

Impact of Visual and Auditory Marketing On Buying Decision - A Sample Study of Costumers In Fashion Retail Stores In Chambéry City -

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Abstract:

Sensory marketing is a technique using to appeal consumers over a variety of tactics to effect at senses and thus customer's behavior and emotions.

In this paper, we will try to address most of the theoretic conceptions allied to sensory marketing Focusing on visual and audio marketing. One of the most essential findings, we have achieved through the applied study there is a positive impact of sight and hearing on buying decision.

Keywords: sensory marketing; five senses; consumer behavior; buying decision; sensory perception.

Jel Classification Codes : M310

Résumé :

Le marketing sensoriel est une technique qui permet d'attirer les consommateurs sur une variété de tactiques pour affecter les sens et donc le comportement et les émotions du client.

Dans cet article, nous essaierons d'aborder la plupart des conceptions théoriques liées au marketing sensoriel en mettant l'accent sur le marketing visuel et audio. L'une des conclusions les plus essentielles que nous ayons obtenue grâce à l'étude appliquée a un impact positif de la vue et de l'ouïe sur la décision d'achat.

Mots-clés : marketing sensoriel ; cinq sens ; comportement du consommateur ; décision d'achat ; perception sensorielle.

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1. INTRODUCTION

Sensory marketing is a new wave in the world of marketing; it aims to influence the consumer's senses by attracting them through a combination of technologies and tactics. When we talk about visual marketing, it exists from the past in advertisement, but the term of sensory marketing appeared when organizations began to deal with all the senses at the level of the product, service, or point of sale. Therefore, the consumer is willing to spend more time and spend more money in exchange for an enjoyable shopping experience and in a place where he feels comfortable.

• Problematic of study:

The main question for research is: Do fashion retail stores in Chambéry city apply sensory marketing?

Sub-questions are:

- What is the importance of the Visual and Auditory marketing in fashion retail stores in Chambéry city?
 - Does visual marketing affect the buying decision in fashion retail stores in Chambéry city?
 - Does auditory marketing affect the buying decision in fashion retail stores in Chambéry city?
- **The aim of the study:**
 - Understand the concept of sensory Marketing;
 - Examine the effect of Visual and Auditory on the buying decision;
 - Find out how sensory marketing is to use all the five senses at the same time to create a five-dimensional experience for the consumer;
 - To study the variables contributing to the building of sensory Marketing.
 - **Research Methodology:**

To achieve this research, the descriptive approach adopted to examine the theoretical aspects of the sensory marketing and all related concepts in general.
 - **Hypotheses:**

H₀: There is no statistically significant relationship between the sight sense and the buying decision in fashion retail stores in Chambéry city.
H₁: There is a statistically significant relationship between the sight and the buying decision in fashion retail stores in Chambéry city.

H₀: There is no statistically significant relationship between the sound sense and the buying decision in fashion retail stores in Chambéry city.
H₁: There is a statistically significant relationship between the sound sense and the buying decision in fashion retail stores in Chambéry city.

2. Definition of Sensory Marketing:

Marketers found that human senses have a key role to play in their shopping experience. That client purchasing behavior affected in some creative way. By strategically stimulating these senses, because the use of senses and their effect on the perception of customers improves, brand experience and distinguishes their personal desires favor, and custom loyalty it is essential that a product is touched eaten heard smelled and seen. The understanding of these positions in the business today has a major advantage (Thi Truc Ly & Tien Minh, 2015, p. 5). In 1973, P. Kotler defended already the fact that an emotional, cognitive and behavioral customer responses, were produced by a positive sales atmosphere. Therefore a favorable sales environment contributes to an increased likelihood of purchasing as sensory stimulation seeks to produce the most memorable experience possible about buying since then the theory has continued to develop around sensory marketing (Aradhna , 2011, p. 3). Schmidt (1999) proposed the concept of sensory marketing in his book titled experiential marketing, he considered sensory marketing as experienced-based marketing and management that it should reviewed according to five areas of senses, thoughts, actions and communications (Shakhsi, Nayebzadeh, & Roknabadi, 2017, p. 73).

