

## Bibliographie

- Aaker D. A.** (1996), Building strong brands, New York, Free Press
- Aaker D. A.** (1991), Managing brand equity: capitalizing on the value of a brand name, New York, Free Press
- Aaker J. L.** (1997), Dimensions of brand personality, *Journal of Marketing Research*, 34,3, 347-356
- Ahsen A.** (1997), Visual imagery and performance during multisensory experience, synesthesia and phosphenes, *Journal of Mental Imagery*, 21, 3-4, 1-40
- Alba J. W. et Hutchinson J. W.** (1987), Dimensions of consumer expertise, *Jounal of Consumer Research*, 14,1, 411-454
- Alpert J. et Alpert M.** (1990), Music influences on mood and purchase intentions, *Psychology and Marketing*, 7,2, 109-133
- Alpert J. et Alpert M.** (1989), Background music as an influence in consumer mood and advertising responses, *Advances in Consumer Research*, 16, 485-491
- Alpert M. I., Alpert J. I. et Maltz E. N.** (2005), Purchase occasion influence on the role of music in advertising, *Journal of Business Research*, 58, 369-376
- Alton Everest F.** (2000), *Master handbook of acoustics*, 4ème ed., New York, McGraw-Hill Professional
- Anand P. et Holbrook M.** (1986), Chasing the wundt curve: an adventure in consumer esthetics, *Advances in Consumer Research*, 13, 655-657
- Anand P. et Sternthal B.** (1991), Le rôle modérateur de la complexité du traitement des messages sur les effets de la répétition publicitaire, *Recherche et applications en marketing*, 6,2, 25-42
- Andreani J.C. et Conchon F.** (2003), Les méthodes d'évaluation de la validité des enquêtes qualitatives en marketing, *actes du 3<sup>ème</sup> colloque ESCP-EAP « International Congress Marketing Trends »*
- Anzieu D. et Chabert C.** (2004), *Les méthodes projectives*, Paris, Presses Universitaires de France
- Areni C. et Kim D.** (1993), The influence of background music on shopping behavior: classical versus top forty, music in a wine store, *Advances in Consumer Research*, 20, 336-340

- Areni C.** (2003), Examining managers' theories of how atmospheric music affects perception, behaviour and financial performance, *Journal of Retailing and Consumer Services*, 10, 263-274
- Ashton M. C., Lee K. et Paunonen S. V.** (2002), What is the central feature of extraversion? Social attention versus reward sensitivity, *Journal of Personality and Social Psychology*, 83, 1, 245-252
- Azoulay A. et Kapferer J. N.** (2003), Do brand personality scales really measure brand personality? , *Brand Management*, 11,2, 143-155
- Bailey N. et Areni C. S.** (2006), When a few minutes sound like a lifetime: Does atmospheric music expand or contract perceived time?, *Journal of Retailing*, 82, 3, 189-202
- Baron R. M. et Kenny D. A.** (1986), The moderator-mediator variable distinction in social psychological research: conceptual, strategic and statistical considerations, *Journal of Personality and Social Psychology*, 51,6, 1173-1182
- Baron-Cohen S., Burt L., Laittan-Smith F., Harrison J.E. et Bolton P.** (1996), Synaesthesia: Prevalence and familiarity, *Perception*, 25, 1073-1080
- Beeli G., Esslen M. et Jäncke L.** (2005), When coloured sounds taste sweet, *Nature*, 434, 38
- Belleza F. S., Appel M. B. et Hatala M. H.** (2001), The effects of imagery and pleasantness on recalling brand names, *Journal of Mental Imagery*, 25,3 & 4, 47-61
- Ben Dahmane Mouelhi N. et Touzani M.** (2002), Les réactions des consommateurs à la notoriété et au style de la musique diffusée au sein du point de vente, *Actes du Congrès AFM 2002 (Lille)*, 87-100
- Berlyne D. E.** (1971), *Aesthetics and psychobiology*, New York, Appleton Century Crofts
- Bicknell J.** (2002), Can music convey semantic content? A Kantian approach, *Journal of Aesthetics and Art Criticism*, 60, 3, 253-261
- Bierley C., MacSweeney F. K. et Vannieuwkerk R.** (1985), Classical conditionning of preferences for stimuli, *Journal of Consumer Research*, 12, 3, 316-323
- Bitner M. J.** (1992), Servicescapes: the impact of physical surroundings on customers and employees, *Journal of Marketing*, 56, 57-71
- Bjerstedt A.** (1960), Warm-cool color preferences as potential personality indicators: preliminary note, *Perceptual and Motor Skills*, 10, 31-34
- Blair M. E. et Shimp T. A.** (1992), Consequences of an unpleasant experience with music: a second-order negative conditionning perspective, *Journal of Advertising*, 21,1, 35-43
- Boulaire C. et Balloffet P.** (1999), Freins et motivations à l'utilisation d'Internet : une exploration par le biais des métaphores, *Recherche et applications en marketing*, 14,1, 21-39

- Boulaire C.** (2004), Portrait Chinois : le jeu de la métaphore en tant qu'expérience, *Décisions Marketing*, 36, 39-47
- Bouveresse R.** (1995), *Esthétique, psychologie et musique*, Paris, J. Vrin
- Bowlby J.** (1980), *Loss: sadness and depression*, New York, Basic Books
- Broekemier G.** (1993), Retail store image formation and retrieval: a content analysis including effects of music and mood (image retrieval), *PhD. Dissertation, The University of Nebraska*
- Brooker G. et Wheatley J.** (1994), Music and radio advertising: effects to tempo and placement, *Advances in Consumer Research*, 21, 286-290
- Browman C.P. et Goldstein L.** (1986), Towards an articulatory phonology, *Phonology Yearbook 3*, Cambridge University Press
- Braut C.** (1994), *Le livre d'Or de la norme MIDI*, Paris, Sybex
- Bruneau M. et Didier A.** (1995), Acoustique - propagation et production de sons, *Encyclopædia Universalis CD*, 1ère ed., Encyclopædia Universalis
- Brunel O.** (1997), Identité olfactive, auditive et visuelle des entreprises de transport en commun : la question de l'intermodalité appliquée à l'univers du métro, *mémoire de DESS Marketing des Activités Tertiaires*, IAE Université Jean Moulin, Lyon
- Bruner G. C.** (1990), Music, mood and marketing, *Journal of Marketing*, 54,4, 94-104
- Cain-Smith C. P. et Curnow R.** (1966), Arousal hypothesis' and the effects of music on purchasing behavior, *Journal of Applied Psychology*, 50,3, 255-256
- Caldwell C. et Hibbert S. A.** (2002), The influence of music tempo and musical preference on restaurant patrons' behaviour, *Psychology and Marketing*, 19,11, 895-917
- Caldwell C. et Hibbert S. A.** (1999), The effect of music tempo on consumer behavior in a restaurant, *Advances in Consumer Research*, 4, 58-62
- Campbell D. T. et Stanley J.** (1963), *Experimental and quasi experimental design for research*, Chicago, Rand Mc Nally
- Cameron M. A., Baker J., Peterson M. et Braunsberger K.** (2003), The effects of music, wait-length evaluation, and mood on a low-cost wait experience, *Journal of Business Research*, 56, 421-430
- Cameron M. A.** (1996), Responses to delay in services: the effects of music volume and attribution, *PhD Dissertation, The University of Texas at Arlington*
- Catchings-Castello G.** (2000), The ZMET alternative, *Marketing Research*, 12,2, 6-12
- Cattell R. B. et Saunders D. S.** (1954), Musical preferences and personality diagnosis: a factorization of one hundred and twenty themes, *Journal of Social Psychology*, 39, 3-24

