



## **SENSORY MARKETING: DETERMINING FACTOR IN THE DECISION TO BUY IN MYPES FOOTWEAR MARKETERS**

Victor Genaro Luna Fernández \*

ORCID: <https://orcid.org/0000-0002-5438-6573>

Arely Velázquez Domínguez\* \*

ORCID: <https://orcid.org/0000-0002-5076-2236>

Fabiola Olvera Torres\*\*\*

ORCID: <https://orcid.org/0000-0002-2232-0801>

Juan Chávez Medina\*\*\*\*

ORCID: <https://orcid.org/0000-0002-1978-0620>

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### **Resumen:**

La investigación tuvo como propósito identificar de qué manera la estimulación de los sentidos del consumidor (vista, oído y olfato) influye en su decisión de compra y en el tiempo de permanencia dentro del punto de venta. El estudio es de corte transversal y exploratorio, se adopta el estudio de casos múltiples. Los resultados muestran que el sentido más importante que influye en la decisión de compra es la vista, seguido del olfato y el oído, éstos dos últimos influyen más en la decisión del consumidor con respecto al tiempo que permanecen dentro del comercio.

**Palabras clave:** Comercialización, consumidor, marketing sensorial, MYPES, punto de venta.

\* Profesor e Investigador en Benemérita Universidad Autónoma de Puebla-México. Doctorado en Ciencias. Contacto: victor.lunafer@correo.buap.mx

\*\* Profesor e Investigador en Benemérita Universidad Autónoma de Puebla- México. Maestra en Desarrollo Educativo. Contacto: arely.velazquez@correo.buap.mx

\*\*\*Profesor e Investigador en Instituto Tecnológico Superior de Atlixco- México. Maestra en Gestión e Innovación Tecnológica. Contacto :  
fabiola.olvera@itsatlixco.edu.mx

\*\*\*\*Profesor e Investigador en Universidad Politécnica de Puebla- México. Doctorado en Planeación Estratégica y Dirección de Tecnología. Contacto:  
juan.chavez.medina@uppuebla.edu.mx

**SENSORY MARKETING: DETERMINING FACTOR  
IN THE PURCHASE DECISION IN FOOTWEAR  
MARKETING SMES**

**Abstract:**

The purpose of the research was to identify how the stimulation of the consumer's senses (sight, hearing and smell) influences their purchase decision and the time spent at the point of sale. The study is cross-sectional and exploratory, the study of multiple cases is adopted. The results show that the most important sense that influences the purchase decision is sight, followed by smell and hearing, the latter two having more influence on the consumer's decision regarding the time they remain in the store.

**Keywords:** Marketing, consumer, sensory marketing, SME (Small and medium enterprises), point of sale.

**SENSORY MARKETING: FATOR DE DETERMINAÇÃO NA DECISÃO DE COMPRA EM PYMEs DE MARKETING  
DE CALÇADO**

**Resumo:**

A investigação visava identificar como a estimulação dos sentidos do consumidor (visão, audição e olfacto) influencia a sua decisão de compra e o tempo passado dentro do ponto de venda. O estudo é transversal e exploratório, adoptando múltiplos estudos de caso. Os resultados mostram que o sentido mais importante que influencia a decisão de compra é a visão, seguida do olfacto e da audição, estes dois últimos influenciando mais a decisão do consumidor relativamente ao tempo passado na loja.

**Palavras-chave:** Marketing, consumidor, marketing sensorial, MYPES, ponto de venda

## 1. INTRODUCTION:

The footwear industry worldwide is dominated by the five largest producers in the world: China, with 54.69% of annual pair production (591,471,150 million dollars), followed by Vietnam with 24.76% (348,909,140 million dollars) in the third place is Indonesia with 9.36% (131,927,851 million dollars) in the fourth place is Italy with 7.27% (102,474,408) and in the fifth place is the United States with 3.92% (55,192,253) (WITS, 2020). Mexico is not included in this classification because its production is only 213 million pairs per year (CICEG, 2020). There is a general overproduction of shoes in the world, so one of the great challenges is to diversify markets, marketing channels and specific niches. In this sense, the footwear marketing companies in Mexico try to move the product and introduce it into the market as soon as possible, through the use of various strategies and strong sales efforts.

