

*The contribution of artificial intelligence in enhancing sensory marketing
– A case study of Sephora –*

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Received: 25/01/2026

Accepted: 17/04/2026

Published: 30/04/2026

Abstract:

This study aimed to identify the extent to which artificial intelligence contributes to enhancing sensory marketing at Sephora, which is considered one of the leading companies in the field of personal care and cosmetology, with its beauty products including cosmetics, skin and hair care, perfumes, and beauty tools. The study showed that Sephora's commitment to the introduction of innovative artificial intelligence technologies in its products and services led to the enhancement of its sensory marketing, as it became a stronger relationship with its customers, which led to a decline in the return of products purchased by customers, with the growth of its revenues. The results also showed that Sephora's reliance on the voice assistant, talk to Sephora, The “Fragrance IQ” application, smart robots, and the Virtual Artist enabled it to excel in the field of personal care and beauty, making it the preferred choice for its customers..

Keywords: artificial intelligence; sensory marketing; Sephora Inc.

JEL Classification Codes: M31.

1. INTRODUCTION

Brands and customers are managed, particularly in the field of marketing. This shift is driven by the vast amount of market-related information and the continuously changing preferences of customers, which has led marketers to increasingly rely on artificial intelligence to address these challenges. On the one hand, AI has become deeply integrated into marketing practices; on the other hand, sensory marketing has gained

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significant importance in enhancing the customer experience, based on the premise that customers' decisions are influenced by their subconscious minds and their five senses. From this perspective, a modern trend has emerged that integrates artificial intelligence with the elements of sensory marketing, resulting in rich, personalized, and impactful experiences.

Sephora represents a leading global model in this field, as it has developed intelligent tools to enhance the sensory dimensions of the shopping experience, creating a unique environment that combines technology and emotion.

Main Research Problem: How do artificial intelligence applications contribute to enhancing sensory marketing at Sephora?

Sub-questions:

- How do artificial intelligence applications contribute to enhancing the sense of sight at Sephora?
- How do artificial intelligence applications contribute to enhancing the sense of hearing at Sephora?
- How do artificial intelligence applications contribute to enhancing the sense of smell at Sephora?
- How do artificial intelligence applications contribute to enhancing the sense of touch at Sephora?
- How do artificial intelligence applications contribute to enhancing the sense of taste at Sephora?

The Importance of the Study: The importance of this study lies in the following points:

1. Highlighting how artificial intelligence contributes to enhancing each element of sensory marketing at Sephora.
2. Identifying the most important artificial intelligence applications in sensory marketing and the returns generated from them.

Objectives of the Study: This study aims to demonstrate the contribution of artificial intelligence applications in enhancing sensory marketing by presenting Sephora's experience in this field. Additionally, it seeks to describe and analyze the research variables represented by "Artificial Intelligence" and "Sensory Marketing." The objectives of the study can be summarized as follows:

- Studying various artificial intelligence applications and Understanding sensory marketing.
- Presenting Sephora's experience to understand how artificial intelligence applications are used to enhance sensory marketing.

Research Methodology: This study adopts the descriptive approach by reviewing concepts related to artificial intelligence and sensory marketing, along with a case study of Sephora's experience in the field of artificial intelligence.

2. Theoretical Framework :

2.1 Sensory Marketing

2.1.1 Definition of Sensory Marketing

Sensory marketing is defined as "the ability to influence one or more of the five senses with the aim of convincing the target audience of an advertisement or product more quickly, or influencing the customer's emotions and gaining their satisfaction") Al-Mana ,(2024).)

(Al-Hadrawi, 2018)defines sensory marketing as "a set of sensory strategies that can be triggered through images, shapes, scents, or sounds, which create a sensory feeling leading to the acquisition of a specific product, due to their clear effects on the customer's perceptions and feelings."

Krishna also defined sensory marketing as "marketing that engages consumers' senses and influences their behaviors." This marks a significant shift in marketing, where the influencing factors on individuals' attitudes towards a specific brand moved from being external to the product to being inherent within the product itself. However, these nuances introduced new issues that encompass not just the atmosphere of the place but also the relationships between individuals and brands (Samia, 2018).

