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IMPACT OF SCENT MARKETING AT THE POINT OF SALE AS A BRAND RECOGNITION STRATEGY

Kerly Ariana Rodríguez Mendoza



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Abstract: With the aim of evaluating the effects of scent marketing at the point of sale and its application as a brand recognition strategy in various sectors, the research adopted a descriptive approach through a documentary analysis and a systematic review of the related literature. The methodology included a review of scientific studies, reports, and articles addressing the relationship between scent marketing, consumer behavior, and brand recognition. The results obtained reveal that scent marketing has a significant impact on consumer behavior, extending their time spent at the point of sale and generating emotional connections that can drive loyalty. Furthermore, it has been found that the use of specific scents can effectively contribute to brand image building, serving as a distinctive element that strengthens identity and leaves lasting impressions on consumers' memories. The main conclusions highlight the importance of strategically adapting scent marketing to the preferences and demographic characteristics of the target audience. The personalization of fragrances emerges as a key factor in maximizing its effectiveness. In addition, the cross-cutting relevance of scent marketing in various commercial sectors, from fashion to gastronomy and hospitality, is highlighted. The research shows that scent marketing is not only an effective tool for improving the consumer experience at the point of sale, but also a powerful strategy for strengthening brand recognition. Effective scent marketing management can have a real impact on business performance. From influencing purchasing decisions and customer satisfaction to prolonging dwell time at the point of sale and strengthening brand image, this strategy offers numerous benefits that directly contribute to profitability and business success.

Keywords: Scent marketing, Point of sale, Consumer behavior, Brand recognition, Fragrance customization

Introduction

Sensory marketing has gained relevance as a strategic approach to influencing consumer perception and behavior by integrating stimuli that activate the senses and create memorable experiences (Krishna, 2012). Within this approach, scent marketing stands out for its direct link to memory and emotions, allowing aromas to be associated with brands and activating memories of previous experiences at the point of sale (Guerra Serrano & Gomes-Franco e Silva, 2017). Consequently, fragrances can become a differentiating resource for building identity, improving the shopping experience, increasing dwell time, and strengthening brand recognition.

This article summarizes and discusses the evidence compiled in the base study, which aims to analyze the effects of scent marketing at the point of sale in various sectors, as well as its use as a brand recognition strategy. Based on the review, findings are systematized on: (a) consumer reaction to different fragrances; (b) dwell time at the point of sale; (c) sectoral relevance; and (d) the relationship between scent-brand congruence, emotional experiences, and recall.

Objectives of the baseline study

GENERAL

To analyze, through a review of the literature, the possible effects of scent marketing at the point of sale in different sectors

and how it is used as a brand recognition strategy.

SPECIFIC

- Investigate how consumers react to different fragrances in commercial environments and what impact they have on their purchasing behavior.
- Evaluate the effectiveness of scent marketing in increasing the time consumers spend at the point of sale.
- Investigate the level of importance of the use of scent marketing in various commercial sectors.
- Determine the relevance of scent marketing and how it directly influences brand image.
- Learn about current trends in scent marketing.

HYPOTHESIS

- Scent marketing influences consumers' perception of the brand, contributing to brand recognition and affinity in different sectors.
- Different fragrances used in commercial environments have a significant impact on consumer purchasing behavior, positively influencing purchase intent and spending.
- The perception of the importance of scent marketing varies by commercial sector, being more relevant in industries such as perfumery and gastronomy compared to sectors such as technology.
- The presence of consistent and appealing scent marketing contributes sig-

nificantly to improving a company's brand image, generating a stronger emotional connection with consumers.

Methodology

A descriptive design with a documentary approach was used, combining a systematic literature review and analytical analysis of the findings. The systematic review followed predefined procedures to delimit the research question, define inclusion/exclusion criteria, search relevant sources, systematically extract information, and critically evaluate the methodological quality of the studies included.

The analytical method was used to break down the phenomenon into essential components, identify patterns and trends, and establish relationships between olfactory stimuli, psychological variables (emotions, memory, liking), observable behaviors (time spent, purchase intention), and brand outcomes (image, differentiation, recognition). In line with the base document, the analysis emphasizes the congruence between fragrance and brand identity, as well as the need to adapt to the target audience and sector.

Results

The evidence reviewed suggests that exposure to congruent and pleasant fragrances at the point of sale influences mood, perception of the environment, and evaluation of products/services. Consistently, it is reported that aromas can increase dwell time and encourage exploration of the retail space, which increases the likelihood of purchase and customer satisfaction.

