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# Role Sensory marketing in investigating the effect of drinking glass type on the customer's choice (Case study: Iran, India and the United Arab Emirates)

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**Abstract:** *The objective of this study was to investigate the role of sensory marketing in investigating the type of drinking glass on the customer's choice (the case study of Iran, India and the United Arab Emirates). The research method of this study was applied in terms of objective and correlational in terms of method. The population of the study was unlimited. Data were collected among cafe shop customers of India, the United Arab Emirates, and Iran by using questionnaire, and 200 questionnaires were distributed among the customers that 179 samples were collected as acceptable samples. According to the nature of the data, the non-parametric statistical methods were used to test the hypotheses and to evaluate the difference between the two groups, non-parametric test of Mann-Whitney was used, and to examine the difference among the three groups, Kruskal-Wallis test with SPSS software was used. The results show that the type of glass had impact on the customer familiarity with drink only in olive and dark cherry colors and respondents have more familiarity with olive color in cherry glass and with dark cherry color in simple glass. The impact of glass on preferred time to use drink was not confirmed. In investigating the effect of type of glass on the preferred age to use drink, difference was confirmed only in the case of neon yellow color. In addition, the effect of type of glass on drink pleasure in any of the colors was not confirmed.*

**Keywords:** *sensory marketing, the type of glass, familiarity with drink, pleasure*

## INTRODUCTION

Today, marketing management has moved from the concepts of production, sales, marketing, social marketing and relationship marketing toward the concept of experiential marketing. The key element of the concept of social marketing is customer satisfaction, but in some cases, customer satisfaction is not enough and a kind of emotional attachment should be created in customers (Saeidnia & Goudarzi, 2013). Marketing is an interwoven with human needs and human needs are met through their interactions with situations (Krishna, 2012). Marketing and identifying the needs of customers are closely associated with identifying the social world (Montahaee & Mehrabiun Mohammadi, 2015). Some researchers claim that the importance of human senses has been ignored for a long time. However, human sense is very important for clarifying the brand identity and brand mental image and this fact has been completely documented scientifically and it is clear that human five senses affect his behavior. This is one of the important theoretical origins of our study on the importance of humans' senses in marketing (Basir & Rahimnia, 2014). Recent reports in marketing and psychology on preserving the role of sensory experiences in consumer decision making have been increased (Sayadi Turand & Jamal Poor, 2014). In marketing, there are various studies on the role of the senses in customer behavior under title of sensory marketing. It is a marketing that includes the sense of customers and affects the perception, judgment, and behavior of customers (Krishna, 2013). As the history of science shows, recognizing the challenges is emphasized in the initial stages of the research programs (Sayadi Turani & Jamal Poor, 2014). Sensory marketing is one of the most important tools and relatively newer tool

than the other communication and promotion tools (advertising, public relations, personal selling, and direct marketing). Experiential marketing is the process of identifying and meeting the needs and interests of the customers in a profitable way to make them involved in the mutual relations. It brings the brands into the life and creates value added for target customers (Azami, 2013). Human sense is the focus of marketing activities of the company, with an emphasis on creating and presenting the sensory experiences. This allows the company to transfer its values and identity of its brand at the deeper individual level into the minds of consumers. Sensory marketing can be effective in experiencing the ultimate purchase of an individual, the experience in which five human senses interact with brand (Havaseli Ashtiani & Deilami Moezy, 2015). The role of sensory experiences in decision making has been greatly considered recently in marketing and psychology areas. Sensory marketing areas are formed within marketing framework and it deals with the role of the senses in consumer behavior. Today, senses have higher priority in sensory marketing.

Despite the role of senses, fewer studies have been conducted on the sensory marketing and the role of five senses in decision making process of customers in Iran. However, many foreign studies have been conducted on sensory marketing and the effects of five senses on consumer behaviors. Hence, it is necessary to conduct studies on sensory marketing.

How drinking glass type (simple / Cherry) affects the customer's choice based on taste and color?

