

Sensory marketing is a new vision and a complementary approach to traditional marketing (reality and prospects)

Djokhdem Moussa

University of amar telidji laghouat (Algeria), mo.djokhdem@lagh-univ.dz

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Abstract:

This research paper aims to highlight the importance of sensory marketing, and how the five senses can play a major role in marketing its products as well as its various brands. The current consumer is mostly attracted towards the brand on the basis of his sensory experience, so both the human senses and consumer experiences and sensations are considered in models. Modern marketing is a major phenomenon in which sensory marketing is used in order to stimulate significant, positive and profitable responses in the target audience.

It also provides a more personalized and memorable experience for your target market. It is also known that it achieves the best performance when more than one sense is targeted in a single message or campaign. This is what we are trying to highlight in this research paper through the proposed elements

Keywords: sensory marketing, complementary approach, traditional marketing.

Introduction:

The importance of this research paper lies in that the intense competition between institutions leads to the adoption of new ways and methods of marketing be able to influence the conscious and unconscious mind of customers and attract them toward loyalty to the organization through the ability of this new functional approach (sensory marketing) in motivating institutions toward creativity and taking risks and other characteristics that increase their entrepreneurial orientation, as the creation of an atmosphere for arousing the senses by institutions increases their orientation toward leadership as the leadership of organizations is related to the achievement of profits and excellence of their products and this makes them present their products in non-traditional ways. sensory marketing with a lack of literature is a new approach that can be used by organizations with a leadership orientation, and **the problem of the study can be identified with a key question:**

What is the role of sensory marketing in achieving the entrepreneurial orientation of enterprises?, **which is divided into the following sub-questions:**

1-What is the relationship between traditional marketing and marketing?

2-How much impact does sensory marketing have on the entrepreneurial orientation of organizations through its new vision?

This research paper emerged from the importance of the study, which came as follows:

-This research paper is important to define the nature and concept of sensory marketing, which is still vague for most administrators in general and marketers in particular, although the implications of its application are clear.

-Attracting the attention of managers and marketers interested in marketing to the importance of applying sensory marketing and using it in their organizations for the purpose of attracting customers and involving them in the design of the production process, as well as developing and improving its techniques and application, which is reflected positively.

-Explain the role of the five senses in marketing and take them into account when developing marketing plans to attract customers, make decisions related to market research and develop appropriate mechanisms to achieve the goal of marketers.

First: the concept of sensory marketing:

Sensory marketing (SensoryMarketing) is not a recent topic, but extends to ancient times. In our contemporary era, it started in the thirties of the last century. Research confirmed that 50% of women agreed that perfumed socks are the softest. The second phase lasted from 1970 to 1989 and focused on finding ways to increase customer purchases. Perhaps the most important research was (Kotler in1973) if he dealt withsensory marketing in an article explaining the

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effect of the physical environment of sales places on behavior As for the final phase, producers sought to add symbolism or intangible values and produce products with a sensory dimension, i.e. attracting the customer through his five senses, rather than focusing on other factors such as price, quality and rigidity.

(Bouatroos, 2017:154)

Although human senses have been ignored for a long time in the field of marketing, they are of great importance to an individual's experience in different purchases and consumption processes. Through it, everyone becomes more aware of organizations, products and brands, so more knowledge about them may make marketing more successful and an individual's sensory experience more personalized. (Hultén et al, 2009:1) Human senses, communication and multisensory perception are closely linked to each other in marketing and behavioral terms with the customer's emotional perspectives, which means that marketing is currently facing a paradigm shift in the contemporary market environment.(Rajput&Dhillon, 2013:712) (Yozukmaz&Topaloğlu, 2016:2) believes that sensory marketing adds customer experiences and emotions in the marketing process. It is not just a function, but all sense, knowledge, emotion and behavior are dimensions of these experiences. In this context (Hultén et al., 2009:17) stressed that each of the five senses (sight, hearing, smell, taste, and touch) contributes to experience and experience. Together, they form the basis of what is called sensory experience and represents the result of the response of the senses to different elements or signs, called stimuli.