- Caudle F. M.** (1989), Advertising art: cognitive mechanisms and research issues, *Cognitive and Affective Responses to Advertising*, Lexington Books
- Chaiken S.** (1980), Heuristic vs systematic information processing and the use of source vs message cues in persuasion, *Journal of Personality and Social Psychology*, 39,5, 752-766
- Chamard C.** (2000), Les facteurs d'efficacité du contenu des images mentales en communication persuasive, *Actes de la 5ème Journée de Recherche en Marketing de Bourgogne*, 183-204
- Charles A.** et **Tardieu H.** (1977), Tables de fréquences des éléments de 28 catégories, *Laboratoire de Psychologie Expérimentale*, Université de Paris V
- Chevalier J.** et **Gheerbrant A.** (2005), *Dictionnaire des symboles : mythes, rêves, coutumes, gestes, formes, figures, couleurs, nombres*, 3ème éd., Paris, Robert Lafont / Jupiter
- Chouard C-H.** (2001), *L'oreille musicienne*, 1ère ed., Paris, Gallimard
- Cole C. A., Castellano N. M.** et **Schum D.** (1995), Quantitative and qualitative differences in older and younger consumers' recall of radio advertising, *Advances in Consumer Research*, 22, 617-621
- Cornu G.** (1990), *Sémiologie de l'image dans la publicité*, Paris, Les Editions d'Organisation
- Coulter R. A., Zaltman G.** et **Coulter K. S.** (2001), Interpreting consumer perceptions of advertising: an application of the Zaltman Metaphor Elicitation Technique, *Journal of Advertising*, 30,4, 1-21
- Cytowic R. E.** (1995), Synesthesia: Phenomenology and neuropsychology, *Psyche*, 2, 10
- Cytowic R. E.** et **Wood F. B.** (1982). Synesthesia I: a review of major theories and their brain basis. *Brain and Cognition*, 1, 23–35.
- Daucé B.** et **Rieunier S.** (2002), Le marketing sensoriel du point de vente, *Recherche et applications en marketing*, 17,4, 45-65
- Day E.** (1985), Accounting for musical tastes, preferences and attendance patterns, *Advances in non profit marketing*, Greenwich : JAI Press
- Day S.** (2005), Some demographic and socio-cultural aspects of synesthesia, in *Synesthesia: perspectives from cognitive neuro-science*, Oxford, New York, Oxford University Press
- de Castilla D.** (2000), *Le test de l'arbre, relations humaines et problèmes actuels*, Paris, Masson
- de Pechpeyrou P., Goudey A.** et **Desmet P.** (2003), Mesures d'audience sur Internet : A la croisée des chemins entre approche publicitaire et marketing direct, *Cahier de Recherche n° 2003-324*, Université Paris IX Dauphine - DMSP

- Deighton H.** (1985), Rheoretical strategies in advertising, *Advances in Consumer Research*, 12, 432-436
- Demory B. et Lancestre A.** (1983), *Le marketing qualitatif - des produits nommés désirs*, Paris, Chotard Editions
- Denis M.** (1994), *Image et cognition*, Paris, Presses Universitaires de France
- Derbaix C. et Poncin I.** (2005), La mesure des réactions affectives en marketing : évaluation des principaux outils, *Recherche et applications en marketing*, 20,2, 55-75
- Diawara T.** (2006), De l'extension de marque à l'extension de l'offre de l'enseigne de grande distribution vers de nouveaux services marchands : proposition d'un modèle d'évaluation du service en extension, *Cahier de recherche Juin 2006*, Université Paris XII
- Didier A.** (1995), Acoustique - audiométrie, *Encyclopedia Universalis CD*, 1ère ed., Encyclopædia Universalis
- Digman J. M.** (1990), Personality structure: emergence of the five-factor model, *Annual Review of Psychology*, 41, 417-440
- Divard R. et Robert-Demontrond P.** (1997), La nostalgie : un thème récent dans la recherche marketing, *Recherche et applications en marketing*, 12,4, 41-61
- Divard R. et Urien B.** (2001), Le consommateur vit dans un monde en couleurs, *Recherche et applications en marketing*, 16, 3-24
- Dubé L., Chebat J. C. et Morin S.** (1995), The Effects of background music on consumers' desire to affiliate in buyer seller interaction, *Psychology and Marketing*, 12,4, 305-319
- Dubé L. et Morin S.** (2001), Background music pleasure and store evaluation intensity effects and psychological mechanisms, *Journal of Business Research*, 54, 107-113
- Dumas R.** (2002), *Traité de l'arbre : Essai d'une philosophie occidentale*, Paris, Actes Sud
- Dunbar D. S.** (1990), Music and advertising, *International Journal of Marketing*, 9,3, 197-203
- Elek J. L. et Happ D.** (1974), Extraversion and preferred level of sensory stimulation, *British Journal of Psychology*, 65, 3, 359-365
- Eroglu S. A., Machleit K. A. et Chebat J. C.** (2005), The interaction of retail density and music tempo: effects on shopper responses, *Psychology & Marketing*, 22,7, 577-589
- Evrard Y., Pras B. et Roux E.** (2001), *Market : Etudes et recherches en marketing*, Paris, Dunod
- Eysenck H. J. et Eysenck S. B. G.** (1969), *Personality Structure and Measurement*, London, Routledge
- Faber S.** (2000), *Mon livre des couleurs*, Paris, Guy Trédaniel

