THEESIS
SWEET SMELL OF SUCCESS
OLFACTORY MARKETING

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The Sweet Smell of Success

How is Scent Marketing Applied within Retail Stores

and what are its influences?

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Executive Summary

The objective of this study is to apprehend how olfactory marketing (scent marketing) is applied within retail stores and to determine its influences. Reflecting on conclusions of the literature review and empirical data, it is evident that scent has the strength to reinforce a brand's identity and shape an in-store experience through driving human behaviour. The potency of scent is underappreciated. Out of the five human senses, smell is the only sensory stimulus that is directly linked to the limbic system in brain. It acts as a catalyst that draws out memorabilia from past associations and stimulates instant reactions along with conditioned responses. Scent as a marketing strategy, is adopted in multiple ways and is applied across a spectrum of industries. Contributing to this, scent has the talent of driving emotional and physical reactions. For example, the smell of freshly made bread within a bakery elicits the feeling of hunger or the scent of lavender within a pharmacy reduces stress levels.

The acuity of scent is what distinguishes one scent from another and thus, is accountable for eliciting behavioural and physical responses. These acuity elements are categorized amongst four dimensions, which are further elaborated throughout the paper.

Over the past decade, olfactory marketing pioneered to the fashion industry as a tool to boost brand image and revenue. From a retail perspective, scent contributes to a collection of influences. It facilitates in shaping an atmosphere within an environment that emotionally appeals to a customer that is walking in. Scent industry professionals verify these statements and additionally add that scent is used as a source of communication that tricks the human mind into thinking a product or environment is of higher value than it actually is.

Reflecting on the case studies of Abercrombie & Fitch and Hugo Boss, research verifies that both brands use different approaches of scent marketing. This is due to using different acuity levels for their ambient scent inside their retail environment. Nevertheless, both brands apply scent intentionally to reinforce their lifestyle and trigger an intended response from customers. Such responses can influence direct and indirect approaches. Direct implications include influencing one's shopping experience, time spent in store and purchasing behaviours. Indirect implications include affecting brand loyalty, brand recognition and the chances of a customer returning to the store.
Research Question

THE SWEET SMELL OF SUCCESS

How is Scent Marketing Applied within Retail Stores and what are its influences?
1. Chapter One: Introduction

Purpose

To gain insight on scent being implemented as a marketing strategy within retail stores with a focus on exploring its influences.

Aim

To critically explore how scent marketing is adopted in retail environments and to investigate its influences. With this in mind, I will further explore how this marketing strategy works through developing a conceptual model. The product will include a vademecum handbook reflecting the significance of scent and how it is adopted in retail stores today.

Rationale

Even though traditional marketing tactics of relying on visual systems and appearances have been proven effective in the past, they have their limitations. Due to the vast amount of consumers switching to online platforms, in-store retail experiences are more crucial than ever (Molenaar, C. 2011). In order to encourage customer spending within this competitive industry, constructing memorable experiences along with emotional connections is more necessary than ever before. Not only has this been proven to have an influence on revenue but it also opens doors towards accessing long-term brand loyalty (Cowmeadow, G. 2015).

Innovation is playing a key role in terms of strategy. Marketers are constantly trying to search for an effective approach that communicates with their customers more personally. Nonetheless, it has been proven that the most powerful and persuasive human communications can be non-verbal (Bibri, S). Recent psychological studies have made conclusive findings after investigating the relationship between non-visual sensory stimuli and its effect on the human behaviour. For these reasons, I have decided to do an investigation on sensory marketing and its influences. As sensory marketing is quite a broad topic, which involves the five human senses, I chose to focus on the sense of smell as a marketing tactic, thus, my research question is: How is Scent Marketing applied within Retail Stores and what are its influences?
Broader Relevance

For decades, marketing has been a creative source that shapes how brands should appear - from the way it is advertised, to how it is packaged and perceived through the eyes of consumers. As the thrive for innovation is has built over this past decade of vast technological change, many brands are searching for tactics that can facilitate in connecting with customers on a deeper level. President of the Fragrance Foundation, Elizabeth Musmanno, claims that scent is certainly underestimated, especially within the bricks-and-mortar environment.

“One of the most overlooked areas inside the bricks-and-mortar environment is scent. Retailers think a lot about the other senses... sight with visual displays and hearing with music, but scenting the environment is often forgotten.” - Elizabeth Musmanno (2006).

Olfactory Marketing (also known as scent marketing) focuses on one element of the general theme of sensory marketing that spans a human's five senses. It is a current approach that brands and retailers are taking into consideration. Consisting as a partial factor of emotional branding, this marketing strategy provides brands with an advantage of connecting with their customers through use of their sense of smell. For example, when you breathe in the scent of freshly made popcorn, it may automatically reminds you of the enjoyment of a trip to the local cinema. This innovative concept is what numerous brands are investigating or are even already implementing as they want customers to 'feel' their brand through an emotional way.

Academic Relevance

As scent is undervalued by the general public, this research paper will solve and explain these conflicting findings through developing a conceptual model clearly illustrating the independent and dependent variables and explaining its effects.

Methodology

This research paper explores how scent marketing is applied within retail brands with further examining of its influences. In terms of structure, this research paper is divided into four main categories.
The first category commences with a Literature Review. The 'funnel approach' is applied in terms of structure, indicating that research commences at a broader horizon, which is then elaborated, becoming narrower in focus (Roller, M. 2015). The following topics are reviewed in the following order in reference of the selected sub-questions:

1. The Effects of Sensory Marketing
2. The Psychological Effects of Scent on a Person's Behaviour and Perception
3. The Effects of Scent in Marketing
4. The Effects of Scent on in Retail Stores

Through gathering valuable sources from the literature review, the second category proceeds with two expert interviews, which takes place with two Dutch consultant agencies that specialise in developing scent as a marketing strategy for a range of companies, including retail stores. Both interviews are carried out over the phone or through Skype and are semi-structured.

The third category comprises of the empirical findings and data collection. In order to investigate the first element of my research question, "How is scent marketing applied within retail stores?" I proceed in an investigation of two global lifestyle brands, Abercrombie & Fitch and Hugo Boss. Both brands are infamous for their quality of products and reputable lifestyle. Although they have contrasting brand identities and target groups, they place a strong emphasis towards implementing scent marketing within their retail environment, hence the reasoning behind why I chose those them. What caught my interest was their contrast approaches and intentions towards using scent inside their stores, which is further discussed throughout this report.

To critically evaluate how both brands implement scent, two analytical case studies are carried out and evaluated. Multiple methods are applied in terms of qualitative research, which include the gathering of secondary data, natural observation, casual conversations and netnographic research. To elaborate, secondary research is conducted through the method of online desk research. This includes investigating company annual reports, company websites, company articles, social media and various online platforms. Natural and semi-structured observation is followed through visiting the physical environment of both retail stores. Next to this, casual conversations are carried out with store managers to
understand how they adopt scent marketing within their retail stores and their reasoning behind it.

To answer the second element of the research question, "What are the influences [of scent marketing]?” I take an interpretive turn of developing an understanding of social sciences and conduct a netnographic approach. Research is gathered through exploring online customer reviews of both lifestyle brands on review-websites such as Trip Advisor, Yelp and fragrance review pages. Concerning the scope of research, I solely chose to focus on customers who have entered and experienced the ambience of one of the two retail stores. The reasoning behind this because they are the most informed of the brands experience, thus ensuring accuracy of data. The fourth category ends with a conclusive overview and recommendation, which reflects back to the purpose of this paper, answering the research question and followed propositions. It also underlines the ethical implications as well as limitations of the research study, suggesting future improvements.
1.1 Definitions

**Sensory Marketing:** "Marketing that engages the consumers' senses and affects their perception, judgment and behaviour." (Krishna, 2012)

**Scent Marketing:** A marketing tactic, which focuses on the human sense of smell through engaging customers.

**Olfactory Marketing:** The equivalent of scent marketing, which is a marketing tactic that focuses on implementing scent as a marketing strategy.

