

## THE EFFECTS OF SENSORY MARKETING ON SHOPPING EXPERIENCE AND ON CONSUMER DECISION MAKING

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### ABSTRACT

*The article presents an analysis of the effects of sensory marketing, which is a strategy used to engage consumers at stores, providing a differentiated experience. Through the theoretical support and the field research conducted, it was found the real importance of sensory marketing, which appears as an important advantage over competing brands, since the proposed stimuli in the store relates to memorable shopping experiences, establishing the brand in the minds of its consumers. Thus, it is concluded that the stimulus to the five senses at stores illustrate an important opportunity for an "approach" between brand and consumer, and differentiate themselves from their competitors.*

**Key-words:** Store Atmosphere; Five Senses; Experience; Experimental Marketing; Sensory Marketing.

## 1. Introduction

The constant evolution of the markets worldwide has led companies to face increasingly demanding and informed consumers, which "requires" the company to offer several advantages, such as an holistic integration of the five senses in the delivery of experiences, in order to offer a differentiated buying experience (POZO; DIAZ; FRIGERIO, 2011).

In addition, the human being, historically, stands out for its sensorial capacity, and it is precisely because of this ability that an individual becomes prone to build links with situations, objects and people, and that involvement can be approached by the dimensions of marketing sensory. Sensory marketing acts as a strand of Branding studies, defending the identity and "exploration" of a brand or a product through the five senses, since it enables the individual to connect emotionally with the company. At this point, the sensory system, which is part of the human nervous system, stands out and is responsible for processing the sensory information that the individual receives and interacts throughout life. The sensory system is composed by sensory receptors, which are directly related to the human senses, responsible for living beings perceive and recognize other organisms, and they are the main source of sensory marketing work (UNICEAD, 2013).

From the point of view of the consumer, nowadays, functionality and quality are considered as basic conditions of a product. It makes him look for innovative items that have a differentiation, as well as remarkable buying experiences. In this aspect, sensorial marketing aims to "achieve the intangible" during the choice of the consumer at the point of sale, working with the sensitive part of the individual and their lived experiences (PORTAL ADMINISTRAÇÃO, 2014).

## 2. Theoretical Framework

### 2.1 Sensory Marketing

According to Soares (2013), sensory marketing is a set of sensations provided by the physical space of the company, which complements the construction of products on display, stimulates the senses and offers customers valuable moments. To deliver superior value to consumers, the brand offers more satisfaction and pleasure, which leads to greater trust, loyalty, continuity in the purchase and preference between the individual and the brand. Sensory marketing relates to the experiences of the consumer with all the human senses: sensory, emotional, cognitive and behavioral. In addition, the option to buy or not a particular product or service is not a simple rational choice for consumers, because it involves an emotional bond, often subconscious (LOVELOCK; WIRTZ; HEMZO, 2011). The creation of a shopping environment entices the consumer, and produces specific emotional effects, such as pleasure and excitement, that are directly related to the increased likelihood of a purchase. Furthermore, the use of sensory stimuli provides a culturally rich and highly sophisticated language to an individual in a particular situation. In the market point of view, sensory marketing has a main idea: analyze the situation of consumption as a whole, since it checks the suitability of a product or service according to the wishes of consumers, whether cognitive, emotional, behavioral or sensory properly. So, increasingly, a sense of well-being and pleasure have become important to consumers, which represents an opportunity for companies to present strategies to meet this demand, trying to refer the client to a perception of unique value, offering a memorable and enjoyable experience, which can directly stimulate the purchase of a product more effectively (KOTLER, 2000).

Braga (2012) states the importance of sensory marketing, informing that it is through its study that different marketing strategies to communicate better with consumers stand out. Furthermore, it is known that a sensory marketing advantage is the possibility of the company "build a relationship" with the consumer, as well as providing a more subjective and emotional communication through "wrapping perceptions", since the sensory marketing it is not a simple strategy in order to increase sales or profits of a company, but an action to stimulate the senses of consumers, in order to generate engagement through emotional bonds through memories and desires, that may lead to a scenario where the consumer associates a specific positive feeling with a particular brand (SOARES, 2013, p. 09).