- Fernandez L.** (2005), *Le test de l'arbre : Un dessin pour comprendre et interpréter*, Paris, Psych-Pocket, Editions in Press
- Ferrandi J. M., Fine-Falcy S. et Valette-Florence P.** (1999), L'échelle de personnalité des marques de Aaker appliquée au contexte français : un premier test, *Actes du Congrès de l'AFM - Strasbourg*, 1089-1112
- Ferrandi J. M., Merunka D. et Valette-Florence P.** (2003), La personnalité de la marque : bilan et perspectives, *Revue Française de Gestion*, 145, 145-162
- Frank L. K.** (1939), Projective methodes for the study of personality, *Journal of Psychology*
- Fukui H. et Yamashita M.** (2003), The effects of music and visual stress on testosterone and cortisol in men and women, *Neuro Endocrinology Letters*, 24, 3-4, 173-180
- Galan J.P. et Helme-Guizon A.** (2003), L'utilisation de la musique comme élément de l'atmosphère des sites Web : Considérations Techniques et Théoriques, *Actes du Sixième Colloque Etienne Thil sur la Distribution*
- Galan J.P. et Sabadie W.** (2001), Les déterminants de la satisfaction pour un site Web : une étude exploratoire, *Actes du 17ème Congrès Internation de l'AFM Deauville*
- Galan J.P.** (2003), Musique et réponses à la publicité : effets des caractéristiques, de la préférence et de la congruence musicales, *Thèse en Sciences de Gestion*, soutenue à l'Université des Sciences Sociales de Toulouse
- Galan J.P.** (2002), L'analyse des fichiers log pour étudier l'impact de la musique sur le comportement des visiteurs d'un site web culturel, *18ème Congrès international de l'Association Française de Marketing*
- Gallen C.** (2005), Le design alimentaire : quelle place pour l'originalité dans la cuisine ? Une approche exploratoire de la perception de l'esthétique alimentaire par les consommateurs dans le cas de produits dissonants, *Communication pour le colloque ESC Toulouse « Faire la cuisine »*, décembre 2005
- Gallen C.** (2005), Le rôle des représentations mentales dans le processus de choix, une approche pluridisciplinaire appliquée au cas des produits alimentaires, *Recherche et Applications en Marketing*, 20, 3, 59-76
- Gallopel K.** (1998), Influence de la musique sur les réponses des consommateurs à la publicité : prise en compte des dimensions affective et symbolique inhérentes au stimulus musical, *Thèse en Sciences de Gestion*, soutenue à l'Institut de Gestion de Rennes
- Gallopel K.** (2000), Contributions affective et symbolique de la musique publicitaire : une étude empirique, *Recherche et applications en marketing*, 15,1,
- Galton F.** (1880), Visualised numeral, *Nature*, 21, 252-256

- Garlin F. V. et Owen K.** (2006), Setting the tone with the tune: a meta-analytic review of the effects of background music in retail settings, *Journal of Business Research*, 59, 755-764
- Gavard-Perret M.-L. et Helme-Guizon A.** (2003), L'imagerie mentale : un concept à (re)découvrir pour ses apports en marketing, *Recherche et applications en marketing*, 18,4, 59-79
- Gentric M.** (2005), La relation client-magasin : de la stimulation sensorielle au genius loci, *Thèse en Sciences de Gestion*, soutenue à l'Université de Rennes 1
- Ginsberg L.** (1923), A case of synesthesia, *American Journal of Psychology*, 34, 582-589
- Glicksohn J., Steinbach I. et Elimalach-Malmilyan S.** (1999), Cognitive dedifferentiation in eidetics and synesthesia: hunting for the ghost once more, *Perception*, 28, 1, 109-120
- Goldberg L. R.** (1990), An alternative description of personality: the Big Five factor structure, *Journal of Personality and Social Psychology*, 59, 1216-1229
- Gorn G. J., Goldberg M. E. et Basu K.** (1993), Mood, awareness and product evaluation, *Journal of Consumer Psychology*, 2,3, 237-256
- Gorn G. J., Goldberg M. E., Chattopadhyay A. et Litvack D.** (1991), Music and information in commercials: their effects with an elderly sample, *Journal of Advertising Research*, 31,5, 23-32
- Gorn G. J.** (1982), The effects of music in advertising on choice behavior: a classical conditioning approach, *Journal of Marketing*, 46, 94-101
- Griffiths T. D.** (2001), The neural processing of complex sound, *Annals of The New York Academy of Sciences*, 930, 133-142
- Grossenbacher P. G. et Lovelace C. T.** (2001), Mechanisms of synesthesia: cognitive and physiological constraints, *Trends in Cognitive Sciences*, 5,1, 36-41
- Guéguen N., Jacob C. et Legohérel P.** (2002), L'effet d'une musique d'ambiance sur le comportement du consommateur : une illustration en extérieur, *Décisions Marketing*, 25, 53-59
- Guéguen N. et Lépy N.** (2001), L'influence d'une musique d'attente téléphonique sur la perception temporelle, *CD ROM CNR'IUT 2001*, Publications de l'Université de Saint-Etienne
- Guelfand G.** (1999), *Paroles d'images - les méthodes projectives appliquées aux études marketing*, Paris, Montréal, Gaëtan Morin Editeur
- Haley R. I., Richardson J., Baldwin B. M.** (1984), The effects of nonverbal communications in television advertising, *Journal of Advertising Research*, 24, 11-18
- Hargreaves D. J.** (2005), *The developmental psychology of music*, New York, Cambridge University Press