Also Krishna A. explain sensorial advertising “it engages the shoppers' sense and affects their awareness, decision and behavior” (Aradhna , 2011, p. 5). It depends on incorporating all of the senses in order to capitalize on what we know about our sensory links to recall emotions and leveraging that information to strengthen brands and increase sales this confirmed by (Buitrago & Paul TJ , 2015, p. 7). Sensorial marketing collects marketing techniques aimed at using one or more of the five senses to promote the purchase of a product or service and / or its user experience. This kind of marketing, designs strategies from the customer perspective, which considered more emotional than rational, and which focuses on providing solutions and results instead of only products. Therefore, marketing experts also emphasize the importance of good experience over and above the functional values, namely personal and emotional connection to brands (Anushruti & Bapna , 2017, p. 10). For this purpose, sensory marketing tactics complement those found in the Marketing Strategy and are intended to lead the customer to a 'supreme sensory experience' of the brand (Stancioiu, Ditoiu, & Teodorescu, 2014, p. 48)smell, taste, eyesight and sound have an immense effect on how customers buy and experienced goods, services and brands but also have an unknown significance in marketing for academia and practitioners (Farhadi, Slambolchi, & Alhosseini, 2017, p. 105). Since all five senses are involved, sensory marketing is based on the idea we most probably shape, memorize and detect. Brands can create a stronger and more enduring emotional link with consumers by moving beyond conventional marketing media of sight (Roopchund R. , 2016, p. 281). The sensory marketing establishes a relationship with the consumer, combining modern technology with an impact on the mind of the consumer through multidimensional communication. The consumer relationship should based on a logical and sensible approach, but should also be based on the emotional character of brand awareness and the building of a durable image. The brand image is also the result of a person's sensory experience of the brand (Branislav , 2017, p. 121).

The emergence of sensory branding can see as the consequence of the problem of the homogeneity of products and services in terms of physical or functional tangible characteristics that we face for over 20 years (Ankita & Kushendra, 2017, p. 1886). Marketers were working on new consumption forms and using more symbolic and influential consumer behavior characteristics to renovate the axes of excellence and strengthen the institution in the market. In the product and interior design of the company, together with the creation of the general atmosphere, the intangible and aesthetic values were developed. The new most sensual products have designed to develop the multi-sensorial consumer identity.

3. Senses in Marketing:

In the majority of cases, the individual rejects the stimuli that exposed through his senses, and he pays attention to what he is concerned with and ignores the fact that his or her needs are liquidated and unsaturated and preceding experiences are not affected. When you tend to pay attention to stimuli related to your needs and influences, which improve your sense of pleasure and happiness and enhance your sense of inner peace as well as the influences, which match your experiences. Human senses have ignored for many years in

marketing, but more care has paid in recent years to the meaning of customer experience and consumer behavior (Sharafat, 2018, p. 9). For the individual's experience of various purchasing and consuming processes, the five human senses are essential. In reality, every person is aware and perceives organizations, products through the senses (Agapito, Oom do Valle, & da Cost, 2012, p. 16). Senses are part of human life's critical section research shows that more senses exist in products that produce greater brand experience (Sayadi, Houshang, & Hamidi, 2015, p. 107). Further sensory research in consumer psychics has generated numerous observations, which influence consumer thinking, feelings and decisions on how the sensory attributes of products, advertising and retail areas influence consumer thinking (Krishna & Schwarz, 2014). The senses allow an individual to perceive his environment (Leila, Shahnaz, & Abolfazl, 2017). The effect these have on behavior is a matter of instinct indeed, both a smell and a picture or sound trigger instant reactions in us. Thus, when this factor take into account, it becomes possible to integrate sensory signals into the customer reception strategy to communicate with them while increasing the likelihood of contact (Vinit & Vanishree , 2013, p. 301). Hence the importance of thinking about the customer experience in its entirety by integrating into its reflection of creating a particular atmosphere.

