

# **Sensory Marketing: Research On The Sensuality Of Products**

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Avishan Amanat directs ISR. She data collection and sensory research, as established by Council of American Survey Research Organizations (CASRO), the Marketing

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What is sensory marketing and why is it interesting and also important? Krishna defines it as "marketing that engages the consumers' senses and affects their behaviors."

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In A. Krishna (Ed.), Sensory marketing: Research on the sensuality of products (pp. 259-278). Sensory marketing: Research on the sensuality of products

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### **Victor barger | linkedin**

A sense of things to come: Future research directions in sensory marketing Sensory marketing: Research on the sensuality of products December 2009

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research in sensory marketing : About People and The lab focuses on understanding how sensory aspects of products (i.e., the touch, taste,

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