**Ambient Scent:** "Scent that is not emanating from a particular object but is present in the environment and affects perceptions of the store and the products presented." (Spangenberg et al., 1996)

**Congruent Odours:** "Odours that would be expected in a particular setting because of the thematic match between the scents and the objects in the setting." (Mitchell, Kahn and Knasko, 1995)
2. Chapter Two: Literature Review

This chapter draws out a conceptual and theoretical context of olfactory marketing. While carrying out this section of the investigation, the funnel approach is applied. The objective of this literature review is to gain an initial perception concerning the effects of olfactory marketing and its effects in retail stores. The research commences with a theoretical review on the effects of sensory marketing using the five human senses- sight, sound, scent, touch and taste. Furthermore, it discusses its context, all of which is gathered via research professionals. The review proceeds with research on the psychological effects of scent, followed by the effects of scent in marketing and lastly, the effects of scent within retail stores. Concerning the outcome of the literature review, this research paper highlights and discusses those of best practices.

"Sensory marketing is not about the masses or the segment; it is about the individual." - Bertil Hulten, 2009

2.1. The Effects of Sensory Marketing

It is vital that I commence with an evaluation of the general effects of sensory marketing and how it is applied in our society. Bertil Hulten (2009) explains sensory marketing as a strategy that influences consumer's behaviour and emotions through triggering the five human senses. He states that the implementation of sensory marketing "creates an individual and personal experience on a deeper, emotional level, whereby the individual's lifestyle, personal characteristics and social context are the key drivers". Pine and Gilmore (1998) state there are two elements that affect the level of customer participation and emotional connection: physical and relational elements. In the physical context, stimuli appear to be generated by the sights, sounds, textures and smells of the environment. In the relational context, stimuli emanate from people and their behaviour (Carbone and Haeckel, 1994).

Hulten (2009) published multiple publications on the concept of sensory marketing and its influences towards the human senses, the brand and experience logic. In the book, Sensory Marketing, written by Bertil Hultén, Niklas Broweus and Marcus van Dijk (2009), a discussion concerning sensory marketing takes place in reference with practice and theory. They argue that despite it being of high significance, the five senses are not
taken into high consideration for most marketing tactics (Hulten, Broweus and van Dijk, 2009). The five senses have a strong impact towards creating an experience for an individual as it forms a personal interaction, which has the ability of affecting them emotionally. This experience is encountered through behavioural, emotional, cognitive, sensory or symbolic values, forming an overall image to an individual (Kotler, 2000; Brakus et al. 2009). Thus, when a consumer encounters an experience with a brand, it encourages consumer engagement (Pine and Gilmore 1999). Hultén & Grönroos (2006) suggest that the implementation of customer interaction through sensory experience forms a value creation process. This crucial component that forms a strong relationship with a customer as it contributes to a positive image that is synonymous to a brand (Grönroos, 2008).

The Five Human Senses

Academic research has proven that different sensory impressions influence consumer behaviour and perceptions of goods and services. The following context highlights the function and impact of the five human senses.

SIGHT

Sight is one of the most influential senses as it expresses brand identity and value through perceiving a good or service. It facilitates in observing changes within an environment (Orth and Malkewitz, 2008; and Smith and Burns, 1996).

Sound

Auditory sense is used as a facilitator in strengthening the emotions and interpretations between a consumer and a brand (Garlin and Owen, 2006; Sweeney and Wyber, 2002). Furthermore, it is frequently implemented as a promotional strategy. Swedish researcher, Martin Linsdström (2005) states that sound and especially music has a strong role towards enhancing mood and creating the atmosphere.
Smell

Olfactory sense is the most direct sense to the human brain (Hultén and van Dijk, 2009). It is scientifically proven that humans are able to distinguish more than four hundred odours (Monell Chemical Senses Center, 2013). It has a close relation to pleasure and has a strong connection to drawing memories and emotions (Goldkuhl and Styfven, 2007; Fiore et al, 2000). Bertil Hultén (2009) further states that scent plays an element in building a brand’s identity and image.

Taste

Being strongly related to scent, the sense of taste provides the most distinctive emotional sense through the interaction with other senses (Biedekarken and Henneberg, 2006.)

Touch

The sense of touch comprises of physical and psychological interactions, which trigger information and emotion of a product or service (Peck and Wiggins, 2006, and Citrin et al. 2003)

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**Starbucks - A Sensory Experience**

An excellent example of a firm that implements sensory marketing is the internationally notorious American coffee chain company, Starbucks. With an average of 60 million customers a week, Starbucks is the world’s largest coffee company (Business Insider, 2014). At Starbucks, employees ensure that every coffee purchase is a memorable and sentimental experience. Sensory marketing plays the biggest role towards this with the intention to create a comfortable and relaxing atmosphere for all customers. Everyone recalls an experience of purchasing coffee at Starbucks; the delicious scent of freshly brewed coffee, the comfortable and relaxed environment, a pleasant interior and furniture along with their soothing background music. It creates an inviting experience, which encourages an instant feeling of security and being comfortable (Hulten, Broweus and van Dijk, 2009).
A framework developed by Hultén (2009) clarifies the context of Sensory Marketing based on three sensorial strategies, which is featured in Figure 1. Hultén conveys that sensorial strategies are used to express the identity and values of a product, service or brand. He further indicates that it can act as a facilitator in terms of distinguishing a brand from its competitors, especially as many brands have similar traits such as price and quality in mind. Sensorial strategies comprise of three elements: sensors, sensations and sensory expressions, all which are in relation to the five human senses. A sensor is defined as a communication platform for customers whereby the stimuli receives information reflecting on its surrounding environment, whether it is through a device, material or employees (Hultén, 2009). Promotional strategies apply sensors as a communication platform in order to reinforce its virtual setting within the sensory brand experience (Hultén, 2009).
The second element, sensations, aims at reflecting on the identity and values of a brand. Through involving our subjective emotions, it intentionally connects the human mind with our senses. The purpose behind this is to have an influence on customers through observation. The third element, sensory expressions aims to distinguish a brand's identity and values in relation to the five human senses. Through this, it triggers a personal and figurative memento to the customers mind, resulting with an overall impression. All three aspects lead to a sensory brand experience, which influences customer equity.

To conclude this section, Hulten (2009) highlights that the concept of sensory marketing influences three main aspects: 1) the human senses, 2) the brand and 3) experience logic. The first aspect is from a consumer's perspective. It suggests that evoking one human sense can easily stimulate another. This is known as a multi-sensory sensation, as it affects more than one human sense. For example, combining scent with sound can elicit different responses than if they were alone. The second aspect comes from a brand perspective and can simply refer to the Starbucks example. As the coffee company uses a sensory marketing concept, it provides customers with a comfortable and satisfying experience. This helps shape Starbucks’ values and identity, which can have a long-term effect. It also helps the company's identity stand out in the market and can be easily recognised from other competitors. Experience logic refers to the experience itself that is formed and comes from a brand or a consumer's perspective. Brand experience is implemented to create an atmospheric and memorable experience for all customers. Customer experience is captured through behavioural, emotional, cognitive or symbolic values, which forms their own image of a brand's identity. The whole idea behind experience logic is to trigger a personal interaction between a customer and the brand. In reference to the research question, because this section covers the influences of sensory marketing instead of olfactory marketing, it is rather difficult to select a dependent and independent variable that should be tested. Thus, the following section underlines the generic effects of scent in line with human behaviour and perception.
2.2. The Psychological Effects of Scent

In order to achieve a clearer understanding of the influences of olfactory marketing, it is essential to examine the effects of scent on humans from a psychological standpoint. This section will focus on an analysis from a behavioural and perceptive standpoint. Research has proven that scent can trigger 75% of our daily emotions through subliminal messaging to the brain (Lindström, 2005). It has the ability to drive an individual's behaviour on an instinctive and subliminal level and is the only sense that triggers a powerful impact with the limbic system in our brain (Bergland, 2015).

