

Multisensory Experiences Molding Consumer Decisions: A Multi-Stage Systematic Review and Future Research Agenda

Shweta Kakhtan
Indian Institute of Technology Jodhpur
Anuj Kapoor
IIT Jodhpur

Cite as:

Kakhtan Shweta, Kapoor Anuj (2024), Multisensory Experiences Molding Consumer Decisions: A Multi-Stage Systematic Review and Future Research Agenda. *Proceedings of the European Marketing Academy*, 53rd, (119486)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



Multisensory Experiences Molding Consumer Decisions: A Multi-Stage Systematic Review and Future Research Agenda

Abstract

Our senses are the elementary gateways to information from the external environment. An interplay between multiple senses leads to a multisensory experience. These experiences influence our everyday behaviors unconsciously. To that end, researchers from various disciplines study how multiple senses work together and influence human behavior. In marketing literature, the research in this area is quite novel. A few literature reviews were found in the past literature. However, the scope of those reviews is rather narrow. We have conducted a multi-staged interdisciplinary systematic review of the past 5 years (2018-2023) literature in multisensory experiences with a primary focus on consumer decision-making. The findings are classified on the basis of stages in the customers' shopping journey. Past research is mainly focused on the during-purchase stage followed by the post-purchase stage. Our work presents key theoretical contributions and avenues for future research.

Subject Areas: *Cognition, Consumer Behaviour, Decision-Making, Information Processing*

Track: Consumer Behaviour