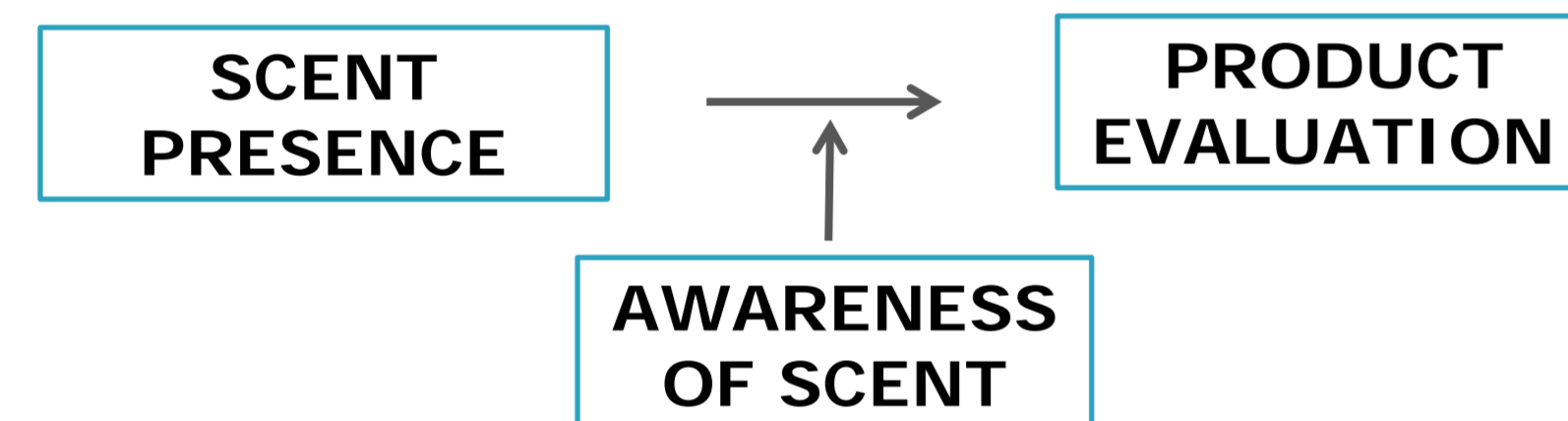


Background

- The sense of smell is one of the most powerful senses
- It has a direct link to the parts of the brain responsible for emotional processing, learning and memory (Herz and Engen 1996)
- The use of scent provides promising opportunities in marketing:
 - Effectiveness in communication (Morrin and Ratneshwar 2003; Krishna, Lwin and Morrin 2010)
 - Engagement of customers (Morrin and Ratneshwar 2003)
 - Improve product judgments (Spangenberg, Crowley and Henderson 1996)
- The power of scent is usually explained by its subconscious effect (Ellen and Bone, 1998)
- However, neuroscience also acknowledges the importance of smell awareness and attention in olfactory perception (Mainland and Sobel 2006, Zelano et al. 2004).