### **Theoretical principles and hypotheses of study**

#### **Concept of sensory marketing**

Schmidt (1999) proposed the concept of sensory marketing in his book titled experiential marketing. He considered sensory marketing as experienced-based marketing and management that it should be reviewed according to five areas of senses, thoughts, actions and communications (Isazadeh Saravani, 2015). Sensory marketing is concerned with arousing the emotion of audiences to increase their willingness to purchase a service or product. Today, emotions play an important role in marketing. In fact, each product must have two aspects, one aspect of it is the functional characteristics of the product that it has been considered in past years, and the second aspect is sensory characteristics of the product (Domenico, 2010).

The aim of sensory marketing is to make involved in active experience of commercial value. When customers have positive and different feeling toward brand, brand loyalty increases (Mcluhan, 2008).

#### **Five senses and customer behavior**

As you know, sense is to perceive and receive the stages of processing the senses. Sense is when motivation prevents sensory receptor cells. Perception involves understanding the sensory information. Easy method of knowing the difference between sense and understanding is performed through visualization investigation (Krishna & Schwarz, 2014). Orientation in visual understanding is also important in customer behavior, since it leaves impact on judgment and justification the product size and using it (Sayadi Turand & Jamal Poor, 2014). Touching, tasting, smelling, hearing and seeing a product play an important role in our perceptions and perceiving these roles is an invaluable advantage in the today's market. These senses are picture of everyday life of humans and humans can meet their needs and demands by using them (Havaseli Ashtiani & Deilami Moezy, 2015).

#### **Research hypotheses**

According to theoretical principles outlined in the objectives of the study, the following hypotheses were considered:

Hypotheses 1 to 10: Investigating the effect of glass type on the consumer familiarity with different colors of drink (light yellow, peachy color, orange color, mustard color, jujube color, yellow color, moderate orange color, dark green color, olive color, cherry color)

Hypotheses 11 to 20: Investigating the effect of glass type on the preferred time of using drink in different colors (light yellow, peachy color, orange color, mustard color, jujube color, yellow color, moderate orange color, dark green color, olive color, cherry color)

Hypotheses 21 to 30: Investigating the effect of glass type on the preferred age of using drink in different colors (light yellow, peachy color, orange color, mustard color, jujube color, yellow color, moderate orange color, dark green color, olive color, cherry color)

Assumptions 31 to 40: Investigating the effect of glass type on drink pleasure in different colors (light yellow, peachy color, orange color, mustard color, jujube color, yellow color, moderate orange color, dark green color, olive color, cherry color).

**Domestic and foreign review of study**

Previous studies on sensory marketing and its impact on consumer behavior were reviewed. It was found that fewer studies have been conducted on sensory marketing and its role in customer behavior.

Table 1: Summary of domestic and foreign studies

Domestic studies		Foreign studies	
Researchers	Results of studies	Researchers	Results of studies
Ahmadi et al. (2013)	The results showed that each of the five, hearing, touching, smelling and tasting and seeing senses has impact on customer purchase decision. The main hypothesis stating the effect of sensory marketing tactics on customer decision making was confirmed. Accordingly, the senses of tasting, hearing, touching and smelling placed respectively in next ranks.	Krishna and Aschvarz (2014)	In this study, key assumptions of information processing paradigm were outlined and some of the key challenging concepts examined by previous researchers under the title of visualization, recognizing, and sensory marketing were introduced.
Sheidaee Habashi et al (2014)	The results have shown that in private and public banks, sensory marketing, trust and commitment have positive and significant impact on loyalty of customers. Comparison of the results revealed that to neural networks achieved more accurate results compared to traditional statistical tests and they can be reliable in this regard.	Holten (2015)	Results have shown that hearing sense affected the children and their parents purchasing behavior. Children, who are quieter, more relaxed and have less movement affect the purchasing behavior of their parent lowly. Symptoms of hearing sense have positive relationship with children's behavior. In addition, hearing sense had a significant positive correlation with children's movement patterns. Symptoms of hearing sense had a significant positive relationship with children purchase control. Results suggest that symptoms of hearing sense show a positive relationship between children purchase behavior and stress of parents' perception as well as time spent in the environment. Hearing sense symptoms have a positive relationship between children purchase behavior and stressful behavior of parents.
Basir and Rahimnia	Two variables of sensory marketing and behavioral		The multi-sensory stimulating

