



El marketing olfativo como posicionamiento de marcas [

2019

text (article)

Analítica

The objective of this study based on analyzing the perception that consumers have about olfactory sensory marketing, as a strategy used for brand positioning. The sense of smell has always been a determining factor in human decision making, however, the studies that exist on the process that links aromas, smell and brands. They are descriptive and internal in nature for the reason they cannot confirm that a strategic aroma, applied to a company or brand is an effective positioning factor. Some brands already use the sense of smell as an activator of relationships, emotions and feelings with their customers, taking advantage of the sense of smell does not present advertising saturation, and has direct communication with memory, however, it is an isolated strategy that migrates from other countries and that for most companies it is a new concept as a sensory marketing application. An exploratory quantitative investigation carried out using surveys applied to (120) consumers, between men and women between the ages of 18 and 60, with purchase and consumption processes in the Colombian territory. The findings relate positively to the consumer and the aromas, it can also be evidenced how novel the olfactory marketing concept is for the market, confirming that some consumers do know these types of strategies, and have experienced it in large brands, such as hotels, restaurants and clothing sector. As conclusions can be evidenced a willingness on the part of consumers in the implementation of olfactory sensory strategies for brands. Turning this into an interesting market opportunity for companies, developers and distributors of olfactory marketing, since the consumer in general is willing to enjoy the olfactory sensory strategy

The objective of this study based on analyzing the perception that consumers have about olfactory sensory marketing, as a strategy used for brand positioning. The sense of smell has always been a determining factor in human decision making, however, the studies that exist on the process that links aromas, smell and brands. They are descriptive and internal in nature for the reason they cannot confirm that a strategic aroma, applied to a company or brand is an effective positioning factor. Some brands already use the sense of smell as an activator of relationships, emotions and feelings with their customers, taking advantage of the sense of smell does not present advertising saturation, and has direct communication with memory, however, it is an isolated strategy that migrates from other countries and that for most companies it is a new concept as a sensory marketing application. An exploratory quantitative investigation carried out using surveys applied to (120) consumers, between men and women between the ages of 18 and 60, with purchase and consumption processes in the Colombian territory. The findings relate positively to the consumer and the aromas, it can also be evidenced how novel the olfactory marketing concept is for the market, confirming that some consumers do know these types of strategies, and have experienced it in large brands, such as hotels, restaurants and clothing sector. As conclusions can be evidenced a willingness on the part of consumers in the implementation of olfactory sensory strategies for brands. Turning this into an interesting market opportunity for companies, developers and distributors of olfactory marketing, since the consumer in general is willing to enjoy the olfactory sensory strategy

The objective of this study based on analyzing the perception that consumers have about olfactory sensory marketing, as a strategy used for brand positioning. The sense of smell has always been a determining factor in human decision making, however, the studies that exist on the process that links aromas, smell and brands. They are descriptive and internal in nature for the reason they cannot confirm that a strategic aroma, applied to a company or brand is an effective positioning factor. Some brands already use the sense of smell as an activator of relationships, emotions and feelings with their customers, taking advantage of the sense of smell does not present advertising saturation, and has direct communication with memory, however, it is an isolated strategy that migrates from other countries and that for most companies it is a new concept as a sensory marketing application. An exploratory quantitative investigation carried out using surveys applied to (120) consumers, between men and women between the ages of 18 and 60, with purchase and consumption processes in the Colombian territory. The findings relate positively to the consumer and the aromas, it can also be evidenced how novel the olfactory marketing concept is for the market, confirming that some consumers do know these types of strategies, and have experienced it in large brands, such as hotels, restaurants and clothing sector. As conclusions can be evidenced a willingness on the part of consumers in the implementation of olfactory sensory strategies for brands. Turning this into an interesting market opportunity for companies, developers and distributors of olfactory marketing, since the consumer in general is willing to enjoy the olfactory sensory strategy

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzE0MTgxMDI>

Título: El marketing olfativo como posicionamiento de marcas electronic resource]

Editorial: 2019

Documento fuente: Tendencias, ISSN 2539-0554, Vol. 20, Nº. 2, 2019 (Ejemplar dedicado a: Vol. XX No. 2 Segundo Semestre Julio - Diciembre 2019), pags. 69-92

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Tendencias, ISSN 2539-0554, Vol. 20, Nº. 2, 2019 (Ejemplar dedicado a: Vol. XX No. 2 Segundo Semestre Julio - Diciembre 2019), pags. 69-92

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es