

SENSORY BRANDING

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ABSTRACT

The aim of sensory branding is to use all the five senses at the same time to create a five-dimensional experience for the consumer. The purpose of the study is to examine the effect of sensory marketing on the brand equity from the customers' viewpoint in natural drink industry, the case study of today and tomorrow store of Hamadan, Iran.

Methods

This is an Experimental quantitative case study, using library research method, the study of literature, printed papers, online journals and field study questionnaire to evaluate the effect of independent variables' stimulus smell on the dependent variable's brand equity, from a customer's viewpoint. The study population was customers of the today and tomorrow store in Hamadan, and due to the unlimited nature of the student community, 168 people were selected as study sample volume using Cochran formula. Questionnaires and experiment were used to collect the primary data, in order to investigate the effect of sensory marketing on the brand equity from a customers' viewpoint in natural drink industry. Population selected for this study was the customer of today and tomorrow store in the Hamadan city of Iran. SPSS software was used for analyzing the data

Conclusions

The research was conducted to get an insight about the effect of sensory marketing on the brand equity from the customers' viewpoint in natural drink industry. In this study, researchers made questionnaire designed to collect data and analyzed the data data for hypotheses via Wilcoxon on the test. The results of the research showed that all hypotheses, except one were approved.

KEYWORDS: Sensory Branding, Sensory Marketing, Five Senses, Smell, Brand Equity

INTRODUCTION

Most of our everyday experiences, at least the pleas and tones, are multisensory. A consumer's brand and product experiences are no exception, as many sensory marketers are increasingly coming to realize (e.g., Hultén, 2011; Hultén, Broweus, & van Dijk, 2009; Krishna, 2010; Lindstrom, 2005; Spence, 2002).

Now-a-day's companies are focusing on sensory stimuli to build powerful brands. Companies moved from a classic brand building (two-dimensions) to a sensory brand building, also called 5D branding. They are focusing on all the human senses to answer a multidimensional desire from the consumers (Lindström, 2005).

The first documented evidence of positive effects of branding appeared less than 50 years ago, when it became evident that people are willing to pay more for a branded product (Lindström, 2005).

Krishna (2010), define sensory marketing as “marketing that engages the consumers' senses and affects their behavior.” This could even be broadened, so that sensory marketing implies “marketing that engages the consumers' senses and affects their perception, judgment and behavior.”

In traditional consumer decision-making processes, reasonable decisions and inferences are made based on the process of learning-feel- act. However, a new sensory branding model based on intuitive and unconscious information processing proposes that consumers sense first, then feel or think, and act last. The understanding of how our senses work is especially important in branding. Making a sensory, emotional, and rational connection with consumers can stimulate their senses and appeal to them, thereby rendering marketing plans far more effective (Hill, 2003).

According to Peck and Childers (2008), out of the 81 sensory studies in consumer behavior, focusing on taste, touch, smell, and hearing, over one- third have been published within the last 5 years. Clearly, sensory perception and sensory marketing is a growing field and there is much research yet to be done.

The concept of branding is undergoing dramatic changes, and it is wise to consider, how it has evolved over the past half-century. According to Lindström, by using all the five senses “a total sensory experience would at least double, if not triple, the consumer’s ability to memorize the brand.” (Lindström 2005).

Sensory Marketing

Marketers noticed that, and this is how, the sensory marketing is born. The purpose of inventing this technique was to affect consumers’ emotions, perceptions, memories, preferences, choices and consumption by offering a sensual product or selling it in a pleasant atmosphere (Krishna, 2010). For decades, marketers have used sensory marketing techniques without even knowing it, or doing it on purpose. Indeed, could you imagine a washing powder without perfume or strawberry-flavored toothpaste? Products have always been settled on cultural archetypes and psychological beliefs. An experiment, testing two dishwashing detergents, one with lemon, the other one without, shown that the lemon scent is, in people’s mind, associated with a feeling of cleanliness (Krishna, 2010).

Beyond the intricate tributes of the product, sensory marketing suggests exploring all the facets of our five senses to use it for marketing purpose. This type of marketing includes several objectives, which are the following (Ministered Développement Economique, 2010).