(2014)	<p>intentions were used in the study in which sensory marketing was independent variable, which might affect consumer behavioral intentions directly and indirectly.</p> <p>The second variable is consumer behavioral intentions used as dependent variable that may be affected by independent variable.</p>	Krishna et al. (2016)	<p>effect on taste perception has been investigated. Then, the real touching role in giving form to consumer behavior evaluation was examined. Finally, the role of hearing sense advertising was examined, and we focused on the impact of music on memory of consumers and advertisers.</p>
Jozee et al (2014)	<p>Sensory triggers have an impact on emotional indicators. Emotional indicators of buyer affect his behavior in the purchase point. On the other hand, ecological factors of buyer such as age and gender of the buyer were not effective as the moderator in the relationship between cognitive and emotional factors and buyer behavior in the purchase point.</p>	Bansvel and Kumar (2016)	<p>The results of the study show that in the sense of hearing in restaurant had significant influence on consumer purchasing behavior influence, but at the retail store, sense of hearing did not affect consumer purchasing behavior. Sense of seeing is one of the marketing tools that did not affect the consumer purchasing behavior, but in retail stores, it affected consumer purchasing behavior. Sense of smelling in the restaurant and retail stores had impact on consumer purchasing behavior and the sense of touching in the restaurant and retail stores did not affect the consumer purchasing behavior.</p>
Shabgu and Mirzaee Daryani (2014)	<p>The results indicated that all five senses have an impact on consumer behavior. In addition, triggering sight, smell, hearing, touch and taste senses influences consumer behavior.</p>	Chandrasekharan et al. (2016)	<p>Results show that time variables had more impact than sense of seeing and flavor on customer behavior.</p>

**Methodology**

This research is applied in terms of objective and it is descriptive and survey in terms of method. Translation of questionnaire was based on International Paper of Wan et al. (2015) to examine relationships between variables. The questionnaire questions consisted of 9 items. After designing the questionnaire, the final questionnaire was provided for professors and experts and it was approved. Then, after distributing the questionnaire among customers of coffee shops in India, the United Arab Emirates and Iran and their statistical analysis, the hypotheses of study were tested. This research is a field study. In this study, the sense of seeing and sense of tasting were used as part of consumer marketing sense. In the present study questionnaire, in order to respond to questions, the variables of sensory marketing, the shape of the glass, taste of drink, familiarity with drink, drink color, drink pleasure, preferred time to use drink, preferred location to use drink, and preferred age to use drink were used. As 24 different favors (Apple, banana, strawberry, blueberry, cherry, soda, sour cranberry, grape, kiwi, lemon, sour lemon, Chinese fruit, tangerine,

cantaloupe, fragrant with mint, orange, peach, pear, pineapple, raspberries, strawberries, watermelon, no flavor, other) with 10 colors and two types of glasses (simple and cherry) were considered, 20 cases have been investigated. Questionnaire (in Persian and English) was developed and distributed among customers of coffee shop in all three countries, which included variables shown in Table 2. Table 2 shows the summary of questionnaire and questions related to each of the variables.

Table 2- variables and calculation of them

Variable	Question in questionnaire	Source
Glass shape	In the questionnaire, two different glasses (simple and cherry) were used.	Wan et al (2015)
Drink color	In each questionnaire, one color among 10 colors was used.	
Drink flavor	A question in the questionnaire was used for 24 flavors.	
Familiarity with drink	In each questionnaire, a question for familiarity with drink with seven-point Likert responses from extremely familiar - to very unfamiliar was considered.	
Drink pleasure	In each questionnaire, a question for drink pleasure with seven-point Likert responses from extremely pleasant - to very unpleasant was considered.	
Preferred time to use drink	In each questionnaire, three questions were used for the preferred time to drink.	
Preferred age to use drink	In each questionnaire, one question was used for the preferred age to drink.	