"The evolution of the markets and their competitive intensity have left traditional marketing, focused on analytical and rational methods, in the background. Professionals in marketing have reacted to these changes, so to undertake the task of designing new techniques must be based on the research into the consumer behavior, desires and senses regarding the influence they have on the final purchase decision; this is the only way they can adequate and give response to these new trends in various branches from the industry" (González, 2016, p.10). By this way, "sensory marketing has acquired a decisive importance in the recent years, due to the fact that it is considered the best way to connect the brand or product with the lifestyle of the consumers, adding value to their environment, appealing to their feelings, their senses, reasons and as a measure of commercial strategy" (Jiménez *et al.*, 2019, p.123).

At the moment it comes to influence the consumer's purchase decisions, companies involve and stimulate customer's senses which affect their behavior. The marketing and advertising products generally take into account only two senses, the sight and the hearing, but they tend to involve the other senses Krishna, (2010) and Lindstrom, (2012).

In regard to Hultén (2011), Krishna (2010) and Lindstrom (2012) argue that sensory marketing<sup>1</sup> is increasingly important for the companies who offer marketing strategies to professionals which are involved in the framework of the academic research. For example, grocery retailers use the smell of fresh baked bread in order to attract consumers to the store (Donovan and Rossiter, 1982). On this way, Krishna (2010) notes that sensory marketing persists because the senses can affect the decision to purchase a product in many ways. Nowadays, consumption is important because consumers have become more sensory in the emotional search that stimulus their shopping and consumption experiences (Jimenez *et al.*, 2019).

Sensory and emotional stimulus are important aspects in marketing at the moment consumers have their own choices and decisions to buy which are largely made of the perceptions from the different aspects associated with the products. Therefore, understanding, forming and sustaining the consumer's perceptions through sensory marketing are meaningful aspects of success by selling a product (Kumar, 2017), mainly because of the consumer behavior is determined by his emotion and reason (Klopotowska and Sylwia, 2017).

On the other hand, Borja (2013) establishes that the consumer's decisions in buying something are more related to the importance he gives to the intangible factors that make his atmosphere of the establishment have the right smells and colors to please the eye, the background music and pleasant textures when touching, as well as the elements that are more important than the product or service by itself. Imschloss and Kuehnl (2017) point out that the

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<sup>1</sup> According to Pérez (2012), multiple neurosensorial studies confirm that 95% of the decisions made by an individual are motivated by the unconscious, where variants of a more irrational nature influence buyers, such as the atmosphere of the premises,

the colors of the brand or simply having a good presentation. In this sense, studies focused on sensory marketing, and therefore on the less rational side of the consumer, have led to the development of various practices of great success in current markets related to neuromarketing.

background music played in stores has a direct impact on consumers' purchasing decisions, two-thirds of customers said they like to buy more in stores with "pleasant" music in the background.

However, auditory stimulus is not the only factor involved in the consumer. The way in which the products are displayed at the point of the sale also has a big influence. In this sense, Pelaez *et al.*, (2016) points out that colors directly influence the mood of consumers, and consequently, the purchase decision. On the other hand, Ichina and David (2015) maintain that the adequate display of products allows to increase the product rotation rate and improve the attraction of consumers by influencing their purchase decision. The success when implementing sensory marketing strategies depends on knowing how, when and where to send the stimulus to the consumer and not to the quantity of these ones (Antón *et al.*, 2011).

Nowadays these investigations give the right conditions to the establishments where the products or services are offered and also the importance that they have never received before, where the customer looks for more and more combining leisure and purchase. Today, consumers want to go shopping (Emprendedores, 2019) because they do not choose a product or service only for the cost-benefit ratio, but for the experience offered by the place where the product is purchased, the good service and for the perception that the consumer may have of it (Lindstrom, 2012).

On the other hand, Ortegón-Cortázar and Rodríguez (2016), refer to the fact that the objective of sensory marketing is to influence both the perception of the product and the final purchase decision by referring the stimulus that are perceived through the consumer's five senses. In this regard, Wright *et al.*, (2006) point out that the stimulus sent to the consumer's senses should not be considered a form of manipulation; the only purpose is to generate value for the client. By this way, the main objective of the research was to identify how the stimulation of the consumer's senses (sight, hearing and smell) is applied in the use of different strategies in the sensory marketing and how this stimulation works in the right way by the footwear MYPES which is located in the municipality of Atlixco, Puebla, and how it influences in the decision to purchase the product and the time spent at the point of sale.