To perform sensory strategies in stores, it is essential for the brand to know the target audience to be involved, since it does not reach those who were not identified, studied and analyzed previously. According to Caetano and Rasquilha (2010), the main advantages of using sensory marketing strategies are: (1) consumer engagement with the product/service, (2) it encourages the purchase and can build loyalty between customer and brand, (3) impact of the brand created in the consumer's mind and (4) differentiation created in the consumer's mind. On the other hand, the authors inform the main disadvantages of using sensory marketing strategies, which are: (1) it may tire or saturate the consumer, (2) it may lead to a very high cost for the brand, (3) when an experience is not well-accepted by the consumer, it may never be forgotten and (4) it may not be profitable enough to be considered positive. With advantages and disadvantages properly presented, sensory marketing shows a new look at "traditional marketing" efforts. Working in previously "dormant" areas, such as the five senses (because of the "traditional marketing" focus on the product and its characteristics), sensory marketing creates sensory appeals, seeking to optimize customer relationship processes. This scenario can also be studied to understand how consumers in the purchasing environment can learn and perceive about a brand or about the products or services it produces. Blessa (2011) informs that there are different proportions on the importance of each sense for the learning of a human being: 83% of the learning and perception of new information absorbed by an individual are acquired through Vision, while Hearing represents 11% of participation, Smell represents 3,5%, Touch represents 1,5% and Taste represents 1%. Being aware of these informations, it is possible to analyze the role of the human senses in the perception and learning of specific topics, such as facts, places and people.

According to Kotler (2000), the sense of vision gives consumers more information than any other sense, and is an important way of exploring their perception of the environment. Thus, due to the rapid perception that the human being possesses through vision, this sense is one of the major decision makers at the time of purchase. When a customer listens to a song while he is buying a product, it can influence the store environment, according to Blessa (2011, p. 34), because music creates an indispensable involvement in the store environment. Besides, music can add to the overall atmosphere of the store, because, cognitively, the use of music in commercial environments can reinforce the store's image and show its positioning to customers and, therefore, influence consumption. Thus, when used correctly, music enables the creation of an identity for the brand.

Blessa (2011) states that,

After the vision, the sense of smell is the most easy to arouse emotions, because through the stimulus of this sense, one can create personality to the environment, arousing memories, desires and feelings to the consumers, and creating a specific and unique aroma will make consumers remember the brand whenever they feel it. In addition, the odors also refer to nostalgia, can stimulate good memories, and, thus, bring the brand closer to the consumer.

Despite the low participation in the evaluation of the human senses in perception and learning, touch cannot be discarded in the study on sensory marketing in the store environment, because the touch allows the consumer to know the physical characteristics of the product. This physical interaction generates an early feeling of ownership of the product and directly influences the purchase decision, which is indispensable for this process (PARENTE, 2010). The palate is the sense with less participation in the evaluation of human senses in perception and learning, however, it is important for the consumer in the store environment, because, if for example, a company offers products that stimulate the consumer's taste, (a sweet, for example), then the individual can create a positive image about the brand by providing this extra service (LEITAO, 2007). As seen earlier, the five senses play a key role in making a brand stand out from its competitors and are important to create a positive image in the minds of consumers. Next, an individual analysis of the importance of each sense will be carried out to explain their role and how each acts in the sensory marketing at stores, in order to involve the consumer.

### 2.1.1 Vision

Vision is an important sense for the study of sensory marketing, because it is through the eyes that promotional campaigns, for example, through colors, sizes and shapes, are perceived and absorbed by consumers' subconscious until their emotions are fully attained. Getting a direct link to the product, service or company from a certain color or format means a great advance for the brand, because this provides a much greater positioning and empathy with the public (BRANDING BRAZIL, 2015). According to Krishna (2009), researching images in consumer behavior has focused predominantly on the visual aspect of images in portraying and visualizing the object, as opposed to a multisensory process. The image is used in the processing of product information to facilitate memory and persuasion. Color is a visual part of the physical environment, and retailers have traditionally used color to project an image or to create a desired atmosphere. Thus, color plays a role in the formation of mood and perception, and is culturally specific, with different colors having different meanings in different contexts. Studies show that "warm colors" such as red and yellow are "physically stimulating," while "cold colors", such as blue and green, relax and soothe the individual.

According to Aitamer and Zhou (2011),

the visual aspect of a store should be considered to match four different functions: first, the alert function, the environment should have a contrast with the store, to capture the consumer's attention. Second, the function of attracting: the product must be attractive, able to make people want to explore the store through its appearance. Third, the welfare function: the consumer can easily find the products and information he needs. And finally, the coherence of the visual aspect: with the offer and expectations of the consumer (linked to the brand positioning).