Research Question

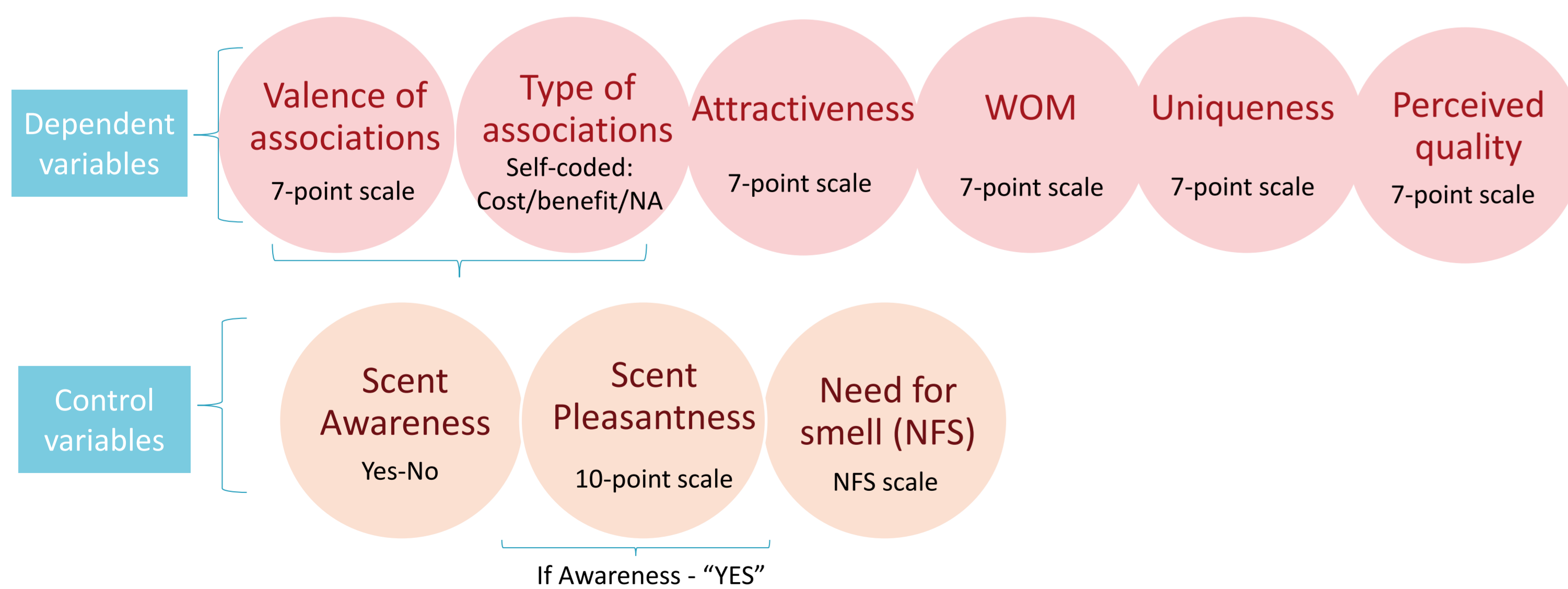
Whether and how consumers' responses to scented marketing stimuli differ depending on scent awareness?



- The focus of the current study: scent in print advertising
- The study will expand the still scarce understanding about effectiveness of olfactory cues in marketing communications.

Study Design

- Sample:** 74 participants
- Procedure:** Participants were presented with scented (Lime scent) holiday advertisements and later requested to proceed with an online questionnaire
- Measures:**



Abstract

This paper explores whether consumers' responses to scented advertising differ depending on scent awareness. The results of this exploratory study suggest that awareness of implicit olfactory cues in advertising could matter; it might make products to seem more unique and motivate more WOM. However, this seems to depend on scent pleasantness. Presence of pleasant scents is likely to be even more pivotal than mere scent awareness.

