

# SENSORY BRANDING- AN EMPIRICAL VIEW FROM CUSTOMER'S PERSPECTIVE

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## **Abstract**

Everyone has been devastated by the epidemic on all fronts—emotionally, physically, and financially. Now, choices are being made with greater haste. Businesses post advertisements practically wherever they can to retain customers. Every outlet, whether it be social platform, e-mails, or Over-The-Counter Channels, is flooded with advertisements. Businesses are attempting to understand how consumer behaviour is shifting on all fronts, particularly emotionally, in this cynical time.

The term "sensory marketing" may hold the solution to this puzzle's lock. Sensory marketing is nothing more than the creative application of the five senses to draw customers and encourage them to become aware of products and make purchases. In order to arouse clients' emotions, the five senses are used in marketing. Businesses now need to differentiate themselves from competitors.

**Keywords:** Sensory Branding, Senses, Customer Satisfaction, Covid-19.

## **1. INTRODUCTION**

All five senses are used by customers to interact with products and services. Experiences are represented by consumer reactions and how they experience the environment through their senses. This implies that a product's impression on a consumer is influenced by how he perceives it, by what he hears, by how he responds to it, and by how he feels about it (Aziz M, Perisetti A, 2020).

We are able to observe everything around us thanks to the human senses. Through their senses, people may identify their surroundings, including the market and retail setting. Sensations frequently play a significant part in the choice of a popular product and the decision to purchase it. It seeks to explain how our senses affect our purchasing decisions and how those decisions are influenced by the data our senses acquire. Traditional mass marketing cannot have the same impact on people as sensory marketing because it connects with them on a far more intimate level (Rogen K Panicker, Anusha M N. 2022).

Traditional marketing's fundamental presumptions are that consumers would carefully consider key product factors including price, features, quantity, and utility. Contrarily, sensory marketing tries to capitalise on the consumer's perceptions and experiences. There are observable sensorimotor, emotional, cognitive, and behavioural elements to these life experiences. It makes the supposition that consumers will respond to their emotional impulses (Martin Lindstrom, 2005).

In the present marketing era, sensory marketing is pervasive and likely explains the majority of our purchasing decisions. It affects consumers' purchasing perceptions at brand-new food courts or restaurants that are popping up everywhere. Visual, auditory, olfactory, gustatory, tactile, and other domains all employ sensory marketing. The term "sensory branding" refers to marketing that engages all of the senses in relation to the brand. Utilizing the senses, businesses engage with customers on an emotional level (Smith, Mark. 2020).

By appealing to their senses, brands may captivate consumers' minds and affect their emotional associations. According to this strategy, an effective sensory marketing campaign may persuade consumers to purchase a certain product over a similar but less expensive alternative (Aaker, D.A. 1996).

## **2. LITERATURE REVIEW**

### **2.1. Branding**

A brand is any word, phrase, visual representation, design, symbol, or combination thereof that is used to identify and set one company's goods and services apart from those of rivals. The answers to the questions "What does the brand stand for?" and "How does the brand wish to be perceived by others?" are provided by

brand identity. All methods of converting this self-identity into a brand image that is intended to stick in customers' minds are included in branding (Shilpa. L, 2021).

The questions of "Who would the brand be if it becomes a person?" and "What will his/her major personality trait be?" are answered by brand personality. All strategies for connecting the brand to the desired human personality feature are included in branding. The objective of branding is to build up brand equity, which is the difference-making impact that brand knowledge has (Peck, J., & Wiggins, J., 2006).

## 2.2. Sensory Branding

Marketing with our senses is nothing new. The idea of employing this marketing strategy digitally, though, is what has both marketers and customers talking. In particular, the specifics of the product itself (name, brand, packaging, formula, etc.), how it is communicated (advertising, promotions, sales pitches, etc.), and point-of-sale activities all contribute to the development of a brand's sensory strategy (location, merchandising, etc) (Krishna, A. (2010).

### Taste

Although taste is a simple concept, it is frequently ignored in today's increasingly digital world. It could be tough to adequately explain the flavour of a well-swirled glass of wine or an Italian feast when you communicate with your customers via a computer screen. To appeal to consumers' sense of taste is one of the reasons businesses need to utilise a hybrid marketing strategy, especially if you are in the hospitality or food industries. Food, beverage, and even hotel companies can outperform the competition by maintaining an offline presence and providing free samples and tasters of the meals they offer to their target audience (Krishna, A., & Morrin, M. (2008).