- Hegar W.** (1962), *Graphologie par le trait. Introduction à l'analyse des éléments de l'écriture*, Paris, Vigot
- Heilbrunn B.** (2001), Les facteurs d'attachement du consommateur à la marque, *Thèse en Sciences de Gestion*, soutenue à l'Université Paris IX – Dauphine
- Helme-Guizon A.** (2000), Contribution à l'étude du rôle de l'imagerie dans la persuasion publicitaire : éléments en faveur de l'analyse du contenu des images mentales, *Actes du 16<sup>ème</sup> Congrès de l'AFM*.
- Henderson P. W., Cote J. A., Leong S. M. et Schmitt B.** (2003), Building strong brand in Asia: selecting the visual components of image to maximize brand strength, *International Journal of Research in Marketing*, 20, 297-313
- Herbert M.** (2005), Le comportement de réponse de l'individu en situation de questionnement : le biais du répondant en comportement du consommateur, *Thèse en Sciences de Gestion*, soutenue à l'Université Paris-IX Dauphine
- Herrington D. J.** (1993), The effects of tempo and volume background music on the Shopping Time and Purchase Amount of Supermarket Shoppers, *DBA Dissertation, Mississippi State University*
- Hetzell P.** (1996), Les entreprises face aux nouvelles formes de consommation, *Revue Française de Gestion*, 110, 70-82
- Hevner K.** (1935), Experimental studies of the affective value of colors and lines, *Journal of Applied Psychology*, 19, 385-398
- Hubbard E. M., Arman A. C., Ramachandran V. S. et Boynton G. M.** (2005), Individual differences among grapheme-color synesthetes: brain-behavior correlations, *Neuron*, 45, 6, 975-985
- Hubbard E. M. et Ramachandran V. S.** (2005), Neurocognitive mechanisms of synesthesia, *Neuron*, 48, 509-520
- Hubbard E. M.** (2005), L'étrange monde du synesthète, *Médecine & enfance*, 667-674
- Hui M. K., Dubé L. et Chebat J. C.** (1997), The impact of music on consumer's reactions to waiting for services, *Journal of Retailing*, 73, 1, 87-104
- Jackson D. M.** (2004), *Sonic branding: an introduction*, Basingstoke, Hampshire, Palgrave MacMillan
- Jacob C. et Guéguen N.** (2002), Variations du volume d'une musique de fond et effets sur le comportement de consommation : une évaluation de terrain, *Recherche et applications en marketing*, 17, 4, 35-43

- Jacob C.** (2002), L'impact d'une musique d'ambiance on-line sur la perception temporelle et l'appréciation d'un site, *Workshop Marketing et Gestion du CREREG du 21/03/2002*
- Jacob C.** (2006), Styles of background music and consumption in a bar: an empirical evaluation, *International Journal of Hospitality Management*, sous presse, sous presse
- Jäncke L.** (2002), What is special about the brains of musicians, *Neuroreport*, vol. 13, n°6, 741-742
- Johnson J. E.** (2003), The use of music to promote sleep in older women, *Journal of community health nursing*, 20,1, 27-35
- Jolibert A. et Jourdan P.** (2006), *Marketing Research, méthodes de recherche et d'études en marketing*, Paris, Dunod
- Joly M.** (2003), *Introduction à l'analyse de l'image*, Paris, Nathan Université
- Julien J-R.** (1989), *Musique et publicité*, Paris, Flammarion
- Jung C. G.** (1967), *The Development of Personality*, 17, New York, Routledge
- Kallinen K. et Ravaja N.** (2004), Emotion-related effects of speech rate and rising vs. falling background music melody during audio news: the moderating influence of personnalité, *Personality and Individual Differences*, 37, 2, 275-288
- Kapferer J. N. et Laurent G.** (1992), *La sensibilité aux marques*, Paris, Les Editions d'Organisation
- Kapferer J. N. et Laurent G.** (1983), *Comment mesurer le degré d'implication des consommateurs ?*, Paris, IREP
- Kapferer J. N.** (1995), *Les Marques, Capital de l'entreprise*, Paris, Les Editions d'Organisation
- Kellaris J. J. et Altsech M.** (1992), The experience of time as a function of musical loudness and gender of listener, *Advances in Consumer Research*, 19, 725-729
- Kellaris J. J. et Cox A. D.** (1989), The effects of background music in advertising: a reassessment, *Journal of Consumer Research*, 16,2, 113-118
- Kellaris J. J. et Cox A. D.** (1987), The effects of background music in advertising: a replication and extension, *American Marketing Association Educator's Conference Proceedings*, American Marketing Association
- Kellaris J. J. et Kent R.** (1992), The influence of music on consumers' temporal perceptions: does time fly when you're having fun? , *Journal of Consumer Psychology*, 1,4, 365-376
- Kellaris J. J. et Rice R.** (1993), The influence of tempo, loudness, and gender of listener on responses to music, *Psychology and Marketing*, 10,1, 15-29

- Kellaris J. J.** (1992), Consumer esthetics outside the lab: preliminary report on musical field study, *Advances in Consumer Research*, 19, 730-734
- Keller K. L.** (1993), Conceptualizing, measuring and managing customer-based brand equity, *Journal of Marketing*, 57,1, 1-22
- Kelly O.E., Johnson D.H., Delgutte B. et Cariani P.** (1996), Fractal noise strength in auditory-nerve fiber recordings, *Journal of Acoustical Society of America*, 99, 2210-2220
- Keston M. J. et Pinto I. M.** (1955), Possible factors influencing musical preference, *Journal of Genetic Psychology*, 86, 101-113
- Kleiser S. B. et Mantel S. P.** (1994), The dimensions of consumer expertise: a scale development, *Enhancing Knowledge Development in Marketing*, 5, 20-26
- Knott B. A., Kortum P. et Bushey R.R.** (2004), The effect of music choice and announcement duration on subjective wait time for call center hold queues, *Proceedings of the Human Factors and Ergonomics Society 48th Annual Meeting*
- Knott B. A., Pasquale T., Miller J., Mills S. et Joseph K. M.** (2003), Please hold for the next available agent: the effect of hold queue content on apparent hold duration, *Proceedings of the Human Factors and Ergonomics Society 47th Annual Meeting*
- Koch C.** (1958), *Le test de l'arbre*, Lyon, Paris, Vitte-Emmanuel éditeur
- Koebel M. N. et Ladwein R.** (1999), L'échelle de personnalité de la marque de Jenifer Aaker : adaptation au contexte français, *Décisions Marketing*, 16, 81-88
- Koelsch S., Gunter T., Friederici A.D. et Schröger E.** (2000), Brain indices of musical processing: "nonmusicians" are musical, *J Cogn Neurosci*, 12, 520-541
- Köhler W.** (1929), *Gestalt psychology*, New York, Liveright
- Köhler W.** (1947), *Gestalt psychology*, 2<sup>ème</sup> ed., New York, Liveright
- Konečni V. J.** (1982), Social interaction and musical preference, *The Psychology of Music*, New York, Academic Press
- Korchia M.** (2000), Une nouvelle typologie de l'image de marque, *Actes du Congrès de l'AFM - Montréal*
- Korn D.** (1994), Musique et Publicité : love story, *Keyboards Magazine*, 73, 20-26
- Kosslyn S. M., Ganis G. et Thompson W. L.** (2001), Neural foundations of imagery, *Nature Reviews in Neuroscience*, 2, 9, 635-642
- Kotler P., Dubois B. et Manceau D.** (2006), *Marketing Management*, 12<sup>ème</sup> éd., Paris, Pearson Education France
- Kotler P.** (1973), Atmospherics as a marketing tool, *Journal of Retailing*, 49,4, 48-64

