

Marketing sensorial

Sensory Marketing



Author: [Roberto Manzano](#) [1]

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Sensory marketing participates directly in the consumer's buying experience. It is through the senses that the functional and emotional benefits and the values and personality of the mark are reinforced so as to make it more relevant and differential in ever more competitive markets. While the marketing of trademarks and equally of trade names has always tried to act upon the senses, this has occurred in a limited, fragmented and partial fashion. The progressive development of sensory marketing as a marketing activity has occurred as a result of three main factors:

Advances in neuroscience

The evolution of markets themselves

The growing importance placed upon emotional factors as an element that explains purchasing behaviour.

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Address: Ribera del Loira, 28, 1º. 28042 Madrid

Contact: Sandra García

Phone: +34 91 382 83 00

E-mail: sandra.garcia@pearson.com [3]

E-mail: silvia.errejon@pearson.com [4]

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