## **2. THEORETICAL FRAMEWORK :**

The strong evolution of the market and the use of different marketing mechanisms that exist today, have forced Pequeñas y Medianas Empresas (MYPES) to develop sensory marketing strategies focused on to create shopping experiences in the consumer by awakening sensations and emotions in each one. The use of these strategies allows the customer to get the products in a different way, effectiveness, getting their attention, giving them an added value for generating a high difference with respect to their competitors.

Marketing plans and controls the good services offered by a company in order to give an adequate development of the product and to ensure that the requested product is in the fitting place, at the right time, with the proper price and in the appropriate quantity to guarantee excellent sales. Marketing techniques cover all the procedures and all the effective working in order to introduce products into the distribution system (Cruz *et al.*, 2017). It mainly consists of the process of planning, execution, pricing, promotion and distribution of ideas and good services to create exchanges that meet individual and organizational objectives (Lawrence and Weber, 2014). It is also considered that the set of techniques used to deliver a product among different consumers. By this way, it looks for satisfying and improving the needs of a social group through the exchange with benefits for the survival of the company (Cruz *et al.*, 2017).

The main point of the distribution channel is the producer. The final or destination point is the consumer. People and organizations that stand by next to the producer and the last user are called intermediaries. In this way, a distribution channel is made up of a series of companies or individuals who facilitate the circulation and sale of the product produced until it reaches the hands of the buyer or the last user that are generically called intermediaries and who carry out the distribution functions are commonly located between the producer and the last consumer (Walker *et al.*, 2007).

## Sensory Marketing

"The concept of sensory marketing is included in the science called neuromarketing, which studies the mental process of consumers related to perception, memory, learning, emotion and reason, based on the idea behind a conscious response in the consumer that are the main objectives" (Manzano *et al.*, 2012, p.72). In this respect, Stanton *et al.*, (2017, p.800) define it as "the use of psychological and neuroscience research techniques to gain affectivity in consumer's behavior, preferences, and making decisions in order to acquire a product and/or service".

In the order of the previous ideas and in a punctual way, the sensory marketing in the point of sale is understood for this investigation as the one that is directed to the five senses (sight, hearing, smell, touch and taste) looking for "the stimulation of these senses trying to create a pleasant atmosphere, so that the client increases the time and decision of purchase in the establishment" (Jiménez *et al.*, 2019, p.123). Therefore, it is unnecessary to define the senses managed by the sensory marketing, a previous step to propose a coherent strategy with the brand image.

Vision is a brain function that transforms the information impregnated in the retina into images. It allows the human being to interpret the information received, connecting it to other sensory systems such as the memory. Thus, together with other senses such as the hearing, the sight can transfer the consumer to external contexts in which the product is related, even allowing moral judgments demonstrated by Nenkov *et al.*, (2019).

Hearing is one of the senses that most influence purchasing decisions. Hearing pollution (unwanted, loud, or inappropriate sounds or noises) can affect customers' moods, both consciously and unconsciously impact the negative sales, otherwise the appropriate sounds can help to increase the sales (Jimenez *et al.*, 2019). Hearing is a prerequisite for establishing communication between the company and objective. Therefore, it is very important to distinguish between hearing (perceiving sounds through the ear) and listening to (paying attention to what is heard). In this sense, it is important to point out that the sound part allows to create a predisposition in potential buyers (Gustems, 2005).

The sense of smell has a direct connection to memory, and an odor causes many emotions (Krishna, 2012). However, the smelling marketing is a new tool, but this one has demonstrated much interest by catching many aromas in order to the consumer remember it for so long. Bushdid *et al.*, (2016), point out that this smelling plays an important role in the recognized brand as well as hearing and sight so that a physical link could be created between the olfactory system and the limbic system in the brain which can produce a strong pleasure. The brain collects the intrinsic experience of the smelling and relates it into the context, the store, the product or the brand. The haptic (sense of touching) plays an important role in the consumer's purchase decisions: it acts as a bridge of action when a customer is motivated to make the purchase (Petit *et al.*, 2019). The haptic perception is based on the forces experienced during the contact and can be used to appreciate the last qualities of a product or to make the potential customer interaction with the product itself. This direct contact between the customer and the product also leads to an enhanced feeling of ownership (Shu, 2009; Peck, 2011; Peck *et al.*, 2013).