3.1 Visual marketing:

The sensation of sight dominated by the human will, which is one of the most essential senses and the first sense used in marketing to include images, colors and forms to the benefit of goods (Ankita & Kushendra, 2017, p. 1887). Visual imagery has demonstrated to help process product information and improve memory and convincement in the literature regarding customer behavior (Aradhna , 2011, p. 6). In comparison, the absence of visual feedback that promotes visualization can adversely affect persuasion. Imaging studies in consumer and psychology focused primarily on vision (sidali, Obermowe, & Filaretova, 2013, p. 2449). Hultén (2011) also says that sight can be considered the best definition for finding environmental changes and variations and that it is also the commonest sense for detecting products or services of all five human senses, the visual sense is also that which marketing practitioners have concentrated on (Aparna , 2017, p. 28). Additional visual indicators with other sensory indications can increase the impact of consumer imagery in expectations, attitudes and conducts, i.e. even when visual information provided to consumers is inadequate to generate visual imaging, other sensory inputs can boost visual imagery generation (Elder, 2010, p. 4). Factors that cause visual feelings that receive 80% of the surrounding information; such factors influence consumer atmospheres and buying behavior, colors light, brightness, design, and arrangements of products and stores (Değermen, 2015, p. 4). The importance of selecting suitable colors, as colors can influence product preferences can be particularly important within the store environment (Amsteus, Al-Shaabab, & Wallin, 2015, p. 40). by looking more closely at the visual dimension, we quickly realize that it is possible to use a whole range of different stimuli, generated by a multitude of vectors. However, it turns out that sight is the sense most used in a natural way (Spangenberg, Crowley, & Henderson, 1996, p.

71). It allows you to understand the environment around us in an instant. Thus, by developing a strategy to use this aspect of perception to profit, it becomes possible to influence customers and all the individuals who come to a place or a store, for example. In this way, we will be able to consider the use of colors, dynamic display and the dissemination of targeted messages and information, as a vector to improve visitor information.

3.2 Auditory marketing:

Is the ear's ability to record the sound wave frequencies transmitted by air and consciousness, the ear differentiates between the sounds and the ear is in the second degree the most complex sensor after the sense of sight (Sayadi, Houshang, & Hamidi, 2015, p. 106). The second most important sensation for marketing messages is listening to music and other sounds, which affect our emotions. The sound used to show customers their emotional value and to highlight important messages. Assael (1995) says that advertisers often use music via jingle or as background themes to establish positive links with brands, and Hultén (2011) says the sensation of sound can be linked to emotions and feelings and can influence the experience and interpretation of brands.. However, marketers should test these stimuli to ensure that positive brand connections are effectively formed (Aparna , 2017, p. 26). When used regularly, sounds permeate our consciousness and even bring back the furthest memories. Consumers receive much information through the hearing, and their influence can compared with the vision. Millward Brown's research found that 65% of mood changes could ascribed to the sounds we receive (Kuczamer-Kłopotowska, 2017, p. 231). Hearing is a sense that requires no effort to act (smell like, but unlike vision, touch and taste). People have no control over the auditory stimuli they see, even if they control the stimuli they receive. This non-intentional perception of sounds can cause auditory stimulus (e.g. music) to fit (congruence) either with the environment e.g. a store) or other auditory stimuli (e.g. a next piece) (Elder, 2010, p. 7). Sound can affect our mood and influence our purchasing habits. Sound has the strength. Sounds are known in advertising, music is a good way to remind customers of a message. However, music is important for the consumer of sensory marketing because research has shown for example in a point of sale, the effect of music on behavior. The performance of a sales environment depends on the capacity of a potential customer to handle subjectivity (Roopchund, Khirodhur, & Panyandee, 2016, p. 282). A number of behavioral factors including sales, thrilling, time-spending perceptions, in store flows and the experience of visual stimulation in the retail stores may have critical significance for the music played at a store (sidali, Obermowe, & Filaretova, 2013, p. 2459). Loudness, rhythm, style and music trends in a shop attract listening and a sense of power. Music with faster rhythms gives customers a better feeling and thus stores anticipating faster circulation tend to play this kind of music. Sounds have cues that allow perception to be structured. Rich sound when you close a car door and hear the sound when you strike porcelain with a gable offers external information on a product quality (Alex Fahrur Riza &