The most crucial sense is taste since it draws customers to businesses and brands. We can't taste anything from a distance, after all. It is the sense that most clearly expresses emotion. Saliva is a key factor in taste. Each individual's experience will be different. People who favour saltier foods are accustomed to eating foods with greater sodium contents and have saltier saliva. Our inherited taste preferences account for about 78% of who we are. Taste is primarily social, thus it also has a social component. Since eating encourages social interaction between people, we enjoy food on our own. Companies must take into account the fact that most business meetings and dinners at home involve other people (Shilpa. L, 2021).

### Sound

For a long time, sound has been a common component in the marketing sector. Numerous companies have a "audio" imprint in addition to their visual brand. This could take the shape of commercials, audio clips, or even the music playing within the store. Even how you pronounce your name could have an effect on your audio branding (Krishna Aradhana. 2011).

In marketing, sound is a sense that is frequently underutilised. Nevertheless, it represents 99% of all brand communication. Our emotions and psychological states are impacted by sound. It encourages mental tranquility and warns us of threats (Hulten, B., Broweus, N., & van Dijk, M. 2009).

Sound has been used in mass marketing since the turn of the 20th century. It primarily tries to raise awareness of a company and its products on television and radio. People always use sounds as a tool to express their identities and feelings. We use our auditory aspects to verbally communicate with others about who we are, where we are from, what we enjoy and don't like, and how we feel (Krishna, A. (Ed.). 2010).

Because sound and hearing can be stimulated in the same way as sight and smell, we can express our ideas, thoughts, and feelings in ways that face expressions alone cannot. A rising number of restaurants are realising the value of using music to enhance the client experience and differentiate their brand from competitors (Lindstrom, M. 2005).

### Touch

The challenge of incorporating the sensation of touch in a digital context has led to the prevalence of web rooming and showrooming. While these tactics make it harder for retailers to persuade impulsive purchasers to make a purchase, they also help give customers their preferred shopping experiences. Mental stimulation, which is directly tied to AR and VR, is encouraged for consumers. Put a specific action, like using a product, in another way. Brands might also consider leveraging multi-gesture applications and direct touch effects like squeezing and creasing the content to boost online conversions (Krishna, Aradhna. 2013).

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### Sight

Customers' attention spans are getting shorter, and digital marketers are finding it more and more difficult to pique their interest visually. Incorporating the newest technology into their strategy requires marketers to move beyond tried-and-true tools like logos, movies, and websites with eye-catching colours and designs. Augmented reality and virtual reality are gaining popularity as clients have full control over their interaction for the first time. Before making a purchase, they might envisage an alternative reality and experiment with various combinations as active players (Nasiri N, 2021).

Over the past century, the most potent sense in the advertising industry has been vision. Due to the fact that two-thirds of all sense cells in the body are found in the eyes, vision is the most prominent sense. Businesses use this sense to help customers form an identity in their brains, which eventually gives them a visual experience. To comprehend contrasts or differences between various things, such as big or little, light or dark, or thin and thick, we employ our sense of sight. This enables us to recognise any differences or modifications to a new store's interior, package, or product design (Jafari Z, Kolb BE, Mohajerani MH. 2021).

With a number of cutting-edge technologies today, like virtual reality, the sense of sight can be utilised. These devices enable businesses and brands to provide clients more immersive sensory experiences that would otherwise be impossible.

### Smell

Our sense of smell is tied to the part of the brain that controls motivation, emotions, and memory. Therefore, it could affect how customers behave and what they remember about a brand. It's interesting to note that independent sensory marketing research revealed that 28% of consumers' emotional states may be affected by an aroma when it comes to in-store sales. Depending on the product, digital marketers may create and display graphics and use emotive language to conjure up images in the consumer's imagination of the product's feel, smell, and even taste (Morrin M. 2010).

A sensory branding diagram is given below:

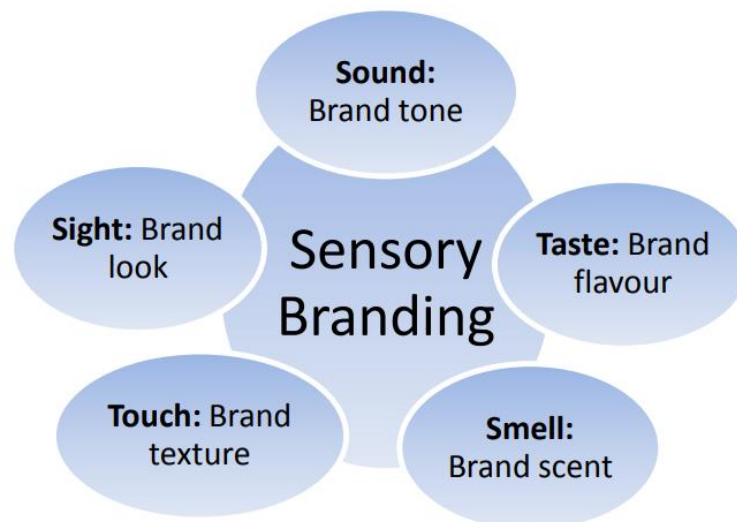


Figure: Sensory branding diagram (Source: Own creation)

