



WORKING PAPER SERIES

No. 038

The Theory behind Multisensory Marketing: A Conceptual Overview of Crossmodal Correspondences

Kristina Kampfer, M.Sc.

Kerstin Schneider

November 2014

© Marketing Department
Otto-Friedrich-University
Feldkirchenstraße 21
96045 Bamberg (Germany)

SUMMARY / KURZINFORMATION

Topic	The Theory behind Multisensory Marketing: A Conceptual Overview of Crossmodal Correspondences
Content	<ul style="list-style-type: none"> • Theoretical background on haptic and taste perception and crossmodal interaction • Empirical examination of crossmodal interactions between extrinsic haptic product properties, product claims and product perception
Character	Conceptual and empirical
Authors	<ul style="list-style-type: none"> • Kristina Kampfer is research assistant and doctoral candidate at the University of Bamberg • Kerstin Schneider is M.Sc. student at the University of Bamberg
Feedback	<p>Is always welcome! Please address to:</p> <p>Kristina Kampfer, M.Sc. kristina.kampfer@uni-bamberg.de</p>

The Theory behind Multisensory Marketing: A Conceptual Overview of Crossmodal Correspondences

Abstract

This study provides a conceptual overview of crossmodal correspondences which includes an explanation for its occurrence as well as the resulting consequences. The main objective of this work is to point out what the interaction and combination of senses means for perception and decision making. In order to create meaningful insights, an extensive literature research is performed. Above, a categorization of various possible ways of sensory interactions is displayed and discussed. The results deliver valuable insights on the interdependencies of the five senses. This study provides answers to the following questions:

- How are crossmodal correspondences defined?
- What causes crossmodal correspondence?
- What are the consequences of crossmodal correspondences?