Based on the above definitions, it can be concluded that sensory marketing targets the psychological aspect of consumers by stimulating their senses to incline them toward acquiring a product. In other words, it focuses on the unconscious mind of the consumer and touches their emotions through a specific image, scent, sound, or texture, making the consumer willing to acquire that product once it affects one or more of their senses.

2.1.2 Emergence of Sensory Marketing :

Sensory marketing, like other marketing concepts, has evolved through several stages. The following stages are outlined: (Jamal, 2017)

- **First Stage (1930–1970):** early research demonstrated the influence of scent on product perception, such as studies showing that scented stockings were perceived as softer and more durable. Despite these findings, organizations at the time did not adequately recognize the role of sensory factors in shaping consumer decisions.
- **Second Stage (1970-1989):** marked a growing academic interest in influencing consumer behavior at the point of sale. Philip Kotler's 1973 contribution highlighted the importance of the physical environment and internal elements of retail spaces as tools for differentiation. This approach gained greater relevance in the 1980s with the emergence of the “social liberation of the senses,” during which sensory stimuli became increasingly important in product differentiation.
- **Third Stage (1990-1999):** the development of sensory marketing slowed due to economic crises and rising consumer uncertainty, leading consumers to adopt more rational decision-making processes. The growth of information and communication technologies further reinforced rational behavior by enabling online product comparisons, causing sensory attributes to become associated mainly with luxury and premium products.
- **Fourth Stage (Post-2000):** witnessed a resurgence of sensory marketing as a response to the growing technical similarity among products. Producers increasingly focused on creating symbolic and experiential value by appealing to the five senses rather than relying solely on price, quality, or durability. This shift reflects consumers' desire for experiences, excitement, and emotional engagement to escape the routine of everyday life.

2.1.3 Dimensions of Sensory Marketing:

Sensory marketing is a type of marketing that targets the emotions and perceptions of customers by using stimuli that affect their senses. The dimensions of sensory marketing are as follows:

- **Sensory Marketing through the Sense of Sight:**

This dimension is related to the sense of sight (Visual). Kotler pointed out that the visual dimension includes aspects such as arrangement,

brightness, and color, all of which are environmental stimuli that influence customers' mood and purchasing behaviors. Rieunier emphasized that visual elements serve four functions: attention, attraction, comfort, and coherence. In service industries, color is the most common visual stimulus because it affects the mood and emotions of customers. Studies have shown that the color pink is associated with romance, green symbolizes nature, yellow grabs attention, purple represents luxury, and red is often used to stimulate and activate appetite. Various theories have highlighted the importance of the visual dimension and how the perception of lights and colors, which are essential elements of sensory marketing strategies, appeal to emotions and feelings (jawalqian.A.S, 2021/2022)

- **Sensory Marketing through the Sense of Smell:**

Scientific studies have shown that 75% of our emotions are generated through scent. Humans are capable of distinguishing between more than 10,000 different odors, which are processed by the olfactory system in the brain, closely linked to memory, mood, stress, and focus. Studies have also proven that the sense of smell leaves a more lasting impression and has a stronger response in comparison to the other senses (Iraqi, 2021)

- **Sensory Marketing through the Sense of Taste:**

The sense of smell is the most widely used and well-known in sensory marketing, as it plays a role in reaching customers in various external environments around them (Al-Mana, (2024).) One of the most famous techniques for marketing through smell in the food industry (and beyond) involves using artificial scents to cater to the desires of customers on the streets, in subways, or in supermarkets. Interestingly, there are only a few studies on this subject, compared to research on visual or auditory stimuli. Research on scent started in the last fifteen years, particularly in the United States, and many questions remain unanswered. However, the influence of scents on customer behavior has been increasing due to the following factors : (Al-Hadrawi, 2018)

- ✚ Researchers have demonstrated the positive impact of scent on product evaluation. One of the technological advancements is the reliance on olfactory marketing to link the product concept with its scent.

- ✚ Customers remember products that have a natural scent. This has led organizations to seek to attract customers by stimulating the sense of smell, through designing specific scents or fragrances associated with the product at points of sale.

