

Sensory walking: Sensory ethnography in marketing - Introduction of teaching ethnography research

KÁNTOR, BARBARA

PhD-candidate, University of Debrecen, Doctoral School of Humanities
Lecturer, Corvinus University of Budapest, kantor.barbara@uni-corvinus.hu

Abstract

We come across a lot more information every day than we can process. The stimuli generated by commerce and advertisements are no longer noticed or understood the way as planned by marketing teams behind products (and services). The importance of multisensory stimulation of consumers is fundamental but finding the right and effective ratio is not a simple design task, however 'sensory walking' can help to learn about the everyday reality of consumers. This special technique is used in ethnographic research process, when researchers use their own body, more precisely their senses to understand the consumer situation. In this presentation, I will summarize my educational experience in Corvinus University teaching consumer behaviour to international Marketing MSc students in Spring 2019.

Keywords: sensory walking