

Hiding Power of the Scent in Marketing and New Marketing Strategy: The Scent Marketing

Authors : Shahram Keshavarzi

Abstract : Today, getting good service, having a good time, and leaving the company with good feelings are important for both customers and businesses. It has been observed that when customers are exposed to pleasant smells, their visit times increase by 26%, and they visit the aisles for 3 times longer. By using the effect of scents on people, it is to ensure that customers shop more, benefit from the service and be satisfied. In today's research, visual memory can be 40% effective after a period of 4 months, while olfactory memory is 60% more effective even after 1 year. The purpose of the research is the hidden and effective power of skepticism in the behavior of consumers and the effective strategy of modern marketing. Special scents directly affect the increase in sales by influencing the customer's decision mechanism in purchasing products.

Keywords : modern marketing strategy, scent, scent marketing, consumer behavior

Conference Title : ICEBMM 2021 : International Conference on Economics, Business and Marketing Management

Conference Location : Paris, France

Conference Dates : December 30-31, 2021