Therefore, researchers have had many points of view and their contributions in defining the concept of sensory marketing. The table shows some of these contributions in chronological order: -

Table (01) Some researchers' contributions to the concept of sensory marketing

definitions	searchers	notions
firsts	Filser, 2003:10	Using stimulating feelings and customer emotional, cognitive, or behavioral interactions conducive to purchasing products, to generate positive feelings and experiences associated with the brand, to enhance its image and create a lasting association, attachment and commitment to it.
The second	Valenti&Riviere, 2008:6	It is an effective tool in gaining customer insights into a marketing strategy. It measures and illustrates consumer emotional decision-making through product diversity, concepts, packaging, and marketing mix to ensure long-term success.
third	Isacson, et al, 2009:171	The design aims to spread interaction between the senses in order to stimulate the customer's relationship with the brand
forth	Rajotte, 2010:5	A set of work variables controlled by the producer to create a multi-sensory atmosphere around the products, either through their characteristics, through secure communication, or through the product environment at the point of sale
fifth	Amorntatkul&Pahome	Sensory marketing as a means of:

	, 2011:9	<ul style="list-style-type: none"> • Measuring and explaining customer feelings. • Discover new opportunities in the market • An opportunity to maximize product profitability. • Warranty and repeat purchase (loyalty) • Ensure the long-term success of the product
sixth	Al-Hadrawi, 2016:30	A set of sensory strategies that can be stimulated through the image, shape, smell, or tone that create a sensory feeling for the acquisition of a specific product because it has clear effects on the perceptions and feelings of the customer.

Source: prepared by the researcher based on administrative literature

By observing the concepts in table (01), we find that researchers and marketing experts have differed in their point of view towards the concept and content of sensory marketing. Some of them have a set of strategies, while some refer to it as a set of methods and means of motivation, while others consider it a design or techniques...However, they agreed that it was stimulating the senses of customers to influence their behavior and feelings towards products. In addition, they shared a set of characteristics, the most important of which are:

1. Using customers' senses to influence their emotions and feelings in the acquisition of products.
2. Involve one or two senses or multiple senses to influence customer desires and purchasing decisions.
3. Focus on changing the motivation and behavior of customers through their senses.
- 4- Create a sensory environment for products and a suitable atmosphere to affect feelings and emotions.
5. Motivate customers to buy products in more quantities, loyalty to the organization, and increase the profits of marketers.
6. Attract customers by knowing the development of feelings and senses.

As for the researcher, sensory marketing is the techniques used by the organization to attract and encourage customers to buy its products by stimulating and stimulating their emotions, feelings and feelings through their five senses, whether combined or individual, to influence their attitudes and behavior, and create trust and long-term engagement with them through loyalty to their brand.

Second: - The importance and principles of sensory marketing:

1. The importance of sensory marketing :

It is difficult to get a full overview of sensory marketing without mentioning some of its important areas. It has evolved a lot at the intellectual and field levels, especially in the last decade. Sensory marketing is a new field of marketing research, as it is a modern and advanced field, in addition to the increasing recognition that customer experience is the main driver of economic value (Krishna&Routledge, 2011:832).

Sensory marketing is also of great importance in how to achieve excellence by optimizing some products that are marketed through the senses, which makes institutions of all kinds work to apply and practice it, which means the growth and increase in demand for their products as a result of the actual and field application of this marketing, as well as its contribution to the process of attracting customers through the techniques used and the

sensitivity of the products they offer. This will by its nature benefit economically through increased profits. If it has the ability to invest, it should invest money in improving its work performance and development in order to become an economically strong organization capable of survival and growth. The expansion of the product market, in addition to its contribution to success, excellence and leadership, when quality and acceptable products are provided, which contributes to attracting as many customers as possible. This will be an incentive for competition that will place the organization at the forefront of leading organizations in the competitive field. (Al-Taie and Al-Hadrawi, 2018:17)