- Sensory Marketing through the Sense of Touch:

The sense of touch is the least utilized by marketers, despite its significant impact on customers. The sensation of touch enhances the customer experience, such as the feeling when touching the store door or the smoothness of movement inside the store. Additionally, touching some products gives an impression of their quality)Haza(2017 ‘For instance, in the dark or in situations where vision is limited due to insufficient information, the sense of touch becomes necessary for perceiving the deeper features of objects. The sensation of touch allows customers to create a mental image of the object without needing to physically touch it. This ability enables them to recall the feeling from a past touch experience merely by seeing the object or thinking about it)Al-Hadrawi(2018 ‘

- Sensory Marketing through the Sense of Hearing:

This type of sensory marketing emerged in the 1960s as a new approach that aims to appeal to consumers through their sense of hearing in order to highlight the essential features of the product and/or create a musical atmosphere within the point of sale. It is defined as:

"Using sound to evoke emotional, cognitive, and/or behavioral responses favorable to purchase by the consumer." Therefore, it involves all the necessary techniques for using sound for marketing purposes, related to the product, point of sale, and communication channels.) Jamal(2017 ‘

2.2 Artificial Intelligence:

2.2.1 Concept of Artificial Intelligence:

Various definitions of artificial intelligence exist, each according to the perspective of the researcher. Some definitions are as follows:

"Artificial Intelligence is a compound concept composed of two words: intelligence and artificial, each of which has distinct characteristics in meaning. Webster's Dictionary defines intelligence as the ability that helps in understanding and assimilating circumstances or situations with new variables, based on perception, understanding, and learning. As for the term

artificial, it refers to things that are the result of human-created activities or actions, through manufacturing and construction") Bouzidi(2024 ‘.

Thus, artificial intelligence refers to human-made intelligence embodied in complex machines that use computer capabilities to perform many tasks similar to human beings. In general, these machines have senses similar to humans, but if we consider that they respond and possess a deeper sensory capacity than humans, this would be difficult to claim. In short, human intelligence has been integrated into machines, resulting in artificial intelligence)Nabila.(2024 ‘

It can be said that many theoretical definitions of artificial intelligence revolve around: the machine's ability to act like humans or perform actions that require intelligence. We can focus on four types of intelligent systems:

- Systems that think like humans.
- Systems that act like humans.
- Systems that think rationally.
- Systems that act rationally)Aifa(2025 ‘

Finally, we can conclude that artificial intelligence is a human innovation in the form of intelligent machines that simulate human thinking. These machines simplify many tasks for humans and operate according to advanced algorithms and artificial techniques.

2.2.2 The Importance of Artificial Intelligence in Marketing:

Artificial intelligence plays a significant role in marketing, offering several benefits to organizations, as outlined below)basmahagency(2024 ‘

- Data-driven Strategic Decisions: AI provides accurate insights to analyze customer behavior, helping make well-informed marketing decisions. It allows businesses to identify trends and predict market changes, reducing risks and increasing the chances of success. For example, AI-powered data analysis tools can identify the most responsive customer segments to marketing offers.
- Personalized Experiences: Personalization is the key to success in modern marketing. With AI, messages and offers can be tailored according to customer interests and behaviors. AI can provide

personalized product recommendations at the right time, enhancing customer loyalty and increasing conversion rates.

- Enhancing Customer Experience: AI can improve the customer experience by delivering content that aligns with their interests and behaviors. When customers feel that their personal experiences are enhanced, they are more likely to engage with the brand. Studies show that customers are more loyal when their individual needs are met.

2.2.3 Applications of Artificial Intelligence in Sensory Marketing:

AI has revolutionized the marketing and sensory marketing industries. A study by Smart Insights found that 55% of companies use or are considering using AI in their marketing programs due to its impact on enhancing campaign performance. Companies are now working to integrate AI with customer senses because of its influence on purchase decisions and improving the shopping experience through advanced applications. Some key applications include:

- Behavioral Data Analytics: Data analysis is at the core of AI in marketing. Predictive analytics is applied to the data collected by organizations, not only from traditional metrics but also from consumer engagement, inbound communications, and any other inputs from other communication channels. Some of the metrics businesses are likely to encounter include: clicks, views, purchases, time spent on the page, and email responses, etc.

