

From aroma to action: Understanding the dynamics of congruent scents and green consumption values

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Abstract

Little is known of whether scents can operate to nudge consumers toward greener product choices. With a focus on understanding consumers' intention to buy a green product, this study explores the relationship between congruent ambient scents and non-odorous green products, incorporating the mediating role of processing fluency, moderated by consumer's green consumption values. While prior research on ambient scents emphasizes the stimulus-organism-response framework, we delve into the cognitive process, affirming that processing fluency mediates the positive effect of congruent scents on purchase intention for a non-odorous green product. Moreover, we introduce green consumption values as a moderator, revealing that the effect of congruent scents on processing fluency wanes for consumers with stronger green consumption values, emphasizing the role of individual values. This study offers insights into the cognitive mechanisms of ambient scent, highlighting the importance of motivation.

Subject Areas: *Consumer Behaviour, Retailing*

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