

Working Paper Series in Marketing

The Art of Marketing

By Sumire Crader & Judith Lynne Zaichkowsky

Abstract

The “Art of Marketing” is an approach that incorporates various principles of art into marketing in order to appeal to the senses of consumers. By using aesthetics, marketers can give people pleasure through activating emotions. This paper will focus on the art of marketing in a retail store environment and how an artistic approach can aid retailers in understanding and motivating the consumer. The “Art of Marketing” will also help to explain why consumers will continue to frequent brick-and-mortar stores over other alternatives.

zaichkow@sfu.ca
Faculty of Business Administration,
Simon Fraser University,
Vancouver, Canada
1-604-730-1086