### 2.1.2 Hearing

Music is absorbed by the individual through the ear and is transmitted to the brain, where it reaches regions that respond for the emotions and motor activities in the human body. Besides the fact that music is linked to our emotional center, the sound interacts with almost every part of the body, because the nervous terminations that exist in both ears have one of the most extensive connections distributed by the body, and the rhythm of the music acts in the blood pressure and in the rhythm of heartbeats. This physiological influence brings behavioral reflexes, which can lead individuals to shape the rhythm of their activities to accompany the music in the store (BRAGA, 2012, p.12). When auditory sensory stimulation is used to evoke congruent emotions with the symbolic meaning of the consumer experience, the chances of interaction between consumer and atmosphere are greater. Considering that the store can present an immense amount of sensorial elements, it can be affirmed that the noise level influences the behavior of the consumers (length of time in the store) and their affective states, such as humor and feelings of Involvement with the consumer experience.

Music is able to evoke complexes of affective and behavioral responses in consumers (ALPERT; ALPERT; MALTZ, 2005). In addition, music is a source of feelings, stimulating behaviors and attitudes, and helping the listener in the most varied emotional states. Thus, it is said that music is gratifying because of the emotional qualities induced by it. Over the last few years, a number of studies have applied sound symbolism in brand development, which indicates that brand sound affects the perception of product attributes, and also concludes that an appropriate sound of brand can improve the assessment of the brand. It is also emphasized that experimental evidence "reports" that brain regions activated by emotions transmitted through music are similar to those triggered by strong rewards, such as sexual activity and food (PARK; OSERA, 2007). These experiences lead the individual to create a bond of affection with music and, therefore, certain sounds are capable of transmitting emotions and end up modifying behavior. From a "marketing point of view", a research by the Research Institute of Montréal and Rutgers University (2008) concluded that, to the tune of pleasant music, buyers who tend to buy on impulse buy more than consumers not exposed to music. Sound acts subconsciously on the human being and on the way of being and acting (ALPERT; ALPERT; MALTZ, 2005).

### 2.1.3 Smell

In the nasal cavities, there is a central receptor that has innumerable nervous terminations, and it is through it the central receptor that the olfactory nerve routes the messages to the cerebral cortex, which records memories and associates them with certain odors (SOLOMON, 2008). In addition, Braga (2012, p. 07) states that all human senses evoke equally precise memories, but the smells evoke the most emotional. A smell has the ability to influence people's mood, and this is because it stimulates the limbic system, which is the part of the brain responsible for emotional responses. Thus, olfaction is a chemical sense with "direct connection" to a zone of the brain responsible for the processing of emotions (the amygdala) and memories (the hippocampus).

The aroma is an essential element to investigate in a shopping experience, since many service environments make use of distinct odors in order to attract and influence potential buyers. Olfactory stimulation is considered important for consumer behavior for two reasons: (1) the smell of the specific object and (2) the environment itself. The suitability of the aroma with the theme of the store must be considered fundamental so that the offer of consumption experience is considered full and pleasant. A research created by the University of Alabama (2011) concluded that consumers exposed to orange or lemon scent while walking in the store are 38% more likely to get a product from the shop windows to those who did not smell. In addition, another research, conducted by the Millward Brown Research Institute (2012), concluded that 75% of human perceptions and connections come from smell, and a strong sense identity gives a brand a better image (TOMAZELLI; ESPARTEL, 2010). A MIB GROUP study, which took place in 2014, and took two months to be carried out in real stores, verified that after the installation of a specific odor (developed through an equipment for the diffusion of aromas) in these establishments, there was an increase of 35% in sales. In this research, 47% of the respondents stated that the aromas in the stores directly affected their moods, and that they were more willing to spend more time in the stores. The study was attended by 600 clients, from four different supermarkets located in France (RETAIL BUSINESS, 2015).

### 2.1.4 Touch

The elements that are in the skin have a great representation in the cortex of the brain. Touch plays an important role in customer perception and cognition for buying behavior and product evaluation. Touch enhances the buying experience, leading to greater confidence in product judgments, and leads consumers willing to pay more for products. Customers have preference for products in stores where they are allowed to play. Thus, in general, stores should recognize the importance of physical contact for consumers, since touch is not only an important source of information for consumers, but also in product judgments and decision-making (AITAMER; ZHOU, 2011, p. 22).