Wijayanti, 2018, p. 60).

4. Methods and Materials:

4.1 Sample Size, Design & Collection :

Considering the big size of study community, and taking into account the many questions, which takes a long time to answer, the random sampling method was used by distributing 150 questionnaires to customers at two points of fashion retail in Chambéry city; the questions were translated into French because the population speaks French. 132 questionnaires were retrieved, after checking and reviewing 4 questionnaires were excluded for incomplete or contradictory data from one question to another, and 128 questionnaires adopted for statistical analysis using SPSS22, we based on triple Likert scale (agree=1, neither=2, disagree=3).

4.2 Characteristics of Study Sample Members:

In the first part of the questionnaire, we analyzed some data about the study sample (gender, age), in order to identify the demographic characteristics of the individuals participating in the field study.

Table (1) : Characteristics of the study sample individuals (AGE, GENDER)

Variable number	Variable	Categories and labels	Percentage	the number
01	Sex	female	90	%70
		Male	38	%30
		Total	128	%100
02	Age	Less than 20 years	48	%37.5
		From 20 to 35 years	44	%34.4
		More than 35 years	36	%28.1
		Total	128	%100

source Made by the authors using spss Vol 22

The proportion of female respondents is greater, because the percentage of females who do shopping is more than males, representing 70% compared to 30% of males, as it is said the females have a better sense of observation and their senses are stronger than males. There is a difference in the age of the sample. we can say that the age group of respondent varying from (Less than 20 years) and (20-35) years have the highest contribution of 37.5% and 34.4% respectively. The age groups (More than 35) years contribute only 28.1% as they might not visit stores very frequently.

4.3 Reliability Analysis (Chronbach's Alpha test):

The study has 3 variables. The 3-point Likert type scale is used to measure variables (Agree = 3 ; Neither = 2; Disagree = 1) and Cronbach's Alpha statistics is used for the reliability analysis of 24 questions. A calculation of the internal consistency of variables within the scale is the cronbach alpha coefficient. In other words, the alpha coefficient tests whether the "k" number variables in the scale form an entire system to describe or call into question. The higher value of the alpha coefficient in the relevant scale means that the variables are stable in scale and have the questioning elements of the same characteristic or that all the variables combined in this way.

Table (02): Reliability Statistics

Number	Variable	Number of Phrases	Alpha's Kronbach coefficient
01	Sight	08	,701
02	Sound	08	
03	buying decision	08	

Source : Made by the authors using spss Vol 22.

We can see from the results of Table (02) that the values of the Alpha Kronbach coefficient over 60%, which is statistically acceptable, The values of the stability coefficients of the questionnaire axes were: 0,701. In general, the reliability value of this questionnaire focusing on 128 people is 70 %. This verifies that the questionnaire has a high level of reliability

4.4 Test of normal data :

Given the importance of knowing the society normality, in the case of using some parameter tests. Which require that the distribution of data be normal, and to make sure that the data follow the normal distribution, many tests and methods can used. One of them is Kolgmrove Smirnov and Shapiro-wilk test, using the SPSS V22 program.

Table (03) : Test of normal data.

Impact Of Sight And Sound On Buying Decision	Kolgmrove smirnov ^a			shapiro-wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
	.067	128	.200*	.983	128	.072

Source : Made by the authors using spss Vol 22.