Figure 1- glass type and color of research drinks

**Descriptive Statistics**

According to Table 2, out of the 179 people who responded to the questionnaire, 97 were men and 82 were women, which showed that about 54 percent of them were male and 46 percent of them were female, and 39% were single and 61% were married. Additionally, about 39 percent of people were under 25 years of age. In terms of education, about 45 percent of them had bachelor degrees, 26 percent of them had high school degree, 22 percent of them had master degree, and 7% of them had PhD degree.

Table 3- Demographic characteristics of population

Variable	Group	%	Variable	Group	%	Variable	Group	%
Gender	Male	54.2	Education level	High school	26.3	Age	<25 years	38.5
	Female	45.8		Bachelor	45.3		26 - 35 years	28.5

Marital status	Singles	39.1		Master	21.8		36 - 45 years	25.1
	Married	60.9		PhD	6.7		46 - 55 years	7.3
							> 56 years	0.6

After distributing 200 questionnaires among customers, 179 valid questionnaires were collected that SPSS software was used for testing hypotheses and analysis of data.

**Data analysis method**

In this study, according to rank and score data and non-normality of data, non-parametric statistics were used for analysis and to evaluate differences between the two groups, non-parametric test of Mann-Whitney was used, and to study the differences among the three groups or more for quantitative data that have no normal distribution of rank and score data, Kruskal-Wallis test was used, and SPSS software was used to classification and analysis of the data.

**Findings**

Then, each of the hypotheses was tested separately. For example, testing the hypotheses 1, 11, 21 and 31 have been represented, and the rest of the hypotheses have been tested like them.

Hypothesis (1) Type of glass has an impact on consumer familiarity with drink in light color.

H0: there is no significant difference between two groups in familiarity level with drink in the case of light color.

H1: there is significant difference between two groups in familiarity level with drink in the case of light color.

Table 4- ranks' results

Color	-	Glass	n	Mean of rank	Sum of ranks
Light yellow	Familiarity with drink	Simple	9	8.17	73.50
		Cherry	9	10.83	97.50
		Sum	18	-	-

Table 5: Results of Mann-Whitney test

Color	Familiarity with drink	
Light yellow	Mann-Whitney (U)	28.500
	Wilcoxon (W)	73.500
	Z	-1.105
	The significance level	0.269

Grouping variable: glass

According to the Mann-Whitney table and Z statistic value and as significance level for the variable of level of familiarity with drink (0.269) is larger than 0.05, the null hypothesis is not rejected, so it can be said that at 95% confidence level, there is no significant difference between two groups in familiarity level with drink in the case of light color.

Table 6- glass type on customer familiarity with drink in light yellow color

Color	Glass	%	f	Valid percentage	Accumulative percentage	
Light yellow	Simple	Extremely familiar	3	33/3	33/3	33/3
		Very familiar	4	44/4	44/4	77/8
		Relatively familiar	1	11/1	11/1	88/9

		Neutral	1	11/1	11/1	100/0
		Total	9	100/0	100/0	-
	Cherry	Extremely familiar	2	22/2	22/2	22/2
		Very familiar	3	33/3	33/3	55/6
		Relatively familiar	1	11/1	11/1	66/7
		Neutral	2	22/2	22/2	88/9
		Total	1	11/1	11/1	100/0
		Extremely familiar	9	100/0	100/0	-

Familiarity level with drink in light yellow color shows that in simple glass (44.4%), it is very familiar and it is very familiar (33.3%) in cherry glass.

Hypothesis (11): the type of glass has an impact on the preferred time of using drink in the yellow color.

H0: there is no significant difference between two groups in preferred time of using in the case of light color.

