

References

- Aaker, D. A. (1996). Building strong brands - aaker,da. *Building Strong Brands*, 13(4), 382–386.
- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, XXXIV, 347–356.
- Alba, J. W., & Chattopadhyay, A. (1986). Salience Effects in Brand Recall. *Journal of Marketing Research*, 23(4), 363. <https://doi.org/10.2307/3151812>
- Alpert, J., & Alpert, M. (1990). Music Influences on Mood and Purchase Intentions. *Psychology & Marketing*, 7(2), 109–133.
- Baddeley, A. D., Hitch, G. J., & Allen, R. J. (2009). Working memory and binding in sentence recall. *Journal of Memory and Language*, 61(3), 438–456. <https://doi.org/10.1016/j.jml.2009.05.004>
- Bairrada, C. M., Coelho, A., & Lizanets, V. (2019). The impact of brand personality on consumer behavior: the role of brand love. *Journal of Fashion Marketing and Management*, 23(1), 30–47. <https://doi.org/10.1108/JFMM-07-2018-0091>
- Benfratello, L., Piacenza, M., & Sacchetto, S. (2009). Taste or reputation: What drives market prices in the wine industry? Estimation of a hedonic model for Italian premium wines. *Applied Economics*, 41(17), 2197–2209. <https://doi.org/10.1080/00036840701222439>
- Bertil Hultén, N. B. & M. van D. 2009. (2011). *What Is Sensory Analysis?* 1–23. <http://www.vgsensory.be/Sensory-Analysis-16-en>
- Biswas, D., & Szocs, C. (2019). The Smell of Healthy Choices: Cross-Modal Sensory Compensation Effects of Ambient Scent on Food Purchases. *Journal of Marketing Research*, 56(1), 123–141. <https://doi.org/10.1177/0022243718820585>

- Buzova, D., Cervera-Taulet, A., & Sanz-Blas, S. (2020). Exploring multisensory place experiences through cruise blog analysis. *Psychology and Marketing*, 37(1), 131–140. <https://doi.org/10.1002/mar.21286>
- Cătălin, M. C., & Andreea, P. (2014). Brands as a Mean of Consumer Self-expression and Desired Personal Lifestyle. *Procedia - Social and Behavioral Sciences*, 109(February), 103–107. <https://doi.org/10.1016/j.sbspro.2013.12.427>
- Citrin, A. V., Stem, D. E., Spangenberg, E. R., & Clark, M. J. (2003). Consumer need for tactile input: An internet retailing challenge. *Journal of Business Research*, 56(11), 915–922. [https://doi.org/10.1016/S0148-2963\(01\)00278-8](https://doi.org/10.1016/S0148-2963(01)00278-8)
- Denizci Guillet, B., Kozak, M., & Kucukusta, D. (2019). It's in the air: Aroma marketing and affective response in the hotel world. *International Journal of Hospitality and Tourism Administration*, 20(1), 1–14. <https://doi.org/10.1080/15256480.2017.1359727>
- Dörtyol, İ. T. (2020). Do consumers need to smell? Scale development and validation. *Journal of Sensory Studies*, July. <https://doi.org/10.1111/joss.12630>
- Essamri, A., McKechnie, S., & Winklhofer, H. (2019). Co-creating corporate brand identity with online brand communities: A managerial perspective. *Journal of Business Research*, 96(July), 366–375. <https://doi.org/10.1016/j.jbusres.2018.07.015>
- Fernández Muñoz, C., Arribas Pérez, F., & Martín Zapata, C. (2021). Sensory marketing in the women's fashion sector: The smell of the shops in Madrid. *RAN. Revistas Academia y Negocios*, 7(1), 31–40. <https://doi.org/10.29393/ran6-1smcf20001>
- Freling, T. H., & Forbes, L. P. (2005). An empirical analysis of the brand personality effect. *Journal of Product & Brand Management*, 14(7), 404–413. <https://doi.org/10.1108/10610420510633350>
- Goldstein, E. B. (2011). Cognitive Psychology. CONNECTING MIND, RESEARCH, AND EVERYDAY EXPERIENCE. In *WADSWORTH CENGAGE Learning*.