When an individual inhales an odour, it evokes a response to the olfactory bulb. The olfactory bulb is a part of the limbic system, which is a region in the brain that processes smell. This automatically processes emotion and associates learning, which occurs when an odour elicits a response that is associated to a particular event (Herz, 2002). Researchers have established a method that facilitates in the distinguishing of scents. This is categorized under three different dimensions: the quality of scent; the arousal of scent; and the intensity of scent (Spangenberg, Crowley and Henderson, 1996).

The quality of a scent involves a subconscious thinking that instantly interprets how pleasant or unpleasant a scent is. The arousal of scent focuses on the likeliness of evoking a physiological response. An arousal instinct is implemented in three ways: as a high-load, medium-load and low-load. A high-load indicates that a scent is detected right away. Thus a high-load pleasant scent can result in an approach behaviour, whereas a high-load unpleasant scent can result in an avoid behaviour. A medium-load indicates that scent is instantly noticed but it is applied at its optimal level. Thus, this can possibly result in an approach behaviour depending of the quality. A low-load indicates the contrast effect, whereby no scent is directly noticed, thus having no effect at all. The intensity of scent refers to how strong it is, which is measured through a high level, medium level and low level. This depends on the pleasantness or unpleasantness of a scent, resulting in either a positive or a negative effect (Doty, 1978; Henion, 1971; Richardson and Zucco, 1989; Berlyne, 1971; McClelland, 1953).
2.2.1. Human Behaviour

Dr. Alan Hirsch, a neurologist and psychiatrist (1991) developed the concept of 'aromachology', which is a combination of studying aroma as a science and how different scent preferences can evoke mood and behaviour (Hirsch, 1991). Hirsch suggests that aroma can affect human behaviour in three various forms: 1) Pavlovian Effect - This takes place when an aroma conditions an innate response, which then elicits a repeated response whenever crossing the same condition. 2) Olfactory Effect - When an aroma elicits the memory from personal experiences. 3) Direct Effect - When aroma instantly stimulates the brain without noticing the odour, similar to a drug (Hirsch 1991). All three effects can result in different behaviours and actions, which is further discussed.

Rachel S. Herz (2002) completed a research study on scent affecting mood and work performance. Herz claims that odours affect mood, work performance and behaviour through associating the scent with their own personal experiences (Herz 2002). In order for an individual to elicit a response from an odour, it has to be associated with a past experience. This can be defined as having a conditioned response. Herz provides an example of an individual being at a hospital waiting for a minor operational process. The scent of disinfectant is surrounding the individual, triggering a feeling of anxiety as they sit and wait. In the future, whenever the disinfectant scent is encountered, the individual will automatically trace back to their memory, which will remind them of that hospital experience, thus triggering the same anxious feeling.

Pleasant and unpleasant odours influence emotions, trigger memory associations and affect the judgments of products (Cox, 1969; Hirsch, 1990). It can be applied in two forms, within a product or a physical in-store environment. Researcher, Cox (1969) experienced the impact odour aroma has on a product being sold. The test was conducted through selling nylon stockings, some containing an orange odour aroma and the others left unscented. Results proved that the orange scented stockings sold more than the unscented stockings. The reasoning behind this was due to the fact that consumers associate smell with quality, thus felt that the scented stocking were of better quality.

When people are exposed to the scent of freshly roasted coffee, the ambient odour is projected to their limbic system, which can enforce a positive mood. This initiates stronger problem solving skills, leading to an increase in productivity, performance and prosocial behaviours (Herz, 2002). The same situation applies vice versa. An unpleasant
odour triggers a negative mindset, reducing the chances of prosocial behaviour and lowering their tolerance of frustration.

2.2.2. Consumer Perception

The interpretation and perception of scent is classified as a complicated phenomenon that intertwines our biological responses with the context of psychology (Wilkie, 1995). Cultural and geographic variations trigger a high impact response from consumers (Bergland, 2015). Nancy C. Hayden, a chemist and pharmacist in the fragrance industry, wrote an article concerning various cultural preferences and its influence within fragrance development. Hayden (2008) explains that scents were applied back in the ancient times as a perfume extracted from natural elements. She suggests that presently, different cultures have different responses towards certain scents (Hayden, 2008). Due to this, global fragrance companies ensure that their scent formulas are regionally approved for consumers before exposing them to the public. An example of having culturally diverse response to scent is the smell of wintergreen. In the US, wintergreen aroma is perceived as a pleasant smell as it its odour is sweet and similar to a candy mint. However, in UK wintergreen aroma is perceived as one as the most unpleasant smells as it was associated with medicine during WWII (Herz, 2002).

Gulas and Bloch (1995) developed a framework (See Figure 2) illustrating the influences of ambient scent on consumer responses. The model suggests that a consumer’s view and preferences towards an ambient can influence affective responses. Moderators, which are described as other atmospheric elements, also have an impact towards creating affective responses. Overall, the consumers affected response will result in an approach or avoid behaviour (Mehrabian and Russell, 1974). Approach behaviours can indicate a positive response that is directed towards the surrounding environment. An example of a positive response can include wanting to remain inside a store and to continue to browse its product offerings. Avoidance behaviour is triggered by a negative response. An example of a negative response can include the desire of wanting to exit a store and not to browse any product offerings. (Spangenberg, Crowley and Henderson, 1996).
This section concludes that scent conveys three dimensions that distinguishes one scent from another: 1) Quality 2) Arousal and 3) Intensity. The quality of a scent can differ from person to person as it involves more of a subconscious thinking that instantly interprets how pleasant or unpleasant a scent is. This suggests that quality plays quite a strategic and fundamental role in decision-making processes as personal preferences can elicit different responses and behaviours. Culture also plays a strong role towards this, which is further discussed. The arousal of scent focuses on the likeliness of evoking a physiological response and can be implemented at either a high-load, medium-load or a low-load. It is suggested that a high-load scent is exposed with the intention of instantly triggering awareness, whereas a medium-load indicates that scent is applied at its optimal level, meaning that it is not overly strong and not too weak. Lastly, a low-load scent has a subliminal and an instinctive effect. The quality of a scent contributes to this segment as a high-load pleasant scent can have a different response to a high-load unpleasant scent.

The intensity of scent refers to how strong a scent is when exposed to an environment and is applied at a high level, medium level and low level. It is evident the pleasantness and unpleasantness of a scent impacts different internal responses. Reflecting on the levels, low intensities are generally too weak to be noticed, thus have no reaction. Medium intensities are applied at an optimal level, thus when there is an exposure of a pleasant scent at a medium level, it triggers positive responses. There is a matter of exceeding the optimal level of intensity (high level) regardless if the scent is pleasant or not. This can result in a feeling of panic, stress and anxiety. The two charts below (Figure 3) adopt an
Inverted U Function chart for the elements arousal and intensity. Reflecting on the research of Hirsch (1991), it suggests that aroma can influence human behaviour in three ways: 1) Pavlovian Effect, which occurs when an aroma stimulates an innate response, which is then repeated when crossing paths with the aroma again. 2) Olfactory Effect, which is carried out when an aroma triggers a memory drawn from personal experiences. 3) Direct effect, which takes place when an aroma immediately stimulates the brain (Hirsch, 1991). In reference to the research question of investigating how olfactory marketing is applied within retail stores and what its influences are, I will focus on all three effects in order to form an overall hypothesis. The following section examines the purpose and influences of scent as a marketing tactic.