2. The principles of sensory marketing:

There are five principles that describe sensory marketing, which were identified (Lindstrom, 2010) in order to give a better understanding of this concept. They are as follows: ((Hinestroza & James, 2014:3 _4)

- a. Customers are emotional, and their decisions are more emotional than rational.
- b. Customer feelings are responsible for the purchase decision, resulting from positive or negative feelings about the product. This will create a special link between customers and the product, called loyalty.
- c. The need to understand the emotions, values, beliefs, feelings and culture of customers in order to achieve better brand knowledge and develop qualitative research methods that aim to meet the needs and expectations of customers as in traditional marketing.
- d. The importance of persuasion strategies in the relationship between a brand and customers, directed towards a specific behavior using emotional communication.
- e. Describe how to achieve loyalty, develop a fun moment with the product and generate a positive impact through memorable moments of interaction with the brand.

3: The pros and cons of sensory marketing: When sensory marketing is applied, there are many pros and cons that can be summarized as follows:

1- **Pros:**The positives of sensory marketing can be identified as follows Soars, 2009:286) :-

- a. Sensory stimuli can affect the environment, improve the shopper experience and change the nature of behavior in ways that go beyond our awareness. People look at the world through all their senses at the same time.
- b. Applying the right sensory stimuli appropriately can provide calm, relaxation, activity, improve mood, affect decision-making, and hence the tendency to spend.

Its positive effect on wait time.

He added (Lindstrom, 2005:86):

- a. Establishing emotional relationships between the customer and the producer. The more attracted the senses, the stronger the relationship.

2.Cons:The disadvantages of sensory marketing can be limited to the following points (Ask & Svensson, 2015:6) :-

- a. Its connection to emotions and conscious and unconscious behavior causes controversy among some customers, especially when used in an unconscious manner.
- b. Harming customers and influencing them themselves without their knowledge, making his approach unethical. The actions of the organization are immoral, leading to a distortion of its image and the possibility of customers staying away from it.

added, 2013:3) Bowden):

- c. Sensory games can control the limitations imposed on the human brain, which is unable to deal with this high sensory load and uses cognitive approaches to reduce the amount of data the brain needs to process information.
- d. Alter our other sensory perceptions by engaging with a specific sense to affect the perceptions of other senses.

4. Dimensions of sensory marketing:

There is no significant difference in researchers' views regarding the dimensions of sensory marketing because they are simply the five senses. However, there are studies that have been limited to some senses only and according to the nature of each study. Eriksson&Larsson, 2011,41) identified them with the following senses (sight, hearing, and touch). (Hultén et al, 2009:35)) defined them with five senses (sight, hearing, smell, taste, and touch). (Valenti&Riviere, 2008:10); (Krishna: 2010:7); &Videmann, 2015:23); Abazi&Sohani, 2016:15); (Wang&Wu, 2017:11) although their names differ.

As for the researcher, he adopted the model (Valenti&Riviere, 2008:10) in his current study for the following reasons: the comprehensiveness of the model and its absorption of all senses as dimensions of the current study.

- Its ease of application and its compatibility with the current study.
- It makes more sense in terms of dimensions. Each sense is a marketing approach in its own way. Figure (10) shows these dimensions:

1. Visual marketing:

Among all human senses, the sense of sight is the most prominent. The eyes are the most important sensory organs in the human body. More than two thirds of the sense cells of the body are located in them ((Hultén at el: 209.89 am In addition, they are the most stimulating in the environment. Colors and shapes are the first method of identification and differentiation. Many brands are linked to a specific color and are then saved more easily by customers. Coca Cola red, Kodak yellow, KFC red and white restaurants, Latasha at el., 2016:3). Most of our decisions in daily life are based on visual impressions and imagination, which is one of the sensory cues What is required in the organization to explain its identity, and creating brand awareness (Hultn et al., 2009:91).

