

CALL FOR PAPERS

Today's food environment is complex with a large variety of foods consumers can choose from. Marketing science has long aimed to influence consumers' food choices by branding and advertisement. Sensory scientists aim, amongst other things, to understand the sensory interaction between human and products. Sensory marketing marries the two approaches and can be defined as "marketing that engages the consumers' sense and affects their perception, judgement and behaviour" (Krishna 2011).

Sensory marketing includes research investigating how sensory perception influences marketing messages and how marketing messages influence sensory perception with the aim of shaping consumers' product quality perception and buying behaviour. The multidisciplinary nature of this emerging field requires fundamental and applied research from a variety of scientific fields such as marketing science, psychology, sensory science, psychophysics, and food science behavioural and communication science.

We invite authors to contribute original research articles as well as review articles that will illustrate and stimulate the continuing effort to understand sensory marketing.

Potential topics include but are not limited to the following:

- ▶ Role of odours in evoking emotions in order to influence perceived food quality
- ▶ The influence of scent on consumer behaviour and perceived food quality
- ▶ Role of auditory cues on the perception of food quality
- ▶ Role of labelling on sensory perception and perceived food quality
- ▶ Smell memory and purchase intent
- ▶ Role of visual cues on taste liking and perceived food quality
- ▶ Sensory marketing in food companies
- ▶ Multisensory approach in food design
- ▶ Cross-cultural differences related to sensory marketing

Authors can submit their manuscripts through the Manuscript Tracking System at <http://mts.hindawi.com/submit/journals/jfq/sense/>.

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First Round of Reviews

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