Johan Swahn works at ICA Sweden AB and has been a Ph.D. student at the Department of Culinary Arts, Örebro University, since 2007. His research focuses on how our senses work, how we describe different sensory stimuli, and how these factors come together in the field of sensory marketing. His specific interests lie in how consumers perceive different food products, how consumers behave in response to different stimuli, and ways in which marketers can draw attention to the sensory aspects of a product and hence to make the product more attractive.

This thesis is the result of a research project initiated by the Department of Culinary Arts and Meal Science at Örebro University and funded by the Knowledge Foundation and ICA Sweden AB.

If I can taste it, I want it...
Sensory Marketing in Grocery Retail Stores

Johan Swahn
Culinary Arts and Meal Science