Of the five senses, scent is thought to be most closely related to emotion because the olfactory bulb in the brain detects odours, sends signals to the limbic system quickly, and then connects emotion to memories. Many businesses now provide smells and odours to various brands and businesses in order to strengthen their marketing plans and brand identities. According to Harald Vog, there are already 20 scent-marketing businesses worldwide, with a total market value of roughly \$80 million. In Scarsdale, New York, he helped found the Scent Marketing Institute. Since the sense of smell is so acute and potent, several businesses have entered the field. We generate about 75% of our emotions through smell (Smith, Mark, 2020).

### 2.3. Scope of the Study

There is a consumer culture that is based on human senses everywhere in the world. The purpose of this essay is to show how a sensory branding can improve customer pleasure.

This study will serve as a starting point for scholars who want to investigate different sensory branding options in India. There will, in reality, be knowledge development. The current study can serve as a springboard for additional research on India's conflicts with other countries and particular sensory branding.

#### 2.4. Need of Study

Consumer satisfaction varied in response to the unexpected change brought on by the Covid-19 epidemic. One of the biggest changes was the anatomy section, which can be used for sensory branding in marketing. This will enable Indian firms to use sensory branding to their advantage and raise consumer satisfaction levels.

### 3. RESEARCH METHODOLOGY

**Research Objective** is to analyze the influence of sensory marketing on consumer satisfaction Post Covid-19. Conclusive descriptive research of this kind uses quantitative data analysis to evaluate a certain hypothesis. Conclusive descriptive study has been useful in describing the attributes and it represents large representative samples. Exploratory research had examined the idea of sensory branding. Survey design refers to the procedures for creating a sampling plan, administering the questionnaire, and evaluating the results. A personal survey approach is employed as a survey method to examine how sensory marketing affects consumer satisfaction. after Covid-19 The survey method makes use of a structured questionnaire. The researcher has created a formal questionnaire for structured data collection, and questions are asked in a predetermined order. Under the non-probability sampling approach, convenience sampling is used for this investigation. Extent is Gujarat and Sample Size is 396. A non-comparative scaling method for itemised scales is the Likert scale. The Likert scale is used to create the questionnaire.

#### 3.1. Data Collection Plan

Online databases are utilised to gather secondary data; examples include ProQuest, Emerald, Google Scholar, and many more websites. From the perspective of primary data, Customers that participate in the sensory branding provide the initial data collection. after Covid-19 Primary data can be generally divided into the qualitative and quantitative categories. An in-depth understanding of the problem set is provided by qualitative research, an unstructured, exploratory research methodology that is primarily centred on small samples. Data analysis in qualitative research is non-statistical and comprises of unstructured data collecting. Qualitative research uses a small number of non-representative examples. The researcher collecting the data performed in-depth interviews with a variety of clients following Covid-19. The above-mentioned structured questionnaire is created as part of quantitative data collecting.

#### 3.2. Data Analysis

The analysis tool of choice is SPSS. Descriptive statistics and inferential statistics are used to divide the analysis into two categories. Coding, decoding, tabulation, and bar charts are used in descriptive statistics screening, whereas inferential statistics in SPSS22 employ Cronbach's Alpha (to assess the validity of the data), Chi-Square, One-way Anova test, and Multiple Regression (Statistical Package for Social Science).

#### Instrument Development and scales measurement

Responses to a questionnaire titled "Sensory Branding in Gujarat Consumer Satisfaction Post Covid-19" were sought. By measuring the dependent and independent variables, the research instrument aims to achieve the research objectives.

Serial No.	Variables	Scale	Types Of Measurement	Statements
1	Taste	Interval	5 Point scale	5
2	Sound	Interval	5 Point scale	5
3	Touch	Interval	5 Point scale	5
4	Sight	Interval	5 Point scale	5
5	Smell	Interval	5 Point scale	5

### 4. DATA ANALYSIS

#### 5.1 Demographic Profile of Respondents

This section emphasises the respondents' demographic traits (features).