As shown in the table (03): We say that society follows the normal distribution if the value of Sig is more than 5% and according to the Table (03) Sig (.200) this means that the distribution is normal. In addition, Shapiro's test shows that the distribution is normal as the value of Sig (.072) is more than 5%.

Table (04) : Correlations

	sight	sound	buying decision
sight	1	,637**	,735**
sound	,637**	1	,654**
buying decision	,735**	,654**	1

Source : Made by the authors using spss Vol 22.

Table (05): Multiple regression analysis

Model	R	R ²	R ² adjusted	Error Appreciation
1	,963a	,928	,917	,329556

Source: Made by the authors using spss Vol 22.

Table (06): Analysis of variance

Model	Total squares	Degrees of freedom	Squares Mean	F calculated value	Sig.
Regression	438,1	7	62,5	34,56	,000a
Residue	217,3	120	1,81		
1	655,5	127			
Total					

Source: Made by the authors using spss Vol 22.

Table (07): Coefficients

Modèle		Coefficients non standardizes		Coefficients standardizes	T	Sig.
		B	Erreur standard	Bêta		
1	(constant)	4,318	,835		5,175	,000
	Sight	1,054	,289	,233	3,648	,000
	sound	2,232	,253	,486	8,835	,000

Source: Made by the authors using spss Vol 22.

5. Results and discussion:

The approach used for correlating and estimating a dependent variable by independent variable(s) is the regression analysis by using a statistical model for explaining the relationship between the dependent variable/variable/independent variable(s). In general, Y indicates variable dependent and X indicates variable (s) independent.

Regression analysis has two types. The research technique is called 'simple regression;' while the study approach of correlations between one dependent variable (Y) and two or more independent variables (X1, X2 Xp) is referred to as multiple regression analysis. This study discusse the relationships between buying decision of consumers, the dependent variable, and sight and sound the independent variables; briefly, the study based on simple regression method. The purpose of this study is to establish individual relationships between fashion retail stores preferred and variables related to each sense. The general equation used for this study is therefore the following for the simply regression analysis:

$$Y = a + X1\beta + \epsilon$$

$$Y = a + X2\beta + \epsilon$$

$$Y = a + X3\beta + \epsilon$$

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$$Y = a + Xn\beta + \epsilon$$

The variables in this equation are as follows:

Y = Decision made by consumers while choosing a store

X1 = visual marketing at the store

X2 = auditory marketing at the store

β = Non-standardized regression coefficient

ϵ = Error

a = Expected value of Y when X is zero

The conclusion achieved in the light of such data is as follows:

There is a strong positive correlation ($R=, 963a$) between sensory marketing elements (sight and sound) and buying decision. The value of the coefficient of determination ($R^2= , 928$) indicates that sensory marketing elements accounted for 92.8% of the variation in the buying decision.

The results of the multiple regression analysis show that the calculated F value (34, 56) is statistically significant at a significance level less than 0.05 and therefore reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1).

For regression tests, it is clear from Table (07) that all values of (t) for independent variables are significant at a level below (0.05). The positive sign indicates that the relationship is positive between independent and dependent variables.

From the above table N 06 it can be concluded that a null hypothesis is rejected where as alternative hypothesis is accepted as value (.000) is less than .05 (There is a statistically significant relationship between sight, sound and the buying decision) that means buying decision of a customer is influenced by various elements of sensory marketing (sight and sound).

- The regression analysis concludes that the important variable of decision-making process is sight when consumers decide on a store and this sense is measures through the store atmosphere. Atmosphere is a part of store experience and includes color, decoration, furniture, quality of furniture, complicated or simple layout of furniture (minimal style), combination of items used for decoration. Visual elements focus on the strongest sense of consumers and this sensory element activates and makes sense of impressions about our surroundings as well as assuring brand recognition and awareness and encouraging customers to prefer or eliminate a product, sight is one of the most common senses used in sensory marketing.
- According to this regression analysis, the impact of hearing sense based on genre and volume of music played at a store. In fact, dynamic, fast or soft rhythms of music played at a store and volume of sound have direct impact on consumers' feelings and moods and thus consumers tend to go into different moods. The sense, which continually receives stimulants, is therefore more critical than other senses, which may explain the form of music played. In contrast with other senses, this emotional connection affects customer preferences, in other words, buying decisions.