Sensory marketing strategies are specifically proposed by product categories: ordinary/common, complex/technological, hedonist/identity, where a set of various methodologies is readily available (Giboreau& Body, 2007). Consumers’ judgments are needed to exploit new markets, based on preference understanding (Ruan & Zeng, 2004), while sensory experts are a useful tool for categorical appraisals and competitive surveys regarding the sensory offer on the market (Giboreau, Garrel, & Nicod, 2004). Once the marketing concept is defined, consumers can be used as the final product choice. For instance, Lee and O’Mahony (2005) studied the fit to the concept of commercial toothpastes, according to their appearance linked to freshness, using a simple ranking task with consumers.

Touching on Sensory Marketing

The tactile sense (or the sense of touch) is the first of our human senses to develop and the largest sensory organ (Gallace and Spence, 2010). Moreover, the tactile sense is regarded as one of our most intimate senses, involving physical contact with the skin, with the hands playing a major role as our “principal source of input to the touch perceptual system”

(Peck and Childers, 2003).

For many products, haptic perceptions are the dominant input to determining product quality. Indeed, touching products can lead to increased confidence in purchasing behavior, as well as heightened product quality beliefs (Peck & Childers, 2003).

Sight in Sensory Marketing

Norman (2004) has suggested that a visually pleasing design can impact on mood, increasing creativity in problem solving, with the process overriding small details or problems. On the other hand, an unattractive design might depress mood and lead people to focus more on analyzing details, expecting and detecting problems.

According to Creusen and Schoormans, the way the product looks like first of all serves as the communication of an aesthetic product value. If there are many products with similar properties and price, consumers will choose the one that aesthetically appeal to them most. This aspect of the object was mentioned, to be especially important for durable goods that are going to remain in the customer's home for many years (Creusen and Schoormans, 2005).

Smell in Sensory Marketing

The sense of smell has been described by many researchers as one of the "Chemi- Cal" senses, as it implies the response to the gas molecules that, when perceived, are assimilated into the body (M. Morrin, S. Ratneshwar, 2000).

You can close your eyes, cover your ears, refrain from touch, and reject tastier, but the smell is a part of the air we breathe. As Lindström emphasized, smell is certainly one of the most important and sensitive senses, especially concerning cosmetics. 75% of our emotions are generated by this sense, which has a strong impact on human memory (Lindström, 2005).

First, we can underline the particularity of the sense of smell. Unlike vision, scent processing is slow. It takes 10 times as long to detect an odor than detecting a visual object (Herz & Engen, 1996).

Increase the amount of money spent in a shop? Researchers have shown that it could have a positive impact on sales, depending on the condition and on the people. Expenditures are rising among contemplative shoppers, who did not make unplanned purchases. For the most impulsive shoppers, the music played has a greater impact. Surprisingly, in the study, customers spent the least when both music and scent were present (Morris & Chebat, 2005). This proves that marketers have to be careful, not to over stimulate consumers with too many stimuli that can confuse consumers and finally make a rather unpleasant experience.

Ambient scenting can also have an influence on the time duration and perception. Indeed, Spangenberg, Crowley & Henderson (1996) found out that the presence of an enjoyable ambient smell does not affect the actual time spent in a store, but does reduce the perception of the time elapsed. It drops from 11.0 minutes, when no scent is diffused to 9.6 minutes when there is one. This assessment comes from the fact that the ambient scent can reduce consumers' cognitive processing efforts, which results in a shorter perceived time. The perception of distance travelled decreases as well. Concerning time duration, some previous studies highlighted that age (Yalch & Spangenberg, 1990) and gender (Kellaris & Mantel, 1994) mutually influence perceived duration.

Taste in Sensory Marketing

The first image that comes up to people's mind, when talking about taste is the mouth. It is indeed the organ detecting and identifying what we eat, thanks to the many taste receptors (called taste buds) we have on the tongue. These buds are spread over the entire surface of the tongue and count 50 to 100 taste cells each (Krishna & Elder, 2010).

The sense of taste is considered one of the most distinctly emotional, due to its capacity to facilitate social exchanges among people, its inner comic- turns to the other senses and high degree of interaction between firms and customers at a personal level. Research shows that a taste experience persuades customers to stay longer in a shop, which in turn leads to higher consumption. Firms can apply tastes to favor a brand and give it new hedonic dimension expressed by multiple sense expressions (Hultén et al., 2009).