- Lacoeuilhe J.** (2000), L'attachement à la marque : proposition d'une échelle de mesure, *Recherche et applications en marketing*, 15,4, 61-77
- Lageat T., Czellar S. et Laurent G.** (2003), Engineering hedonic attributes to generate perceptions of luxury: consumer perception of an everyday sound, *Marketing Letters*, 14,2, 97-109
- Lallement O.** (2000), L'influence du statut de la marque de luxe sur la perception d'un document visuel. Une approche holistique fondée sur l'imagerie mentale, *Actes du 16ème Congrès de l'AFM*
- Lambert B.** (2002), Ambiance factors, emotions, and web user behavior: a model integrating and affective and symbolical approach, *Actes de la première journée de Recherche AFM sur le Marketing Sensoriel - 03/06/2002*
- LeBlanc A.** (1980), Outline of a proposed model of sources of variation in musical taste, *Council for Research in Music Education Bulletin*, 61, 29-34
- Lemoine J-F.** (2002), Perception de l'atmosphère du point de vente et réactions comportementales et émotionnelles du consommateur, *Actes du Cinquième Colloque Etienne Thil sur la Distribution*
- Lemoine J-F.** (2005), L'atmosphère du point de vente, *Décisions Marketing*, 39, 79-82
- Lemoine J-F.** (2003), Vers une approche globale de l'atmosphère du point de vente, *Revue Française du Marketing*, 194, 83-101
- Lévy F.** (2004), Complexité grammatical et complexité aperceptive en musique, *Thèse en Musicologie*, soutenue à l'EHESS
- Lewinski R. J.** (1938), An investigation of individual responses to chromatic illumination, *Journal of Psychology*, 6, 155-166
- Lewkowicz D. J. et Turkewitz G.** (1980), Cross-modal equivalence in early infancy: Auditory-visual intensity matching, *Developmental Psychology*, 16,6, 597-607
- Lichtlé M.-C.** (2005), Pour favoriser la mémorisation d'une marque, un annonceur a-t-il intérêt à utiliser des couleurs étonnantes ?, *Cahiers de Recherche du LEG / CERMAB*, n° 05-02, 1-21
- Lindstrom M.** (2005), *Brand sense : build powerful brands through Touch, Taste, Smell, Sight and Sound*, New York, London, Free Press
- Liquet J.-C.** (2001), *Cas d'analyse conjointe*, Paris, Tec & Doc
- Litwin M.** (1994), La musique à la rescoussse du suspense, *CinémAction* n°71

- Lucas R., Diener E., Grob A., Suh E. M. et Shao L.** (2000), Cross-cultural evidence for the fundamental features of extraversion, *Journal of Personality and Social Psychology*, 79, 3, 452-468
- Ludvigh E. J. et Happ D.** (1974), Extraversion and preferred level of sensory stimulation, *British Journal of Psychology*, 65, 359-365
- Macdonald R. A. R., Mitchell L. A., et al.** (2003), An empirical investigation of the anxiolytic and pain reducing effects of music, *Psychology of Music*, 31,2, 187-203
- Machotka P.** (1982), Esthetic judgement warm and cool: cognitive and affective determinants, *Journal of Personality and Social Psychology*, 42, 100-107
- MacInnis D. J. et Jaworski B. J.** (1989), Information processing for advertisements: toward an integrative framework, *Journal of Marketing*, 53, 1-23
- MacKinnon D. P., Fairchild A. J. et Fritz M. S.** (2007), Mediation analysis, *The Annual Review of Psychology*, 58, 593-614
- Macklin M. C.** (1988), The relationship between music in advertising and children's responses: an experimental investigation, *Nonverbal Communication in Advertising*, Lexington Books
- Magne S.** (2001), La sensibilité esthétique personnelle : à la recherche de type esthétiques de consommateurs, *Actes de la première journée AFM sur le marketing sensoriel à Nice*
- Maheswaran D. et Chaiken S.** (1991), Promoting systematic processing in low motivation settings: effect of incongruent information on processing and judgment, *Journal of Personality and Social Psychology*, 61,1, 13-25
- Marks L. E.** (1978), *The unity of the senses: Interrelations among the modalities*, New York, Academic Press
- Marks L. E.** (1975), On colored-hearing synesthesia: cross-modal translations of sensory dimensions, *Psychological Bulletin*, 82, 3, 303-331
- Marshak R. J.** (1993), *Managing the metaphors of change*, Organizational Dynamics, 22,1, 44-56
- Martin B. A. S et Mac Cracken C. A.** (2001), Music marketing: music consumption imagery in the UK and New Zealand, *Journal of Consumer Marketing*, 18,5, 426-436
- Martindale C. et Moore K.** (1989), Relationship of musical preference to collative, ecological and psychophysical variables, *Music Perception*, 6,4, 431-446
- Martino G. et Marks L. E.** (2001), Synesthesia: Strong and Weak, *Current Directions in Psychological Science*, 10, 2, 61-65