6. Conclusion

The main conclusion is that this study shows how important the multi-sensory experience is when a store in the human mind differentiates, distinguishes and positions as a picture. It can use sensory strategies expressed through its sensors and sensations to give impressions of a good or a service in relation to the five human senses.

The multi-sensory branding experience provides a deeper value for behavior, emotion, cognition, sensory, or symbolic value via a value-generating process. In this respect, hearing and vision can reinforce a positive feeling in accordance with the experience logic, which

gives the individual a certain value and generates a brand image in particular. The power of sight and sound examined and directly linked to consumer behavior and decision-making. Based on numerous empirical studies, vision and sound play a part in modern marketing practices. It is only natural, because sensory marketing seeks to provide the consumer with a complete and enjoyable experience, almost an adventure. We have reached the following points after examining the various aspects of the subject and through the applied study:

- The study showed a strong relationship between the senses and buying decision, which reflects the importance of consumer awareness of the atmosphere.
- The study showed a strong relationship between the sense of sight and buying decision, especially with regard to colors and their gradations as well as interior design of store, because the sense of sight is important and focus on them through symbols, colors and shapes allowing drawing attention and activating the emotional side. In addition, light is crucial as the lighting level illuminates the retail store, services and products in-store, lighting is an important visual cue that affects many other elements in retail contexts and has been shown to affect consumer behavior and evaluation. In addition, design can be used to position the product, create aesthetics and enhance consumer value. Far from representing just an anecdotal aspect of optimizing a communication strategy, exploiting the visual dimension, as an important factor in marketing strategy will open up prospects that are too often underestimated.
- The study showed a strong relationship between sound and buying decision, using the music inside the store allows influencing the customer's perception time, where the results showed that customers are more interested in listening to quiet music, while they do not pay much attention to the type of music. From this standpoint, it can be said that :
 - Music Building a pleasant atmosphere: it plays a major role in the growth and development of retail experience. Research shows that music influences not only the shop setting, but also the shoppers' moods and feelings. By altering the tempo and style of the backdrop, retailers can alter the mood noticeably.
 - Build a private room: Covering the voice and gestures, sounds allows background music to create a customer's personal space, give it privacy when walking around a shop, navigating items and reflecting about friends and family members.
 - Specify the rhythm of buyers: the speed, rhythm, and volume of in-store music affect the rhythm of customer flow through the store. When quiet music is playing at low volume, people tend to walk the aisles slowly, On the other hand, when energetic, loud songs are playing, people tend to pick up their rhythm through the store. An intelligent musical approach takes into account these effects and plays various styles according to the time of the day and the desired objectives. For example, a retailer may decide to play faster tempo, louder music when it is near closing time, to encourage customers to pass through the store quickly conversely, slow music could be played during off-peak hours, in order to inspire shoppers to wander and browse the merchandise for longer.
- The research has also shown that the environment, which reveals the value of marketing senses, influences consumers' purchasing decisions. The concept of the environment is

based on the creation of a positive experience, which influences the customer's understanding, through its experiences with their views and.

Finally, it was developed that producing or at least incorporating music and colors in an existing marketing campaign is very difficult. The literature has not taken into account the multi-sensory perception and its effect as an image in the human mind on what constitutes a brand across the five senses. It could be argued that the experience of multi-sensory building and brand identities can form the foundation for the development of brand image and loyalty. Reasonable actions in the management of multiple-sensory experience, outcomes and performance must also be established, it would be useful to conduct research on the multi-sensory interplay between the human senses in creating loyalty.

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