Variables	Category	Percentage - (%)
1) Gender	Male	36.8
	Female	63.2
	<b>Total</b>	<b>396</b>
2) Age	18 – 28	28.4
	29 – 38	18.9
	39 – 48	18.2
	49 – 58	17.4
	Above 58	17.1
	<b>Total</b>	<b>396</b>

3)	Education	SSC	9.2
		HSC	25.6
		Graduation	44.8
		Post-Graduation	17.9
		Doctorate	2.6
		<b>Total</b>	<b>396</b>
4)	Occupation	Business	27.4
		Professional	9.5
		Salaried	21.7
		Housewife	20.7
		Retired	7.2
		Student	13.6
		<b>Total</b>	<b>396</b>
5)	Monthly Family Income	Lessthan 30,000	6.1
		30,001 – 60,000	6.4
		60,001 – 90,000	7.9
		9,001 – 1,20,000	13.8
		1,20,001 – 1,50,000	22.3
		Above 1,50,000	43.5
		<b>Total</b>	<b>396</b>

### 5.2 Reliability Test

Cronbach's Alpha	
Cronbach's Alpha	No. Of Statement
0.965	25

The Cronbach alpha has been used to calculate reliability. For alpha coefficient values, DeVellis suggested the following general guidelines in 1991: "under 0.60, is not appropriate; between 0.60 and 0.65, is not ideal; between 0.65 and 0.70, is marginally appropriate; between 0.70 and 0.80, is considerable; between 0.80 and 0.90, is preferable." Nunnally notes in 1978 that a decent indicator of internal consistency is an alpha coefficient of 0.70. The model's alpha values are all significantly higher than the calculation of the normal value. Here, the alpha value is 0.965, which indicates that the variables have very high reliability and is more than 0.70.

### 5.3 Mean Score

Gender Wise Mean Score				
Variables	Gender	Mean	Std. Deviation	Std. ErrorMean
Taste	Male	1.79	1.073	0.089
	Female	1.60	0.924	0.089
Sound	Male	1.83	1.106	0.092
	Female	1.66	0.966	0.061
Touch	Male	1.82	1.108	0.092
	Female	1.56	0.901	0.057
Sight	Male	2.25	1.215	0.101
	Female	2.14	1.033	0.066
Smell	Male	2.11	1.084	0.091
	Female	1.81	0.987	0.063

#### Interpretation:

The gender-specific mean score table for Gujarat's sensory branding shows that men's mean scores are higher than women's, but this difference is not statistically significant.

### 5.4 Chi-Square

**H0:** There is no relationship between atmosphere and music on consumer satisfaction.

**H1:** There is a relationship between atmosphere and music on consumer satisfaction.

Chi-Square Test - Atmosphere and Music			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	128.176 <sup>a</sup>	40	0.000
Likelihood Ratio	127.420	40	0.000
Linear-by-Linear Association	1.363	1	0.243
N of Valid Cases	396		

a. 40 cells (72.7%) have expected count less than 5. The minimum expected count is 0.51.

According to the research in the table above, Gujarat's consumers are significantly more satisfied when there is a positive atmosphere and music playing. Table 0.000 displays the significant values (P) at a 95% level of confidence. Therefore, we accept the alternative hypothesis and reject the null hypothesis. According to study, atmosphere and music have a substantial impact on consumer satisfaction.

**H0:** There is no relationship between gender and scent in relation to consumer satisfaction.

**H1:** There is a relationship between gender and scent in relation to consumer satisfaction.

Chi-Square Test – Gender and Scent			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.438 <sup>a</sup>	12	0.000
Likelihood Ratio	41.027	12	0.000
Linear-by-Linear Association	18.584	1	0.000
N of Valid Cases	396		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.62.

According to the studies summarised in the table above, gender and smell significantly affect consumer happiness in Gujarat. Table 0.000 displays the significant values (P) at a 95% level of confidence. Therefore, we accept the alternative hypothesis and reject the null hypothesis. Therefore, study in Gujarat revealed a substantial association between gender and scent and consumer happiness.

