

The Internet of Thing in Upscale Health and Fitness Clubs: Creating Multisensory Customer Experiences

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Abstract

The goal of this paper is to bridge the gap between sensory marketing and the use of IoT in upscale health and fitness clubs. It is shown how the use of IoT can generate personalized multisensory brand experiences. Nevertheless, potential issues of data protection and sensory overload may occur.

Keywords

Customer experiences, health and fitness clubs, IoT, sensory marketing.