Figure 3: Inverted U Function Table in focus with Arousal and Intensity Levels
2.3. The Effects of Scent in Marketing

This section thoroughly examines the effects of scent being used as a marketing strategy. Since the introduction of marketing tools, the focus was on appealing the eyes and ears of a consumer. It was all about what consumers would see and how they would interpret and perceive it. Nowadays, marketers are turning their attention towards scent marketing, which is also known as olfactory marketing. Scent is regularly underestimated. Every human breathes approximately 20,000 times a day. As smell is something that cannot be switched off, it provides firms with a marketing opportunity of broadcasting a product or environment through scent (Stevens, 2006).

Researcher, Aradhna Krishna (2013) suggests that marketers implement scent for three main factors: 1) Primary product attributes; 2) Secondary product attributes; and 3) Advertising and sales promotion (Krishna, 2013). Beginning with the first factor, marketers implement scent as primary product attribute, indicating that the focus of that product is scent. For example, a bottle of perfume is a primary product attribute to scent and thus would be the initial reason as to why a customer would purchase this product. Scent acting as a secondary product attribute focuses on a product's initial focus is on a particular aspect other than scent, despite it being infused into the product. This draws a possibility of evoking a memorable association towards connecting a certain scent to a brand (Krishna, 2013). As previously mentioned, Cox (1969) tested the impact of odour aroma on a product being sold through selling nylon stockings with an orange odour aroma and some unscented. Results indicated the orange-scented stockings sold more than the unscented stockings because the majority of respondents associated smell with quality. This example confirms the significance scent has being infused in products. The third aspect refers to marketers use scent in advertising and sales promotion (Krishna, 2013). A strong example of this factor is the American retail brand, Abercrombie & Fitch that incorporates scent as part of their lifestyle.

Dr. Alan Hirsch, a neurologist and psychiatrist (1992) conducted an experiment testing the effects of scent on behaviour within a store environment. Using Nike shoes as a product, the experiment took place in two identical rooms whereby two of the same shoes were placed in each room. Between the two rooms, the only difference was that one room had a floral ambient scent while the other had none. According to Hirsch's results, he

\[\text{See more about Abercrombie & Fitch on page}\]
concluded that 84% of all consumers who entered both rooms felt more desire to purchase the Nike shoes from the scented room with an additional price of 10-15%. This clearly indicates that scent has a strong impact towards consumers purchasing behaviours.

Researchers, Kevin D. Bradford and Debra M. Desrochers (2010) developed a framework (See Figure 4) explaining how scents are adopted in marketing. The model conveys three main elements: Marketer Scent, Product Scent and Ambient Scent, (Bradford and Desrochers, 2010). Starting with Marketer Scent, this element is used as a promotional tactic in order to attract attention towards a product or service. An example of this includes the smell of fresh bread at a bakery that draws in customers. Product Scent is used when scent involves the actual product, for example, perfumes and air fresheners. Ambient Scent involves implementing an aroma within an environment. There are two various kinds of ambient scent: Objective Ambient Scent and Covert Objective Ambient Scent. Objective Ambient Scent is diffused in an obvious manner with the intention of influencing consumer attitude and behaviour, whereas the latter scent is discrete. Overall, both objectives result in benefiting the retailer through the reaching out to consumers on an intimate approach (Bradford and Desrochers, 2010).

**Figure 4 - The Use of Scents in Marketing (Bradford and Desrochers, 2010)**
Scent marketing can be reflected into another element of scent branding. In an article written by Alexia Elejalde-Ruiz, scent branding focuses on the concept of "developing a signature scent specific to a brand, like an olfactory logo." Through implementing this as a strategy, customers are able to distinguish one brand's scent from another.

Reflecting on the combined theories of Krishna (2013) and Bradford & Desrochers (2010), it is suggested that scent can be adopted in three ways: 1) Product Scent, 2) Marketer Scent and 3) Ambient Scent. Product scent refers to when a scent is developed for a particular product in order to initiate a behaviour or response. This tactic can be used as two different attributes: 1) Scent as a primary product attribute and 2) Scent as a secondary product attribute. The main distinction between these two attributes is that scent is intentionally infused into a product for the second product attribute, whereas the other one does not. The significance of product scent is quite immense, as it evokes memorable associations for consumers through connecting a certain scent to a brand. Marketer scent refers to scent being used in advertising and sales promotion. The whole concept behind this is to trigger attention and broaden awareness for a product or service, thus expanding its audience.

Ambient Scent acts as a form of marketer scent and only takes place when a scent is used as part of a store environment. The justification behind this is within the two sub-factors of ambient scent: 1) Objective Ambient Scent and 2) Covert Ambient Scent. As previously mentioned, objective ambient scent is applied with the intention of wanting to affect consumer behaviour, whereas the latter is discrete and subliminal. These two factors can correlate to the previous section of having high-load and low-load psychological response, whereby high-load is intentional and low-load is not. Reflecting back to the Nike shoes example given by Alan Hirsch in the previous section, it is clear that an objective ambient was applied, which did increase purchasing desires, resulting in an overall positive behaviour response. Overall, it is evident that the three main factors (product scent, marketer scent and ambient scent) have powerful influences towards consumers. In reference to the research question, I will focus on the influences of ambient scent within retail stores. Thus, the following section examines and goes into detail of the effects of ambient scent in retail stores.
2.4. The Effect of Scent in Retail Stores

Reflecting on the previous fragment, which underlines the effects of scent in marketing, the following section is narrowed down, thus exploring the effect of scent in retail environments. Despite there being a limited amount of empirical studies that were conducted, showing an effect of ambient scent in environments, numerous frameworks and theories have been developed. Nowadays, retailers are searching for new ways to manipulate the emotional bond between a brand and its customer in order for them to reach a pleasurable state where time drifts by (Kooijman, 2003 and Bloch, 1994). With scent being more recognised as a marketing strategy, retailers are gradually noticing its influences, especially within a retail environment. They notice how it can drastically affect sales (Milliman 1982, 1986; Smith and Curnow 1966; Stanley and Sewall 1979), product evaluations (Bitner 1986; Rappoport 1982; Wheatley and Chiu 1977) and overall satisfaction (Bitner 1990; Harrell, Hutt and Anderson 1980). President of The Fragrance Foundation, Elizabeth Musmanno claims that scent is certainly underestimated, especially within bricks-and-mortar environments. She predicts that scent has the capability of attracting consumers within a store, which can increase their duration of staying in the store and thus encouraging their purchasing behaviours (Musmanno, 2006).

Paula Fitzgerald Bone and Pam Scholder Ellen (1994), developed a framework (Figure 5) that exemplifies how odours are able to operate when influencing consumers. The framework illustrates that an odour is categorized amongst three dimensions: presence, pleasantness and congruity. As previously mentioned, an odour can stimulate consumers responses towards an environment and can either proceed in an approach or avoidance behaviour (Bone and Ellen, 1994). Odours are influenced by two various moderators: 1) Individual differences, e.g., gender or age. 2) Context affects e.g. a stressful task. In response to the scent stimulus, it influences affective, cognitive and behavioural responses towards a product or environment.
Marketing professors, Mitchell, Kahn and Knasko (1995) argue that despite there being any evidence indicating that pleasant odours evoke consumer lingering and increase consumers duration inside a store, there has been little scientific verification on the topic of odours affecting consumer spending (Knasko, 1989). Mitchell, Kahn and Knasko (1995) conducted a study whereby they examined the effects of pleasant congruent and incongruent ambient odours towards a brand, the consumer's decision-making process and their memory. Results specified that pleasant ambient odours influenced decision-makings whereas congruent odours evoked personal memories and thoughts regarding prior experiences with the product (Mitchell, Kahn and Knasko, 1995).