This enables marketers to gain actionable insights, allowing them to make data-driven decisions and adjust their marketing campaigns accordingly. Simply put, the algorithms used in AI not only predict outcomes but also help marketers take actions based on expected results. Predictive analysis refers to potential consumer behavior based on previous data, guiding marketers to where they need to be and what they should do to improve their positioning for their customers. This technology significantly enhances business strategies, transitioning from simple automation to “suggesting” recommended actions and even executing strategic actions)Bouzyan(2023 ,

- Automated Personalization and Predicting Needs:

This feature is key, where offers, content, or products are recommended to users based on their data, behaviors, and individual preferences on websites or applications.

The recommendation system collects data about users, such as their browsing history, products they showed interest in, searches they've performed, and other behaviors. It analyzes this data to better understand their needs and interests. Based on these analyses, personalized recommendations are made for each user individually.

the goal of personalized recommendations is to increase user engagement and enhance their experience, ultimately leading to higher sales and business opportunities for companies using personalized recommendation services.) Louiza(250 ‘

- Computer Vision and Facial Expression Analysis:

Computer Vision: is a branch of artificial intelligence that enables machines to understand the content of images and videos, extract information from them, and analyze it to take specific actions. This includes analyzing images from various sources, whether generated by smartphones, traffic cameras, or other devices. To process and analyze image and video data, computer vision uses AI algorithms and machine learning.

Computer Vision is used in areas that require object detection, such as facial recognition, classification, and surveillance. Its use also extends to fields like energy and industry, and it is expected to develop further into more sectors)share artificial intelligence(2025 ‘

– *Facial Expression Analysis:*.) aws.amazon(2025 ‘

Facial Expression Analysis is a branch of computer vision aimed at recognizing human emotions and expressions through facial movements in images or videos.

Facial recognition, on the other hand, is a method used to identify or verify an individual's identity using an image of their face. Facial recognition systems can identify individuals in real-time or in images and videos.

Steps in Facial Expression Analysis:

- **Face Detection:** Detecting the face in an image or video.
- **Facial Landmarks Extraction:** Identifying key points on the face.
- **Analyzing Movement or Changes in Facial Expressions:** Examining the changes in facial expression over time.
- **Emotion Classification:** Categorizing emotions such as happiness, anger, surprise, sadness, etc.
- Smart Interaction Interfaces (Chatbots/Voice AI):
 - *Chatbots:* can feature both voice and text-based interactions. Text-based chatbots appear as chat boxes on a computer screen. They provide customer service 24/7 and can store data for future use. Furthermore, chatbots have multiple applications, and the integration of chatbots with AI and machine learning has proven to be a game-changer)Azizi(2023 ‘
 - *Voice Assistance:* With the current variety of voice assistant technologies (Alexa, Google Assistant), shopping has become more enjoyable for users. It makes interactions easier and even eliminates the need for typing when it is inconvenient. Moreover, it enhances user experience and real-time engagement. AI now provides better, more personalized recommendations based on accurate analysis of consumer behavior. Thanks to this technology, shopping for clothes, shoes, food, or anything else online has become significantly easier)Qahairiya Seif El-Din(2021 ‘(.

3. The Applied Framework of the Study:

In this section, we aim to explore the contribution of artificial intelligence applications in enhancing sensory marketing at Sephora, identify the main challenges it may face when implementing these technologies, and propose a comprehensive framework and effective solutions to maximize the benefits of these applications.

3.1 An Overview of Sephora's Digital Transformation Strategies:

Sephora is a French multinational company, founded in 1969 by Dominique Mandonnaud, with its headquarters located in Neuilly-sur-Seine, France. It is considered a leading company in the field of personal care and cosmetics. Alongside its own brand, Sephora offers beauty products including cosmetics, skincare, body care, perfumes, nail polish

colors, beauty tools, and hair care products. Since 1997, Sephora has been owned by the luxury group "LVMH" (Louis Vuitton Moët Hennessy).
(wikipedia.org/wik(2025 ‘

Sephora operates in 35 markets worldwide, with nearly 3,000 brands, and over several years, it has become a leader in the beauty industry. In 2024, the company achieved online sales through its website Sephora.com estimated at 3.336 billion USD (sephora).(2025 ‘ Sephora launched its website in 1999, supported by the Beauty Insider community, one of the largest global beauty forums. However, the transition to e-commerce did not take off immediately.

In 2010, Sephora developed a mobile app that allowed customers to access comprehensive product descriptions and reviews via QR code scanning. The app also enabled customers to synchronize their Beauty Insider loyalty accounts across all devices, read brand content, and create their shopping lists.

