

The effects of sensory stimuli on cognitive processes

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Keywords: sensory stimuli, eye tracking, decision making, choice

Most retail environments involve multiple levels of sensory stimuli from visual display of product packages to the organization of the retail space as well as other sensory information (i.e. smell, sound, haptics) which are either related to the products or the retail space. How do these sensory stimuli impact, which option consumers will choose and how? This presentation focuses on how shelf location, and other visual cues impact consumers' visual search, attention and memory- based processes as well as brand choice. Understanding how shelf location is related to choice is important in both online and offline point-of-purchase decisions, and is most relevant to marketing decisions in retail shelf management.

References:

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