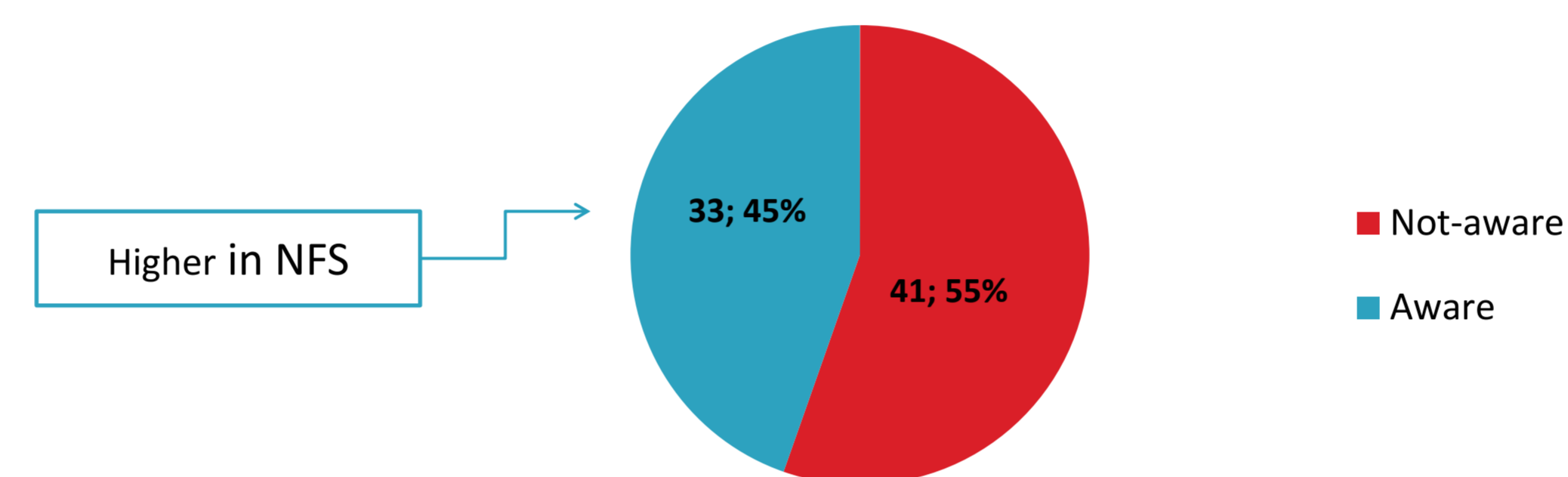
Keywords

- SCENT
- AWARENESS
- ADVERTISING
- SCENT PLEASANTNESS



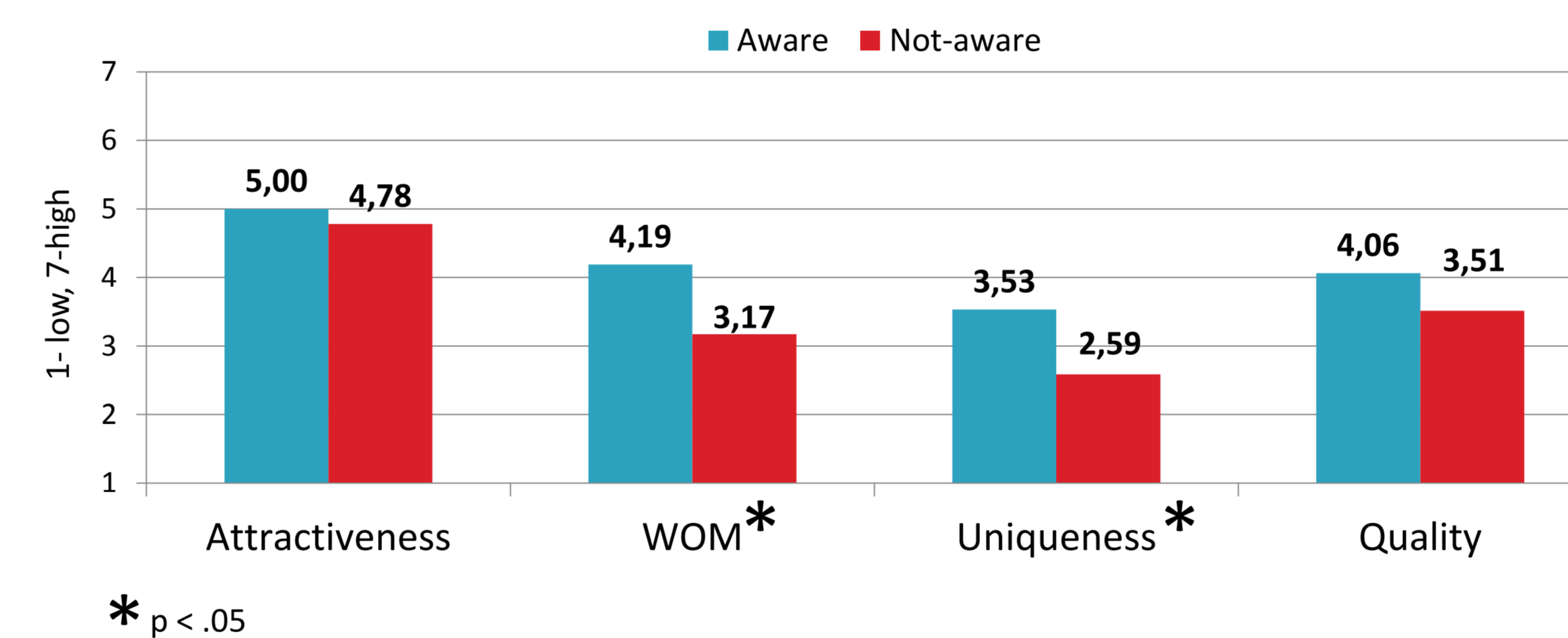
Results

Awareness of scent

