

# SENSORY MARKETING – SENSORY COMMUNICATION AND ITS SOCIAL PERCEPTION

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## ABSTRACT:

In the past few years, sensory marketing has been developing dynamically. Companies, in search of new methods of reaching the customer, refer to all of their senses. The business is more and more aware of the effectiveness of the impact that sensory marketing has. Especially large enterprises, having a network of points of sale, use this method of manipulating customers' emotions. Malls are one of such places where sensory marketing is being used on a large scale. The consumer who engages more senses to assess the product offer of the company will better memorise information on a given product or place. The study tackles the issue of influencing various senses of the customers. What is more, the author presents the results of her own research. The research concerns the perception the customers have of different forms of sensory marketing. It was carried out in front of a shopping mall. The respondents had difficulties in identifying a specific place where they encountered the impact on different senses. The respondents had the greatest difficulty with specifying where taste is used, claiming that the most noticeably used sense is smell. As it stems from the declarations of the respondents, the brands associated with smell are more memorable than those associated with other elements of sensory marketing.

## KEY WORDS:

customer behaviour, customer's senses, marketing communication, new trends in marketing, sensory marketing

## Introduction

Marketing, without which many companies cannot even imagine their functioning, has entered a stage of constant search for new methods and channels of communication with the customer and their emotional engagement. Due to the dynamic development of various forms of marketing communication and the manner of reaching the recipient with the advertising message, the impact of various stimuli drops.<sup>1</sup> The barrage of advertising messages and stimuli that 'attack' us every day make it harder for companies to reach the consciousness of the customer. What is more, even controversial or atypical messages are losing their effectiveness.<sup>2</sup> Hence the use of such activities refers to all senses of the customer, to encourage them to



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<sup>1</sup> LINDSTROM, M.: *Zakupologia*. Kraków: Wydawnictwo Znak, 2009, p. 11.

<sup>2</sup> KOSZEMBAR-WIKLIK, M.: Controversial Themes in Advertisements – On Manipulating the Emotions of Audiences and Extending the Boundaries of the Social "Taboo". In *Communication Today*, 2016, Vol. 7, No. 1, p. 18-31.

make use of the offer thanks to a synergistic effect. The company's strategy is enriched by sensory marketing elements, not only to make more sales, but also to create a desired image of the sale. The customer, when buying a given product, feels comfortable. The very functional advantages of the product turn out to be more and more insufficient. Also traditional methods, using a wide spectrum of tools,<sup>3</sup> are becoming less effective, because competition on the market has become much stronger.<sup>4</sup>

Marketing experts claim that human senses are the future of marketing communication. "Sensory marketing" is based on measured activities that aim to evoke defined associations and reactions.<sup>5</sup> The term refers to a form of promoting a product that directly affects the subconsciousness of the recipient, by referring to five senses – sight, hearing, smell, touch and taste. The mode of action is well thought-out in advance and adjusted to the overall atmosphere; for example, in a store, among the target group, to evoke in potential customers specific reactions and associations with a selected brand or product and then arouse in them the need to own the promoted goods and create an emotional attachment to the brand. Creating a bond between a brand and a consumer should be based on deeper experiences that provide the customers with positive sensory stimuli and enhance the sympathy and attachment to the company and its offerings.<sup>6</sup> Well-known sounds, smells and visual stimuli influence the buyer's decision process and improve their perception and memory processes. As a result, the customers memorise a given brand more easily and return to it more often.<sup>7</sup>

Sensory marketing assumes harmonious influence on the five senses, but influencing all of them is not necessary. In practice, up to three dominating stimuli are selected to affect the customer. Most frequently, the senses affected are the senses of sight, hearing and smell. The use of touch is less common and the least popular is taste. On a wide scale, sensory marketing is used predominantly by large commercial networks, hotels or companies offering tourist services or airlines. However, over the past few years, it has also been introduced in smaller business entities, such as in dental practices, Spa salons, hair studios, tea houses or pharmacies.