- Martino G.** et **Marks L. E.** (1999), Perceptual and linguistic interactions in speeded classification: Tests of the semantic coding hypothesis, *Perception*, 28, 903-923
- Mattila A. S.** et **Wirtz J.** (2001), Congruency of scent and music as a driver of in-store evaluations and behavior, *Journal of Retailing*, 77,2, 273-289
- Mayol S.** (2001), L'influence de la musique publicitaire sur la route de persuasion empruntée par le consommateur : une analyse spécifique de la musique classique dans les annonces télévisées, *Thèse en Sciences de Gestion*, soutenue à l'Université de Caen
- McCaffrey R. G.** et **Good M.** (2000), The lived experience of listening to music while recovering from surgery, *Journal of holistic nursing*, 18,4, 378-390
- McCrae R. R.** et **John O. P.** (1992), An introduction to five factor model and its implications, *Journal of Personality*, 60, 175-215
- McElrea H.** et **Standing L.** (1992), Fast music causes fast drinking, *Perceptual and Motor Skills*, 75,
- McKellar P.** (1997), Synesthesia and imagery: Fantasia revisited, *Journal of Mental Imagery*, 21, 3-4, 41-54
- Mehrabian A.** et **Russel J.A.** (1974), *An approach to environmental psychology*, Cambridge, London, MIT Press
- Melara R. D.** (1989), Dimensional interactions between color and pitch, *Journal of Experimental Psychology: Human Perception and Performance*, 15, 69-79
- Mercier D.** (2002), *Le livre des techniques du son - Tome 1*, 3ème ed., Paris, Dunod
- Mermet G.** (2002), *Francoscopie*, Paris, Larousse
- Michel G.** (1999), Evolution des marques : approche par la théorie du noyau central, *Recherche et applications en marketing*, 14,4, 33-53
- Michel G.** (2004), *Au cœur de la marque*, Paris, Dunod
- Michon C.** (2000), La marque : son rôle stratégique au cœur du marketing, *Revue Française de Gestion*, 176, 7-21
- Miller D. W.** et **Marks L. J.** (1992), Imagery and sound-effects in radio commercials, *Journal of Advertising*, 21, 4, 83-93
- Miller M.** (2002), *The complete idiot's guide to music theory*, New York, Alpha Books
- Milliman R. E.** (1982), Using background music to affect the behavior of supermarket shoppers, *Journal of Marketing*, 46, 86-91
- Milliman R. E.** (1986), The influence of background music on the behavior of restaurant patrons, *Journal of Consumer Research*, 13, 286-289

- Milne L. C., Greenway P.** (2001), Drawings and defense style in adults, *The Arts in Psychotherapy*, 28, 245-249
- Mora J.** (1993), *Vivre avec les couleurs*, Romont, Recto-Verseau
- Muehling D. D. et Bozman C. S.** (1990), An examination of factors influencing effectiveness of 15-second advertisements, *International Journal of Advertising Research*, 9,4, 331-344
- Myers C. S.** (1922), Individual differences in listening to music, *British Journal of Psychology*, 13, 52-71
- Nater U. M. Abbmzzese E., Krebs M. et Ehlert U.** (2006), Sex differences in emotional and psychophysiological responses to musical stimuli, *International Journal of Psychophysiology*, 62, 2, 300-308
- Nedungadi P. et Hutchinson J. W.** (1985), The prototypicality of brands: relationships with brand awareness, preference and usage, *Advances in Consumer Research*, 12, 498-503
- North A. C., Hargreaves D. J. et McKendrick J.** (1999), The influence of in-store music on wine selections, *Journal of Applied Psychology*, 84,2, 271-276
- North A. C. et Hargreaves D. J.** (1996), The effects of music on responses to a dining area, *Journal of Environmental Psychology*, 16, 55-64
- North A. C. et Hargreaves D. J.** (1998), The effect of music on atmosphere purchase intentions in a cafeteria, *Journal of Applied Social Psychology*, 28,24, 2254-2273
- North A. C. et Hargreaves D. J.** (1999), Music and on-hold waiting time, *British Journal of Psychology*, 90, 161-164
- Oakes S.** (2000), The influence of the musicscape within service environments, *Journal of Services Marketing*, 14,7, 539-556
- Oakes S. et North A. C.** (2006), The impact of background musical tempo and timbre congruity upon ad content recall and affective response, *Applied Cognitive Psychology*, 20, 505-520
- Olsen G. D.** (1997), The impact of interstimulus interval and background silence on recall, *Journal of Consumer Research*, 23,4, 295-303
- Onkvisit S. et Shaw J.** (1987), Self concept and image, congruence: some research and managerial implication, *Journal of Consumer Marketing*, 4,1, 13-23
- Oudeyer P-Y.** (2003), L'auto-organisation de la parole, *Thèse soutenue à Paris VI*
- Pantin-Sohier G. et Brée J.** (2003), L'influence de la couleur du produit sur la perception des traits de personnalité de la marque, *Cahier de Recherche du CIME-STRAT'M*, 26/2003, IAE de Caen

- Park C. W. et Young M. S.** (1986), Consumer response to television commercials: the impact of involvement and background music on brand attitudes formation, *Journal of Marketing Research*, 23,1, 11-24
- Paviot G.** (2001), L'image des banques selon le concept de personnalité de la marque, la mémorisation des slogans et la perception d'un élément de l'identité visuelle : la couleur, *Document de recherche n°2001-07*, Laboratoire Orléanais de Gestion
- Payne E.** (1967), Musical taste and personality, *British Journal of Psychology*, 58, 133-138
- Pearson J. L. et Dollinger S. J.** (2004), Music preference correlates of Jungian types, *Personality and Individual Differences*, 36, 5, 1005-1008
- Peretz I.** (1990), Processing of local and global musical information by unilateral brain-damaged patients, *Brain*, 113, 1180-1205
- Petty R. E., Cacioppo J.T. et Schumann D.** (1983), Central and peripheral routes to advertising effectiveness: the moderating role of involvement, *Journal of Consumer Research*, 10,2, 135-146
- Petty R. E., Cacioppo J.T., Sdikides C. et Strathman A. J.** (1988), Affect and persuasion, *American Behavioral Scientist*, 31,3, 355-371
- Petty R. E., et Cacioppo J.T.** (1981), *Attitudes and persuasion: classic and contemporary approaches*, Boulder, Oxford Westview Press (1996)
- Pickering L. et Paez M. F.** (1999), Music on the internet: how to minimize liability risks while benefitting from the use of music on the Internet, *Business Lawyer*, 55, 409-435
- Pinson C. et Jolibert A.** (1997), Comportement du consommateur, *Encyclopédie de gestion*, Paris, Economica, 372-475
- Pitt L. F. et Abratt R.** (1988), Music in advertisements for unmentionable products - a classical conditionning experiment, *International Journal of Advertising Research*, 7, 131-137
- Platel H., Price C., Baron J.C. et Wise R.** (1997), The structural components of music perception. A functional anatomical study, *Brain*, 120, 229-243
- Plummer J. T.** (1985), How personality makes a difference, *Journal of Advertising Research*, 24,6, 27-31
- Postal V., Dero M. et Lieury A.** (1996), Temps de décision pour les noms propres et communs en mémoire encyclopédique, normes de fréquence pour 221 catégories, *Le langage et l'homme*, vol. 31, 2-3, pp. 137-173
- Pulver M.** (1993), *Le symbolisme de l'écriture*, Paris, Stock
- Ramachandran V. S. et Hubbard E. M.** (2003), The phenomenology of Synesthesia, *Journal of Consciousness Studies*, 10, 8, 49-57