Sephora updated its app to include an AI-powered feature called "Virtual Artist," which uses facial recognition technology, allowing customers to virtually try on makeup products. In 2004, Sephora launched an anti-aging product, which became one of the company's best-selling products globally)the bussiness model analyst.(2023 ‘.

3.2 The Contribution of AI Applications in Enhancing Sensory Marketing Elements at Sephora:

Artificial intelligence is one of the modern technological tools that has played a pivotal role in designing marketing techniques that influence the senses of Sephora's customers to meet their needs more effectively, through the following:

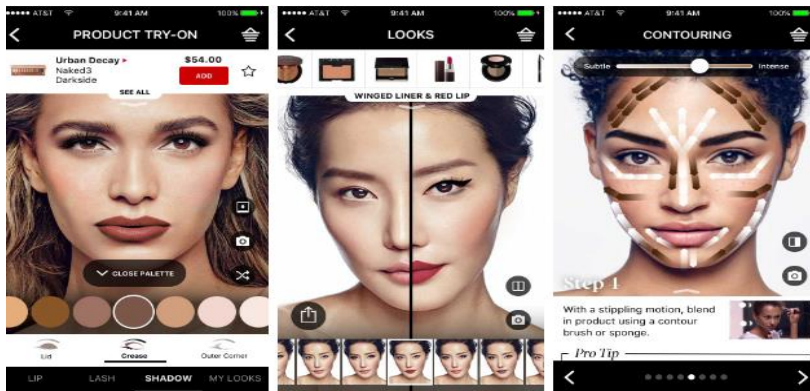
3.2.1 Contribution of AI Applications in Enhancing the Sense of

Sight : Makeup is inherently a visual and personal product category, as its shades, textures, and finishes vary depending on skin tone and lighting conditions. Customers often face difficulties in determining whether a lipstick color suits them or whether a foundation matches their skin tone without personally trying the product. This lack of confidence has led to higher return rates, hesitation in purchasing, and general dissatisfaction with online cosmetic shopping. With the

exacerbation of the COVID-19 pandemic and the shift toward digital experiences, Sephora urgently needed to develop a solution that could simulate the in-store product experience, offer personalized product guidance, and meet the needs of tech-savvy customers who expect instant gratification.

- **Virtual Artist :** Sephora launched the revolutionary « Virtual Artist » tool in collaboration with ModiFace, a leader in augmented reality and AI beauty technology. This tool combines augmented reality and artificial intelligence to simulate makeup application on the user's face in real-time using the camera on their phone or computer. 168ser scan browse and try thousands of Sephora's lipstick shades, eyeshadow palettes, blushes, and foundations without needing to visit the store.) digitaldefynd(2025 ,

Figure 1 : Examples of Sephora's Virtual Artist Application



Source: <https://cosmeticsbusiness.com/sephora-updates-virtual-artist-app-with-new-ar-features-126996>(27/09/2025)

- **Computer Vision Analytics :** Augmented reality and computer vision technology began to make a difference in the beauty industry. However, in the early days of 2013, the idea of using face recognition technologies was still a strange concept for many retailers, with few seeing its potential. Sephora was one of those few. In 2016, their vision became a reality with the launch of the Sephora Virtual Artist app in partnership with augmented reality company ModiFace. The app aims to understand customer movements inside the store and identify the most visually attractive products.)Moussaddak Y.(2024 ,

- **Personalized Digital Interface :** Sephora's website and app utilize data to understand user preferences and provide personalized product recommendations based on browsing and purchasing history. They also offer customized content such as skincare and makeup articles based on skin type and customer interests.) Joel(2025 ,
- **Artificial Intelligence for Skin Diagnosis and Skincare Matching :** Sephora developed an advanced AI-powered skin diagnosis tool, utilizing computer vision, dermatological data, and deep learning. The tool allows users to upload personal photos via the Sephora app or website. Using Convolutional Neural Networks (CNN), the AI scans the image for indicators such as dryness, oiliness, pore size, acne, fine lines, redness, and pigmentation.