H1: there is significant difference between two groups in preferred time of using in the case of light color

Table 7- ranks' results

Color	-	Glass	n	Mean of rank	Sum of ranks
Light yellow	Preferred time of using drink	Simple	9	9/83	88/50
		Cherry	9	9/17	82/50
		sum	18	-	-

Table 12: Results of Mann-Whitney test

Color	Preferred time of using drink	
Light color	Mann-Whitney (U)	37/500
	Wilcoxon (W)	82/500
	Z	-0/277
	The significance level	0/782

Grouping variable: Glass

According to the Mann-Whitney table and Z statistic value and as significance level for the variable of preferred time of using the drink (0.782) is larger than 0.05, the null hypothesis is not rejected, so it can be said that at 95% confidence level, there is no significant difference between two groups in the variable of preferred time of using the drink in the case of light color.

Table 9- type of glass on preferred time of using the drink in the light yellow color

Color	Glass	-	f	%	Valid percentage	Accumulative percentage
Light yellow	Simple	Daily	2	22/2	22/2	22/2
		Once per week	3	33/3	33/3	55/6
		Once per month	1	11/1	11/1	66/7

		Rarely	3	33/3	33/3	100/0
		Total	9	100/0	100/0	-
	Cherry	Daily	1	11/1	11/1	11/1
		Once per week	1	11/1	11/1	22/2
		Once per month	4	44/4	44/4	66/7
		Rarely	1	11/1	11/1	77/8
		Total	2	22/2	22/2	100/0
		Daily	9	100/0	100/0	-

Table 10- type of glass on preferred time of using drink in the case of light color

Color	Glass	f	%	Valid percentage	Accumulative percentage	
Light yellow	Simple	Breakfast	3	33/3	33/3	33/3
		Evening	1	11/1	11/1	44/4
		Before sleeping	1	11/1	11/1	55/6
		Afternoon	1	11/1	11/1	66/7
		Any time in day	3	33/3	33/3	100/0
		Total	9	100/0	-	-
	Cherry	Breakfast	3	33/3	33/3	33/3
		Evening	1	11/1	11/1	44/4
		Before sleeping	2	22/2	22/2	66/7
		Afternoon	3	33/3	33/3	100/0
		Any time in day	9	100/0	100/0	-

Preferred time of using the drink in the yellow color shows that in the simple glass (33.3%) is rarely and it is once per week in the cherry glass (44.4%).

Hypothesis (21): Type of glass has impact on preferred age of using drink in light yellow color.

H0: there is no significant difference between two groups in preferred age using the drink in the case of light yellow color.

H1: there is significant difference between two groups in preferred age using the drink in the case of light yellow color.

Table 11- ranks' results

Color	-	Glass	n	Mean of rank	Sum of ranks
Light yellow	Preferred age of using drink	Simple	9	7/78	70/00
		Cherry	7	9/43	66/00
		sum	16	-	-



Table 12: Results of Mann-Whitney test

color		Preferred age of using drink
Light yellow	Mann-Whitney (U)	25/000
	Wilcoxon (W)	70/000
	Z	-0/729
	The significance level	0/466

Grouping variable: glass

According to the Mann-Whitney table and Z statistic value and as significance level for the variable of preferred age of using the drink (0.466) is larger than 0.05, the null hypothesis is not rejected, so it can be said that at 95% confidence level, there is no significant difference between two groups in the variable of preferred age of using the drink in the case of light color.

Preferred age of using the drink in the yellow color shows that people aged 26 years and higher prefer simple glass by 33.3% and people aged 26 years and higher prefer cherry glass by 33.3%.

Hypothesis (31): Type of glass has impact on drink pleasure in the case of light yellow color.

H0: there is no significant difference between two groups in drink pleasure in the case of light yellow color.

H1: there is significant difference between two groups in drink pleasure in the case of light yellow color.

Table 13- Ranks' results

Color	-	Glass	n	Mean of rank	Sum of ranks
Light yellow	Drink pleasure	Simple	8	8/50	68/00
		Cherry	9	9/44	85/00
		sum	17	-	-

Table 14: Results of Mann-Whitney test

Color		Drink pleasure
Light yellow	Mann-Whitney (U)	32/00
	Wilcoxon (W)	68/00
	Z	-0/410
	The significance level	0/682

Grouping variable: glass

According to the Mann-Whitney table and Z statistic value and as significance level for the variable of drink pleasure (0.682) is larger than 0.05, the null hypothesis is not rejected, so can say that at 95% confidence level, there is no significant difference between two groups in the variable of drink pleasure in the case of light color. Drink pleasure in the light yellow color shows that it is very pleasant (44.4%) in the simple glass, and it is very pleasant (44.4%) in the cherry glass.