- Ramachandran V. S. et Hubbard E. M.** (2001), Synesthesia: A window into perception, thought and language, *Journal of Consciousness Studies*, 8, 12, 3-34
- Ramos L.** (1993), The effects of on-hold telephone music on the number of premature disconnections to a statewide protective services abuse hotline, *Journal of Music Therapy*, 30, 119-129
- Ratier M.** (2003), L'image de marque à la frontière de nombreux concepts, *Cahier de Recherche n° 2003-158*, CRG IAE Toulouse
- Rau P-L P. et Chen D.** (2006), Effects of watermark and music on mobile message advertisements, *International Journal of Human-Computer Studies*, 64, 905-914
- Reynaud E.** (2002), Modélisation connexionniste d'une mémoire associative multimodale, *Thèse en Sciences Cognitives*, soutenue à l'Institut des Sciences Cognitives (CNRS UMR 5015)
- Reynolds T. J. et Gutman K.** (1984), Advertising is image management, *Journal of Advertising Research*, 24,1, 27-37
- Rich A. N., Bradshaw J. L. et Mattingley J. B.** (2005), A systematic, large-scale study of synesthesia : implications for the role of early experience in lexical-colour associations, *Cognition*, 98, 53-84
- Rieunier S.** (2000), L'influence de la musique d'ambiance sur le comportement des consommateurs sur le lieu de vente, *Thèse en Sciences de Gestion*, soutenue à l'Université Paris IX - Dauphine
- Rieunier S.** (2004), Le marketing sensoriel chez Nature & Découvertes : 10 ans d'évolution de l'offre sensorielle en restant à l'écoute du consommateur, *Décisions Marketing*, 33, 77-80
- Rizzo M. et Eslinger P. J.** (1989), Colored hearing synesthesia: An investigation of neural factors, *Neurology*, 39, 781-784
- Roballey T. C., Mc Greevy C., Rongo R. R. et al.** (1985), The effect of music on eating behavior, *Bulletin of the Psychonomic Society*, 23,3, 221-222
- Robertson L. C. et Sagiv N.** (2005), *Synesthesia: Perspectives from cognitive neuroscience*, New York, Oxford University Press
- Robichaud-Ekstrand S.** (2004), Influence de la musique sur le niveau de relaxation de patients atteint de maladie coronarienne, *Revue Francophone de Clinique Comportementale et Cognitive*, IX, n°2, 20-28
- Roehm M. L.** (2001), Instrumental vs. vocal versions of popular music in advertisements, *Journal of Advertising Research*, 41,3, 49-58

- Sagiv N., Simner J., Collins J., Butterworth B. et Ward J.** (2006), What is the relationship between Synesthesia and Visuo-spatial Number Forms?, *Cognition*, 101, 114-128
- Scott L. M.** (1990), Understanding jingles and needledrop: a rhetorical approach to music in advertising, *Journal of Consumer Research*, 17, 223-236
- Sewall M. A. et Sarel D.** (1986), Characteristics of radio commercials and their recall effectiveness, *Journal of Marketing*, 50, 1, 52-60
- Sève B.** (2003), Pouvoirs de la musique : de l'emprise à l'altération, *Esprit*, 69-83
- Shimp T. A. et Rose R. L.** (1993), The role of background music: a reexamination and extention, *Advances in Consumer Research*, 20
- Shouten J. W. et McAlexander J. H.** (1995), Subcultures of consumption: an ethnography of the new bikers, *Journal of Consumer Research*, 22, 43-61
- Shuter-Dyson R. et Gabriel C.** (1981), *The psychology of Musical Ability*, London, Methuen
- Sibérial P.** (2000), Effets de la musique d'ambiance sur le comportement des acheteurs en supermarché, *Congrès international de l'Association Française de Marketing*, 2000
- Sibérial P.** (1994), L'influence de la musique sur les comportements des acheteurs en grande surface, *Thèse en Sciences de Gestion*, Université de Rennes 1
- Simner J., Mulvenna C., Sagiv N., Tsakanikos E., Witherby S.A. et Fraser C.** (2006), Synesthesia: The prevalence of atypical cross-modal experiences, *Perception*, 35, 1024-1033
- Slater J. S.** (2000), Collecting brand loyalty: a comparative analysis of how Coca-Cola and Hallmark use collecting behavior to enhance brand loyalty, *Actes de la conférence annuelle de l'Association of Consumer Research*
- Sloboda J.A. et Davidson J.** (1996), The young performing musician, *Musical Beginnings*, Oxford, New York, Oxford University Press
- Smith C. P. et Curnow R.** (1966), Arousal hypothesis' and the effects of music on purchasing behavior, *Journal of Applied Psychology*, 50, 3, 255-256
- Sohier G.** (2004), L'influence de la couleur et de la forme du packaging du produit sur la perception de la personnalité de la marque, *Thèse en Sciences de Gestion*, soutenue à l'Université de Caen
- Spangenberg E. R., Grohmann B. et Sprott D. E.** (2005), It's beginning to smell (and sound) a lot like Chrismas: the interactive effects of ambient scent and music in a retail setting, *Journal of Business Research*, 58, 1583-1589
- Stevenson R. J. et Tomiczek C.** (2007), Olfactory-induced synesthesias: A review and model, *Psychological Bulletin*, 133, 2, 294-309