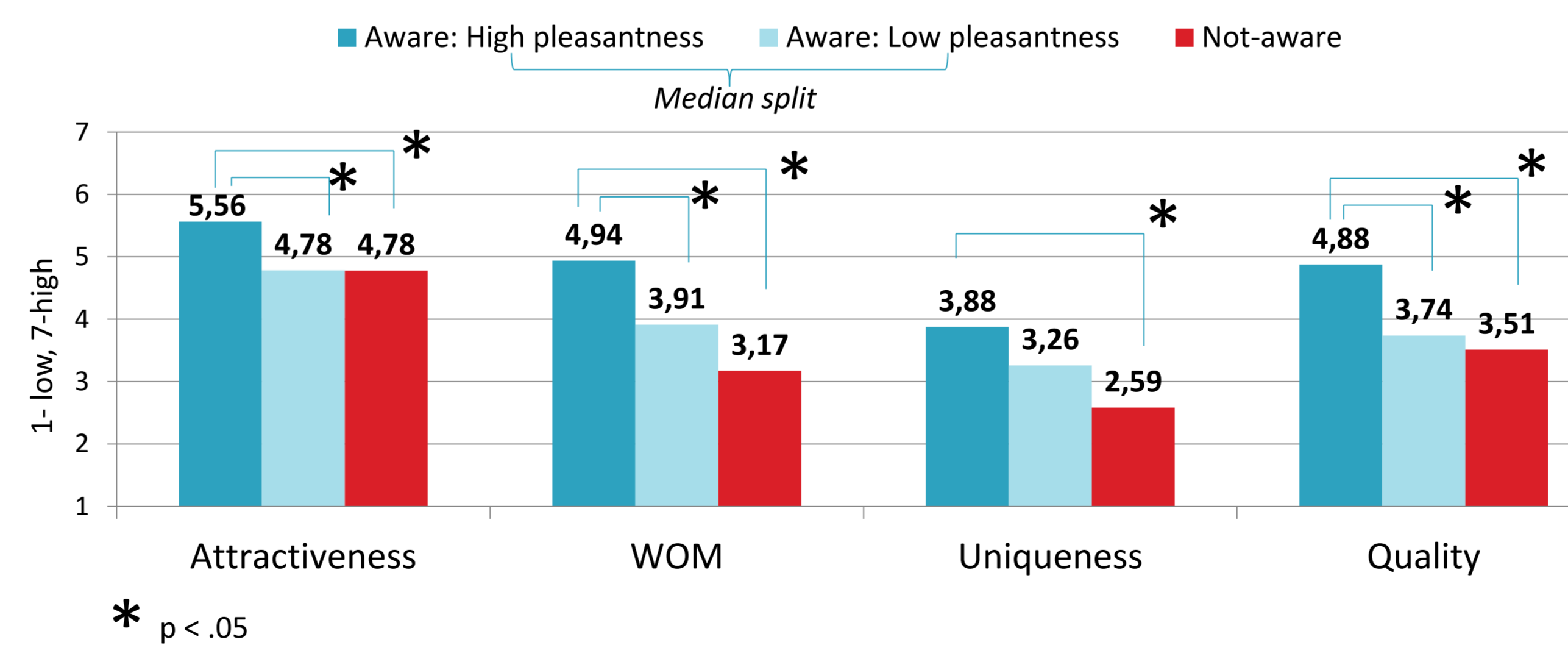


- NFS: $M_{\text{aware}}=4.14$, $SD=1.30$, $M_{\text{not-aware}}=3.37$, $SD=1.23$, $F(1,111)=8.64$, $p<.01$, $\eta^2=.07$