Tasting is the result of processing flavors for at least 10,000 tastes that humans can have in their mouths. Tasting is a sense with certain limitations when we use it with its own characteristics: we cannot taste a T-shirt or a shoe. However, for those products that can be proved, the test result gives good results by increasing the sale levels up to 95% (Jiménez *et al.*, 2019). According to Hultén (2011), Ortegón-Cortázar and Rodríguez (2016) and Jiménez *et al.*, (2018) the smell, the touch and the taste are the oldest senses: they provide limitations and imprecise information outside the world and they are completely interconnected, so they do not allow people to get good information by themselves. However, sight and hearing allow us to have real and more optimal spatial-temporal information. Otherwise, the main sense is sight because the human being has hearing limitations in terms of the spectrum from sound frequencies which are able to catch the information.

### 3. METODOLOGY:

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#### Design

This research is cross-sectional, exploratory and descriptive with the quantitative and qualitative use to study methodologies and these ones can be considered relevant because they have been studying the complex and the explorative topics (Gartner and Birley, 2002). By this context, the study of multiple cases using convenient samples has been adopted to explore the strategies of the sensory marketing to be implemented in the 13 MYPES<sup>2</sup> of the footwear industry located in Atlixco, Puebla (Harrison *et al.*, 2017). The use of these methodologies provide a clear understanding of the variables investigated (Morgan *et al.*, 2017). In the design of the multiple case studies, a typical criteria considers an irrelevant sample size. Therefore, there are no difficult rules about the case needed to know the requirements from the applied strategy. Harrison *et al.*, (2017) suggest to study six of the ten cases. This methodology not only allows the comparison of the different cases selected to obtain similar results (literal replication), but also it makes it possible to explore and confirm the patterns identified in the beginning cases (theoretical replication). According to this methodology, most of the cases have similar results which can be a substantial support for the development of the preliminary theory by describing the phenomena (Ridder, 2017).

#### Population

The total number of participants were 60 consumers who entered the MYPES in the footwear industry and bought one or more products and they were considered the population study through a non-probabilistic sample for convenience. Considering the confidentiality and anonymity of the customers (names that did not correspond to the interviewed in this study), the names of the MYPES are essential part of the ethics in this research.

The work has been developed in three stages: in the first stage, contact was made by the companies, in the second stage, the semi-structured interviewed questions were designed. In the third stage, the semi-structured interviews were based on the aspects that are related to the sensory marketing (sight, hearing and smelling) and were applied to the point of sale. It is important to point out that these senses touching and tasting are not considered in the research study because (in the case of touching) the product is located in displayed cabinets and/or showcases out of the consumer's reach and in the case of the sense of tasting Jiménez (2019, p.130) says "we cannot taste a T-shirt or a shoe".

#### Instruments

The field research is carried out with semi-structured interviews based on the research variables (table 1), using direct and participative observation, in which the researcher is the responsible to identify the data of interest and register them (Báez and Pérez, 2007). The Information was obtained through experience and qualitative research. Báez and Pérez (2007) state that qualitative research should be carried out when it is necessary to know the reasons why individuals, either in a group or in isolation, act as they use to, either on a daily basis or at a specific time which may cause changes in their perception of things.

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<sup>2</sup> Micro and Small Enterprises are defined by the size of the economic unit and have the capacity to generate cumulative surpluses, create jobs and contribute to the country's competitiveness. It is determined by the number of workers (from 1 to 50) that work in it, the amount of annual sales made and the

value of its fixed assets. Its purpose is to develop activities of extraction, transformation, production and marketing of products or services (Cardozo *et al.*, 2012).

Table 1.

Variables Score

Variable	Dimension	Indicator	Descriptor
1. Final purchase decision	Sale	% of customers who bought	% of customers who bought the product
2. Stay in the establishment	Time	Minutes	Time that the consumer stayed in the establishment
3. Sensory Marketing (sight, hearing and smelling)	Colors	Experience	Customer reactions to the atmosphere <sup>1</sup> of the establishment
	Music	visual, acoustic and	
	Aroma	olfactory	

Source: Own elaboration

A quantitative research was carried out with a cross-sectional measurement through the application of a questionnaire with 20 questions classified by categorical questions and Likert scale, which was applied by using the Google Forms tool. In this regard, Palella and Martins (2003, p.172) state that the validity of a quantitative approach refers to the fact that "the instrument really measures what it intends to measure", and that "validity is defined as the absence of bias and represents the relationship between what is measured and what is really intended to be measured". By this way, validity responds to the purpose of the research and can be classified according to Hernández et al. (2011), into content, criteria and construction of validity. In this context, the Statistical Package for the Social Science (SPSS) version 24 (IBM Corp, 2016) was used to calculate the Cronbach's Alpha coefficient (table 2) and validate the internal consistency of the instrument, getting as a result 0.758, which indicates, according to the general criteria of George and Mallery (2013, p.231) that the instrument is acceptable.