### 5.5 Multiple Regression

**H0:** There is no significant impact of Sensory Brading on satisfaction of Customers.

**H1:** There is significant impact of Sensory Brading on satisfaction of Customers.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.682 <sup>a</sup>	0.465	0.456	0.691
a. Predictors: (Constant), Taste, Sound, Touch, Sight, Smell				
b. Dependent Variable: Satisfaction of Customers				

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	159.267	6	26.544	55.594	0.000 <sup>b</sup>
	Residual	183.347	384	0.477		
	Total	342.614	390			
a. Dependent Variable: Satisfaction of Customers						
b. Predictors: (Constant), Taste, Sound, Touch, Sight, Smell						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.518	0.080		6.495	0.000
	Taste	0.065	0.053	0.068	1.223	0.022
	Sound	0.287	0.069	0.288	4.147	0.000
	Touch	0.316	0.061	0.336	5.205	0.000
	Sight	-0.030	0.059	-0.031	-0.499	0.018
	Smell	-0.124	0.069	-0.123	-1.790	0.034
a. Dependent Variable: Satisfaction of Customers						

In the model summary table, the impact of sensory branding on overall satisfaction is summarised. The coefficient of determination ( $R^2$ ) for the model is 0.456, which means that the variable for sensory branding accounts for 45.60% of the variation in overall satisfaction.

To assess the general significance of a particular regression model, a table of ANOVA is helpful. Particularly, the F-value (55.594) and the p-value are 0.000 in the ANOVA Table. It gives ample evidence that the model is significant by indicating that the p-value is less than 0.05 (at the = 0.05 level).

## 5. FINDINGS

1. Between 29 and 38 years old make up about 74% of the replies.
2. Of the 50 young people surveyed, 82% regularly go to restaurants.

3. Youth make up 68% of the total respondents, and 68% of them say they enjoy music and don't find it annoying when it's playing anywhere.
4. When just 12% of respondents report feeling nothing while listening to the music, 88% of respondents believe that music should be present in public spaces.
5. Of the 396 respondents, 24% claim that the type of music being played in the business influences their purchasing decisions. However, the majority of respondents (46%) claim to have no opinion on the type of music being played in the establishment.
6. 78% of the respondents said they enjoy listening to sappy music in a showroom or restaurant.
7. Of the 396 respondents, 42% don't believe that a restaurant's odour of food is unpleasant.
8. 52% of respondents concur that food smells can make people more hungry.
9. Of the 396 respondents, 52% said they would purchase a product based on its smell.
10. Out of 396 respondents, 56% said they would avoid buying a product if it smelled unpleasant.
11. 84% of respondents said that a place's interior draws them in.
12. 28% of responders like bright lighting.
13. Of all respondents, 56% are drawn in by how the product is presented.
14. Red and white together are attractive to 40% of responders.
15. It demonstrates that the respondents have favourable opinions about sight. It also shows that shoppers are drawn in by appearance.
16. 48% of those surveyed claim they don't prefer touch.
17. Of all respondents, 86% said that the flavour of the cuisine drew them to a restaurant.
18. Of the 396 respondents, 74% said they wouldn't visit a restaurant if they received a dish of sour food.
19. 76% of all respondents said they will go back to a restaurant if the cuisine is good.
20. 60% of those surveyed claim that the flavour of their meal affects their purchase choices.
21. The respondents express a favourable opinion on taste. And it demonstrates that young people favour a restaurant based on the quality of their fare.
22. 40% of respondents claim that persuasive features are more effective at increasing customer satisfaction, while 30% say that auditory components are more potent. Olfactory aspects are experienced by 20% of responders, whereas visual and tactile elements are experienced by 8% and 2%, respectively.

## 6. IMPLICATIONS AND SUGGESTIONS

The youthful survey participants enjoy music. To maintain and draw in more consumers, businesses may therefore concentrate on playing music in their showroom, ideally light music. As one of the main aspects in luring customers, businesses may want to refrain from emitting offensive odours. Outlets should have nice interiors and nicer colour schemes because this would draw in more young people. The presentation should be more creative because it needs to be appealing to customers. Restaurants should serve delectable meals to keep patrons happy and loyal. Businesses should retain outstanding service while providing products at fair prices. Businesses should prioritise the food's taste over its appearance, sound from the showroom over its scent, sight over its feel, and ultimately touch in order to draw in more customers.

## 7. CONCLUSION

The goal of the study is to examine how sensory marketing affects various businesses. This study involved one hundred participants. The men and women of Gujarat Locality were used as the samples. It comprises of a background on the target group's consumption habits, perceptions of sensory marketing in businesses, and overall reactions to sensory marketing initiatives from the target group. Simply said, sensory marketing is the process of capturing a customer's interest and trust by appealing to all five of their senses. It should come as no surprise that it has gained popularity among numerous enterprises and industries all around the world. Customer experience is the cornerstone of modern marketing, and sensory marketing neatly brings this idea together. Consumers receive a whole experience thanks to sensory marketing. It stands out as a particularly effective interactive technique for attracting the audience's attention as a result.

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