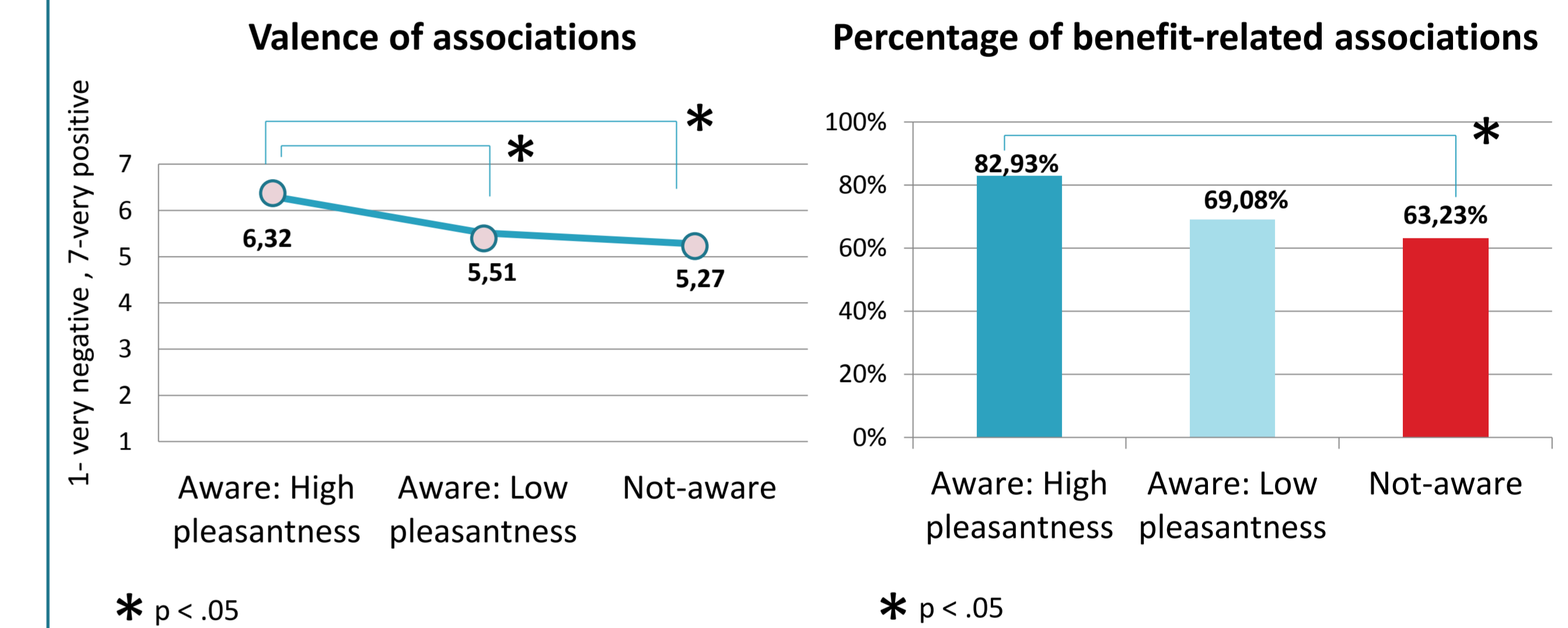
Awareness of scent and product evaluation



Perceived pleasantness of scent and product evaluation



How could this be explained?



Conclusion

- Awareness of implicit olfactory cues in advertising matters
- It makes products to seem more unique and motivate more WOM
- However, presence of pleasant scents is likely to be even more important than mere scent awareness
- Pleasant scent in advertising (that subjects were aware of) increased attractiveness, perceived quality and uniqueness of a product as well as motivated more WOM
- Future studies will investigate whether the same holds across other product categories in a controlled experimental design

Main References

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