

Scent Communication in Quick Service Food Branding: The Addictive Aroma of Fast Food French Fries

Stylés Akira

University of Southern California

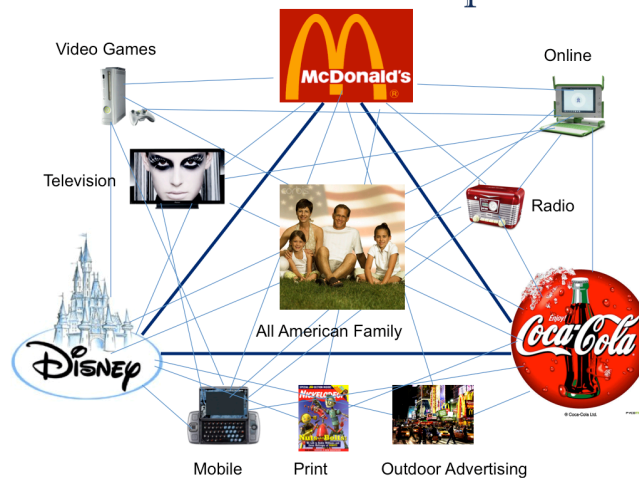
Annenberg School for Communication & Journalism

NSF/EDGE-SBE FIRST Summer Institute

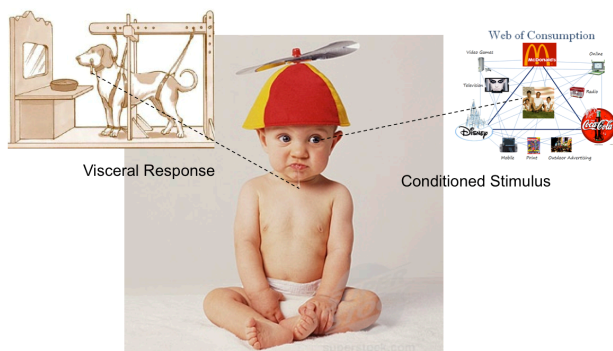
Overview

Quick service food establishments use the trademark scents of their food products as one of the most basic and thoroughly effective advertising mechanisms in their elaborate arsenals of brand identification. This study discusses the ability of scent to induce sensations of free spirited consumption by addressing how olfactory stimuli are used to evoke physiological responses in the Limbic system tied to emotion and memory. Specifically the research addresses the fact that within the fast food market consumers are only semi-conscious of their ability to verify the brand identity of generic food products, such as French fries, based upon these aromatic markers alone. It is further suggested that these product properties are subject to elicit highly irrational cognitions and behavior in the consumer, and are all the more potent due to the clandestine nature of their effects. It is proposed that the oversight of these phenomena is largely due to the fact that such properties are not regularly found within the food products sold in grocery stores and full service restaurant establishments, by which point it is meant to imply that these are the particular devices of quick service business practices that target a separate market under a separate business model with separate initiatives.

Web of Consumption



Pavlovian Consumers



Mediated Recall Associations