### 2.1.5 Taste

The sense of taste is considered one of the most distinctly emotional, because of its ability to facilitate social exchange between people, with internal connections to other senses. So once the individual eats something, it is closely connected to their survival, because taste provides the most specific function of any other of the five human senses. On the other hand, an obvious area for the exploration of the palate is the level of expertise in the food field. Such differences in experience have been shown to have a significant impact on taste perceptions, particularly with regard to their focus during a consumption experience. Evaluators cannot pay as much attention to marketing communications as they do, but rather focus on the sensory experience of eating something (RODRIGUES; HULTÉN; BRITO, 2011).

## **2.2 Consumer experience**

### **2.2.1 The consumer and their emotions in the store environment**

According to Schmitt (2000), consumers are motivated by both reason and emotion, and seek to experience shopping experiences and not just buy quality products. Thus, within this market and behavioral context proposed by Schmitt, the use of the term "experimental marketing", addressed by the author as marketing with a focus on customer experience, is defended, unlike the "common marketing" that focuses on the product. These experiences are sometimes not based on the products or services that consumers need, but on the emotional state that the buyer is at the time of purchase (BLESSA, 2011).

According to Cobra and Ribeiro (2000, p. 146),

people have values sedimented in the conscious and the unconscious, respectively by the tangible and intangible aspects of the brands. These values show the need to narrow and deepen the relationship between companies and clients, since the intangible values will be perceived with greater intensity in the shopping experience.

The basis of the shopping experience may often not be the product or service purchased, but the feeling of well-being that the purchase and environment provide. According to Blessa (2011), the setting and thematization of the stores serve as a strong strategy to awaken sensations in this consumer. Therefore, the points of sale came to be seen as strong spaces to work the generation of experiences, and, thus, began to receive greater appreciation. In addition, it can be said that consumers can influence each other directly or indirectly. For example, the crowding of people, or the fact that people are very close to one another, can provoke anxiety in some individuals. Eye contact between "strangers" can also be perceived negatively, and the appearance of one person may appear threatening to another, affecting their shopping experience (LEITAO, 2007).

### **2.2.2 The store atmosphere**

Increasingly, retailers are aware of the importance of the store environment. The store environment is often influenced by the customer's decision whether or not to enter the store. In general, the store atmosphere is made up of elements such as lighting, design, air quality, interior decoration and music. Thus, marketing researchers are increasingly convinced that consumers are influenced by physical stimuli when experienced at the point of sale, which makes it important to create an environment that can influence customer behavior and is an important strategic marketing element for retailers (CHEBAT; MICHON, 2003).

It is in the store that the consumer manifests his buying behavior and develops his attitude and degree of satisfaction. According to Blessa (2011), 85% of the purchases made by Brazilian consumers are decided within the point of sale. In addition, for Illanes and Ikeda (2009), decisions about the store (including the external presentation, internal presentation, layout and display of the products) should aim not only to construct the image and to gain the preference of the target audience, but also to stimulate consumers to spend as much time as possible in the store and stimulate them to have greater productivity in the area of sales and consumption. Through the strategies proposed by sensorial marketing, store environments create "consumer experiences", which strongly influence consumer buying behavior. It is important to present a pleasant store environment, which is suitable for a dynamic movement of consumers (MEIO E

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**PUBLICIDADE, 2008).**

### **2.2.3 Real brands that use sensory marketing**

#### **2.2.3.1 Abercrombie & Fitch (Vision e Hearing)**

The brand Abercrombie & Fitch, which produces clothes for young audiences, is considered an expert in using strategies related to sensory marketing, because the lighting and music at stores resemble discos and clubs, stimulating consumers to move around the shops, and consequently to access a larger space of clothing options (UMEDA, 2009).

#### **2.2.3.2 Cacau Show (Hearing, Smell and Taste)**

In Brazil, the premium chocolate network Cacau Show has recently moved efforts to implement a sensory marketing strategy in its stores across the country. To increase the involvement inside the store, the company invested in the installation of aromas at the point of sale. The company has developed a radio with more than 900 songs, which have the function of involving, retaining and provoking memories in those who visit the stores. In addition, the brand constantly encourages the experimentation of its products in order to promote the purchase by stimulating the palate (BALDISSERA, 2011).

#### **2.2.3.3 Contém 1g (Touch)**

The Brazilian brand of cosmetics Contém 1g uses sensory marketing strategies to promote the stimulation of touch while the consumer is in the store, since it allows individuals to touch their products freely, besides promoting, free of charge, the experimentation of its main products, such as lipsticks and makeup (UMEDA, 2009).