- Graakjær, N. J. (2019). Sounding out i'm lovin' it—a multimodal discourse analysis of the sonic logo in commercials for McDonald's 2003–2018. *Critical Discourse Studies*, 16(5), 569–582. <https://doi.org/10.1080/17405904.2019.1624184>
- Grazer, W. F., & Kessling, G. (2011). The Effect Of Print Advertisings Use Of Sexual Themes ON Brand Recall And Purchase Intention: A Product Specific Investigation Of Male Responses. *Journal of Applied Business Research (JABR)*, 11(3), 47. <https://doi.org/10.19030/jabr.v11i3.5859>
- Gustafsson, C. (2015). Sonic branding: A consumer-oriented literature review. *Journal of Brand Management*, 22(1), 20–37. <https://doi.org/10.1057/bm.2015.5>
- Helmefalk, M., & Hultén, B. (2017). Multi-sensory congruent cues in designing retail store atmosphere: Effects on shoppers' emotions and purchase behavior. *Journal of Retailing and Consumer Services*, 38(March), 1–11. <https://doi.org/10.1016/j.jretconser.2017.04.007>
- Hultén, B. (2011). Sensory marketing: The multi-sensory brand-experience concept. *European Business Review*, 23(3), 256–273. <https://doi.org/10.1108/09555341111130245>
- Husain, G., Thompson, W. F., & Schellenberg, E. G. (2002a). Effects of Musical Tempo and Mode on Arousal, Mood, and Spatial Abilities. *Music Perception*, 20(2), 151–171. <https://doi.org/10.1525/mp.2002.20.2.151>
- Husain, G., Thompson, W. F., & Schellenberg, E. G. (2002b). Effects of Musical Tempo and Mode on Arousal, Mood, and Spatial Abilities. *Music Perception*, 20(2), 151–171. <https://doi.org/10.1525/mp.2002.20.2.151>
- Hwang, A. H. C., & Oh, J. (2020). Interacting with background music engages E-Customers more: The impact of interactive music on consumer perception and behavioral intention. *Journal of Retailing and Consumer Services*, 54(August 2018), 101928.

<https://doi.org/10.1016/j.jretconser.2019.101928>

Kilian, K. (2009). From Brand Identity to Audio Branding. In K. Bronner & R. Hirt (Eds.),

Audio Branding: Brands, Sound and Communication (1st ed., pp. 36–51). Nomos

Verlagsgesellschaft mbH & Co. KG. <https://doi.org/10.5771/9783845216935-36>

Kim, J., Lee, H., & Lee, J. (2020). Smartphone preferences and brand loyalty: A discrete

choice model reflecting the reference point and peer effect. *Journal of Retailing and*

Consumer Services, 52(May 2019), 101907.

<https://doi.org/10.1016/j.jretconser.2019.101907>

Klein, J. (2001). Attention, scholastic achievement and timing of lessons. *Scandinavian*

Journal of Educational Research, 45(3), 301–309.

<https://doi.org/10.1080/00313830120074224>

Kotler, P., & Keller, K. (2013). Marketing Management. In *Marketing Management*.

<https://doi.org/10.4324/9780203357262>

Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to

affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332–

351. <https://doi.org/10.1016/j.jcps.2011.08.003>

Krishnan, V., Kellaris, J. J., & Aurand, T. W. (2012). Sonic logos: Can sound influence

willingness to pay? *Journal of Product and Brand Management*, 21(4), 275–284.

<https://doi.org/10.1108/10610421211246685>

Krishnan, V., Sullivan, U. Y., Groza, M. D., & Aurand, T. W. (2013). The Brand Recall

Index: A metric for assessing value. *Journal of Consumer Marketing*, 30(5), 415–426.