The concept of visual marketing is defined as the use of some visual effects such as colors, lighting, shapes, and interior design to create positive reactions (emotional,

cognitive, and behavioral) (Bouatros, 2017:159). An individual's visual experience consists of a number of symbolic visual expressions and feelings of expression that depict products. They are often related to the style, design and packaging of physical goods rather than services. However, expressions such as color, light and logo can appear in the context of products as well as the service range. Internal and external forms play an important role, as different forms of expression appear. Visual marketing consists of three main factors: color, design, lighting, shape and materials that represent the visual experience, whether in terms of lighting brightness or color scheme (Spence, 2014:477) which are likely to play an important role in influencing customer perceptions, preferences and purchasing behavior, as follows: (Bouatarous, 2017:159)

A-color:

As a visual part of the physical environment, color creates a certain emotional interaction and attracts the attention of customers. The warm exterior facades of shops will be accepted by customers, while the cold colors of the interior environment provide an atmosphere of reassurance and luxury. The use of colors is affected by several factors, the most important of which are: (Krishna, 2013:47)

- Cultural differences: cultural differences can appear as a contradiction in preferences between people from different backgrounds. In a study carried out by (Krishna 2013), it showed how to respond to cultural norms involving colors. By asking participants to choose the color of the paper wrapped on the gift to give to a family friend, people from a Western background chose green with greater frequency than those from a Chinese background. People from a Chinese background chose red with greater frequency than those from a Western background.
- Visual sensory identity: Some differences arise because some organizations active in a small number of countries use the same color as sensory identity. For example, in the United States, orange is not specifically associated with the color of any organization, but in the United Kingdom it is associated with both telecommunications and aviation organizations.
- Geographic area : The preference in choosing colors varies from one region to another. For example, the color of taxis in the United States is yellow. In Indonesia, most taxis are blue, while in Romania they are mostly white, and in Japan they come in different colors.
- Gender and age : color preferences are different between the sexes. Blue is for males, and pink is always preferred by females. As for age, older people usually prefer calm colors such as gray or beige, while young people tend to have bright and vibrant colors such as red and yellow.

B. Design and lighting:

Customers often respond emotionally to different physical environments, such as design and surrounding factors. Design elements are related to the store environment and include location, layout and coloring (Nyberg & Soini, 2017:19). Design depends on either aesthetic or functional appearance. Aesthetic refers to decoration, color and light, while functionality focuses on comfort, layout and signage. Design attracts the attention of customers, especially in displaying

clothes through exciting and attractive colors (Skoko & Johansson, 2016:31). If the product design is good and simple, visual information is the only sense we need (Ask & Svensson, 2015:24) Kent, 2007) emphasizes the importance of combining transparent window displays and visual promotion. The design is consistent throughout the store environment, creating a clear visual experience for the customer. (Andersson et al., 2015:7) In general, design is one of the most important factors affecting customer behavior in the store as an influential factor from three perspectives: Erenkol & Merve, 2015:4-5))

- Design and the information it provides: Good design makes it easy for the customer to move inside the store. It is helped by signs, signs and prices, and dividing the shop into sectors, which makes the customer independent, which increases the likelihood of staying inside the store and thus buying more products.
- Design and customer status: Interior design can affect a customer's mood such as (joy, anger, anxiety,...) Good design increases the pleasure of shopping and modifies the customer's mood to stay longer, spend more and repeat purchases.
- Design and product evaluation: store design affects the quality and value of the products offered and the price, as well as its importance to the customer in evaluating the quality of the products.

Design is very important in the fields of sensory marketing because of the plans used by organizations to create competition for products. Design has become a constant challenge for industrial organizations to make their high-tech designs such as computers and mobile phones important to customers. (Al-Taie and Al-Hadravi, 2018:184).

C-Shape and material:

The shape of the product is an advantage for most products as it helps to identify the brand simply and gives different connotations. The oval shape of the perfume bottle suggests flexibility and distinction, while the geometric triangle shape reflects harmony. The rectangle symbolizes elegance and stability (Bouatarous, 2017:161). There is also a difference in the meaning of shapes for different cultures. The red octagonal shape is a sign of pause and a standard in most countries but not all. Japan uses the inverted triangle shape to indicate standing instead. (Krishna, 2013:47).