Market researchers, Ward, Davies and Kooijman (2006) investigate the effects of ambient odours within an environment during a given time of two weeks. In the first week, the study experimented in a scented environment whereas in the second week in an unscented environment. An in-store questionnaire was developed for all respondents, which was also supported by a time measurement of customers staying in the store and personal interviews. Results indicated that within the first week, an average of respondents instantly noticed the aroma and found it to be more stimulating, inviting and formal than the unscented environment. Furthermore, during interviews, several respondents admitted that the aroma in the scented room was able to evoke personal memories. This suggests
that scent can act as a memory trigger (Ward, Davies and Kooijman, 2006). When comparing the two weeks and the average the time spent in-store, there was little difference.

Researchers, Morrison, Gan, Dubelaar and Oppewal (2009) conducted a study focusing on the effects of music (volume) and aroma (presence and absence) in a female fashion retail setting. The objective was to test if the variables influence customers' arousal and pleasure levels and how this determines an approach-avoidance behaviour, duration in store, consumption behaviour and satisfaction. Figure 6 shows a framework that is constructed representing their hypothesis that the study examines. In order to ensure accuracy, the study measured results from actual consumers. A 2x2-field experiment took place at a local fashion retailer for duration of twelve days. The target group aimed at female shoppers within the ages of 14 and 25. When the study commenced, music switched every three hours from an upbeat tempo at high volume to a lower background volume. Vanilla scented aroma was warily controlled and was either sprayed extensively throughout the entire store or left entirely unscented. Reasoning behind this chosen scent was because vanilla scent being perceived as more of a feminine smell (Spangenberg et al., 2006) and evokes pleasurable childhood memories as they can be seen as warm and comforting (Caplan, 2006). Results revealed that the arousal was evoked through loud music while the vanilla ambient scent significantly increased pleasure levels, which had a positive effect on consumer, consumption and approach behaviours, resulting in a satisfying shopping experience.
In contrast to the previous studies, Eric R. Spangenberg and Pamela W. Henderson, (1996) implemented the approach/avoid behaviour method to investigate the presence of an inoffensive ambient scent and an unscented retail environment. Respondents were segmented into two retail environments- one scented and the other unscented. The scented environment used lavender and ginger scents for a neutral affect condition and spearmint and orange scents for a pleasant affect condition. All respondents were asked to record how much time they spent in the store and were asked to complete a questionnaire. Based on the evaluations from both store environments, although it was indicated that there was an increase in behaviour within in a scented environment, the presence of scent did not particularly exceed any expectations. Results demonstrated that the time spent in the scented store did not surpass the time spent in the unscented store.

Reflecting on the framework of Bone and Ellen (1994), an odour conveys three dimensions that lead towards evoking a response: 1) Presence 2) Pleasantness and 3) Congruity. Presence refers to the heightening of awareness of an odour, from the second it is released into the air and alerts a consumer (Hvastja and Zanuttiniitt, 1991). This proceeds with a subconscious, internal analysis whereby certain behaviours are evoked from the basis of past encounters, ultimately resulting in an approach or avoid behaviour. As previously mentioned in the topic underlining the psychological effects of scent, the
pleasantness of an odour is drawn out through three main characteristics: 1) Arousal, 2) Quality and 3) Intensity. Respiration plays a strong role alongside pleasantness as it affects the depth of breath. For example, the exposure of a pleasant scent can deepen respiration whereas an unpleasant scent can reduce or even halt respiration, causing the consumer to respond to an avoid behaviour (Levine and McBurney, 1986). Congruity refers to fitting a certain factor to another and then determining whether or not they complement each other. This does not necessarily depend on the pleasantness or unpleasantness of a scent. There are situations whereby the congruity of scents may be pleasant but inappropriate. For example, going back to the example of Starbucks having a vanilla coffee bean scent, imagine Starbucks being replaced with a floral scent. This would diminish the whole coffee inspired experience as the scent would be inappropriate to its environment. Another example, having the scent of food within a retail store. Even though the smell of a barbeque may be appealing, it certainly would not suit a retail environment.

Depending on the response given, an odour can be influenced by two different kinds of moderators: 1) Individual differences or 2) Context effects. A moderator acts as an element that controls and influences a reaction. Individual differences indicate a matter of one's personal identity, which is built on gender, age and different preferences. For example, one person may find the smell of lavender pleasant, whereas another person may find it repulsive. Cultural differences take a strong lead towards individual differences - especially in non-western cultures whereby it is common to associate one's personality with smell.

Context effects refer to the environmental factors that surround an individual. It focuses on how the situation takes place and how it is perceived in the short-term and long-term effect. According to the model of odour influences, the two moderators can act as a mediator to a person. Their response to the scent can result in four different ways: 1) Affective Response to Object, 2) Evaluative Response to Object, 3) Intent and 4) Behaviour (Bone and Ellen, 1994). Regarding the last response, an odour can influence consumer behaviour through their time spent in the store, seeking of information and through selection of their product choices. In reference to the research question, this paper will focus towards the behavioural aspects and responses of scent.

Reflecting on several theorists and experiments, other behavioural effects of an ambient odour include an increase of consumer decision makings and the triggering of person
memories and prior experiences (Mitchell, Kahn and Knasko, 1995; Ward, Davies and Kooijman, 2006). The experiment given by Morrison, Gan, Dubelaar and Oppewal (2009) supports this statement as they tested vanilla scented aroma and music within a retail setting. Results proved that these variables, used at an optimal level, increased pleasure levels, resulting in a satisfying shopping experience. In contrast to the theory of scent affecting time spent in a store, Spangenberg and Henderson (1996) argue that although a scented environment may influence behaviour levels, it does not necessarily cause a customer to stay longer in a store as opposed in an unscented environment. This therefore suggests that this theory is inconclusive.

2.5. Conclusion Of Literature Review

The intention behind this conclusion is to identify the theoretical pinpoints of the literature review. Reflecting upon the elements of best practice, a model is developed, which clearly identifies the independent and dependent variable linking back to the research question. Moreover, several propositions are drawn out, suggesting probable influences. Reflecting back to the research question 'How is Scent Marketing Applied within Retail Stores and what are its influences?' it is evident that the independent variable refers to ambient scent whereas the dependent variable refers to the influences of scent. The object of the research question refers to the different sorts of scents and odours.

Table illustrating Object, Independent and Dependent Variable of Research Question

<table>
<thead>
<tr>
<th>OBJECT</th>
<th>X</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Different Kinds of Scent</td>
<td>AMBIENT SCENT</td>
<td>INFLUENCES</td>
</tr>
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</table>

Reflecting on the theories of Bone and Ellen (1994), scent consists of four elements that facilitate in distinguishing and influencing an odour: quality, arousal, intensity and congruity. 1) Quality conveys a subconscious manner of interpreting the pleasantness or unpleasantness of a scent, influencing decision-makings, mood and behaviour. 2) Arousal highlights the probability of evoking a physiological response through the implementation
of high-level, medium-level and low-level odours. High-level odours are exposed with the 
intention of triggering a direct awareness whereas low-load odours have more of a 
subliminal effect. The medium-level aims for a high psychological response, but is only 
used to a certain extent. This suggests that it reaches its optimal level of use, which 
increases performance levels. The pleasantness/unpleasantness of a scent plays a crucial 
role in this element, as either can evoke opposite responses. 3) Intensity refers to the 
strength of a scent when exposed in an environment. Resembling aroma, intensity can be 
applied as a high-level, medium-level and low-level measure, whereby the medium-level is 
suggested to have an optimal effect. When exceeding the optimal level (starting the high-
level), it can consequently affect behaviour resulting in feeling panic, stress and anxiety. 
This is clearly translated into the chart below, which conveys an Inverted U Function chart 
for the elements arousal and intensity. In reference to Bone and Ellen (1994), 4) Congruity 
also plays a strong factor towards distinguishing and influencing an odour. Congruity 
refers to the fitting a scent in an environment and whether or not they complement one 
another. This does not necessarily depend on the pleasantness or unpleasantness of a scent, 
as there are situations where the congruity of scents may be pleasant but inappropriate. 
Bone and Ellen (1994) additionally mention the significance of the two factors, presence 
and pleasantness. However, as they correlate with the factors 'quality' and 'arousal', they 
are not relevant to use in the model.

