

Study of Atmospheric Factors and Consumer Response under the Influence of Sensory Marketing

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Abstract: *This essay focuses on sensory marketing, which aims to be a tool for influencing consumer behaviour and emotion. The customer seeks an emotive and distinctive experience surrounding his purchases rather than just purchasing a good or a service. In keeping with earlier research, our survey study indicates how diners assessed the ambiance of restaurants based on their cognitive and emotional responses. When the stimulation of the environment and the four senses are combined, there is a synergy that causes the customer-facing employee to have an internal reaction (cognitive and/or emotional) (sound, sight, touch, smell). According to the findings of our survey, this research emphasises the significance of understanding how the sensory marketing experience affects the customer's emotional (feel greater pleasure) and cognitive (perceive a better quality) responses.*

Keywords: Customer, Restaurants, Marketing.

I. INTRODUCTION

The current economic climate drives businesses to spend money on sensory marketing. Human senses have long been disregarded, or at the very least treated as an area unrelated to marketing. Each person observes his world using all five of his senses. The marketing plan of a firm may be more effective and the customer's sensory experience may be more individualised if it is known about the person's senses.

To stand out in the actual or desired market, businesses primarily use sensory marketing strategies. For a very long time, companies have mostly operated visually, using colour schemes, designs, or logos (Dosquet 2015). As a result, sensory marketing has been employed to provide the client with a distinctive experience. It is the practise of using aspects of the point-of-sale environment to stimulate consumers' emotive, cognitive, and behavioural responses that encourage them to make purchases, according to Daucé and Rieunier (2002). The authors listed the following as the elements that make up the atmosphere of the selling points: the tactile elements (materials, temperature, etc.), the gustatory elements (gourmand scents, product smells, etc.), the visual elements (colours, lights, design, etc.), the auditory elements (background music, ambient sounds), and the social elements (the category of customers, the category of sellers, etc.). The sensory marketing is a part of the marketing which tries to get closer to the client by appealing to the subconscious of the human \being, which implies the feelings, the memories, the perception and the emotions, which are private portions of each \person. The goal of sensory marketing is to use customers' emotions and behaviour as a marketing tool. Each person responds differently to the cues in the environment at the point of sale, which affects how they each perceive it.

Companies find it extremely difficult to unite all of their customers with a single tone, touch, etc. However, numerous studies have demonstrated the beneficial effects of sensory stimuli on mood and purchasing behaviour, including those by Schiffman et al. (1995) and Villemure et al. (2003), who demonstrated through an experiment that a pleasant scent can improve mood and even reduce some symptoms, such as uncomfortable physical conditions.

The position of the customer in business and marketing has evolved through time: from being a virtually opinion-free individual to a participant in the business process with feelings, heart, brain, and emotions. He is perceptive and feels. The difference between perception and experience is what gives sensory marketing its power. The relationship between perception and mood may be used to demonstrate how consumers' emotions and thought processes are influenced by their mood.

The consumer receives a tailored experience through sensory marketing in addition to a service. The consumer's senses, which include their tactile, visual, auditory, olfactory, and gustatory senses, are then used as a marketing strategy

through the use of sensory marketing (Rieunier 2006). The taste and touch, which are both a component of conventional marketing, are more recent than the olfactory sense (smell) and the auditory sense (sound). With the introduction of scent and sound in the marketing process, sensory marketing emerged. The idea behind sensory marketing is that by valuing one or more of the five senses that humans have (sight, hearing, taste, touch, and smell), businesses may induce consumers to make purchases while still living up to their expectations.

Why does this business sell more of the same things than another with similar merchandise is the main query about customer behaviour. The response is that the experience the shop can provide to clients is the reason. Customers are willing to pay for a pleasurable experience. According to Rieunier and Jallais (2013), the utilisation of ambient variables that are close to the selling point (such as music, aroma, colour, touching, and taste sensations) is known as sensory marketing. to encourage the buyer to have a positive mental response to the act of purchase. Indeed, the study of attitudes, perceptions, representations, and attendant behaviour connected to the physical and social milieu in which the individual or group of individuals grows is known as environmental psychology (Moch, Moser 1997). With experiments like those based on Maslow et al theory 's of the hierarchy of needs, this field has demonstrated that an individual's environment, or atmosphere, can have an impact on his or her mood and level of relaxation (emotional responses), thoughts (cognitive responses), and physical attitudes (behavioural responses) (1970). The research problem can be stated as a question: How does sensory marketing through the atmosphere (of the point of sale) influence the consumer response? Because there is a lack of generalised material where the information about the influence of sensory marketing usage on consumer response would be stated systematically. The purpose of the essay is to investigate how sensory marketing might affect consumer behaviour by influencing the environment (at the point of sale).