#### **2.2.3.4 Dunkin' Donuts (Hearing and Smell)**

The brand Dunkin' Donuts, which sells donuts and coffees, applied direct sensory marketing strategies to a store located in Seoul, South Korea's capital. The company installed an aroma dispenser with the smell of its coffee on several buses of the city. The fragrance was dispensed every time a brand jingle played on the bus's internal radio, which increased the sensory connection with the audience. Through this strategy, the brand showed, in the period that the action was carried out, a 29% increase in coffee sales in the stores near the bus stops (UMEDA, 2009).

### **3. Methodology**

In order to carry out this study, bibliographic research in the context of consumer behavior and sensorial marketing was used, as well as a field research to apply the theoretical framework present in the project (using an in-depth interview and observation for a better understanding and obtaining of conclusions). In exploratory studies that deal with concepts and perceptions, the in-depth interview is useful to increase the view about the object of study and to understand the main motivations and attitudes of the individual about an action, by stimulating the free discourse about the facts discussed. In addition, the use of in-depth interviews should be valued, considering the wealth of information that can be obtained and the possibility to broaden the understanding of the objects investigated through the interaction between interviewee and interviewer (SELLTIZ; WHRIGHTSMAN; COOK, 1987).

This study is aligned with the constructivist perspective (the idea that the construction of knowledge takes place through the interaction of sensory experiences and the reason of the individual, which are considered indissociable aspects), and it was sought to identify the meanings attributed by participants of the research to the sensorial elements that are part of an atmosphere of services centered in the experience, helping to understand how the reality is constructed through the experiences that the people experience in the interaction with the phenomenon (CRESWELL, 2007).

In the applied research, an observation script with pre-defined questions was used to assist in the analysis of the main points of the theme, with the theoretical revision as the basis for its construction (more specifically the sensorial dimensions of store atmosphere and consumer behavior at the point of sale). In the mentioned research, to attest to its reliability and avoid any kind of bias, no respondent was informed about the actual and final purposes, not to influence or induce in their responses. Thus, people were referred individually to two stores, which are competitors in the fashion sector and have similar physical structure and size: (1) Besni, a Brazilian store that uses practically no type of sensory marketing strategy, and (2) Marisa, a Brazilian company known for instigating the consumer through sensorial marketing (mainly through music by the store, with a strategic lighting and vibrant colors and strong visual campaigns spread throughout the place). In order to compare the two types of stores on the use of sensory marketing, the respondents were asked to speak comparative aspects between the two stores. Thus, from the observations, informations related to the atmosphere of services to be investigated were collected, and the data collected served to characterize the case chosen in the article. The ideal sampling for the project is the convenience sampling, a non-probabilistic type of sample (where the elements are chosen because they are the most accessible and easy to evaluate in the interview). In this sense, the corpus was composed by individuals with ages from 18 years of age, of both genders and with the ability to transmit information concerning the sensory elements present in the services atmosphere investigated in the project (SPECTOR, 1995). The final sample counted on sixteen respondents, who fit all criteria mentioned above.

In order to control any kind of unplanned variable that compromised the success of the research, there was a balance in the experimental conditions, in other words, the certainty that all the structure, the pieces, and the speeches present in the interview presented the same form and dynamics for each individual who participated in the project. In addition, for the analysis of interviews conducted in the research, the technique of discourse analysis was used in order to find convergent and divergent aspects present in the discourses, because, considering that in every discourse there is a hidden meaning that can be grasped, it was possible to know the explicit and implicit meanings in the message of the research subjects (MARTINS; THEOPHILO, 2009). In research evaluating experience, respondents are typically asked to reflect on a combination of direct and indirect product experiences to investigate how the product mix affects judgments, attitudes, preferences, purchase intent, and recall (HUFFMAN; HOUSTON, 1993).

In order to carry out the field research in question, the respondents were asked to move for 10 minutes inside the stores (both located in Saude, a neighborhood in the city of Sao Paulo, state of Sao Paulo, Brazil) and then attribute, for the experience in the two places, the degree of agreement with affirmations about the shopping experience, related to the following factors: (1) intention to buy something ("I wanted to buy something in the store"), (2) pleasure while the person was in the store ("I had a pleasant experience at the store"), (3) recommendation of the store to friends ("I would recommend this store to my friends"), and (4) intention to return to the store ("I want to return to the store soon"). The questionnaire was applied using a Likert Scale, with 5 points established, with the options of response: 1 (strongly disagree), 2 (disagree), 3

(neither agree nor disagree), 4 (agree) and 5 (strongly agree). This type of scale is useful for situations where the respondent needs to express their opinion in detail, and response categories serve to capture the intensity of respondents' feelings. Moreover, the Likert Scale allows a greater precision of response, leading to a greater veracity and consistency of the collected data (SPECTOR, 1995). Over the last few decades, a large number of studies in Marketing have used the Likert Scale as a research tool because it measures constructs such as attitudes, perceptions, and interests, and is used to measure people's agreement to statements related to matters of interest (COSTA, 2011).