Hearing in Sensory Marketing

Arena and Kim in their study on shopping compartment in a wine store discovered that classical music produced a higher level of sales than "top-forty" music. Classical music led customers to buy more expensive items. It also provides support for Yalch and Spangenberg's suggestion that classical music evokes perceptions of higher priced store merchandise, in contrary to "top-forty" that could be paired with more common, less refined environment. Milliman¹⁰ in his study concerning the behavior of restaurant discovered that slow music led customers to stay longer in the establishment and spend more money on drinks that contributed to 15% higher gross margin of the restaurant than in the fast music condition. More recently, the study by Herrington and Capella¹¹ also considered the effects of music on money spent in a supermarket. Although they did not find any significant influence for manipulations of tempo or volume, their analysis revealed a significant effect for musical preference. Similar were results for the time spent in the establishment (Areni and Kim, 1993).

Branding Management and Sensory Branding

A brand is defined as "a name, term, sign, symbol, or a combination of these that identifies the maker or seller of the product" (Kotler, Armstrong, Wong, & Saunders, 2008). In other words, a brand helps the consumers recognize the maker of a specific range of products, and enables the company to be differentiated from its competitors. This is the reason why the brand is considered as being an essential marketing tool.



Figure 1: WYG-HYF-Wifmodel (J. Knowles, 2001)

The previous brand, model shows the three dimensions that the customer takes into account at during the buying-process. “What you get” refers to the core products itself, “how do you feel” represents the meeting with emotional and psychological needs, and finally, “who is it from” enlightens the values represented by the company for the customer and the credibility it has for him (Knowles, 2001). We will see later, how the fact of feeling good is highly improved by using the sensory marketing.

Brand Equity

Brand equity is regarded as a very important concept in business practice as well as in academic research, because, marketers can gain competitive advantage through successful brands. The competitive advantage of firms that have brands with high equity includes the opportunity for successful extensions, resilience against competitors’ promotional pressures, and the creation of barriers to competitive entry (Farquhar, 1989).

Basically, brand equity stems from the greater confidence that consumers place in a brand, than they do with its competitors. This confidence translates into consumers’ loyalty and their willingness to pay a premium price for the brand (Pope, 1993).

Asset Dimensions of Brand Equity

The intangible assets of brands create the basis of brand equity. Brand equity consists of five different asset dimensions. These assets include 1) brand loyalty, 2) brand awareness, 3) perceived quality, 4) brand associations, and 5) other proprietary assets such as patents, trademarks and channel relationships. If managed well, these assets add value to the product or service and create additional customer satisfaction, which, in turn, provide a number of benefits to the firm. (Aaker, 1991).

Brand Loyalty

The brand loyalty of the customer base is often the core of a brand’s equity. It reflects show likely a customer will be ready to switch to another brand, especially when that brand makes a change, either in price or in product features. As brand loyalty increases, the vulnerability of the customer base to competitive action is reduced. There are at least five potential levels of loyalty. These levels are stylized, and they do not always appear in the pure form. These five levels do, however, provide a feeling for the variety of forms that loyalty can take and how it impacts upon brand equity. (Aaker 1991, 39–41)

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved. Brand awareness involves a continuum, ranging from an uncertain feeling that the brand is recognized to a belief that, it is the only one in the product category. (Aaker, 1991)

Brand awareness creates value in different ways. Brand awareness provides the anchor to which other associations can be linked. Recognition provides the brand with a sense of familiarity and people like the familiar. In the absence of motivation to engage in attribute evaluation, familiarity may be enough. Brand awareness can be a signal of substance. The first set in the buying process often is to select a group of brands to consider. Brand awareness can be crucial to getting into

this group. (Aaker, 1991)

Brand awareness consists of brand recognition and brand recall. Brand recognition relates to consumers' ability to confirm prior exposure to the brand, when given the brand as a cue. In other words, brand recognition requires that consumers correctly discriminate the brands having been seen or heard previously. Brand recognition is the minimal level of brand awareness (Keller, 1993; Keller, 1998).

Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand, when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set. Second, brand awareness can affect decisions about a brand in the consideration set. For example, some consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude. Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image (Keller, 1993).