Table 2.

Cronbach's alpha coefficient

Reliability statistics	
Cronbach's alpha	N of elements
0.758	20

Source: program SPSS V. 24 (2020)

#### 4. RESULTS AND DISCUSSION

The results got in the research are presented in the order in table 1, variable scores. 60% of the participants belong to the female gender, while 40% belong to the male gender. The age range was 15 to 45 years.

##### Final purchase decision

These results obtained are presented in the order of importance and the percentage obtained in the interviews are applied according to the final purchase decision of the consumers who bought one or several products within the MYPES that commercialize shoes.

##### Sense of Sight

90% of the consumers indicate that the determining factor for them is to acquire the product that was related to the color, to the form, to the structure and how it looks on the sideboard, the decoration of the store and how the shoe was worn, all the aspects related to the sense of sight (table 3). By this point, a customer comments that she always buys in this kind of store and the first thing she notices is how the shoe looks like with this kind of clothing and how she would combine it with her clothing.

The shape, the structure and decoration of the point of sale, according to Díez *et al.*, (2006), it could be highly influenced on the consumer's behavior from the many purchases in decisions are considered inside the store. Taking into account the same ideas, Kotler *et al.*, (2008), point out that the interior decoration from the establishment should be in accordance with the image

that the company wishes to transmit; it is the same case in this research to take into account the cleanliness and the classification. The decoration from the point of the sale transforms the establishment into a place where people make their shopping interesting and entertaining so it could improve the consumer's preference for the establishment (Thang and Tan, 2003).

for a period of 45 to 60 minutes (regardless of gender) and it is said that they did not realize how much time had passed through, but they recognized that the aroma in the commerce was pleasant and in somehow or another it was stimulated their shopping decision. Chebat and Michon (2003), point out that the stimulus such as the aroma is able to influence the preference from a product in the point of sale and how this can affect the individual's purchase decision.

Table 3.

*Sense of Sight*

Rating	Frequency	Percentage %	Cumulative percentage
Do you consider that the exhibition, the color, the shape and the kind of shoe was a determining factor for you to get the product?	54	90	90
Do you think that all of the above aspects did not influence in getting the product?	6	10	100
Total	60	100	

Source: Own elaboration

Color is one of the main elements that sales managers have and how this one influences to people's affective, cognitive and behavioral status when they visit a commercial establishment. By this line, Brengman and Geuens (2004) point out that the color can affect consumers who visit an establishment in different ways, generating feelings of likes or dislikes, the ways of activation or relaxation. On the other hand, authors such as Bellizzi and Hite (1992) and Crowley (1993) have shown that the color combination affects the customers' sensations at the point of selling, influencing their level of attention, the perceptions of the image of the establishment, the time spent there, the speed of circulation in the establishment; and finally the influence from the volume of purchases made.

**Sense of smell**

77% of the consumers have considered that the aroma they perceived within the commerce has influenced in some ways on how to stay a long time in the establishment. Through direct observation it was possible to identify that people who made a purchase of one or more products remained in the establishment

According to these authors, aroma can produce certain effects on the mood or disposition on the consumer, transferring the pleasure of the aroma to the object (Chebat and Michon, 2003). Therefore, these authors highlight the importance of a cognitive-emotive model, in which the smell acts on the perception of the atmosphere or the environment, and this generates states of pleasure and excitement from the individual. Finally, it can be confirmed that the aroma of an establishment influences positively in the individual when this one presents/displays answers from the coming way (Chebat and Michon, 2003).