**Inverted U Function Table in focus with Arousal and Intensity Levels**

![Inverted U Function Chart for Arousal and Intensity Levels](image-url)
Aroma may influence a human response through three main factors: 1) Pavlovian Effect, 2) Olfactory Effect and 3) Direct Effect (Hirsch, 1991). A Pavlovian effect occurs when an aroma stimulates an innate response, which is then repeated when crossing paths with the aroma again in the future. The marketing tactic, scent branding, provides an excellent example of implementing this effect through placing an olfactory trademark to a brand, which is instantly recognised when crossing paths. Influences towards this include the enhancement of brand identity and recognition in the market. An Olfactory effect takes place when an aroma triggers a memory that is drawn out from personal experiences. For example, the scent of freshly made popcorn can remind one of being at the cinema. A direct effect takes place when an aroma immediately stimulates the brain, similar to a drug (Hirsch, 1991).

Depending on the response given, an odour can be influenced by two different kinds of moderators: 1) Individual differences or 2) Context effects. A moderator acts as an element that controls and builds a reaction. Individual differences symbolize a matter of one's personal identity, which is built on one's gender, age and personal preferences. For example, one person may find the smell of lavender pleasant, whereas another person may find it nauseating. Cultural differences play a strong role towards individual differences - especially in non-western cultures where it is common to associate one's personality with smell. Context effects refer to the environmental factors that surround an individual. It focuses on how a situation takes place and how it is perceived in the short-term and long-term effect.

Scent as a marketing tactic can be adopted in three main ways: 1) Product Scent, 2) Marketer Scent and 3) Ambient Scent (Krishna, 2013; and Bradford & Desrochers, 2010). As the research question focuses on investigating how scent is adopted within retail stores, its focal point is on an ambient setting. As a form of marketer scent, ambient scent solely takes place as part of a store environment. The justification behind this is within the two sub-factors of ambient scent: 1) Objective Ambient Scent and 2) Covert Ambient Scent. Objective ambient scent is applied with the intention of wanting to affect consumer behaviour, whereas the latter is discrete and subliminal. These two factors correlate to the previous section of having high-load and low-load psychological response, whereby high-load is intentional and low-load is not. This research paper will focus on the effect of an objective ambient scent that intentionally implements scent as part of their marketing strategy to influence consumers.
Reflecting on the above material, the independent variable is altered to "Objective Ambient Scent" where as the dependent variable remains the same with the "Influences". The four chosen elements that are applied to distinguish an odour and have an influence: arousal, intensity, quality and congruity, are placed as acuities of the sensorial stimulus. Moderators that affect the dependent variable include "Individual Differences" and "Context Effects". The influences of an objective ambient scent as an independent variable can be proposed through three different categories: "Pavlovian Effect", "Olfactory Effect" and "Direct Effect". Depending on the acuities of the ambient scent, the effects will either result in an approach or avoid behaviour. The model illustrated below represents an idea of how Scent Marketing is applied in retail stores and its probable influences.
Given that 'quality' and 'congruity' depends on the pleasantness or unpleasantness of a scent, it is a subjective call, which relies on a matter of personal opinion. This is due to having individual differences, which can be based on personal preferences and culture. Thus, one cannot simply brand a scent to be pleasant to the general public as surely not everyone would agree with it. Due to these subjective reasons, propositions cannot be made for these two elements. Therefore, I will solely focus on 'arousal' and 'quality'.

The arousal acuity is also considered a subjective call, however, reflecting back to the two-inverted U Function charts that illustrate arousal and intensity levels in relation to performance levels, this study will focus on arousal in correlation to intensity.

Reflecting on the conceptual model above, I came up with three possible propositions, which are further explored through empirical research and data collection. As part of the conclusion, these propositions are evaluated and branded as accurate or inaccurate to a certain extent.

1. **Proposition One:**

   *A high-level of arousal and intensity as an ambient scent will cause an instant negative reaction from consumers, thus lowering performance levels and resulting in an avoid behaviour.*

2. **Proposition Two:**

   *A low-level of arousal and intensity as an ambient scent will be disregarded by consumers, thus will not have any effect on behaviour or performance levels.*

3. **Proposition Three:**

   *A medium-level of arousal and intensity as an ambient scent is defined as the optimal effect. Consumers subtly acknowledge the scent, which contributes to higher performance levels, thus an approach behaviour.*
3. Chapter Three: Olfactory Marketing Consultant Agencies

Reflecting on the outcome of the literature review, it is apparent that scent is of great importance towards influencing a consumer's behaviour and perception of a brand as it connects with them on an emotional level. The exposure and recognition of scent elicits an effective response, which can result in an approach or an avoid behaviour (Gulas and Bloch, 1995). Scent acts as a facilitator creating an atmosphere in an environment, evoking personal memories from conditioned responses, thus having an intimate connection via the brand and consumer.

Expert interviews are conducted with two consultant agencies that specialise in scent marketing in retail stores, Scent Air (Scent your brand NL) and Air Scent Solutions. These companies were founded through gathering secondary resources and researching scent marketing industries located within The Netherlands. I reached out to each company over a phone call and arranged for an interview. The Air Scent Solutions discussion took place over a Skype interview whereas Scent Air took place over a phone interview. Both interviews were informal and semi-structured. This indicates that questions were decided prior to the interview; however, depending on the answers given some questions were either added or left out. To ensure accuracy as data collection, both interviews were recorded using a mobile phone, which was then extracted into notes. (See appendix).

3.1. Scent Air (Scent Your Brand NL)

Scent Air was founded back in 1994 and initially began as a small company that was under another brand. Being an original American company, Scent Air is featured in more than 100 countries worldwide. Offering scent to a wide spectrum of clients, the company focuses on creating and improving in-store experiences. Not only does Scent Air collaborate with retail stores but also with casinos, hospitals, dental institutions, cleaning companies, pharmacies and supermarkets. Sander Schaap, general manager at Scent Air in the Netherlands, explains that scent, in general, is of high significance as it even affects our daily decisions (Interview 1).

"[Olfactory marketing] is still growing. It is one of the most important tools. The only issue is that it's not known yet." - Sander Schaap, Manager of Scent Air NL

From a marketing perspective, Scent Air implements olfactory marketing in three ways: 1) Product Scent Marketing, 2) Thematic Scent Marketing and 3) Ambient Scent Marketing.
Scent Air focuses foremost on ambient scent, especially in retail stores as they collaborate with Hugo Boss, Tommy Hilfiger, Calvin Klein, Karen Millen, Karl Lagerfeld, Zara Home and Bloomingdales (Interview 1). Not only do they work with these brands in Holland, but throughout all of Europe.

Scent Air uses a range of different diffusing techniques that include automated systems and their newly adopted medical technique, known as Nebulisation. This causes the breaking down of oils within a perfume, transitioning them into dry particles that are spread out amongst an environment (Interview 1). This ensures that the intensity throughout a store remains at a constant level. At Scent Air, it is vital for all fragrances to accurately reflect and reinforce a brands identity (Interview 1). Thus, a strict policy is followed in order to determine what exactly a brand wants to express to their customers. They are extremely particular when customizing a scent in order to ensure accuracy and create a clear concept statement that distinguishes itself from others competing in the market. Furthermore, they must certify that it correlates to the rest of the store environment. What they want is for a consumer to enter the store and have their first impression be "WOW!"

