

Consumer Reactions to Olfactory Congruence with Brand Image

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Abstract

Practitioners select odors based upon their pleasing nature without taking into account the congruence between the odor and the brand image. Research has examined the effects of odors, but little attention has been paid to olfactory congruence, and even less to olfactory congruence with the brand image. This study investigates the impact of olfactory congruence with the brand image upon consumers. The results show the positive effect of olfactory congruence upon spending, attitude, pleasure, arousal, and perception of the atmosphere. In the high olfactory congruence condition, these reactions are more positive than that in the weak congruence and control conditions.

Keywords: *odor; congruence between odor and brand image; consumer reactions*

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