The investigation was done with the intention of learning about the effects of sensory stimuli used by companies in their marketing strategies.

The aim of which, is the analysis of the effects that sensory stimulants could have on the behaviour of customers.

Beggining with the definition of sensory marketing, its main characteristics, and the role they play concerning the behaviour of customers (selection, image...)

The study focuses on three sensory stimuli; sight, taste and smell, and how these stimuli evoke emotions in the customer.

Included is an empirical study which will consists of three experiments, followed by the planning, execution and results of each. Concluding with a presentation on the outcome and recommendations that derive from the results of the study.