The levels of arousal and intensity play a strong role towards having a positive or negative response. If a brand wants to be noticed by the public, scent entitles them that extra push. Cultural implications contribute to the levels of arousal and intensity. According to Schaap, in Eastern and Southern Europe, consumers love to smell many fragrances, thus it is fundamental to intensify and add mixtures of fragrances. However, in Western and Northern Europe, consumers are not familiar with high intensity fragrances and tend to avoid it.

"As a store has to look great, you need to have a good sound and then you also need to have a good scent. If you miss one of these aspects, then the customer experience is not complete" - Sander Schaap, Manager of Scent Air NL

Schaap claims the implementation of scent marketing can result in a numerous of effects. Firstly, it completes the whole in-store experience. Having a fitted ambient scent can result in customer fondness of a brand more, as the more comfortable they feel inside it, the longer they will stay. It also encourages their willingness to purchase items, which positively affects their turnover. Customer loyalty is also a contributing outcome from this and can essentially improve brand recognition and connectivity.
To conclude, with retail being its focal point, Scent Air aims at developing and customizing scents for fashion brands as a source of communication. This can be implemented in three ways. 1) Product Scent Marketing, 2) Thematic Scent Marketing and 3) Ambient Scent Marketing. Product scent marketing indicates that a scent is applied to a product, for example, applying the aroma of a hot apple pie. These are the fragrances that make you feel like you are getting hungry. Thematic scent marketing refers to providing a scent to a particular theme, for example, making an environment smell like a desert or the ocean. It provides more of an illusion that you are actually there. Ambient scent marketing refers to as scent within an environment - especially retail. Using a distinctive fragrance, ambient scent captures a feeling that is connected to a brand. It can be installed through a scent diffuser or through Nebulisation, which breaks down the oils of a perfume, forming dry particles.

At Scent Air, olfactory marketing is an important tool to use as it helps complete an in-store experience and connect with customers on an emotional level. A satisfying experience can extend a customer's lingering inside a store and can also increase purchasing behaviours. It also provides an emotional connectivity can influences brand loyalty and brand recognition when crossing paths with the scent again.

3.2. Air Scent Solutions NL

Air Scent Solutions (Air Scent) was founded in 2013 by Adel Lemsidi in The Netherlands. Air Scent is a small consultancy company that specialises in providing ambient scents for retail stores, hospitality and hotels. Having worked in fashion marketing, Lemsidi has always had an interest towards scents and curious of its power. He noticed how scent varies in different cultures, especially in the Middle East and the United States. After researching the topic for several years, Lemsidi set up Air Scent Solutions (Interview 2). Although the company collaborates with other segments, the strategy of Air Scent is build towards targeting retail stores in particular. Air Scent has previously collaborated with Riviera Maison, ABN Amro and Shoeballoo, having provided a signature and ambient scent for their brand.

Air Scent adopts a strict policy when working with clients. According to Lemsidi, the first thing the company does is visit the client’s store. An interpretation of the philosophy, interior environment and the profile audience takes place. Air Scent then asks what scent their client is looking for through forms, which are then sent to a perfumer who provides
four customized scents for the client to choose from. It is fundamental for Air Scent to ensure that the chosen scent reinforces their client's identity through the store environment. Pleasantness and intensity also play a strong role in this. If an ambient scent is unpleasant or too intense, it simply will not work and cause negative reactions.

According to Lemsidi (Interview 2), olfactory marketing is a significant and powerful tool. The sense of smell is the strongest sense that targets the emotional factor of the brain, thus having a strong impact in connecting to customer’s behaviour. The sense of smell is directly linked to the brain, which is responsible for triggering memorable experiences. For example, if a consumer walks into a pleasant scented store, they immediately get a happy feeling.

"When a pleasant scent is diffused, it works with the brand and people are more willing to buy that experience." - Adel Lemsidi, CEO of Air Scent Solutions

Olfactory marketing enables a brand to connect with consumers on a deeper, emotional level, which can result in a memorable experience, increase the value of perception and expand brand recognition. Lemsidi claims ambient scent has the strongest impact when it comes to affecting consumer behaviour in terms of emotion, evaluation and willingness to return to a store again. Scent can make a person feel very welcome, which is why most scent diffusers are installed at the front of the store. Lemsidi (Interview 2) gave several examples of pleasant ambient scents and its general responses. For example, peppermint lightens behaviour, lavender relaxes it and vanilla is most commonly used due to its comforting and relaxing odour.

To conclude, Air Scent Solution explains that before customizing a fragrance for a brand, several elements should be taken into consideration. This includes a company visit in order to observe its retail environment and its interior. Moreover, it is vital to gain an understanding of the brands philosophy and the customers they aim to target. With these aspects in mind, Air Scent develops a scent that is suitable to the identity of the brand. An example of this includes the Dutch shoe brand, Shoeballoo. With its modern and futuristic interiors along with its wide target group from ages 18-50 years, Air Scent developed a scent that was not rustic, but rather fresh and bold. Out of all forms of olfactory marketing, ambient scent is the most common and effective as it forms a communication platform between a brand and a customer. It also completes an in-store experience along with
applying suitable music, lighting and a charming interior. This results in customers associating themselves to a brand.

3.3. Conclusion: Olfactory Marketing Consultant Agencies

When comparing the two consultant agencies, it is apparent that both adopt a similar concept of olfactory marketing and are both equally aware of its power and effects. Scent Air has been around for more than 20 years, has branches in over 100 countries and thus has plenty of experience within the industry. Air Scent Solutions, on the other hand, is rather new to the industry as it has been around for approximately 3 years but is expanding ever so quickly. Both companies differ in adopting olfactory marketing. Scent Air uses three different methods of olfactory marketing (product scent, thematic scent and ambient scent), whereas Air Scent Solutions focuses on one (ambient scent). Nevertheless, both companies place ambient scent as the most significant form of direct communication to a customer as it is on an emotional level. Reflecting on sources of both companies, it is evident that ambient scent can be adopted through two techniques: 1) Automated Scent Diffuser 2) Nebulisation - the breaking down the oils of a perfume, forming dry particles.

In reference to the three propositions in the previous chapter, both companies proclaim the intensity and arousal levels of an environment act strongly towards influencing behaviour, positively and negatively. Air Scent Solutions affirm that if the levels of arousal and intensity are pushed too far, it will evoke negative responses and cause damage to the brands identity. Scent Air supports the propositions, adding that raising the arousal and intensity levels will help push a brand to be noticed, resulting in a clear concept statement that distinguishes itself from others. They further add that culture acts as a primary catalyst towards this, with the example of people in Eastern and Southern Europe preferring stronger scents to people in Western and Northern Europe.

Reflecting on both companies interpretation of the positive influences of ambient scent, the effects can be physical and emotional. From a physical perspective, ambient scent enhances a memorable experience that encourages customer lingering around the store, influencing their purchasing behaviours and affecting turnover. An emotional perspective can take place when through memorable experience affecting the customers emotionally, which enhances brand recognition and connectivity, leading to brand loyalty. Overall, both physical and emotion perspectives increase the chances of the customer returning to the store.
4. Chapter Four: Empirical Research and Findings

To broaden the spectrum on how olfactory marketing is currently adopted in retail stores, this section will proceed in undertaking empirical research and findings in terms of qualitative measures. These measures offer a way of exploring issues with focus on discovery and experiences, all by which can't be defined by a number (Greener, 2008.) Furthermore, it is applied in social sciences in terms of contextual understanding and subjectivity (Greener, 2008). Bryman and Bell (2003) developed a table illustrating the distinctions between qualitative and quantitative methods.