The tool then matches the diagnosis with a database of products classified by active ingredients, efficacy, texture, and user ratings. It also takes into account environmental data such as humidity, UV index, and pollution levels to provide more contextually relevant advice. Sephora collaborated with dermatologists and skincare experts to classify and train the AI model on thousands of real-world skin conditions from various ethnicities and age groups, ensuring precise and comprehensive analysis. This tool is available in multiple languages and features various accessibility options, such as voice instructions and enlarged user interfaces.) digitaldefynd(2025 ,

3.2.2 Contribution of Artificial Intelligence Applications to Enhancing the Sense of Hearing :

• Smart Voice Assistant « Talk to Sephora » :

Sephora did not have a dedicated voice assistant initially, but in 2017, they launched a voice assistant named « **Talk to Sephora** », allowing customers to access features like Google Assistant Premium Beauty News through voice commands.

How to Use the Voice Assistant :

- Open Google Assistant on your device.
- Say « OK Google » to activate the assistant.
- Say (Speak with Sephora) or (Talk to Sephora) to activate the assistant.

Sephora developed its own chatbot in collaboration with VISEO, using AI technologies to enable customers to interact with the company through **Google Home**, as well as **Android and Ios smartphones** via **Google Assistant**. The Sephora voice assistant allows customers to book beauty services, such as full makeup at a beauty salon or brow services at Benefit salons. It also became possible to check the availability of products in Sephora stores.

)Gallon V.(2017 ,

3.2.3 Contribution of Artificial Intelligence Applications to Enhancing the Sense of Smell:

- **Development of Artificial Fragrance Intelligence using the "Fragrance IQ" App:**

Sephora has an in-store application called **"Fragrance IQ"** that helps customers choose their perfect fragrance based on their preferences and personality.) fastercapital(2025 ,The process includes asking the customer a few questions such as: "Is the fragrance for you or a gift?" and "What is the gender of the customer?". Then, it offers options based on the types of scents the customer likes (e.g., roses, fresh, warm & spicy, earthy & woody). The app also asks the customer what kind of feeling they want to evoke with the fragrance (e.g., chic, happy, relaxed, etc.). Based on their answers, the program suggests a range of fragrances, and the customer can then test them and choose the one they like to purchase.) Sephora Fragrance IQ t.(2025 ,

3.2.4 Contribution of Artificial Intelligence Applications to Enhancing the Sense of Touch :

- **Using Smart Robots or Interactive Kiosks to Suggest and Physically Test Products :) digitaldefynd(2025 ,**

Sephora faced increasing customer service demands as it expanded globally and diversified its product offerings. Customers frequently sought quick answers to product-related inquiries and beauty tips through self-service kiosks inside stores. Providing round-the-clock support to manage these inquiries was not cost-effective due to the large number of customers and the challenge of addressing their needs with kiosk staff. Additionally, Sephora

required a solution that offered quick, personalized, and consistent responses at scale, while keeping up with user expectations for digital interaction.

Sephora launched an AI-powered chatbot, trained on beauty product data, and integrated it across social media platforms, their website, mobile apps, and some of their physical kiosks. The chatbot was developed using advanced natural language processing (NLP) techniques and machine learning algorithms, allowing it to understand and detect emotions, manage multilingual conversations, and address a wide range of topics including personalized product suggestions, foundation shade matching, skincare routines, loyalty points inquiries, and real-time order tracking.

The chatbot is interactive and easy to use, asking follow-up questions to improve its suggestions, offering users an efficient shopping experience. Additionally, the bot is designed to direct users to a human customer service representative when necessary, ensuring that complex or emotionally sensitive inquiries receive appropriate attention.

• **Using Smart Beauty Devices :**)Tariq M.(2021 ,

Advancements in the Internet of Things (IoT), AI, and other technologies have led to a wide range of smart beauty devices. Companies like Foreo, leaders in the market, offer high-tech devices for the beauty sector, such as smart mirrors and diagnostic systems. Sephora has profited from trends in beauty devices such as face steaming, cleansing, hair removal, and anti-aging treatments, among others. It is expected that smart beauty devices will become even more popular, empowering customers and attracting them to the brand.

Sephora trains its staff and assistants thoroughly to work with smart technologies to use beauty tools as part of its digital transformation. This helps them feel comfortable using advanced technologies and provides effective guidance to consumers.

