

Share: Brainfluence by Blinkist "But of all the senses, smell is the most important for high sales. We can see this demonstrated in an experiment in which customers evaluated identical Nike shoes, one in an unscented room and another in a room with a floral scent. Astoundingly, 84 percent of participants in the scented room rated the shoes as superior.

This is because, according to Lindstrom, 75 percent of our emotional reactions are generated by smell."