<https://doi.org/10.1108/JCM-02-2013-0464>

Louis, D., & Lombart, C. (2010). Impact of brand personality on three major relational

consequences (trust, attachment, and commitment to the brand). *Journal of Product and*

Brand Management, 19(2), 114–130. <https://doi.org/10.1108/10610421011033467>

- Luffarelli, J., Stamatogiannakis, A., & Yang, H. (2019). The Visual Asymmetry Effect: An Interplay of Logo Design and Brand Personality on Brand Equity. *Journal of Marketing Research*, 56(1), 89–103. <https://doi.org/10.1177/0022243718820548>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing research : an applied approach* (fifth). Pearson.
- Malmberg, K. J., Raaijmakers, J. G. W., & Shiffrin, R. M. (2019). 50 years of research sparked by Atkinson and Shiffrin (1968). *Memory and Cognition*, 47(4), 561–574. <https://doi.org/10.3758/s13421-019-00896-7>
- Martin, N., & Prince, D. (n.d.). Circadian rhythms and their effects on advertising recall. *Journal of Management and Marketing Research*, 1970, 1–20.
- Mas, L., Bolls, P., Rodero, E., Barreda-Ángeles, M., & Churchill, A. (2020). The impact of the sonic logo's acoustic features on orienting responses, emotions and brand personality transmission. *Journal of Product and Brand Management*, July. <https://doi.org/10.1108/JPBM-05-2019-2370>
- Myers, S. D., Deitz, G. D., Huhmann, B. A., Jha, S., & Tatara, J. H. (2020). An eye-tracking study of attention to brand-identifying content and recall of taboo advertising. *Journal of Business Research*, 111(September 2018), 176–186. <https://doi.org/10.1016/j.jbusres.2019.08.009>
- Norman, J., Kelly, B., McMahon, A. T., Boyland, E., Chapman, K., & King, L. (2020). Remember Me? Exposure to Unfamiliar Food Brands in Television Advertising and Online Advergaming Drives Children's Brand Recognition, Attitudes, and Desire to Eat Foods: A Secondary Analysis from a Crossover Experimental-Control Study with Randomization at. *Journal of the Academy of Nutrition and Dietetics*, 120(1), 120–129. <https://doi.org/10.1016/j.jand.2019.05.006>
- Ogg, M., Okada, B. M., Novick, J. M., & Slevc, L. R. (2019). Updating Musical Tonal

- Structure in Working Memory Engages Cognitive Control. *Auditory Perception & Cognition*, 2(1–2), 21–46. <https://doi.org/10.1080/25742442.2019.1626686>
- Petit, O., Velasco, C., & Spence, C. (2019). Digital Sensory Marketing: Integrating New Technologies Into Multisensory Online Experience. *Journal of Interactive Marketing*, 45, 42–61. <https://doi.org/10.1016/j.intmar.2018.07.004>
- Phillips, B. J., McQuarrie, E. F., & Griffin, W. G. (2014). The face of the brand: How art directors understand visual brand identity. *Journal of Advertising*, 43(4), 318–332. <https://doi.org/10.1080/00913367.2013.867824>
- Raab, C., Zemke, D. M. V., Hertzman, J. L., & Singh, D. (2013). Restaurant Customers' Perceptions of Noise and Their Satisfaction and Loyalty Behaviors. *International Journal of Hospitality and Tourism Administration*, 14(4), 398–414. <https://doi.org/10.1080/15256480.2013.838090>
- Roggeveen, A. L., Grewal, D., & Schweiger, E. B. (2020). The DAST Framework for Retail Atmospherics: The Impact of In- and Out-of-Store Retail Journey Touchpoints on the Customer Experience. *Journal of Retailing*, 96(1), 128–137. <https://doi.org/10.1016/j.jretai.2019.11.002>
- Srinivasan, S. R., & Srivastava, R. K. (2010). Creating the futuristic retail experience through experiential marketing: Is it possible? An exploratory study. *Journal of Retail and Leisure Property*, 9(3), 193–199. <https://doi.org/10.1057/rlp.2010.12>
- Sung, Y., & Kim, J. (2010). Effects of brand personality on brand trust and brand affect. *Psychology and Marketing*, 27(7), 639–661. <https://doi.org/10.1002/mar.20349>
- Van Den Bosch, A. L. m., de Jong, M. D. T., & Elving, W. J. l. (2005). How corporate visual identity supports reputation. *Corporate Communications: An International Journal*, 10(2), 108–116. <https://doi.org/10.1108/13563280510596925>
- Wang, J., Tao, J., & Chu, M. (2020). Behind the label: Chinese consumers' trust in food

certification and the effect of perceived quality on purchase intention. *Food Control*, 108(August 2019). <https://doi.org/10.1016/j.foodcont.2019.106825>

Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469.
<https://doi.org/https://doi.org/10.5771/9783845236858-161>