## Sensory Marketing and the Customers' Senses

### Sight

Repeated referring to sight in marketing activities is associated with the fact that approximately 70% of human sensory receptors can be found in the eyes. Moreover, sight plays a crucial role in our perception and interpretation of the world. Thanks to evolution, sight became the most important of all senses, and visual stimuli are in general more advantageous than the other senses. For example, when faced with paired visual and sound elements, the brain will consider the visual ones to be more reliable and important. That is why spoken text in visual advertising, if it is not synchronised with the image, will be ignored by our brain.<sup>8</sup> Sight allows us to register colours, lights and their intensification, design and graphics of items, the appearance of product packaging, interior design, the message being conveyed and other motives.<sup>9</sup> Sight is a sense being consciously used by humans nearly all the time (apart from when we are asleep). In marketing, it has been used from the very beginning of marketing activities. The marketing activities targeted to affect sight include TV adverts, Internet commercials, outdoor advertising, adverts in the press, systems of visual identification of a company, the look of display windows, websites, colours and shapes of packaging or lighting in points of sale. The psychology of sight is an important area taken into account when designing promotional activities and widely understood marketing.

3 PAVLŮ, D.: The Beginnings of Market Research and Measurement of Market Advertising Effectiveness. In *Communication Today*, 2016, Vol. 7, No. 1, p. 54.

4 MENDELOVÁ, D.: The Birth of American Advertising. In *Communication Today*, 2018, Vol. 9, No. 2, p. 16.

5 HULTÉN, B., BROWEUS, N., VAN DIJK, M.: *Marketing sensoryczny*. Warszawa: Polskie Wydawnictwo Ekonomiczne, 2011, p. 12.

6 DZIEWANOWSKA, K., KACPRZAK, A.: *Marketing doświadczeń*. Warszawa: Wydawnictwo Naukowe PWN, 2013, p. 87.

7 LINDSTROM, M.: *Brand Sense. Marka pięciu zmysłów*. Gliwice: One Press, 2009, p. 18.

8 PRADEEP, K.: *Mózg na zakupach. Neuromarketing w sprzedaży*. Gliwice: One Press, 2012, p. 50.

9 KUCZAMER-KŁOPOTOWSKA, S.: Sensoryczne oddziaływanie na klienta jako forma wspierania procesu komunikacji marketingowej. In *Journal of Management and Finance*, 2014, Vol. 12, No. 2, p. 47.

Sight is such a saturated sense that companies that want to stand out must find a way outside traditional marketing tactics, such as displays, websites design or interesting packaging. The use of sight must be based on providing customers with another point of view or perspective – something that forces them to notice the message.<sup>10</sup> Some entities enrich their sensory marketing offerings with virtual reality, thanks to which customers may take a look through VR goggles at a 3D image or experience 360-degree virtual tours.

### Smell

In the area of human senses, the sight of a predator is a relatively new evolutionary invention. Primal smell is the sense that affects our brain in the most emotional and straightforward way.<sup>11</sup> The use of smell in marketing (also called aroma marketing) introduces a pleasant atmosphere or makes associations between a specific smell and a given product or brand. We are surrounded by smells and they significantly influence our mood – improving it or making it worse. What is more, smells evoke specific individual memories and associations in customers. G. Zaltman notes that "*smell guidelines and those associated with other senses are fixed in the limbic system of the brain, the source of emotions, and stimulate live memories*". Smells bring to mind associations, for example with specific holidays or childhood experiences. Once a given smell has been 'recorded' in a person's brain, specific associations or even 'experiences' can be evoked also by sight stimuli. As Zaltman further notes, "*a TV advert showing a person enjoying the smell of a freshly brewed cup of coffee may arouse the same sensory impressions in the viewer*".<sup>12</sup> Such reactions are attributed to mirror neurons. According to the theory of mirror neurons, when observing another person who performs a certain activity, our brain starts to automatically simulate the same activity.

Smell is an associative sense that is rarely distorted. It is widely believed that citrus smell is associated with cleanness while vanilla evokes the sense of innocence and childhood. If a brand creates its own smell and patents it, it is defined as the "sensory signature of the brand".<sup>13</sup> In order to 'steer' the behavioural patterns of a customer, companies use different sensory tactics, such as smells in shops, introducing aromatic products or aromatic advertising. For some companies, for example for *Stradivarius*, smell becomes the key brand element, thanks to which, by smell alone, the customer may recognise its shop no matter in which part of Europe they are. Aroma marketing is used mostly to introduce a pleasant atmosphere or to make association between a specific smell and a given product or brand. Depending on the industry in which the company operates, different smells stimulating the customer's behaviour are used – they arouse, soothe, relax or enhance concentration. There are also industries, such as the medical industry, where aroma marketing is mostly about using neutralisers of unpleasant odours causing stress. What is important is not only matching the smell with the situation and target group, but also adapting the frequency of spraying the fragrance, as a person exposed to a stimulus for longer than 15 minutes adapts to a given smell and it ceases to be a stimulant. Aroma marketing can be considered controversial as it impacts human subconsciousness.