**Discussion and conclusion**

First 10 hypotheses of the study examined the effect of glass shape on familiarity of the consumer and results showed that in the eight colors out of 10 colors examined, significance level for the variable of familiarity with drink is larger than 0.05. The hypothesis stating that glass type on consumer familiarity with drink in the light yellow color, peachy color, orange color, mustard color, jujube color, yellow color, moderate orange color, dark green color was rejected and only in two hypotheses, respondents were familiar with olive color in cherry glass and dark cherry color in simple glass.

Hypotheses (11-20) examined the effect of glass type on preferred time to drink in different colors, and with respect to the results of data analysis, all hypotheses were rejected.

Hypotheses (21-30) examined the effect of glass type on preferred age to use drink and results of data analysis showed in the case of light yellow, peachy, dark orange, mustard, jujube, moderate orange, dark green, olive and dark cherry colors, significance level for preferred age to use drink is greater than 0.05, and these hypotheses are rejected, but respondents are more familiar with the neon yellow in cherry glass.

Hypotheses (31-40) examined the effect of glass type on drink pleasure and this effect was rejected in all of the hypotheses.

Table 15: Summary of results of the hypotheses

Colors	The effect of glass type on consumer familiarity	Test result	The effect of glass type on preferred type of drink using	Test result	The effect of glass type on preferred age of drink using	Test result	The effect of glass type on drink pleasure	Test result
Light yellow	Significance level for the variable of level of familiarity with drink is larger than 0.05	Rejected	Significance level for the variable of preferred time of using drink is larger than 0.05	Rejected	Significance level for the variable of preferred age of using drink is larger than 0.05	Rejected	Significance level for the variable of drink pleasure is larger than 0.05.	Rejected
Peachy		Rejected		Rejected		Rejected		Rejected
Dark orange		Rejected		Rejected		Rejected		Rejected
Mustard		Rejected		Rejected		Rejected		Rejected
Jujube		Rejected		Rejected	Rejected	Rejected		
Neon yellow		Rejected		Rejected	Respondents are familiar more with cherry glass	Confirmed		Rejected
Moderate orange		Rejected		Rejected	Significance level for the variable of preferred age of using drink is larger than 0.05	Rejected		Rejected
Dark green		Rejected		Rejected		Rejected		Rejected
Olive	Confirmed	Rejected	Rejected	Rejected				
Dark cherry	Confirmed	Confirmed	Rejected	Rejected	Rejected			

**Applied recommendations**

According to the research results, marketers give memorable experiences for their customers and create good sense to desired brand in them by forming sensory marketing campaign with various methods. Sensory marketing campaign special to fruit juices, herbal tea, and herbal waters by bringing brand personality to life in different countries represents complex and accurate messages, which traditional approaches are not able to do it easily. Providing the idea of health and displaying the products and creating the sense love arising from culture, types of fruit juices, and herbal tea and waters can be linked with values and norms accepted by community and provide the conditions to preserve and attract customers. Providing fresh fruit juices and natural juices, desirable drinks with the most valid brands, Cafe shops along with sport complexes, universities, hospitals and transportation complex (terminal, airports) can provide sport and energy drinks,

types of herbal tea, and diet foods for customers to train them the ways to keep their body fit and healthy and thereby promote their status among the competitors. Although customers of three different countries (India, the United Arab Emirates and Iran) are different and demographic factors such as gender, age and motivation are effective in selecting the type and color of glass (for example, young and older customers are different in selecting the glasses, selecting the drink, and in amount of drink they use according to their life experience), it is recommended for international brands to pay attention to cultural differences in their campaigns.

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