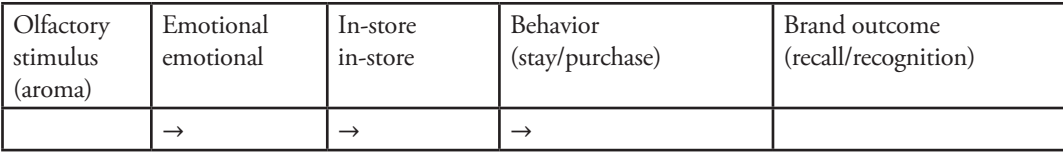


Figure 1. Conceptual model of the effect of scent marketing at the point of sale (own elaboration).

Criterion/phase	Description
Review question	Effects of scent marketing at the point of sale and its contribution to brand recognition in various sectors.
Sources	Scientific articles, reports, and academic literature on scent marketing, neuromarketing, consumer behavior, and branding.
Inclusion	Studies with results on consumer response, dwell time, purchase intention, recall, and/or brand variables.
Exclusion	Documents not directly related to the point of sale or without results on behavior/brand variables; duplicates; insufficient evidence.
Extraction	Author, year, context/sector, type of aromatic stimulus, variables evaluated, and main findings.
Synthesis	Qualitative comparison of findings, identification of patterns (congruence between aroma and brand, intensity, personalization, and sector).

Table 1. Inclusion/exclusion criteria and evidence extraction (summary of the base document).

Author (year)	Context/sector	Olfactory stimulus	Main findings
Tillmann et al. (2017)	Commercial and retail environments	Ambient fragrances	Fragrances can influence purchasing behavior; further research is needed to understand moderators.
Wilson et al. (2015)	Retail	In-store fragrances	Potential influence on purchasing decisions and evaluation of the environment; the effect depends on contextual variables.
Zhu et al. (2021)	Commercial environments	Ambient fragrances	They point to the influence of aromas on purchasing behavior; they recommend more detailed and controlled designs.

Callejón et al. (2016)	Branding/ experience	Distinctive fragrance associated with brand	Sensory differentiation provides a competitive advantage and improves brand positioning in the consumer's mind.
Berčík et al. (2021)	Consumer neuroscience	Olfactory stimuli	Smell influences consumers subconsciously and can increase point-of-sale appeal and customer engagement.
Reino et al. (2021)	Retail (implementation)	Consistent aromatization	Successful implementation requires consistency and authenticity with the brand and consumer preferences.

Table 2. Selected evidence on scent marketing at the point of sale (according to studies cited in the base document).

In addition, scent has been observed to function as a memory “anchor”: when a consumer perceives the same fragrance again, the memory of the brand and the associated experience can be reactivated, strengthening recognition and preference. This association is most effective when there is consistency between the fragrance and the value proposition.

The findings also show that the relevance of scent marketing varies across sectors. Industries such as perfumery, fashion, gastronomy, and hospitality tend to benefit significantly from the role of experience; however, other sectors can also reap benefits if scent is managed strategically and non-invasively. Personalization emerges as a key factor: adjusting intensity, fragrance type, and rotation to the preferences of the target audience improves effectiveness and reduces the risk of rejection.

Discussion

In theoretical terms, the review reinforces the understanding of consumption as a multisensory process in which smell can operate at a subconscious level and modula-

te affective evaluations of the environment, with effects on memory and preference. In practical terms, the results suggest that organizations can design olfactory identities consistent with their brand, integrated into the customer experience strategy.

However, implementation requires caution: the perception of aromas is highly subjective and depends on individual (previous experiences, olfactory sensitivity) and contextual variables. Therefore, it is recommended to conduct pilot tests, collect feedback, control intensity, and consider possible allergies or discomfort. Additionally, there is a need for more comparable experimental studies (with standardized measures) to estimate causal effects more accurately.

Implications for management

It is recommended to: (a) define an olfactory identity consistent with brand attributes; (b) conduct pilot tests of acceptance and sensitivity; (c) control intensity and rotation; (d) integrate scent with other visual and auditory stimuli for a consistent experience; and (e) measure results with indicators (time spent, conversion rate, satisfaction, brand recall).

Limitations

As this is a documentary synthesis, the conclusions depend on the quality and comparability of the studies included. Heterogeneity in measures, contexts, and stimulus limits generalization. More experimental evidence with standardized metrics and longitudinal follow-up is required.

Conclusions

Scent marketing is an effective tool for enriching the point-of-sale experience and contributing to brand recognition, especially when the fragrance is consistent with the identity and suits the target audience. The synthesized evidence indicates benefits associated with increased dwell time, the generation of emotional connections, and the consolidation of brand memories.

As future lines of research, we suggest further investigation into: (a) comparisons between sectors with experimental designs; (b) the effects of personalization and fragrance rotation; and (c) evaluation of long-term brand results (loyalty, repurchase, brand value).

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