### Hearing

Hearing gives us information important for our survival. But that is not all that hearing is about. Hearing stimuli shape deep nostalgic memories concerning emotional moments accompanied by sounds. Sounds form a part of the most important rituals – music plays an important role during weddings, funerals and graduation ceremonies. When singing, our pupils become dilated and our level of endorphins rises. It has been scientifically

10 HARVEY, S.: *Sensory Marketing: Strategies for a Sensational Campaign*. Released on 1<sup>st</sup> March 2019. [online]. [2019-06-25]. Available at: <<https://fabrikbrands.com/sensory-marketing/>>.

11 PRADEEP, K.: *Mózg na zakupach. Neuromarketing w sprzedaży*. Gliwice: One Press, 2012, p. 56.

12 ZALTMAN, G.: *Jak myślą klienci? Podróż w głąb umysłu rynku*. Poznań: Forum, 2003, p. 224.

13 BEŹTKOWSKA, A., ZAREMBA, M.: Marketing zmysłów. In HALL, H. (ed.): *Marketing (r)Evolution. Nowe techniki, pomysły, rozwiązania*. Rzeszów: Oficyna Wydawnicza Politechniki Rzeszowskiej, 2017, p. 8.

proven that singing has healing properties.<sup>14</sup> Sound stimuli, even though they reach the customer passively and do not require any effort on their part, are also important during the marketing process. In the points of contact with the customer, what is important is the 'background music'. It is the music played in different rooms to create a specific atmosphere and usually does not engage the listener excessively. The aim of audio marketing is to adjust the background music to the experiences, preferences and expectations of customers. The hearing of customers is affected by music played continuously over the loudspeakers, advertising using sounds and communication about offers. Music adjusted to the target group not only increases sales, but also influences what we buy and at what pace we browse the shop. For example, slow music slows down the movement of customers and consumption, while fast rhythms speed up the movement. Music associated with specific holidays, for example Christmas carols, ensures a holiday mood and leads to larger purchases. Music can even affect taste sensations. Several recent studies have demonstrated that music can significantly influence the eating and/or drinking experience.<sup>15</sup> The results of the studies clearly demonstrate that a consumer's wine tasting experience can be changed, sometimes quite dramatically, simply by switching the music that they happen to be listening to.<sup>16</sup> In turn, in pubs and bars, loud music increases the consumption of beverages by making conversations difficult to hear and thus maintain. In many places, for example in restaurants, music 'lightens the silence'. Silence often makes the customer feel uncomfortable, observed and being eavesdropped. Since music heard during shopping is interspersed with commercials and commercial information, properly selected tunes can significantly help in communication with consumers.

## Touch

The oldest of all senses, inseparably connected with our survival and evolution, is touch. Touch (and tactile experiences associated with it) are influenced by the texture and surface the product is made of, its temperature, shape and softness. Fabrics are important means of conveying identity and carry strong associations, among others warmth, durability and simplicity. In the strategy of sensory marketing, touch does not play a central role. It is used in a less planned way than the other senses.

The importance of touch can be observed in self-service stores where the possibility to touch the product is an additional advantage and a benefit for the customer. If we can hold something, we feel more like the owner of the product, as opposed to a situation when the product is hidden behind the shop's window or counter. Moreover, by touching we can assess the quality of the fabric and workmanship. What truly matters are details such as, for example, weight. A cream in a glass jar is rated higher than a cream in plastic packaging. Each product or experience of a tactile nature must skilfully entice and inspire the sense of touch.

