

# The Effect of Scented Advertising on Perceived Proximity and Product Appeal

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# The Effect of Scented Advertising on Perceived Proximity and Product Appeal

## **Abstract**

This paper investigates how scent on a print advertisement might affect judgments and purchase intentions for the advertised product. Specifically, we find that scented advertising boosts product attractiveness and enhances its purchase intentions since scent acts as a cue for product proximity. Across three studies, we show the hypothesized process, rule out an alternative explanation and identify important boundary conditions.

**Keywords:** *Scented advertising; olfaction; proximity*

**Track:** Advertising & Marketing Communications