II. THEORETICAL BACKGROUND AND HYPOTHESES

In order to positively impact a customer's behaviour toward a particular product, service, or selling point, sensory marketing seeks to entice him while improving his well-being (Daucé, Rieunier 2002). Today's market offers a significant edge to those who perceive the importance of the senses in marketing and company in general. The use of sensory marketing as a technique can provide businesses the chance to boost the profitability of their products. The potential of sensory marketing has already been partially utilised by the food business, as numerous eateries, bars, and even bakeries attempt to elevate and excite certain senses using artificial systems (such as the fake scent of freshly baked bread). According to Lindström (2005), taking into account a person's senses helps ensure that they have a positive shopping experience, spark their creativity, develop their products, and maintain clients via loyalty. Providing an individually tailored stimulus that may be connected to the brand's target market.

Furthermore, Lindström's (2010) main argument is that brands that exploit a variety of senses will be more successful than those that concentrate on only a few (one or two). It might be a component of the brand's advertising, such as a colour (like the red of Coca-Cola or the blue of Pepsi), a logo, a tagline, etc., or it can be an element of the product itself, like the design of Lamborghini automobiles, the scent of fragrances, or the flavour of the product (Nutella).

The role of the senses in the marketing process and the purchasing process of customers is now acknowledged by marketers. The message would be stronger and the internal response would be stronger the more senses a brand appeals to (positive or negative). Based on the works of Kotler (1973), a number of researchers, including Daucé and Rieunier (2002) and Krishna (2012), have concentrated on one particular area of sensory marketing: the environment of the point of sale.

We may infer from the theoretical examination that the "atmospheric factors," as defined by Daucé and Rieunier (2002), are what cause people to perceive and experience the environment of the point of purchase. One approach to characterise the field of sensory marketing is the interaction between perception and sensation. Following stimulation of the sense organs, the brain of the subject will produce an internal reaction based on how and in what context he receives the stimuli. The internal response is defined by emotional and/or cognitive reactions that result in an individual's orientation toward the brand or product being favourable or negative. This posture is crucial since it determines whether the response would be good or negative.

In reality, the atmospheric elements are directly related to Daucé and Rieunier's (2002) study on the selling point's atmosphere. Scent, vision, sound, and touch were used to define the ambient variables, and they were all incorporated

into the sensory marketing process. The environment was also described by Yoo, Park, and MacInnis (1998) as a collection of acoustic, olfactory, and visual impacts. The sensory organs are stimulated by these atmospheric conditions. As a result of this stimulation, the brain receives transmissions of sensations (what the consumer experiences through his sensory organs) and perceptions (the transmission, analysis, and interpretation of sensations by the brain), which are then translated and analysed to produce an internal response in the individuals. Krishna (2012) claims that there are two components to the internal response: the cognitive reaction (which might affect how the quality is perceived) and the emotional reaction (which can have an influence on the customer pleasure). Krishna (2012) defined sensory marketing as "marketing that engages the customers' senses and influences their perception, judgement, and action" (citation needed) (Krishna 2012: 333). The internal responses of customers are, in reality, vectored by atmospheric conditions. These cues would influence their perception of the quality and how they perceive it, as well as their judgement, conduct, attitude, and even the experience they can have at the point of sale.

Some hypotheses were developed in light of the theories relating to sensory marketing, particularly the impact of the environment at the point of sale on consumers' internal responses, as well as the analysis and findings from prior studies and conceptual frameworks (Mehrabian, Russell 1974; Bitner 1992; Yalch, Spangenberg 2000; Lindström 2005; Krishna 2012).