D. Audio marketing:

The ear is the most complex organ of the sense. It is an indication of its relative importance, compared to the sense of sight. Babies learn the most from hearing. Deaf people from birth can never learn language and become dumb. Hearing is the first sense that performs its function in the world at birth (Heinz, 2009:309). In addition, humans are born listening. After birth, the fetus learns and listens to the heartbeat of its mother. After being born, it learns to discover the sounds around it. People form their identity and perception of the world through sound. That mission that We choose to listen to it (Hultén et al., 2009:67-68). Hearing is a frequent feeling in marketing, but its potential is not fully exploited. Auditory perception represents about 12% of human perception, and 50% of sound stimuli are subconscious (Mendlikova, 2011:35)). Sounds interact with the emotional part of the human brain and can therefore be used as a tool to communicate and

influence the customer's unconscious desires (Sendra&Barrachina, 2017:16). Advertisers pay great attention to sounds that attract attention, affect mood, or help remember the brand name. Sound plays an important role in a wide range of customer experience and affects marketing psychology. Krishna, 2010:2010 138-139)) In addition, it affects mood and psychology, alerts danger, and promotes psychological comfort. Sound has been applied in comprehensive marketing for a long time and has been used to create awareness about an organization and its products since the early twentieth century ((Hultén et al, 2009:67). In a study conducted by Nokia mobile devices on building a sensory brand through its tone, it was found that 41% of customers around the world associate hearing with the brand when hearing Nokia's mobile phone ring. In the United Kingdom, the percentage was 74%, while 46% in the United States of America. (Lindstrom, 2005:79) This choice depends on the target audience and on what marketers think customers want to hear. Sounds associated with a specific experience or product are important to attract customers, even if they are noise. In a game called "Death Cart", participants usually shout while they go down. This noise makes the experience more enjoyable than stress. The sounds are positive and make the experience seem more exciting and unique. Krishna, 2013:54))

E. Olfactory marketing :

The perception and smell of smells with the nose is one of the five senses that appear. Smell the smell: inhale it, perceive it with his nose, i.e. with the sense of smell <https://www.almaany.com/ar/dict/ar>. You can close your eyes, cover your ears, refrain from touching, and reject taste, but smell is part of the air we breathe. As smell is the only sense that cannot be stopped, we smell smells in every breath we take. This is about (20,000) times a day. Moreover, (75%) of our feelings are generated by this feeling (Lindstrom, 2005:24). The surrounding smell has the ability to create a positive mood for the appropriate store and evaluate products, which ultimately leads to higher sales revenues (Liégeois&Rivera,2015:21). Olfactory marketing is the use of scents to adjust mood and improve satisfaction levels in order to enhance the status of some products or brands, based on Some scents will positively motivate customers to spend more Bishop , 2017:13)) The term scent marketing (olfactory) was used to describe smells, identify responses to them, promote products or develop a brand. This definition refers to a myriad of methods used by scent marketers Krishna, 2010:75-76).

Smell is considered to have a dual role. The first is a functional role, rooted in the survival of species, including staying away from risks, eating and social relations. The second role is more modern, as it relates to the enjoyment of activities and has recently gained attention in customer behavior literature (Hsien Lin, 2014:1).

F. Taste marketing:

Taste food: taste it, i.e. taste it with the tongue again and again. The sense of taste is: one of the five apparent senses, which is the sense of taste perception in the tongue (the comprehensive dictionary of meanings) <https://www.almaany.com/ar/dict/ar>) (When we think of taste, most of us initially feel this sensation is concentrated inside the mouth, specifically in the tongue, with the many taste receptors (taste buds)that carry a variety of taste perceptions. Krishna, 2010:282)) Taste is defined as the most difficult to implement and least used types of sensory marketing, but it is a way to excel in competition, as it helps

to evaluate the quality of the product through taste, in addition to its effect on customer behavior