**Sense of Hearing**

62% of the interviewers considered that the music someone listens to in the store is pleasant, 38% think the opposite regarding on the age, sex and/or culture from the individual. By this way, some customers indicated that they feel well satisfied and well identified with the music they listen to in the shoe store. In this process, the customer is exposed to different stimulus which is demonstrable and systematically effective on their behavior. In this way, a consumption situation is formed by factors that refer to the time and place in



which the consumption activity takes place, it explains why the action takes place and how they influence the consumer's behavior. This also allows to show that the effect on the music atmosphere in the shoe store represents physical and psychological reactions or impressions in the consumer. With the regard to, Linsen (1975) considers that the existence of music increases the sensation of pleasure associated with the purchase, releases stress, and dissipates the bad mood which causes an increase in the customer's staying at the point of sale. Otherwise, with the application of the model developed by Mehrabian and Russell (1974), *Donovan et al.*, (1994) is demonstrated that a pleasant sound environment stimulates it positively especially those people who visit the point of sale, making the shoppers enjoy and invest for so long in the establishment.

The above research together with the results obtained confirm that the exposure of consumers to a certain listening atmosphere transforms significantly the shopping experiences and increases the purchase satisfaction of the customers. By this way, Sherman and Smith (1987) point out that the sound environment that makes the customer in the establishment influences his or her perception - attention and interpretation - of the image from the establishment, conditioning the money spent and the time invested by the consumer in the establishment as well as his or her desire at the point of sale and how to increase the probability of purchase. In this line, *Díez et al.*, (2006), point out that from a commercial point of view, silence is unacceptable.

### **Stay in the establishment**

It could be observed that the gender has an important influence on how long customers stay at the point of sale. 90% of the women stayed inside the store for 45 to 60 minutes, only 10% stayed up to 90 minutes. Regarding the male gender, it was observed that 85% stayed inside the store between 20 and 30 minutes to make their shopping, only 15% stayed between 35 and 45 minutes. 90% of the women interviewed said that they stayed for so long inside the store because they liked to see the shoes and because they found the smell and atmosphere of the place pleasant, 10% said that they had enough time to be there and that they were not in a hurry to leave the place. Regarding the male gender, 95% said that just because they liked the place and only 5% said they liked to see the shoes.

### **Sensory Marketing**

It was seen that in all the MYPES main point of study, one of the most important elements is the lighting they have (mainly white) both inside the stores and on the facades, they use light colors that provide shining. According to decoration, we could observe large and well-lit showcases with white walls, aluminum doors in gray colors, shiny tile floor in white (only 60% of the stores) and the other 40% have a decoration in shades and colors of wood. The glass of the showcases in all the stores are very clean and seemed that there is not any glass in them. By looking at the area where the customers try on their shoes, all the stores have a decoration with minimalist kind of furniture, the place has a dynamic, young atmosphere that inspires freshness, cleanliness, harmony and in general a pleasant sensation. The stores are big enough with spaces that mix colors and dim lights and white led lighting with very nice and familiar music with young people and the smell that it is not noticed. Here is the information obtained after analyzing the establishments visually.

The sensations that the atmosphere of the different MYPES footwear marketers provoked in the consumers were the pleasure, the taste and even in some cases, the pleasure, derived from the illumination, the atmosphere, the music and the aroma that the buyers could perceive. 95% of those interviewed expressed their taste and preference for the atmosphere which was generated by the store.

### **Visual Marketing Exterior Design**

**Geographical location:** The establishments are located on main streets in the central area of the Atlixco, Puebla.

**Access to the establishment:** On average they have 2 to 3 access. They do not have any kind of door, there is a lot of opportunity for consumers to access. They have signs with the brand logos just above the entrance.

**Exterior architecture:** the stores are only one floor in a square shape, with showcases without doors.

**Showcases:** They have an average of 3 to 4 large showcases at the entrances where the products are classified in different sections: shoes for boys and men and shoes for girls and women.

### **Visual Marketing Interior Design**

**Colors:** The colors presented in the establishment are white, beige and wood color. In general, the interior design is new and modern, the use of these colors, mainly white, also causes the feeling of being in a large and clean space.

**Lighting:** It is based on numerous spotlights with white light and in some cases warm light. The white light is found in the sideboards, the box and the warm light in most cases in the area where the shoes are tried.

**Decoration:** It is practically scarce because of the type (minimalist).

**Furniture:** It is scarce and diverse. It is composed by shelves and wooden benches, a box (point of sale). In the establishment we also find several mirrors and accessories for shoes in the place where it is charged.

