



# Customer Sense: How the 5 Senses Influence Buying Behavior

*Aradhna Krishna*

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For years, marketers have been experimenting with the senses and sensory experiences to create better perceptions of their products. Even with a product as simple as a potato chip, there are many factors that go into the experience of interacting with the chip. How it tastes, how it smells, the sound that eating it makes, and the appearance of its packaging can all influence our perception of the potato chip itself. As scientists and managers begin to recognize the importance of the senses in product design and marketing, more and more products and advertisements have become sensory in nature.

Accepting the importance of the senses brings about a change in how a manager views his or her products. What changes can be made in the packaging, branding, and advertising to captivate the consumer's senses? What changes can be made to the product itself? Dr. Krishna helps managers to understand how customers relate to products on a sensory level, detailing the specific interactions unique to each sense and showing them how small sensory changes can make a huge impact. Customer Sense allows managers to unlock the secret world of sensory appeal and to craft unique products and advertisements for their businesses.

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