## 4. Research Results

### 4.1 Interpretation of all data collected in the research

Although this is not the main subject of the research in the present study, there are factors that directly influence the buying behavior of an individual, such as the cultural issues (values and beliefs), the social issues (friends or relatives opinions), personal issues (the individual attitudes) and the psychological issues (personal motivations and perceptions). Thus, the article aims to analyze how the stimulus to the five senses proposed by a brand affects the buying behavior of a consumer, knowing the influence and involvement of all the factors mentioned previously for the individual (TEIXEIRA, 2010). In the collected responses, through Likert Scale measurements, there was a greater "acceptance" in the environment in which there were sensorial stimuli to the consumers, since: "intention to buy something in the store" presented mean of 2,4 in Besni and 4,4 in Marisa, while "pleasant experience at the store" presented mean of 2,4 in Besni and 4,6 in Marisa, "recommendation of the store for friends" presented mean of 2,8 in Besni and 4,2 in Marisa, and "intention to return to the store soon" presented mean of 2,0 in Besni and 4,4 in Marisa. Through all the data collected in the research, it was found that the presence of sensorial stimuli at the point of sale directly influenced the image quality of the brand Marisa compared to Besni (a "competitor" in the clothing sector), as well as influencing a greater propensity to purchase, offering a greater pleasure to him while he remained in the store, on a positive recommendation to friends and on a future return to the store.

Thus, the advantages of sensory marketing proposed by Caetano and Rasquilha (2010) were confirmed in the field research conducted with the respondents, because, in fact, there were: (1) greater involvement (2) stimulus to purchase, (3) impact of the brand image on the consumer's mind and (4) differentiation of the brand in the consumer's mind from competing brands.

### 4.2 Research respondents' opinion

*"Marisa's store environment is very different from Besni's store environment. In Marisa, there is a distinct lighting over the clothes, as well as a greater space between the places to be exhibited, so there is more space available. The consumer can move around and observe the clothes more calmly, without stumbling in any object." (A. M. L. M., 21 years old, 2016)*

*"The lighting in Marisa's store is not 'heavy', it's more discreet, different from other stores, while the music in the store remains in a volume that I consider relatively subtle and soft. There was a 'bossa nova' music playing, so it was very nice to stay in the store." (R. O., 34 years old, 2016)*

*"I do not like to feel pressured while doing something, like shopping. I have a preference for an environment where I can feel free to think, choose, and then make a final decision. I would spend more buying in Marisa than in Besni. That makes me think of returning to the store for an eventual purchase in the future." (W. Q. A. F., 48 years old, 2016)*

## **5. Conclusion**

Through the bibliographic research elaborated in the article and the interpretation and comparison of the data obtained through the research, it is concluded that, when correctly exploited, the tools of sensorial marketing are a very valid and efficient marketing strategy, since they add value to the establishment and to the brand. It is concluded that the more the brands seek the sensorial approach, the closer to their clients they will be, encouraging an improvement in the creative process and reaching people. Thus, the present research results allowed us to observe how the sensory stimuli present in Store 2 (Marisa) made shopping experiences more enjoyable, in addition to presenting a greater possibility of the interviewees returning to the store they visited, showing how sensorial marketing can be important for the development of a relationship between the brand and consumers. The emotional connection is a strategic element of marketing to win and maintain relations between organizations and their clients, because its most important thing lies in the unique possibility of the company to differentiate and to stand out in an extremely competitive reality. In addition, sensorial marketing presents itself as a strategy that consumers constantly seek to relate to a brand: attention, approach, involvement and dialogue. Finally, it is concluded that the correct use of the five human senses provides pleasant experiences and sensations to consumers, creates a cozy and attractive environment, and configures them as an advantage over competing stores, being important to create value and fix the brand in the minds of consumers, which are essential values in the current market scenario. In addition, the store proposal that uses a sensorial approach shows a competitive advantage for the brand through the perception of consumers, and figures as an important difference on the other stores in the market. Through this type of sensory strategy, consumers feel special in the store environment and directly tied these values and feelings to the brand it marketed.

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