ABSTRACT

This paper is a literature review of the multi-sensory brand-experience concept in relation to the human mind and senses. The paper tries to explain how sensory stimuli can influence environments, improve the shopper experience and change the nature of behavior in ways beyond our consciousness. It also seeks to propose a sensory marketing (SM) model of the multi-sensory brand-experience hypothesis. The paper reviews various examples of how significant increases in sales can be achieved by attention to the environment so as to influence the purchase decision of the shopper. The multi-sensory brand-experience hypothesis suggests that firms should apply sensorial strategies at three explanatory levels namely sensors, sensations, and sensory expressions to differentiate and position a brand in the human mind as image. This will help a savvy retailer to understand shopper needs and motivations to create an enhanced shopping experience by moving beyond simple POP displays and signage, to shoppers’ sense of sound, sight, smell and touch which will have a clear impact on decision-making, store choice and spend.

A theoretical implication is that the multi-sensory brand-experience hypothesis emphasizes the significance of the human mind and senses in value-generating processes. The findings offer additional insights to managers on the multi-sensory brand-experience concept. This research opens up opportunities for managers to identify emotional/psychological linkages in differentiating, distinguishing and positioning a brand as an image in the human mind.

KEY WORDS: Brands, Consumer behaviour, Consumer psychology, Marketing models, Sensory perception, shopping.
References


