SISTEMELE SENZORIALE ŞI COMPORTAMENTUL CONSUMATORULUI

SENSORY SYSTEMS AND CONSUMER BEHAVIOR

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Abstract: We all are consumers, without any doubt ... Consumption is part of our earthly daily goals, and the successful brands are present in the film productions, architecture, music and fashion of puberty (such as Hannah Montana), books and cartoons, urban planning and even our body esthetic (cosmetic surgery and piercing). The products are delivered in education system, kindergartens and schools, since an early age and the proof is that we spend our moments in a consumer society, by dedicating them a more and more important part of our time and energy. That's way we have to understand our emotions and our reactions to the environmental challenges.

Keywords: sensory systems, sensory branding, consumer behavior, hedonistic motivations