## Taste

Taste is one of the most important customer 'advisors'. The sense impacts taste buds on the tongue. In turn, human taste buds recognise four basic tastes: sweet, salty, sour and bitter. Taste is individual and, to a large extent, depends on the individual saliva contents of every human.<sup>17</sup> Smell is the easiest tool when it comes to attracting consumers to food products; for example, to encourage them to buy fresh bread or coffee. It is because smell stimulates taste. In fact, many gustatory experiences are olfactory experiences. It has been proven that people also react to taste through the prism of other senses: the look, smell, touch and sound of the food being eaten. The sensory experience would not be as strong if any of these elements was missing. Taste

14 PRADEEP, K.: *Mózg na zakupach. Neuromarketing w sprzedaży*. Gliwice: One Press, 2012, p. 58.

15 WANG, Q. J., SPENCE, C.: Assessing the Influence of Music on Wine Perception Amongst Wine Professionals. In *Food Science & Nutrition*, 2018, Vol. 6, No. 2, p. 295. [online]. [2019-06-27]. Available at: <<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5849903/>>.

16 See: SPENCE, C., WANG, Q. J.: Wine & Music (III): So What If Music Influences Taste? In *Flavour*, 2015, Vol. 4, No. 36, p. 1-15. [online]. [2019-06-26]. Available at: <<https://flavourjournal.biomedcentral.com/track/pdf/10.1186/s13411-015-0046-9>>.

17 MUSIAL, S.: Wszystko naraz. In *Marketing w Praktyce*, 2010, Vol. 10, p. 26.

must be supported by other factors that influence it, as without them the full sensory experience is impossible. Synergy between human senses is necessary for the customer to remember the dish.<sup>18</sup>

Research shows that the soundtrack affects the perception of taste. For example, the research results reveal that the rated spiciness of the food sample is significantly higher under 'spicy soundtrack conditions' than under other sound conditions. A sound scape with auditory attributes corresponding to spiciness can enhance the perception of spiciness in foods, likely via the setting of sensory expectations.<sup>19</sup> Taste in marketing is mainly associated with product tasting. The opportunity to taste a product is offered to potential consumers right inside the shop doors or in food sections. This encourages the customers to focus on food and to buy a given product. In the near future, we can expect the rapid development of taste marketing and activities associated with affecting the customers with taste values in various industries, not necessarily only in those associated with the food or the culinary industry. Currently, small companies use taste and offer their customers beverages and sweets; for example, at the hairdresser's or in a doctor's office waiting room. Sensory marketing is becoming part of the branding process and brands are key attributes of current consumer culture.<sup>20</sup>

## Research Methodology

For several years, sensory marketing has been rapidly developing in Poland, yet the awareness of customers concerning activities which affect the senses undertaken by companies seems low. The study presents the results of primary research aimed at perception of sensory marketing by customers. The research was carried out in April 2019 in front of a shopping mall in Sosnowiec. It is a medium-sized mall where multiple fashion, cosmetic, shoe, food, jewellery and home design stores are located; as well as various businesses offering sporting equipment and apparel or different types of services. The surveyed mall customers were selected on the basis of a non-random method – it was a selection of typical persons who had left the mall and agreed to participate in the study. Upon leaving the mall, the surveyed persons were asked to answer a few questions. Persons aged 15 or older, both men and women, were selected for the purpose of the study.

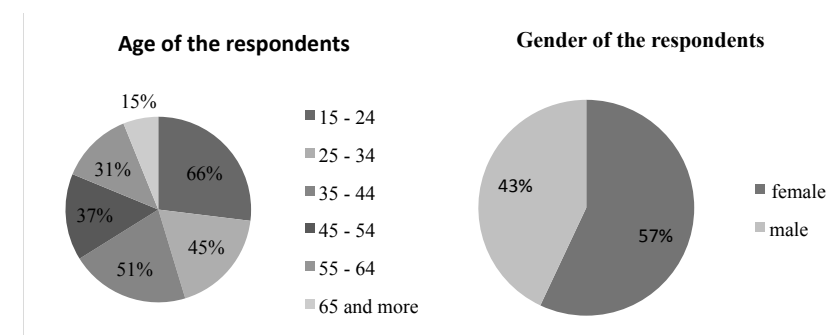


Figure 1: Age

Source: Own processing

Figure 2: Gender

Source: Own processing

Over a span of 6 days, 245 respondents agreed to answer the questions. The used research method was an individually answered, categorised questionnaire. The study was carried out by means of a read questionnaire with both open and closed questions. The shopping mall, in front of which the study was being carried out, uses sensory marketing to a full extent, meaning it uses the following elements:

18 HULTÉN, B., BROWEUS, N., VANDIJK, M.: *Marketing sensoryczny*. Warszawa: Polskie Wydawnictwo Ekonomiczne, 2011, p. 115.