Perceived Quality

Perceived quality is valuable in several ways. In many contexts, the perceived quality of a brand provides a pivotal reason to buy. It is influencing which brands are included and excluded from the consideration set and which brand is to be selected. A principal position in characteristic of a brand is its location within the dimension of perceived quality. A perceived quality advantage provides the option of charging a premium price. The price premium can increase profits and/or provide resources, with which to reinvest in the brand. Perceived quality can also be meaningful to retailers, distributors and other channel members and thus aid in gaining distribution. Channel members are motivated to carry brands that are well regarded. In addition, the perceived quality can be exploited by introducing brand extensions, using the brand name to enter new product categories. A strong brand with respect to perceived quality will be able to extend further, and will find a higher success probability than a weak brand (Aaker, 1991).

Brand Image

The image, reputation and the stereotype of a product are that, the businessmen and consumers assign to a particular country. This image is created by factors such as reagent products, national characteristics, and economic, political, historical and traditional backgrounds (Nagashima A, 1970).

This marketing indicator is that of consumers' mental associations and deep attitudes about the brand. In terms of the brand image, consumers are willing to consume goods which are same as their mental image, and, to judge the quality of the product, they use two sources, internal, such as product unique characteristics, and external, such as price, quality and brand image. The role of the image of the brand (for both experienced and inexperienced consumers) is very important, because by purchasing something that they believe is in greater consistency with their image of the brand, consumers try to strengthen the image of the brand in their mind, and this enables them to make a relation between themselves and the product, and use this relationship to improve their image (Graham JA, 1994).

Sensory Branding

The fundamental of sensory branding is to establish a connection between a consumer and a brand, on an emotional level, through interaction of the five human senses; sight, sound, smell, taste, and touch in the buying process

(Lindström, 2005).

Lindström (2005) claims that creating an emotional engagement between consumers and a brand, with the use of sensory branding, can lead to an optimized match between perception and reality and create a brand platform for future product extensions. The ultimate goal of sensory branding is to create synergies between the senses resulting in a chain reaction, where the involvement of one sense activates the use of another, referred to as synthesis (Schmitt & Simonson, 1997).

Hypothesis

The hypothesis was set in order to test the relationships between the independent variable and the effect on the dependent variable. The hypothesis tested in this study is:

- The first hypothesis proposes that smell sense stimulate, influence Brand awareness
- The second hypothesis proposes that smell sense stimulate, influence Brand associations
- The Third hypothesis proposes that smell sense stimulate, influence Perceived quality
- The Four the paths are proposed that smell sense stimulate, influence Brand loyalty

METHODOLOGY

This is a quantitative case study. Questionnaires and experiment were used to collect the primary data in order to investigate the effect of sensory marketing on the brand equity, from the customers' viewpoint, in natural drink industry. Population selected for this study is the customers of Store name today and tomorrow in the Hamadan city of Iran. 168 samples were taken from the questionnaires and experiment. SPSS software was used for analyzing the data.

Olfactory stimulates, that recalls the mentioned product used for stimulating olfactory sense. Firstly, 28 persons were randomly selected for completing questionnaire before any stimulation and then, after stimulating olfactory with orange odor, again the same persons were asked to complete the questionnaires, this means that, 56 persons completed questionnaire for olfactory stimulation. Desired smell was produced via electronic sprayers with orange odor sprays. Electronic sprayers with battery, and sprays based on programming time periods were used.

RESULTS

There were totally 168 subjects, 106 women (63%) and 62 men (37%). Among them, 16% of the sample was Under 20 years old and 44% of the sample was 20 - 30 years old and 29% of the sample was 30 - 40 years old, 11% of the sample were above 40 years old. Among them, 16% of the sample were Diploma, 66% Bachelor, 14% Masters, 4% PHD and among them 70% Single and 30% Married

First hypothesis: stimulation of the olfactory affects on Brand awareness

The first three questions in the brand equity questionnaire correspond to the index of brand awareness, respectively. Wilcoxon tests were used to test hypotheses of this study.

H_0 : there is no significant difference between the responses before and after stimulation of the olfactory. H_1 : there is a significant difference between the responses before and after stimulation of the olfactory.

Table 1

		N	Mean Rank	Sum of Ranks
VAR00002 - VAR00001	Negative Ranks	6 ^a	7.00	42.00
	Positive Ranks	18 ^b	14.33	258.00
	Ties	4 ^c		
	Total	28		

- VAR00002 < VAR00001
- VAR00002 > VAR00001
- VAR00002 = VAR00001

Table 2

	VAR00002 - VAR00001
Z	-3.165
Asymp. Sig. (2-tailed)	0.002

- Wilcoxon Signed Ranks Test
- Based on negative ranks.

