

# The impact of congruency of ambient scent on static advertising recall

[Business](#), [Marketing](#)



The use of scents to capture the attention of the consumer in the corporate sector dates back to the 1990s. The approach sprouted from the decreased sales in Royce as result of embracing modern technology by the manufacturer, of which altered the original scent of a Rolls Royce vehicle. Various industries appreciated the use of scents then on.

Ambient scent, fragrance associated with a certain store or brand is the basis of various research works conducted on the role of scent in an environment on the behavioural patterns of the consumers. The various research works carried out on the test subjects exposed them to unscented environment (control) versus a scented environment to conclude on the effect of scent on the purchasing behaviour of the consumer. After extensive research, the conclusion drawn was that a scented environment exclusively influences the purchasing behaviour of consumers positively.

Influence of Matching Brand and Individual Personality on Product Choice

The differentiation of a product from its competitors is possible through branding which gives the product a personality. Individuals are therefore able to identify the product on personality basis. Research carried out wanted to prove the influence of a brand image on the willingness of the consumer to purchase the product.

The difference in brand personalities does not make the consumer perceive a product superior or inferior but the image of the brand is that which affects the consumer behaviour of the product. The test subjects of the research belonging to the same group showed similar attributes in their characters. The researchers urged the managers and marketers of products to rely on their findings so that the consumer behaviours' are influenced positively during advertisements. In doing so, the producers will have captured the

desired target group (consumers) effortlessly.

Advertising repetition, variation and spacing on brand recognition: A laboratory study

The overexposure of an advertisement not only causes an organization financial stress but also causes a wear out effect on the viewers. The wear in effect on the other hand happens when the viewer cannot consciously recall an advertisement. Overexposure of an advertisement reduces its effectiveness therefore causing a wear out effect subsequently happens.

The variation of an advertisement is of importance to the producer or retailer of a product because it emphasizes on the various ways in which the consumer recalls the product. Test subjects exposed to various products for the experiment on brand recognition, brand liking and advert recognition resulted to the following; higher brand recognition when the frequency of advertisement was high while advertisement variation had no significant effect on brand recall and brand liking increases with repeated exposure where copy variation is an important factor considered.

References

The Impact of Congruency of Ambient Scent on Static Advertising Recall. (n. d.).

Influence of Matching Brand and Individual Personality on Product Choice. (n. d.).

Advertising repetition, variation and spacing: A laboratory study. (n. d.).