(Bouatrous, 2017:167), is also known as the sense that allows us to perceive and perceive chemicals dissolved in water or saliva. It is very closely related to the sense of smell (Sendra&Barrachina, 2017:108). Taste varies from one sex to another. It is generally believed that females are more sensitive to taste than males. This belief is based on the fact that females

actually have more taste buds than males (Lindstrom, 2005:29). The sense of taste changes over time. The sensitivity of taste stimulation decreases with aging (Meth.Ven.ven.et.al., 2012:556) that

The sense of taste is often more related to the full sensory experience of the customer than simply putting food in the mouth. The restaurant experience is a comprehensive sensory experience that can affect quality and is seen as the core of the main product and means service with food (Wanivenhaus: 2015:38). (Mark Friedmann) says: "The taste is not felt in the nose or mouth, but through the mind (Sendra & Barrachina, 2017:108). The flavor is often divided into internal and external flavors, as the internal flavor is the actual flavor and the external taste indicates the aesthetic flavor. What shops do to target the public is that the equals in taste interact in a way similar to aesthetic taste. (Skoko & Johansson, 2016:33)

The sense of taste is one of the most distinctive emotions, due to its ability to facilitate social exchanges between people, internal communication between other senses and a high degree of interaction between customers at the personal level and organizations. The taste experience convinces customers to stay longer in the store, leading to higher consumption of products (Depeste&Videmann, 2015:25). Gourmet marketing helps to increase the perceived quality of the product and to excel in competition through the taste of products (Bouatarous, 2017:167). Taste is understood as a combination of all senses, as it can affect taste perception. Many restaurants use multiple brands Senses to increase taste identification. Most delicious dishes are designed not only for taste, but also for a good smell and visual appeal (205.33 pm Elangovan & Padma,). The phenomenon of nostalgia is also increasing through branded scents, as they evoke memories with emotional reactions. Organizations allow their customers to increase the experience to make them happy (Manenti, 2013:27)).

H. Haptic marketing:

Touch is our first sense to emerge and develop. It provides us with the most basic means of communication with the outside world. The skin and its receptors are the oldest and largest of our sense organs. (Gallace&Spence,2010:246) It can create an

emotional response, which can affect the customer's purchasing decision making process, (Peck&Wiggins, 2006:56). It is a method for marketers to get closer to the customer. It is used to create interest and entice customers to interact with products (Abazi & Sohani, 2016:49). Childers says, (2003)): "We live in a tactile society where touching is forbidden. Shopping is one of our few opportunities to experience touch freely in the physical world directly."

(Aitamer & Zhou, 2011:22)). Touch is positive when there is tactile activity, and negative if it is without any effort or intention. The hands play a major role as inputs to the sensory perception system ((Peck&Childers, 2003A:35). In addition, touch is the only sense that can

be achieved through direct contact with the skin, unlike other senses. There is mediation between the sensory system and stimuli (Krishna, 2010:415). This belief has prevailed for centuries, as people recognize the importance of feeling it. Aristotle believes that touch mediates all A kind of sensory perception and other senses, even vision (Peck & Childers, 2003b:430). Our hands are an important link between Our brains and the world, considering that we have many tactile receptors in our few fingers. These receptors help us explore things in our surroundings. ((<http://info.4imprint.com> Therefore, an individual's tactile perception increases physical and psychological interaction between the individual and the organization. In this regard, tactile marketing can be seen as a means of expressing the identity and values of a brand (Hultén et al., 2009:134).

Conclusion:

Sensory marketing as a social process is constantly affected by different cultural, economic, political and technological forces of change. These forces create new conditions for the production and consumption of institutions and individuals when marketing becomes dynamic, creative and changing in personality. The increasing interest in sensory marketing at the beginning of the 21st century is due to the forces of change in society that affected marketing. Through the evolution of society, it was found that there are three waves of change in society in different economic, social and technological aspects. Sensory marketing is a pioneering approach that uses everything new to reach customer feelings through their senses and harness these senses to contribute and influence the purchase of products in target markets

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