

**Title:**

**Multisensual package design: Does the so called multisensual enhancement exist in a marketing context?**

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**Abstract:** (Your abstract must use **Normal style** and must fit in this box. Your abstract should be no longer than 300 words. The box will 'expand' over 2 pages as you add text/diagrams into it.)

Recently the topic “multisensual stimulation” in the marketing context including package design, product design and placement has experienced increased attention. Here the expression “multisensual enhancement” was coined – meaning an augmentation of a neural response to sensory input of one modality by input of another modality. Hence, the more modalities are addressed the stronger the neural response is following an exponential increase. It is further believed that a multisensual stimulation has a positive effect on purchase related factors. However, this hypothesis has never been proven in a marketing context. Besides little is known which factors have an impact on the success of a multisensual stimulation.

Therefore a study was conducted to verify the existence of the “multisensual enhancement” in a marketing context. It was hypothesized that the more sensory modalities are addressed by a congruent message the better neural networks can be activated. Besides, the effects of a multisensual stimulation on purchase behaviour including important moderators were analysed.

In this study 360 respondents evaluated different face lotion packages (colour and haptics were systematically varied) presented partly with background music and/or ambient odour following a special experimental design. Up to four senses of the consumers were addressed. Since it is assumed that consumers' need states moderate the product perception, stimuli that were either able to activate the “need for achievement” or the “need for affiliation” (two important motivations to use lotion) were included.

Key insights: The consumers' need states next to message congruence had a major impact on the product perception. Only low involved consumers could be influenced by ambient factors. And for the first time the “multisensual enhancement” could be shown in a marketing context: the more sensual modalities were addressed with a congruent message the better neural networks could be activated. This increase of activation was even more than exponential.