

The Impact of Scent on Individuals: A Systematic Literature Review of EEG Studies

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Abstract

This study is a systematic literature review aiming to redress the gap created by the absence of a systematic effort to bring together all the electroencephalographic (EEG) studies investigating the rather important topic of scent. Overall, this review showcases that different scents affect different EEG components, which are in turn interpreted differently. Floral scents, for example, made individuals feel better, fresh, and active and increased their attention, interest, and concentration. The review also highlights current trends in EEG research methods and identifies directions for further research in the scientific fields of servicescapes and consumer neuroscience.

Keywords: *Servicescapes, Electroencephalography (EEG), Systematic Literature Review (SLR)*