3.2.5 Contribution of AI Applications to Enhancing the Sense of Taste:

There is no integration of AI with the sense of taste in Sephora, as it is a company offering beauty products that are not meant to be tasted. However, the company could potentially use AI to recommend products based on nutritional or cosmetic elements that are taken orally (such as collagen supplements) or analyze the customer's diet and suggest suitable beauty products based on that.

3.3 Challenges of AI Applications in Sensory Marketing :

- **Dependence on Leading Tech Companies:** Sephora's reliance on leading companies that supply high-tech devices such as smart mirrors and other beauty gadgets poses a potential threat to the company. These suppliers could turn into competitors for Sephora if they decide to enter the beauty industry.
- **AI Integration Complexity:** The integration of AI at Sephora requires advanced technologies and AI experts to program and continuously adapt the robots and applications to align with new updates according to the latest research. Any delay in these updates could lead to the cessation of AI programs or robots, resulting in significant losses for the company.
- **Challenges in Replicating the Sense of Smell:** Despite Sephora's innovative methods such as **Fragrance IQ** to help customers discover the perfect perfume, the AI recommendations for scents are still not accurate enough. Replicating the sense of smell using digital technologies remains a challenge.
- **Human Acceptance of AI:** Despite technological advancements, customer acceptance of interacting with AI in sensory shopping could be limited. Some customers might not feel fully comfortable or open to the digital experience with fragrances or makeup through augmented reality, which limits the adoption of these technologies in traditional markets.
- **Understanding Behavioral and Psychological Trends:** Sephora struggles to understand the behavioral and psychological trends of its customers, which creates a barrier to the effective application of AI technologies.

4. CONCLUSION :

- **Sephora's Leading Position:** Sephora is one of the leading companies in the beauty industry, achieving sales in 2024 through its online store Sephora.com, totaling \$3.336 billion.
- **AI Integration - Virtual Artist:** Sephora updated its app to include an AI-powered "Virtual Artist" feature that uses facial recognition technology, allowing customers to try on makeup virtually.
- **Data Utilization:** Sephora's website and app leverage customer data to understand user preferences and provide personalized product recommendations based on browsing and purchase history.
- **AI-Powered Skin Diagnostics:** Sephora developed an advanced AI tool for skin diagnosis by taking a picture of the customer and scanning it for skin types and issues. The AI then matches the user with the ideal product from their database.
- **Talk to Sephora - Voice Assistant:** Sephora launched a voice assistant called **Talk to Sephora**, allowing customers to book beauty services or check product availability in stores.
- **Fragrance IQ:** Sephora offers an in-store application called **Fragrance IQ**, which helps customers select the perfect fragrance based on their preferences and personality.
- **Smart Robots and Interactive Kiosks:** Sephora uses smart robots or interactive kiosks to suggest and allow customers to physically try products, saving labor costs and reducing time.
- **Smart Beauty Devices:** Sephora employs smart beauty devices, such as smart mirrors and diagnostic systems, to improve certain functions and attract customers by using the latest AI technologies.
- **Absence of Taste Sensory Marketing:** As a beauty and personal care company, Sephora's products do not focus on the sense of taste, making this sense irrelevant for AI applications in enhancing this aspect. Therefore, AI only influences the other four senses (touch, sight, hearing, and smell).
- **Adapting to Market Changes:** Sephora is not only a leader in the beauty industry in terms of product quality but also continues to adapt to global changes. They are one of the most advanced

companies in using AI and continue to implement future plans to further stand out from their competitors.

5. Recommendations:

- **Expand Virtual Artist Capabilities:** Sephora can expand the Virtual Artist tool to include features such as simulating hair color, visualizing nail polish, and virtual try-ons for skincare treatments. It could also offer suggestions based on skin tone.
- **Voice Command Integration:** Sephora can integrate the chatbot with voice command devices like Amazon Alexa and Google Home, enabling users to receive skincare advice or order products via voice commands. The chatbot could also activate devices like facial steamers or nail care tools upon request.
- **Develop In-House Advanced Tech Devices:** Sephora should rely on its own technical experts to develop high-tech devices that improve its services and reduce dependency on third-party suppliers.
- **Gift Recommendations:** Sephora could offer a gift recommendation feature for customers looking to buy gifts for friends or family. This could be done through a specialized chatbot that asks about the occasion and personal traits of the gift recipient, then suggests suitable products with attractive packaging.

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