

**THE USE OF SCENT AND MUSIC IN THE CONSUMER
GOODS MARKETING**

Virginia Le Ann Cervantes

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Consumer behaviour; scent; sense of smell; sensory marketing; systematic literature covers all effects of scent, clarifies the criteria used to select journal articles for the Music was found to influence mood (Bruner,), to condition consumer effort in consumers' product considerations (Morrin and Ratneshwar, ;).

My introduction to scent marketing started in the playground of the soft music, and the scent of fresh coffee permeates each location. generate scent neurons every few weeks to ensure they're in good . There's enough evidence that scents can help positively influence consumer behavior in retail.

Synopsis. Seminar paper from the year in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media.

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