First and foremost, sensory marketing has an effect on customer behaviour, particularly on the consumer's state of buy readiness. According to Daucé and Rieunier (2002), the environment at the point of sale can completely alter the customers' attitudes. Some studies conducted by scientists like Hui, Dube, and Chebat (1997) shown that the ambient variables, particularly the music, might have a favourable effect on the mood and behaviour. In general, sounds and music may make people feel good and remember things, which may make them want to buy more or at the very least stay longer at the point of sale. Because it appeals to the consumers' emotions, the fragrance has a profound effect on their memories (pleasant or unpleasant). (Lindström, 2005) The researchers talk about sensory memory. The fragrance might elicit a yearning from the sensory memory or a calming mood. According to earlier studies, all scholars in the field of sensory marketing generally concurred that the environment (and sensory marketing in general) affects customers' behaviour and perceptions. Krishna (2012) brought up the idea that when a consumer is stimulated by their environment, two types of internal responses result: a cognitive reaction and an emotional reaction.

While the cognitive response is more focused on the quality that the consumer perceives, the emotional response may be described as the joy and satisfaction that the customer experiences via the stimulation of his sensory organs. The brand frequently tries to boost the customer's enjoyment, wellbeing, and stimulation by controlling the environment at the point of sale. The mood and the attitude are two aspects that affect how emotionally reactive people are, according to Bitner's (1992) paradigm. According to Bitner (1992), the environment is a collection of external, physical or intangible stimuli that affect people's perception and behaviour. These triggers combine to generate a worldwide climate that would cause customers to respond in a useful way. Indeed, according to Mehrabian and Russell (1974), emotional state is defined as a person's response to their surroundings. The PAD concept (Pleasure, Arousal, and Domination), created by Mehrabian and Russell in 1974 to define and measure the emotional states according to the climate and environment, guides the emotional reaction of employees and consumers. Numerous research have examined how a particular dimension affects customers' emotional responses. Lemoine (2002) demonstrated how light affects the customer's excitement and enjoyment at the moment of sale. When exposed to unfavourable lighting, consumers experience increased dynamics and anxiety, whereas nice lighting has a substantial impact on an individual's level of enjoyment. Numerous studies, particularly ones focusing on ambient music, have shown that the environment's elements may affect people's moods. The findings of these research demonstrated that a retailer may affect a customer's mood by playing a variety of upbeat, energetic music. These findings showed that the customer's enjoyment might be affected by how the music is managed. When clients can enjoy the music being played, their mood improves. In addition, the dispersion of the ambient fragrance affects the enjoyment experienced by consumers at the selling point: certain pleasant odours elicit a favourable effective reaction, but if the client is exposed to an unpleasant smell, he may experience discontent and a decline in mood. Lemoine (2002) has demonstrated that the social environment and design environment have an impact on the customer's satisfaction at the point of sale and his stimulated state by adopting an all-encompassing approach to the atmosphere. Studies in the psychology and sensory marketing sectors have demonstrated that people respond physiologically to environmental cues. This response might manifest as an increase in

heart rate, skin perspiration, or even in muscular tension. According to research by Lemoine (2002), the layout of the business, music, and lighting may all work together to increase a customer's level of happiness and entertainment. The customer's capacity to feel peaceful and relaxed as well as energised will be affected by the relationship between the music and the staff's helpfulness. Following our examination of the literature, we came up with two hypotheses:

H1: When ambient variables arouse their senses, buyers experience the point of sale with more pleasure (emotional reaction).

H2: When ambient variables arouse their senses, customers view the quality (cognitive) of the point of sale as being higher.

Research design:

The goal of the essay was to examine how sensory marketing affects consumer behaviour by influencing the environment (at the point of sale). The scientific studies analysed in sensory marketing (Kareklas et al. 2014; Labrecque et al. 2013; Krishna 2012; Krishna, Elder 2009; Balaji et al. 2011; Hulten 2011; Lindstrom 2010) created the methodological foundation of the empirical investigation.

A research approach often falls into one of two categories: quantitative or qualitative. In business studies (generally), these two phrases are frequently used to distinguish between data gathering methods and data analysis procedures (Saunders et al. 2003). The qualitative data are presented as non-quantified and non-numerical, according to Saunders et al. (2003). The primary goal is to gather data through talks and observations about the issue being investigated. A qualitative technique aids in measuring the opinions of a very small sample of people (customers), businesses, goods, etc. and in gathering in-depth data by examining emotions, motives, ideas, purchasing patterns, etc. The primary purpose of quantitative approaches is to define the causal relationship, often between two or more variables. The qualitative approach looks through statistical data to identify trends or recurring patterns. The goal is to construct and apply mathematical models, theories, and/or hypotheses connected to phenomena, as well as to standardise the data by gathering numerical information (Saunders et al. 2003).