In the ranking table, average rank and total rank were obtained and in the second table, Sig obtained was to be 0.002 that is smaller than 0.05, then H₀ is rejected, which means there is significant difference between the responses of pretest and posttest groups.

Second hypothesis: stimulation of the olfactory affects on Brand associations

The second three questions in the brand equity questionnaire correspond to the index of brand associations, respectively. Wilcoxon tests was used to test hypotheses of this study.

H₀: there are no significant differences between the responses before and after stimulation of the olfactory. H₁: there are significant differences between the responses before and after stimulation of the olfactory.

Table 3

		N	Mean Rank	Sum of Ranks
A2var2 - A1var2	Negative Ranks	1 ^a	4.00	4.00
	Positive Ranks	14 ^b	8.29	116.00
	Ties	13 ^c		
	Total	28		

- A2var2 < A1var2
- A2var2 > A1var2
- A2var2 = A1var2

Table 4

	A2var2 - A1var2
Z	-3.226 ^b
Asymp. Sig. (2-tailed)	.001

In the ranking table, average rank and total rank obtained, and in the second table, Sig among obtained to be 0.001 that is smaller than 0.05, then H₀ is rejected, which means significant difference between the responses of pretest and posttest groups.

The Third hypothesis proposes that smell sense stimulates, influences Perceived quality

The Third three questions in the brand equity questionnaire correspond to the index of Perceived quality, respectively. Wilcoxon tests used to test hypotheses of this study.

H₀: there are no significant differences between the responses before and after stimulation of the olfactory. H₁: there are significant differences between the responses before and after stimulation of the olfactory.

Table 5

		N	Mean Rank	Sum of Ranks
A2var3 - A1var3	Negative Ranks	0 ^a	.00	00
	Positive Ranks	15 ^b	8.00	120.00
	Ties	13 ^c		
	Total	28		

Table 6

	A2var3 - A1var3
Z	-3.442 ^b
Asymp. Sig. (2-tailed)	.001

- Wilcoxon Signed Ranks Test
- Based on negative ranks.

In the ranking table, average rank and total rank obtained and in the second table, Sig among obtained to be 0.001 that is smaller than 0.05, then H₀ is rejected, which means significant difference between the responses of pretest and posttest groups.

The Fourth hypothesis proposes that smell sense stimulates and influences Brand loyalty

The Four three questions in the brand equity questionnaire correspond to the index of brand loyalty respectively. Wilcoxon tests used to test hypotheses of this study.

H₀: there are no significant differences between the responses before and after stimulation of the olfactory. H₁: there are significant differences between the responses before and after stimulation of the olfactory.

Table 7

		N	Mean Rank	Sum of Ranks
A2var4 - A1var4	Negative Ranks	0 ^a	.00	.00
	Positive Ranks	20 ^b	10.50	210.00
	Ties	8 ^c		
	Total	28		

- $A2var4 < A1var4$
- $A2var4 > A1var4$
- $A2var4 = A1var4$

Table 8

	A2var4 - A1var4
Z	-3.985 ^b
Asymp. Sig. (2-tailed)	.000

- Wilcoxon on Signed Ranks Test
- Based on negative ranks

In the ranking table, average rank and total rank obtained and in the second table, Sig among obtained to be 0.000 that is smaller than 0.05, then H_0 is rejected, which means significant difference between the responses of pretest and posttest groups.

For testing hypothesis, participants were asked to completed questionnaires without any stimulation, and again after stimulating olfactory and savor. The same questionnaire was used for the same persons in the group of target population; afterwards Mann-Whitney test was conducted on two groups for testing significant difference between the responses and the effect of once and twice responding to questionnaires.

For two groups that olfactory stimulated, test results of the first variable are as below:

H_0 : There is no significant difference between the two groups.

H_1 : There is a significant difference between the two groups.

Table 9

	code	N	Mean Rank	Sum of Ranks
var1	1.00	28	28.80	806.50
	2.00	28	28.20	789.50
	Total	56		

- Test Statistics

Table 10

	Var1
Mann-Whitney U	383.500
Wilcoxon W	789.500
Z	-.141
Asymp. Sig. (2-tailed)	.888

- Grouping Variable: code

In the ranking table, average rank and total rank obtained and in the second table, Sig among obtained to be 0.888 that is bigger than 0.05, then H₀ is not rejected, which means significant no difference between the responses of pretest and posttest groups.

