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Marketing Sciences research agency is helping big brands by doing sensory testing and sensory research about products and different categories.

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Marketing research has positioned itself to gather, record and analyze data concerning issues related to the marketing of products and services.

An integrative review of sensory marketing:

I define sensory marketing as marketing that engages the consumers' senses and affects their perception, judgment and behavior. From a managerial pe

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Avishan Amanat directs ISR. She data collection and sensory research, as established by Council of American Survey Research Organizations (CASRO), the Marketing

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What is sensory marketing and why is it interesting and also important? Krishna defines it as "marketing that engages the consumers' senses and affects their behaviors."