These facts indicate that the quantitative approach of questionnaire data collection was used to gather the primary data. A statistical inference may be drawn from the questionnaire's observations, measurements, decoding, comprehension, and interpretation of the behaviour and views of the investigated population or studied sample. This approach seems to be the most effective for this research's attempt to gain a broad understanding of how the environment affects consumer behaviour. It was chosen in this instance, for practical reasons, to concentrate the study on how the atmosphere in Lithuanian restaurants is used. In actuality, almost everyone has dined in a restaurant at least once. Additionally, the eateries use various ambiances to draw clients. It seems like one of the best locations for carrying out empirical study. For practical research control considerations, Lithuania has been selected as the study's location. For the purpose of validating hypotheses, quantitative research was chosen, and non-random convenience samples were used to obtain primary data via surveys (research instruments - thirty-four item questionnaires). The survey's questions were developed based on findings from earlier scientific studies.

The Cronbach's alpha coefficient, which gauges the questionnaire scale's internal consistency, was utilised to evaluate the instrument's reliability. The questionnaire could be utilised for study since it was trustworthy. The usage of the environment in restaurants in Lithuania will be the main topic of the study, it has been agreed. The survey was created and distributed to the participants through the internet. More specifically, the questionnaire was created using the "Google Form" tool and distributed over social network communities; as a result, it qualifies as a "e-questionnaire". Because there was no researcher-to-respondent influence, we were able to draw more impartial conclusions from the data that was gathered in this manner. The analysis is based on a poll of 327 Lithuanian consumers.

The ability to analyse, interpret, and verify the theoretical studies conducted by many researchers is provided by the data analysis, which is essential for the study.

Typically, the method used to acquire the data—such as quantitative or qualitative approaches—determines the instrument that will be used to analyse the data. SPSS software, IBM SPSS Statistics 23.0, was used to analyse the quantitative data obtained from the questionnaire. To analyse and provide a response to the primary study question:

How does sensory marketing through the ambiance (of the point of sale) effect the consumer, many crosstabs or tables have been constructed using this technology.

The following statistical techniques were used to analyse the data: frequency counts were used to describe and discuss the sample's characteristics; the Chi-Square test, a nonparametric statistical technique, was used to investigate the relationship between the variables; and symmetric measures, particularly Phi coefficients, were used to determine the strength of these relationships.

Results:

According to Kotler (1973), Daucé and Rieunier (2002), and Krishna (2012), the environment has an impact on the emotional reaction of the customer, which is then reflected via their attitude or conduct.

Further research has been done to see whether there is a connection between the respondents' primary sensitivity upon entering a restaurant and their enjoyment of the ambiance. As a result, we may establish two hypotheses, h_0 and h_1 . h_0 :

There is no correlation between the percentage of respondents who experience pleasure from the atmosphere and the elements they are sensitive to while entering a restaurant.

The percentage of respondents who express pleasure from the atmosphere and the elements they are sensitive to while entering a restaurant are related, according to hypothesis 1 (h_1). In other words, the pleasure experienced through the environment depends on the fact that it stimulates people when they approach a restaurant, and the pleasure is what motivates the respondent to attend the establishment in the first place.

Table 1. Chi-Square test of the main sensitive factor while entering a restaurant and the fact that the pleasure is caused by the atmosphere in the restaurant (Source: composed by the authors)

Chi-Square test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18,298 ^a	8	,019
Likelihood Ratio	21,031	8	,007
Linear-by-Linear Association	,618	1	,432
N of Valid Cases	327		

a. 4 cells (26,7%) have expected count less than 5. The minimum expected count is 1,14.

The Chi-square test enables researchers to determine if the variables "primary sensitive factor" and "pleasure generated by atmosphere" are significantly related. Roughly 18.298 is the Chi-Square value, and about 0.019 is the asymptotic significance (= p) (see Table 1). As long as the p-value (the measure of statistical significance) is less than 0.05, we may rule out hypothesis zero and affirm hypothesis one: there is a substantial correlation between respondents' key factor selections and their assessment of the atmosphere's ability to make them feel good. The conclusion that follows is that there is a connection between the restaurant's environment drawing customers in and their internal feelings of pleasure. The strength of the correlation between the two variables is shown by the association measures (Phi and Cramer's V). The association between these two variables has a medium strength, as indicated by the Phi statistic's value of 0.237 (out of a maximum value of 1). As a result, there is a substantial but moderately strong association between the primary element the respondents are sensitive to and the variable "pleasure provided by the atmosphere." As a result, our theory that customers enjoy themselves more when ambient elements stimulate their senses was confirmed.

