

OLFATIVE ASSOCIATIONS ENVIRONMENT TO PERCEPTION OF SPACE AND SERVICE RECEIVED BY ASSOCIATES TO AN EMPLOYEE FUND IN MANIZALES.

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RESEARCH

This article talks about sensory marketing and its influence on the shopping experience, which seeks to contribute knowledge to the field of sensory marketing and its importance in the construction of memorable experiences for audiences.



OBJECTIVE



It was wanted to understand if an aroma could be related to the experience of the service received in the facilities of a Manizales employee fund



TOOLS

Through a descriptive quantitative investigation of quasi-experimental correlational scope.



RESULTS



The stimulation of the sense of smell can be associated in a positive way in the perception of the variables of attention in the service and cleaning.

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PEOPLE

Perceptions

Surveys



Positive stimulation

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Perception of good service