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Nota di contenuto	Chapter 1 Experience retail environments with (almost) all senses -- Chapter 2 Vision -- 2.1 Why visual stimuli? -- 2.2 The devil is in the details: How visual stimuli affect consumers -- 2.3 The whole is greater than the sum of its parts: How the visual context influences consumer behavior -- 2.4 Outlook on the use of augmented reality (AR) in the retail environment -- Chapter 3 Sound -- 3.1 Music influences consumer behavior, but there is nothing like the "right music" -- 3.2 Music influences the product choice: You buy what you hear -- 3.3 Music influences product perception: Feeling, tasting, and seeing what you hear -- 3.4 Music influences shopping and spending behavior -- 3.5 Recommendations for practice: Targeted vs. intuitive use of music -- 3.6 Acoustic stimuli at the point of sale: More than just background music -- 3.7 Outlook on music and sounds in online retail environments -- Chapter 4 Scent -- 4.1 Why ambient scents? -- 4.2 Scents act differently -- 4.3 The effect of warm and cool scents -- 4.4

Scents evoke specific associations -- 4.5 Ambient scents also have a long-term effect -- 4.6 Cultural preferences -- 4.7 The use of ambient scents raises ethical questions -- Chapter 5 The interaction of different sensory stimuli -- 5.1 Why combine different sensory stimuli? -- 5.2 How multisensory congruence elicits positive evaluations -- 5.3 How sensory perceptions influence one another (crossmodal correspondence) -- References.

Sommario/riassunto

Online retailers have gained massive popularity in recent years, plunging large parts of brick-and-mortar retail into an existential crisis. In order to survive in times of growing online retail, brick-and-mortar retailers must become aware of their unique potential to address non-digitizable consumer needs and transform retail environments into places of experience and discovery. A key building block for achieving this aim lies in the creation of sensory experiences that motivate consumers to enter and linger in stationary retail environments. But how? To answer this question, this volume provides insights into the latest research results from sensory marketing on vision, sound, and scent. The authors describe the sometimes surprising effects of sensory cues on consumer behavior and provide clear recommendations for marketing practice. Readers of this book have access to videos via a dedicated app: simply download the SN More Media app free of charge, scan a link with the play button and immediately play the video on your smartphone or tablet.