If the consumer is unable to assess the intrinsic value of the items or cannot draw on his prior interactions with the brand or product, he realises what is referred to as "inferences" from the extrinsic assets of the product, which refers to the environment. In other words, the buyer assesses the product (for instance, its quality) using the atmospheric information.

A Chi-Square test was conducted to see whether there was a correlation between the variable "primary sensitive factor" and the finding that the environment influences how well something is perceived. The variable "atmosphere perception quality" has been recorded for the sake of this test.

Table 2. Chi-Square test of the main sensitive factor while entering in a restaurant and the fact that the atmosphere affects the perception of the quality (Source: composed by the authors)

Chi-Square test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,128 ^a	8	,042
Likelihood Ratio	8,934	8	,348
Linear-by-Linear Association	3,778	1	,052
N of Valid Cases	327		

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,07.

The Chi-square test enables researchers to determine if the variables "primary sensitive factor" and "quality induced by atmosphere" are significantly related. Roughly 8.128 is the value of the Chi-Square, and about 0.042 is the asymptotic

significance ($= p$) (see Table 2). Given that the p -value (the value of statistical significance) is less than 0.05, we may reject hypothesis zero and affirm hypothesis one: there is a substantial correlation between respondents' major choice of components and their response about the quality of the environment. We may infer from this that there is a connection between the restaurant's atmosphere's ability to draw customers and their perception of the food's superior quality. The strength of this link between the two variables is shown by the association measures (Phi and Cramer's V). The association between these two variables has a medium strength, as indicated by the phi statistic's value of 0.235. Thus, our H2: When ambient variables stimulate their senses, buyers perceive a greater quality of the point of sales, was also supported.

III. CONCLUSION

This study expands and replicates earlier studies on sensory marketing. Similar to other research, this one demonstrates how diners' cognitive and emotional responses to restaurant ambiance influence their behaviour. Consumer behaviour responds to reasons and feelings. A synthesis, superposition of the five senses creates the internal reaction (cognitive and/or emotional) of the customers to the stimuli of the environment. While recent studies have demonstrated that the person was making a quick decision based on the experience and memories, for a long time, marketers and psychologists believed that the person was logical while making a judgement and decision. The sensory organs pick up information from the environment at the point of sale, and feeling and perception are both stimulated by atmospheric stimuli (sensations). These sensations are then sent from the nerve system to the brain, where they are analysed, explained, and turned into perceptions. Thus, the brain creates an internal reaction out of these perceptions and sensations. This internal response is the way that people respond, either emotionally or cognitively, to environmental stimuli.

This study makes a theoretical contribution by emphasising sensory marketing in greater detail. The results of the investigation show that environmental cues have a direct impact on people's emotions, behaviours, and cognitive processes. It has been shown that there is a connection between the customer's impression of the quality and the pleasure (or sensation) he may experience. In order to adapt to changing demands, trends, and consumer behaviour and have a greater influence on the customer experience, the various sensory stimulations may be chosen, integrated, and enhanced.

It was discovered that the emotional reaction conjures the joy felt by the consumers when they engage in the sensory marketing experience, while the cognitive reaction evokes the quality of the point of sale (the process of inference). It was discovered that ambient elements including sight, sound, and smell trigger consumers' sense organs.

Clearly, there are more frontiers to explore in the sensory marketing space. Understanding how the senses relate to the environment, the brain, and behaviour may be a huge benefit for businesses and marketers as they prepare for the increase of businesses employing digital marketing. In addition, when technologies like augmented reality, virtual helmets, and touch screens in stores become more prevalent, it makes logical to think of a study that establishes a connection between these new innovations and people's senses. And more specifically, how to use digital technology to provide customers a novel and rich experience at the point of sale while preserving the impact that the senses may have on customer behaviour, such as with virtual tables in restaurants or virtual sounds and smells.

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