For two groups that were olfactory stimulated, test results in the second variable are as below:

H₀: There is no significant difference between the two groups.

H₁: There is a significant difference between the two groups.

Table 11

	code	N	Mean Rank	Sum of Ranks
var2	1.00	28	29.52	826.50
	2.00	28	27.48	769.50
	Total	56		

- Test Statistics a

Table 12

	Var2
Mann-Whitney U	363.500
Wilcoxon W	769.500
Z	-.472
Asymp. Sig. (2-tailed)	.637

- Grouping Variable: code

In the ranking table, average rank and total rank obtained and in the second table, Sig among obtained to be 0.637 that is bigger than 0.05, then H₀ is not rejected, which means significant no difference between the responses of pretest and posttest groups.

For two groups that olfactory stimulated, test results of the Third variable are as below:

H₀: There is no significant difference between the two groups.

H₁: There is a significant difference between the two groups.

Table 13

	code	N	Mean Rank	Sum of Ranks
var3	1.00	28	28.52	798.50
	2.00	28	28.48	797.50
	Total	56		

- **Test Statistics a**

Table 14

	Var3
Mann-Whitney U	391.500
Wilcoxon W	797.500
Z	-.008
Asymp. Sig. (2-tailed)	.993

- Grouping Variable: code

In the ranking table, average rank and total rank obtained, and in the second table, Sig among obtained to be 0.993 that is bigger than 0.05, then H_0 is not rejected, which means significant no difference between the responses of pretest and posttest groups.

For two groups that olfactory stimulated, test results of the Fourth variable are as below:

H_0 : There is no significant difference between the two groups.

H_1 : There is a significant difference between the two groups.

Table 15

	code	N	Mean Rank	Sum of Ranks
var4	1.00	28	28.39	795.00
	2.00	28	28.61	801.00
	Total	56		

- **Test Statistics a**

Table 16

	Var4
Mann-Whitney U	389.000
Wilcoxon W	795.000
Z	-.050
Asymp. Sig. (2-tailed)	.960

- Grouping Variable: code

In the ranking table, average rank and total rank obtained, and in the second table, Sig among obtained to be 0.960 that is bigger than 0.05, then H_0 is not rejected, which means significant no difference between the responses of pretest and posttest groups.

Conceptual Model

Conceptual model and framework of variable of this research has been derived from two articles, with the title of “examining the impact of marketing mix elements on brand equity from the customers’ point of view (Case study: Jordanian mobile market)” by Hani Al-Dmour et al, (Al-Dmour, 2013) and SM model (SM) in Sensory marketing, the multi-sensory brand-experience concept by BertilHultén in Kalmar University, Kalmar, Sweden (BertilHultén, 2011), which has described the dimensions and indexes of dependent and independent variables, as follows.

A SM model (SM) takes its point of departure in the human mind and senses, where mental flows, processes and psychological reactions take place and result in a multi-sensory brand-experience.

Against this background, the multi-sensory brand-experience hypothesis implies the need for a SM model, highlighting the significance of the human senses in reaching the customer’s mind, at a deeper level than the TM and RM-models (Hultén et al., 2009).

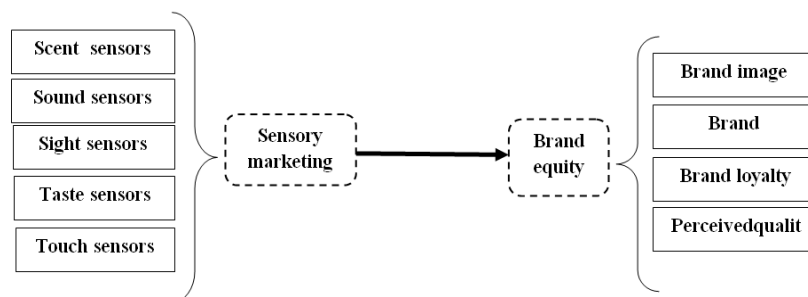


Figure 2

CONCLUSIONS

The research was conducted to get an insight about the effect of sensory marketing on the brand equity, from customers’ viewpoint, in natural drink industry. In this study, the researcher made questionnaire designed to collect data, gathered data and analyzed for hypotheses, via Wilcoxon test. The results of the research showed that eleven of the twelve hypotheses were approved. And, only one case of stimulating the taste on brand awareness was not confirmed.

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