

# 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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Kahn, Barbara and Xiaoyan Deng Research on the Sensuality of Products, ed., Sensory Marketing Conference,

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Book Chapters. Deng, X., Kahn, B. E. (2009). Consumer Responses to Visual Packaging Cues: A Strategic Framework. In Aradhna Krishna (Ed.), Sensory Marketing; Research

### **Aradhna krishna | michigan ross**

Dr. Aradhna Krishna Her research explores ways in which a product She held the first academic conference on sensory marketing, has edited a research

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Sensory branding is a type of marketing that appeals to all the senses in relation to the brand. It uses the senses to relate with customers on an emotional level.

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