



Marketing sensorial (Spanish Edition)

Diana Gavilán Roberto Manzano

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El marketing sensorial participa directamente en la experiencia de compra del consumidor, tanto en su comportamiento en tienda como en la imagen percibida de la enseña. Por medio de los sentidos se refuerzan los beneficios funcionales y emocionales, los valores y la personalidad de la enseña para hacerla más relevante y diferencial en mercados cada vez más competitivos. Si bien tanto el marketing de marca como de enseña han tratado siempre de actuar sobre los sentidos, esta actuación se ha producido en el pasado de forma limitada, fragmentada y parcial. El progresivo desarrollo del marketing sensorial como actividad de marketing se produce como resultado de tres factores principales: El primero sería el desarrollo de la neurociencia, y su creciente conexión con la función de marketing. En segundo lugar, la propia evolución de los mercados, cada vez más competitivos y globales, y en los que la distribución detallista asume un papel cada vez más determinante. Por último, la creciente importancia otorgada al factor emocional como elemento que explica el comportamiento de compra.

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