19 WANG, Q., KELLER, S., SPENCE, C.: Sounds Spicy: Enhancing the Evaluation of Piquancy by Means of a Customised Crossmodally Congruent Soundtrack. In *Food Quality and Preference*, 2017, Vol. 58, p. 1-9. [online]. [2019-07-09]. Available at: <<https://www.sciencedirect.com/science/article/abs/pii/S0950329316302737?via%3Dihub>>.

20 ROUBAL, O.: Sociology of Branding: "Just Do It" in the "No Limits" World. In *Communication Today*, 2017, Vol. 8, No. 1, p. 49.

1. Music – both in the shopping arcade and in individual stores;
2. Fragrance sprayed in the shopping arcade and in individual stores;
3. Sight is being influenced in many ways – by shop interiors, relevant lighting, location of the products, graphic advertising, promotion marking, stores located in the centre that attract the customer's attention.
4. Taste in the form of tasting is used in the hypermarket and at points of sale offering food.
5. Touch – shops in the shopping mall are self-service shops, which means that the customers can touch the products.

The main objectives of the study were to:

- Determine how aware the customers are of the sensory marketing used by companies.
- Identify their opinion on particular forms of sensory marketing.
- Link specific brands with particular sensory marketing activities.

## Research Results

The first question the respondents were asked concerned the awareness of the term sensory marketing. It is not surprising that more than 90% of the customers have never heard of this term. Young people aged 15 – 24 achieved slightly better results, as 12% of them are familiar with this term. However, only 2% (five people) of the respondents could answer the open question “What, according to you, is sensory marketing” and say with what activities it is associated.

Two respondents stated that sensory marketing is the use of music or smell to keep the customer in the shop and to create a pleasant atmosphere. Further two respondents, apart from noting the smell and music, paid attention to the design of the shop and locations of shelves that force the customer to take a specific path through the store. One respondent said that sensory marketing is about affecting the senses of the customer but did not specify what activities are concerned.

Next, the respondents were asked which human sense, according to them, is predominantly stimulated by shops and their promotional and marketing activities. The respondents rated sight as the most important, followed by hearing and smell (see Figure 3).

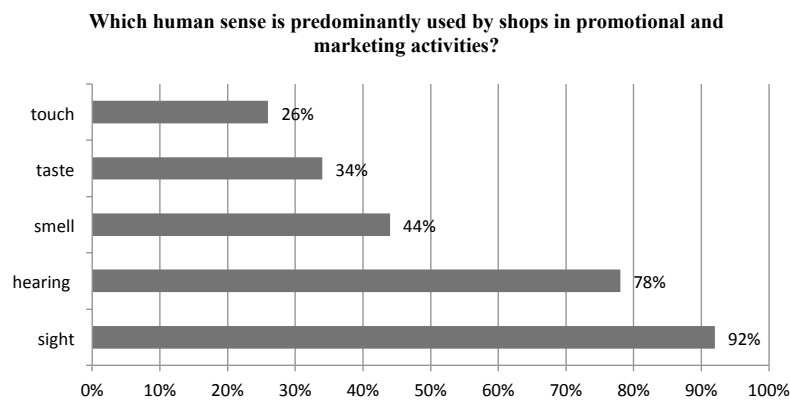


Figure 3: The recipients' opinions on sensory marketing

Source: Own processing

It may indicate that the customers are more and more aware of the fact that companies use smell and music in a deliberate way. They are, however, less aware that something that seems natural (like touching or

tasting products) is also an element of planned marketing activities. In the next question, the respondents were asked to indicate places (companies, industries) where, according to them, sensory marketing is used most frequently. The question was posed as follows: “Where (in what companies, stores, industries) have you encountered environments influencing the senses?”. The results of the answers are presented in Table 1.