**Organizational aspects of the product:** In general, the type of product presentation is symmetrical, and according to the type of shoe and to whom it is addressed. New products are placed in the showcases at the entrance. In general, the order of the stores is good.

**Signs:** It is formed by signs that indicate the credit cards that are accepted and promotions offered as well as products of reductions, or prices.

**Cleanliness of the establishment:** They are generally impeccable.

### Hearing Marketing

**Type of music:** They use a kind of music that is aimed at their target audience, and therefore look for match their tastes to make them feel comfortable. They usually listen to pop, techno, classical music, etc. Volume: high.

**Outside noise:** Sometimes there is noise coming from outside the store, however, the volume from the music in the store makes it imperceptible.

### Olfactory Marketing

**Aroma of the store:** The smell of the establishments is pleasant in the MYPES. It is the like on part of the consumers. It looks like that they have the same fragrance in common, although the stores have differences in the brands and owners. It is distributed by automatic vaporizers every half hour throughout the establishment and sometimes through the air conditioning duct impregnated the entire store.

**Intensity:** Medium-high. The smell can be perceived meters before arriving at the establishment.

**Qualities:** It is a pleasant aroma for consumers, provoking a positive response, with the like and pleasure of remaining inside the store for long.

The atmosphere of the store affects the perceptions of the customers and is also an important factor that influences the shopping process. In other words, the internal environment or atmosphere is a determining

factor in the shopping process when people come to a point of sale (Díez *et al.*, 2006). Following Markim *et al.*, (1976) quoted by Méndez (2017), it can be stated that the sales space is never neutral, but rather it implies a set of messages and suggestions that create a certain state of mind in individuals, activate intentions and generally affect customer relations. On the other hand, Milliman (1982) points out that, in the shopping process, consumers pay more attention to intangible factors such as the atmosphere of the store than in the product or service they are going to buy. By this sense, sensory marketing allows us to analyze, through the study of the atmosphere the point of sale, how it influences the factors such as the emotional state, behavior and finally the consumer's shopping decision. The study of the influence of the environment on consumer's behavior allows the design of strategies that try to achieve positive shopping experiences and increase customer loyalty (Sharma and Stafford, 2000). Finally, Donovan and Rossiter (1982) concluded that the pleasure induced by the atmosphere of the establishment or point of sale is a determining and fundamental factor on the consumer's behavior with respect to their approach or rejection within the establishment, affecting the level of shopping and money spent by the customer. Likewise, feeling attractions and interests provoked by the atmosphere can increase the time spent in the store and improve relations with the sales staff (Donovan and Rossiter, 1982).

## 5. CONCLUSIONS :

Based on the previous results, it can be seen that there is a relationship between the senses of sight, smell and hearing which determine in one way to another the consumer's shopping decision; although it is said that a big extension the shopping is determined by the sense of sight, the aroma and music that exists in the shoe store are important elements for the customer for being more time in the establishment and consequently buy one or more products.

On the other hand, the results from the interviews made with the participants point that the most important sense that influences their shopping decision is the sight, with 90%, followed by the sense of the smell with

77% and the sense of hearing with 62%, the last two having more influence on the consumer's decision regarding the time spent in the store. Therefore, we can mention that consumers agreed that the sensory marketing strategies used by MYPES caused a good feeling of the atmosphere inside the store which influences the customer in a positive way.

The final decision to buy the product and the time that the consumer stays in the establishment, are determined by the way in which the MYPES make the footwear which are located in Atlixco, Puebla and they stimulate and influence the senses (sight, hearing and smelling) in the consumer. It could be observed that the atmosphere generated within the point of sale significantly influences the behavior of the shoppers taking into account the time they stay inside the store and the way they decide to buy the product. Finally, the results show that it is necessary to strengthen, improve and make the difference for the marketing strategies based on sensory marketing that are implementing the MYPES in the footwear industry located in Atlixco, Puebla, in order to have a great delivering of the products to generate a competitive advantage, increasing the sales, the customer loyalty and make the difference in the market. However, to be successful, it is necessary to implement marketing strategies focused on the sensory integration. The correct and integrated stimulation from the senses is derived from an adequate sensory marketing which will influence significantly the consumer's decisions and behavior from the different points of sale. The limitations of the investigation generate new opportunities to the research based on the analysis and behavior of sensory marketing, applied to other kind of products and/or services, in other contexts, regions, economic activities and company size.

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