This article talks about sensory marketing and its influence on the shopping experience, which seeks to contribute knowledge to the field of sensory marketing and its importance in the construction of memorable experiences for audiences.

**OBJECTIVE**

It was wanted to understand if an aroma could be related to the experience of the service received in the facilities of a Manizales employee fund.

**TOOLS**

Through a descriptive quantitative investigation of quasi-experimental correlational scope.

**RESULTS**

The stimulation of the sense of smell can be associated in a positive way in the perception of the variables of attention in the service and cleaning.

Positive stimulation = Perception of good service

**301 PEOPLE**

Perceptions

Surveys