Table 1: Associations of the respondents concerning the use of sensory marketing with regard to particular senses

Senses	Location (the most frequent answers)	Hard to say
Use of smell (for example spraying of fragrance)	Restaurants, drugstores, hotels, clothing stores, shoe stores, soap stores, perfume testers, shopping arcade, SPA salons, pharmacies.	58%
Use of sight	Everywhere, in advertising, in stores situated in shopping malls, elegantly decorated arcades, promotional prices emphasised with the use of colour in shops, colourful packaging, manner of staging products in clothing stores, cinemas, car salons, coffee shops.	27%
Use of taste	Food stores, tasting in shopping malls, restaurants, bars, hot chocolate cafés, hairdresser's, banks.	84%
Use of hearing (for example, through music)	Music in shopping malls, in stores, bars, music during festivals, advertising on TV and radio, Spa salons.	36%
Use of touch	Self-service stores, product samples, possibility to touch clothes and other products in supermarkets, testers, free samples in pharmacies and in drugstores, e.g. creams.	79%

Source: Own processing

The respondents had difficulties while identifying a specific place where they encountered the impact on different senses. The respondents had the greatest problem with specifying where taste is used; as much as 84% could not answer this question. Also touch was problematic – 79% stated that it is hard to say. In case of taste, the following answers were provided: the hairdresser's and the bank. The respondents specified that they mean being offered coffee or tea while they wait to be served. The easiest for the respondents was to state how companies use the sight and hearing of the customers. When analysed from an age perspective, a higher percentage of young people dealt better with the answer to this question. People aged 55 – 64 and 65 and over, when asked about different senses, more often stated that it is hard to say where they encountered such marketing approaches.

In the next question, the research participants were asked to provide advantages (strong points) and disadvantages (weak points) of the use of sensory marketing in stores. In such a case, the respondents were asked about the visual factors (that in practice concern many aspects of stores functioning) within two aspects – design and lighting and the look of display windows. This question was the most difficult for the customers. In a majority of cases, they were not able to provide specific advantages or disadvantages. The responses of customers were grouped into several frequently appearing factors and are provided in Table 2 below.

Table 2: Advantages and disadvantages of using sensory marketing in stores according to the respondents

Sense	Advantages (strong points)	Disadvantages (weak points)	Hard to say
Sense (fragrance spraying)	<ul style="list-style-type: none"> <li>- Nice smell puts me in a good mood.</li> <li>- I like nice smells.</li> <li>- Well selected smell brings back good memories.</li> </ul>	<ul style="list-style-type: none"> <li>- A smell that is too strong gives me headache or causes suffocation.</li> <li>- An irritating smell makes me leave the store.</li> <li>- The smell of bread makes me hungry and I spend more money –it is good for the store, but bad for me.</li> </ul>	87%

Sense	Advantages (strong points)	Disadvantages (weak points)	Hard to say
Music (background music)	<ul style="list-style-type: none"> <li>- I like shopping when there is music playing.</li> <li>- Thanks to music I can relax and the shopping experience is nicer.</li> <li>- I like adverts in shopping malls, as thanks to them I know about the promotions.</li> </ul>	<ul style="list-style-type: none"> <li>- Music that is too loud irritates me.</li> <li>- Aggressive music can cause a headache, irritates and distracts me.</li> <li>- Music that does not match the customer's taste may discourage them from making a purchase.</li> <li>- Music that is too calm causes drowsiness and fatigue.</li> <li>- Adverts in stores irritate me; it is usually difficult for me to understand them.</li> </ul>	73%
Visual factors (design and lighting)	<ul style="list-style-type: none"> <li>- Stores that are aesthetically pleasing attract more customers.</li> <li>- I like stores with a modern look, they give a good vibe.</li> <li>- The design allows emphasising at whom the offer is directed.</li> <li>- Promotions emphasised visually attract the customers.</li> </ul>	<ul style="list-style-type: none"> <li>- Bad lighting or non-aesthetic visuals discourage people from entering the store.</li> <li>- Bad store layout is irritating and makes the customer feel lost.</li> </ul>	71%
Display window	<ul style="list-style-type: none"> <li>- I am more eager to visit a store where nice clothes are put on a dummy.</li> <li>- I like display windows through which I can see the store interior.</li> <li>- I enter the shops that clearly mark the price of goods seen in the display window.</li> <li>- I associate nice display windows with a more luxurious store.</li> </ul>	<ul style="list-style-type: none"> <li>- A display window that is too elegant intimidates me; I feel like the products in the store are too expensive.</li> <li>- A display window that does not show prices of items put on the dummies is a sign for me not to enter as the shop is surely expensive.</li> </ul>	89%
Possibility to taste products	<ul style="list-style-type: none"> <li>- If I can try the product before purchase I do know what I am buying.</li> <li>- Tasting may encourage me to buy a product I was not familiar with before.</li> </ul>	<ul style="list-style-type: none"> <li>- The customer may not like the product and they will not buy it.</li> <li>- During tastings, the products are unaesthetically displayed.</li> <li>- The food served during tastings usually seems day-old; I feel like they are trying to sell me a product that does not sell well.</li> </ul>	82%
Possibility to touch the product	<ul style="list-style-type: none"> <li>- It is of importance for me to try clothes, shoes and to touch products that I plan on buying.</li> <li>- I can assess the quality.</li> </ul>	<ul style="list-style-type: none"> <li>- The customers damage the products, tear the packaging and scatter the products around.</li> <li>- Many goods touched and tried by other customers are damaged, dirty and it disgusts me.</li> </ul>	79%

