nuances like the image improvement in the brain or relationship of neurons with the client choice and assurance. To be sure, even it might be sorted out that couple of lifts, for instance, commercial, film trailers; a particular spot of time or a couple of express activities can affect the client direct. Moreover, by using different neuroscience systems, for instance, eye tracker, fMRI, EGE, EDA, etc can explore the lift to perceive what they can mean for the customer conduct and how to include them to affect client tendency, assurance and bearing. In spite of the way that there includes stress over the ethical repercussions in the utilization of the sensory stimuli in displaying methods. As the customers

unaware sentiments are introduced to the market researchers and they are by and large used to use in dealing with the viability and sufficiency of an exhibiting technique. The moral and real implications are one of the main elements which can be shown as an impediment in the uprising of Sensory marketing. Beside the moral and authentic issues, the believability of using sensory marketing by all the business firms is exceptionally tricky. Since, the utilization of the sensory branding procedures is over the top as well as it is monotonous to get, examine and appreciate the results delivered by the strategies. Furthermore, it is still way far for using in the ordinary activities by the business firms when stood out from that of the traditional advancing methods.

The sensory marketing field ought to be considered to be a veritable and critical district for future investigation, for it engages a predominant appreciation of client lead contributing for the advancement of methodologies and procedures of advancing in the various leveled setting. In the academic field, it is really significant as an essential responsibility the interdisciplinary procedure among mind science, neuroscience, and advancing, uncovering the real nature of sensory marketing. Henceforth, the improvement of this science incited the mission for new data by arranging mind records through investigation and disclosures in a couple of topics. Experiencing the same thing, focuses on focused in on buyer direct presenting helpful applications were performed through tests.

Reference:

- Buzova, D., Cervera-Taulet, A., & Sanz-Blas, S. (2020). Exploring multisensory place experiences through cruise blog analysis. *Psychology and Marketing*, 37(1), 131–140. <https://doi.org/10.1002/mar.21286>
- Chung, K. soo. (2020). Spectators' sensory experience and sociability at the American racetrack. *Managing Sport and Leisure*, 25(5), 344–357. <https://doi.org/10.1080/23750472.2020.1723431>
- De Luca, R., & Botelho, D. (2020). Olfactory priming on consumer categorization, recall, and choice. *Psychology and Marketing*, 37(8), 1101–1117. <https://doi.org/10.1002/mar.21342>
- Donthu, N., Kumar, S., Pattnaik, D., & Lim, W. M. (2021). A bibliometric retrospection of marketing from the lens of psychology: Insights from Psychology & Marketing. *Psychology and Marketing*, 38(5), 834–865. <https://doi.org/10.1002/mar.21472>
- Douc  , L., & Adams, C. (2020). Sensory overload in a shopping environment: Not every sensory modality

leads to too much stimulation. *Journal of Retailing and Consumer Services*, 57(May).
<https://doi.org/10.1016/j.jretconser.2020.102154>

Ferreira, B. M. (2019). Packaging texture influences product taste and consumer satisfaction.

Journal of Sensory Studies, 34(6), 1–9. <https://doi.org/10.1111/joss.12532>

Haase, J., Wiedmann, K. P., & Labenz, F. (2018). Effects of consumer sensory perception on brand performance. *Journal of Consumer Marketing*, 35(6), 565–576. <https://doi.org/10.1108/JCM-10-2017-2404>

Kivioja, K., & Kivioja, K. (2017). Impact of point-of-purchase olfactory cues on purchase behavior. *Journal of Consumer Marketing*, 34(2), 119–131.

Liu, S. Q., Bogicevic, V., & Mattila, A. S. (2018). Circular vs. angular servicescape: “Shaping” customer response to a fast service encounter pace. *Journal of Business Research*, 89(April 2017), 47–56.
<https://doi.org/10.1016/j.jbusres.2018.04.007>

Lund, C. (2015). Selling through the senses: Sensory appeals in the fashion retail environment.

Fashion Practice, 7(1), 9–30. <https://doi.org/10.2752/175693815X14182200335619> Madzharov, A. V. (2019). Self-Control and Touch: When Does Direct Versus Indirect Touch

Increase Hedonic Evaluations and Consumption of Food. *Journal of Retailing*, 95(4), 170– 185.
<https://doi.org/10.1016/j.jretai.2019.10.009>

Moreira, A. C., Fortes, N., & Santiago, R. (2017). Influence of sensory stimuli on brand experience, brand equity and purchase intention. *Journal of Business Economics and Management*, 18(1), 68–83.
<https://doi.org/10.3846/16111699.2016.1252793>

Motoki, K., Saito, T., Nouchi, R., Kawashima, R., & Sugiura, M. (2018). The paradox of warmth: Ambient warm temperature decreases preference for savory foods. *Food Quality and Preference*, 69(December 2017), 1–9. <https://doi.org/10.1016/j.foodqual.2018.04.006>

Motoki, K., Saito, T., Nouchi, R., Kawashima, R., & Sugiura, M. (2019). Light colors and comfortable warmth: Crossmodal correspondences between thermal sensations and color lightness influence consumer behavior. *Food Quality and Preference*, 72, 45–55. <https://doi.org/10.1016/j.foodqual.2018.09.004>

Papies, E. K., Best, M., & Gelibter, E. (2017). The role of simulations in consumer experiences and behavior: Insights from the grounded cognition theory of desire. *Journal of the Association for Consumer Research*, 2(4), 403–418. <https://doi.org/10.1086/693110>

Reinoso-Carvalho, F., Dakduk, S., Wagemans, J., & Spence, C. (2019). Not just another pint! The role of emotion induced by music on the consumer's tasting experience. *Multisensory Research*, 32(4–5), 367–400. <https://doi.org/10.1163/22134808-20191374>

Rimkute, J., Moraes, C., & Ferreira, C. (2016). The effects of scent on consumer behaviour. *International Journal of Consumer Studies*, 40(1), 24–34. <https://doi.org/10.1111/ijcs.12206>

Sandell, K. (2019). Olfactory cues and purchase behavior: consumer characteristics as moderators. *European Journal of Marketing*, 53(7), 1378–1399. <https://doi.org/10.1108/EJM-12-2017-0918>

Wang, L., & Li, O. (2019). Effects of background colors on hedonic and utilitarian consumption.

PsyCh Journal, 8(4), 522–523. <https://doi.org/10.1002/pchj.291>

Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar> Zhu, Y., & Meyer, J. (2017).

Getting in touch with your thinking style: How touchscreens influence purchase. *Journal of Retailing and Consumer Services*, 38(May), <https://doi.org/10.1016/j.jretconser.2017.05.006>