- Stewart D. W., Farmer K. M. et Stannard C. I.** (1990), Music as a recognition cue in advertising-tracking studies, *Journal of Advertising Research*, 30,4, 39-48
- Stewart D. W. et Furse D. H.** (1986), *Effective television advertising*, Lexington, Lexington Books
- Stora R. et Fromont M.-F.** (1985), *Le test de l'arbre*, Paris, Presses Universitaires de France
- Stout P. et Leckenby J. D.** (1988), Let the music play: music as a nonverbal element in television commercials, *Nonverbal Communication in Advertising*, Lexington, Lexington Books
- Stout P. A. et Rust R. T.** (1986), The effect of music on emotional response to advertising, *Proceedings of the 1986 conference of the American Academy of Advertising*, University of Oklahoma
- Stratton V. N.** (1992), Influence of music and socializing on perceived stress while waiting, *Perceptual and Motor Skills*, 75
- Sundar S. S.** (2000), Multimedia effects on processing and perception in online news: a study of picture, audio and video download, *Journalism & Mass Communication Quarterly*, 77,1, 480-499
- Sweeney J. C. et Wyber F.** (2002), The role of cognitions and emotions in the music approach avoidance behavior relationship, *Journal of Service Marketing*, 16,1, 51-69
- Tansik D. A. et Routhieaux R.** (1999), Customer stress-relation: the impact in a hospital waiting room, *International Journal of Industry Management*, 10,1, 68-81
- Tarrago R., Martin S., De La Haye F. et Brouillet D.** (2005), Normes d'associations verbales chez des sujets âgés, *Revue Européenne de Psychologie Appliquée*, 55, 245-253
- Thomson M., MacInnis D. J. et Park C. W.** (2005), Les liens attachants : mesurer la force de l'attachement émotionnel des consommateurs à la marque, *Recherche et applications en marketing*, 20,1, 79-98
- Tillmann B., Bharucha J.J. et Bigand E.** (2000), Implicit learning of tonality: a self-organizing approach, *Psychol Rev*, 107, 885-913
- Tom G.** (1995), Classical conditionning of unattended stimuli, *Psychology and Marketing*, 12,1, 79-87
- Trainor L.J., et al.** (2002), Automatic and controlled processing of melodic contour and interval information measured by electrocatal brain activity, *Journal of Cognitive Neuroscience*, 14, 430-442
- Tsur R.** (2006), Size-sound symbolism revisited, *Journal of Pragmatics*, 38, 905-924

- Vavassori D.** (2002), Etude psychopathologique des comportements de consommation (usage, abus, dépendance) de substances psychoactives : construction d'un modèle multidimensionnel de la dépendance psychopathologique, *Thèse en psychologie*, soutenue à l'Université de Toulouse le Mirail
- Vettraino-Soulard M.-C.** (1993), *Lire une image*, Paris, Armand Colin
- Wansink B.** (1992), Listen to music: its impact on affect, perceived time passage, and applause, *Advances in Consumer Research*, 19, 715-718
- Ward J., Huckstep B. et Tsakanikos E.** (2006), Sound-Colour Synesthesia: to what extent does it use cross-modal mechanisms common to us all?, *Cortex*, 42, 264-280
- Ward J. et Mattingley J. B.** (2006), Synesthesia: An overview of contemporary findings and controversies, *Cortex*, 42, 129-136
- Ward J., Ryan L., Salih S. et Sagiv N.** (2007), Varieties of grapheme-colour synesthesia : A new theory of phenomenological and behavioural differences, *Consciousness and Cognition (in press)*
- Ward J. et Simner J.** (2003), Lexical-gustatory synesthesia: linguistic and conceptual factors, *Cognition*, 89, 237-261
- Watson D. et Clark L. A.** (1992), Affects separable and inseparable: on the hierarchical arrangements of the negative affects, *Journal of Personality and Social Psychology*, 62, 489-505
- Weick K.** (1989), Theory construction as disciplined imagination, *Academy of Management Review*, 14, 516-531
- Weil-Barais A. et al.** (1993), *L'homme cognitif*, Paris, Presses Universitaires de France
- Wells K. D., Burnett J. et Moriarty S.** (2000), *Advertising: principles and practice*, 5<sup>ème</sup> ed., London, Prentice Hall
- Wheatley J. et Brooker G.** (1994), Music and spokesperson effects on recall and cognitive response to a radio advertising, *Attention, Attitude and Affect in Response to Advertising*, Hillsdale, 189-203
- Whipple W. et McManamon M.K.** (2002), Implications of using male and female voices in commercials: an exploratory study, *Journal of Advertising*, XXXI - 2, 79-91
- Wiener F.M. et Ross D.A.** (1946), The pressure distribution in the auditory canal in a progressive sound field, *Journal of Acoustical Society of America*, 18, 401-408
- Wilson E.M.F et Davey N.J.** (2002), Musical beat influences corticospinal drive to ankle flexor and extensor muscles in man, *International Journal of Psychophysiology*, 44, 177-184
- Wunenburger J. J.** (2001), *Philosophie des images*, Paris, Presses Universitaires de France

- Yalch R. et Spangenberg E.** (1990), Effects of store music on shopping behavior, *The Journal of Consumer Marketing*, 7,2, 55-63
- Yalch R. et Spangenberg E.** (1993), Using store music for retail zoning: a field experiment, *Advances in Consumer Research*, 20, 632-636
- Yalch R. et Spangenberg E.** (2000), The effects of music in a retail setting on real and perceived shopping times, *Journal of Business Research*, 42, 139-147
- Yalch R. F.** (1991), Memory in a jingle jungle: music as a mnemonic device in communicating advertising slogans, *Journal of Applied Psychology*, 76,2, 268-275
- Yoon S. G.** (1993), The role of music in television commercials: the effects of familiarity with and feelings toward background music on attention, attitude and evaluation of the brand, *PhD Dissertation, University of Athens, Georgia*
- Zaltman G.** (1997), Eliciting consumer representations through embodiment basics, *Advances in Consumer Research*, 24, 19-21
- Zatorre R.J., Evans A.C. et Meyer E.** (1994), Neural mechanisms underlying melodic perception and memory for pitch, *Journal of Neurosciences*, 14, 1908-1919
- Zemach E. M.** (2002), The role of meaning in music, *British Journal of Aesthetics*, 42, 2, 169-178
- Zhang Y., Feick L. et Price L. J.** (2006), The impact of self-construal on aesthetic preference for angular versus rounded shapes, *Personality and Social Psychology Bulletin*, 32, 794-805