Source: Own processing

The respondents were also asked if they remembered any store brands using sensory marketing: "In the shopping mall you've just left, did you memorise any brand because of its smell, music or visualization?" However, most of the clients did not remember any store brand.

Table 3: Brands associated with sensory marketing

	If so, what was the brand?	I cannot recall any brand
Smell	Stradivarius (clothing store), CCC (shoe store), Sephora (perfumery), Mydlarnia u Franciszka, Deichmann, Drogeria Natura, Yves Rocher (drugstore), catering zone.	88%
Music	Cropp (clothing store targeted at young people with loud music), Sinsay (clothing store targeted at young people), Carrefour.	92%
Visualization (design of the store)	Mydlarnia u Franciszka, RTV Euro AGD, Smyk (toy store), Jysk (housing items), CCC.	86%

Source: Own processing

As it stems from the declarations of the respondents, the brands associated with smell are more memorable than the ones associated with other elements of sensory marketing. What is interesting, *Stradivarius*, the store mentioned the most frequently by the respondents, was closed at that time, but the customers still associated it with aroma marketing. It confirms that the sense of smell is crucial when it comes to the emotional engagement of customers. As of music, it remains 'unnoticed', meaning it only shapes a background. The customers, who provided *Cropp* as an example of a company using music, stated that these tunes discourage them from entering the store. The music in this store is "aggressive", stimulating and quite loud, as it is a brand targeted at the younger generation.

## Conclusion

The concept of "sensory marketing" is an effective part of marketing strategy, used in marketing communications where a huge role is played by instruments influencing the sensory experiences of customers. The consumer who engages more senses to assess the product offering of the company will better memorise information on a given product or place. Sensory marketing can be used at all levels of marketing and touch points between the consumer and brand. The key is to establish the 'atmosphere of the place' – a consistent, sensory customer experience influencing all senses of the consumer is one of the basic tasks of strategic forms of marketing. Thanks to multidimensional communication, it is easier to create an effective dialogue with the customer and establish a strong bond and attachment.

The multisensory aspect is the future of building a positive image of a company and its products; such promotion engages the customers emotionally. The objective of sensory marketing is to establish a pleasant atmosphere creating positive associations with a place or a brand. The consumer who feels at ease in a store is more willing to make spontaneous purchase decisions and is more prone to visit a given company again. Sensory marketing is working even if the customers are unaware that the companies try to affect them by targeting their senses. The research indicates that the customers are not completely aware how shopping malls and other business entities influence their senses through marketing. They also do not realise that such activities influence them significantly. Young people are slightly more aware of this fact. The given lack of awareness among customers and claims that such marketing activities do not affect them make sensory marketing even more effective as customers are not able to protect themselves. Sensory marketing slightly insidiously influences our subconsciousness; the customer moving around the shop does not think how their senses are used to boost sales. The customers claim that the most noticeably used sense is smell. When asked, they said that thanks to smell they recall certain brands. It is important to match sensory marketing with certain target group, type of product and image the brand wants to convey. The challenge currently faced by persons responsible for communication is how to use sensory marketing on the Internet, where not only young people are becoming more and more active in terms of purchasing products and services.

Forward-thinking marketers and researchers will therefore need to appropriate the latest tools/technologies in order to deliver richer online experiences for the consumers of tomorrow. The recent progress

in the field of human-computer interaction means that online environments will likely engage more of the senses and become more connected with offline environments in the coming years. This expansion will likely coincide with an increasing engagement with the consumer's more emotional senses, namely touch/haptics, and possibly even olfaction.<sup>21</sup>

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