


Chapter 6

Future Research Directions in Sensory Marketing

Maher Georges Elmashhara

 <https://orcid.org/0000-0002-1576-560X>

School of Economics and Management, University of Minho, Portugal

Nada Elbishbishy

*College of Management and Technology, Arab Academy for Science, Technology
and Maritime Transport, Egypt*

ABSTRACT

Although retail atmospherics has been an active field of study, further research is needed to address the role that sensory marketing plays in the retailing sector. This chapter presents a review of previous research and discusses the effect of visual, sound, and olfactory atmospherics on shopping outcomes. The interaction among these variables and their common impact on consumer behavior is also explored. The chapter expands and enriches the literature on retail atmospherics and discusses future research avenues. Further research will help retailers pay attention to the crucial role of sensory environment in shaping the customer experience and shopping behavior.

INTRODUCTION

Retailing is witnessing a thrilling period of change (Grewal, Roggeveen, & Nordfält, 2017). The stiff competition among different retailing formats is one side of this change (Chotipanich & Issarasak, 2017), and retailers are using different techniques to compete and entice shoppers. For example, while online retailers are trying to benefit from a bigger product assortment and a 24/7 service, offline retailers are

DOI: 10.4018/978-1-7998-2220-2.ch006

designing their stores to provide a richer shopping experience (El Hedhli, Zourrig, & Chebat, 2016; Terblanche, 2018). Enhancing in-store shopping increases shopper satisfaction and other approach behaviors (Elmashhara & Soares, 2019b).

Providing a rich in-store shopping experience requires considering all the factors that could influence consumer behavior and their attitude towards the store. Some of these factors may have a bigger influence on the utilitarian shopping visits, while some others have a higher impact on hedonic shopping visit (Jones, Reynolds, & Arnold, 2006). Some of the factors that influence shopping utilitarian values and have been well-recognized in retailing research are convenience and accessibility (Guido, Belk, Rizzo, & Pino, 2018; Pauwels & Neslin, 2015; Reimers, 2014; Reimers & Clulow, 2014), merchandise and packaging factors (Miquel, Caplliure, Pérez, & Bigné, 2017; Newman, Howlett, & Burton, 2014), price, promotions, and return policies (Chatterjee & Kumar, 2017; Nakhata & Kuo, 2017; Shirai, 2017), product quality (Pan & Zinkhan, 2006; Vega-Vázquez, Castellanos-Verdugo, & Oviedo-Garcia, 2017), retail tenant mix (Teller, 2008; Wakefield & Baker, 1998), display and shelf-space (He & Oppewal, 2018; Ketron, 2018), layout and design (Iyer & Smith, 2015; Rosenbaum, Ramirez, & Camino, 2018), retail location (Dolega, Pavlis, & Singleton, 2016; Reigadinha, Godinho, & Dias, 2017), and parking (Mingardo & Meerkerk, 2012; Reimers, 2013). Another group of consumer behavior antecedents has been mostly studied in relation to hedonic shopping values (Abdul Karim, Kumar, & Abd Rahman, 2013). In this vein, the following factors are well-recognized in retailing literature: atmospherics and environmental factors (Bloch & Kamran-Disfani, 2018; El-Adly & Eid, 2016; Holmqvist & Lunardo, 2015), social factors (Hsu, Chen, & Kumar, 2018; Li, Lin, & Ho, 2017; Ramamoorthy, Gunasekaran, Roy, Rai, & Senthilkumar, 2018), and entertainment (Elmashhara & Soares, 2019b, 2019a; Elmashhara, Soares, & Mumel, 2019; Sadachar & Fiore, 2018; Triantafillidou, Siomkos, & Papafilippaki, 2017).

Atmospherics is one of the most active research areas in retailing studies. Several studies address the role of environmental cues on consumer behavior (Chang, Eckman, & Yan, 2011; Mohan, Sivakumaran, & Sharma, 2013). Turley and Milliman (2000) classify atmosphere factors to five main categories: external variables; general interior variables; layout and design variables; point-of-purchase, and decoration variables; and human variables. The most recognized category is the general interior variables which encompasses a number of environmental variables (Flooring and carpeting, color schemes, lighting, music, P.A. usage, scents, tobacco smoke, width of aisles, wall composition, paint and wallpaper, ceiling composition, merchandise, temperature, and cleanliness) surrounding consumers during most of their shopping time. This article discusses the visual, sound and olfactory variables (namely; color schemes, lighting, music, and scent) in order to, first, add to the body of knowledge by understanding the role these variables play in enhancing the shopping experience.

21 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/future-research-directions-in-sensory-marketing/248948

Related Content

The Impact of Social Media and Digital Marketing on Consumer Behavior

Md. Ashrafuzzaman, A. S. M. Adib Hasan Rishat, Md. Sharif Hossain and Mohammad Tareq Alam (2022). *Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era* (pp. 275-294).

www.irma-international.org/chapter/the-impact-of-social-media-and-digital-marketing-on-consumer-behavior/305706

Consumer Emotions Research in Luxury Contexts in Emerging Economies

Cláudio Félix Canguende-Valentim and Vera Teixeira Vale (2020). *Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior* (pp. 299-323).

www.irma-international.org/chapter/consumer-emotions-research-in-luxury-contexts-in-emerging-economies/248957

The Interaction Between Consumer Evaluations on Brand Extension Strategies in Luxury Product Categories With Brand Loyalty

Aye Anbarland Funda Bayrakdarolu (2024). *Globalized Consumer Insights in the Digital Era* (pp. 1-37).

www.irma-international.org/chapter/the-interaction-between-consumer-evaluations-on-brand-extension-strategies-in-luxury-product-categories-with-brand-loyalty/341392

Data Centers in Sustainability and Green Computing

Ahmet Bilgehan Kandemir, Baak Gökand Hadi Gökçen (2023). *Achieving Economic Growth and Welfare Through Green Consumerism* (pp. 125-154).

www.irma-international.org/chapter/data-centers-in-sustainability-and-green-computing/326295

The Metaverse and Web 3.0: Revolutionising Consumption and Communication for the Future

Ali B. Mahmoud (2023). *Handbook of Research on Consumer Behavioral Analytics in Metaverse and the Adoption of a Virtual World* (pp. 322-345).

www.irma-international.org/chapter/the-metaverse-and-web-30/321611