Figure of Table of Qualitative vs. Quantitative Methods (Bryman and Bell, 2003)

<table>
<thead>
<tr>
<th>Quantitative Method</th>
<th>Qualitative Method</th>
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<tbody>
<tr>
<td>Numbers</td>
<td>Words</td>
</tr>
<tr>
<td>Point of view from researcher</td>
<td>Point of view from participants</td>
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<tr>
<td>Researcher distant</td>
<td>Researcher close</td>
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<tr>
<td>Theory testing</td>
<td>Theory emergent</td>
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<tr>
<td>Static</td>
<td>Process</td>
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<td>Structured</td>
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<td>Hard reliable data</td>
<td>Rich deep data</td>
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<tr>
<td>Macro</td>
<td>Micro</td>
</tr>
<tr>
<td>Behaviour</td>
<td>Meaning</td>
</tr>
<tr>
<td>Artificial settings</td>
<td>Natural Settings</td>
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As a form of qualitative measures, I will take an inductive approach. Through the process of discovery, I will identify and analyse significant categories, patterns and relationships of the data (Adams, Khan, Raeside and White, 2007). I will use a combination of emic and etic focus, indicating that I will observe a setting from the viewpoint of participants and of myself (Adams, Khan, Raeside and White, 2007).

I proceed in taking an interpretive turn to develop an understanding of social sciences to seek a rational explanation of its course and effects. To extend the knowledge on how scent marketing is adopted within retail stores, an investigation of two global lifestyle brands,
Abercrombie & Fitch and Hugo Boss, are carried out and evaluated to explore findings based on the three propositions. Both brands are infamous for their high-quality products and reputable lifestyle. Although A&F and Hugo Boss are placed under different segments (Hugo Boss targets a luxury segment, whereas A&F targets a mid-high segment), both brands place a strong emphasis towards implementing an ambient scent within their retail environment. In reference to the model, both brands use the ambient scent intentionally, which acts as a form of objective ambient scent. This can act as a communication platform between a brand and its customer through connecting with them on an emotional level, affecting their behaviour and response.

In order to investigate and critically evaluate how both brands implement objective ambient scent, two analytical case studies are carried out and evaluated. Both case studies include multiple methods are applied in terms of qualitative research and include secondary data, observation, casual conversations and netnographic research.

It was essential that I visited both brands' retail environments. However, before doing so, I had to ensure that I gained an understanding of the brands' philosophy. Thus, I conducted online desk research, which is component of external desk research. Online desk research involves the browsing and gathering of relevant research through from industrial, marketing or business sites. Research was gathered through company annual reports, company websites, company articles, social media and various online platforms.

Observation of environmental behaviour took part when visiting the physical environment of both retail stores. This was carried out through a combination of natural and structured observation. Natural observation takes places in a normal setting where no efforts are made to influence any change in behaviour. Structured observation involves an advanced recording of units that are to be observed. In this scenario, units were noted in advance and were in reference to the model, which included the four acuities of scent: 1) Quality, 2) Arousal, 3) Intensity and 4) Congruity/Fit. Despite stating that I would not to focus on 'quality' and 'congruity' as they were a subjective call, I decided to still investigate these elements if I had resources to back them up. Next to this, a casual conversation was

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2 http://www.managementstudyguide.com/desk-research.htm (Accessed 04/05/2016)  
3 http://www.mbaofficial.com/mba-courses/research-methodology/what-are-the-types-of-observation/ (Accessed 04/05/2016)  
4 http://www.mbaofficial.com/mba-courses/research-methodology/what-are-the-types-of-observation/ (Accessed 04/05/2016)
carried out with a store manager to examine how they adopted olfactory marketing and their intention behind it.

In order to measure the influences of scent marketing, netnographic research was conducted. As a form of ethnographic research that evaluates social patterns and explores an interactive understanding of a field, netnography focuses on online communities. Research was gathered through exploring customer reviews of both brands on websites such as Trip Advisor, Yelp and online fragrance review websites. I aimed at focusing on the customer reviews due to the fact that they are the ones who are informed and have experienced the brand. Hence, their input and feedback is the most accurate and useful data.

4.1. Abercrombie & Fitch Co.

The All-American lifestyle based global brand, Abercrombie and Fitch ("A&F") was founded in 1892 in Manhattan, New York City. From once specialising in selling guns, fishing rods and outdoor supplies, A&F is now a retail brand that is notorious for its targeting of the socially elite lifestyle. The American lifestyle brand adopts a specific design aesthetic along with a heritage of high quality craftsmanship, all of which expresses a modern simplicity and casual luxury. A&F currently has over 799 stores within the United States and 170 stores globally (A&F Annual Report, 2015).

The ideology of A&F is the selling of a cool, good looking and luxurious lifestyle. These aspects are literally expressed in their retail stores through adopting an in-store experience. When reflecting on the memorable characteristics of A&F, you can recall its club-like atmosphere. A&F ensures that every retail store has loud music, a dark ambiance and highly scented fragrances, which can be traced from down the street. Sales associates are referred to as ‘models’ and must adopt sophistication, aspiration, a sense-of-style, diversity, awareness, integrity, applied learning, an outgoing personality and communication skills, all of which is clearly stated as an essential requirement on their company website. These models are recruited not to assist but to be beautiful, enthusiastic and portray the ideal look of A&F. All of these aspects put together establish an overall experience for the consumer.

Implementing a sensory experience is a necessity to A&F as their policy is to aim on targeting visual, auditory, olfactory and tactile senses in order to reinforce their prestige lifestyle and to form an intimate connection with consumers (A&F Annual Report 2012).
Furthermore, A&F adopts a high regime for all employees to stand by to ensure that the store environment is of perfect condition. A&F places a great emphasis on the scent that is sprayed in their stores, which is their most iconic male fragrance, Fierce. The fragrance is produced with a combination of multiple scents: Marine Breeze, Sandalwood and Sensual Musk Woods\(^5\). All rooms at A&F have the same level of scent intensity, which is very strong and concentrated. Furthermore, air ventilations are placed near the ceiling, which are used as scent diffusers.

A&F adopts scent branding as part of their marketing strategy, whereby Fierce embodies their logo. Thus, one would easily be able to distinguish Fierce from other fragrances and point out that it belongs to the brand. A&F is extremely cautious about revealing their in-store marketing tactics to any stakeholders and thus have every employee sign a confidentiality agreement beforehand. However, several sources have confirmed that the brand adopts a strict in-store policy that must be carefully followed through.

As the brand has a strict 'no' policy in terms revealing internal information, I used an observation approach through visiting the retail store in order to examine the ambient scent. Stepping into the store, a strong masculine smell of wood and oceanic aromas struck me. In reference to the four dimensions of distinguishing an odour, A&F’s Fierce is of low quality, which is verified in throughout this chapter of research. Even though the scent may be pleasant when it is first exposed, after a few minutes of encountering, its unpleasantness increases. In terms of arousal, A&F’s ambient scent evokes a physical response instantly as one walks into the store, thus being at a high-load level. Concerning the intensity, A&F’s ambient scent is at an extremely high level to the point of being able of recognising outside of the store. A&F certifies that their store reflects the brands cool and outgoing lifestyle. This aspect is clearly translated into their ambient scent indicates that the congruity level is a good-fit.

In order to evaluate A&F’s ambient scent from a customer perspective, I used a netnographic approach through online resources. In order to ensure accuracy, I used customer reviews from multiple platforms. Using these reviews, I recorded the adjectives that were used to describe A&F’s ambient scent in order to create a word association chart. Out of a total of 19 customer reviews, 77% used negative comments to describe its smell.

\(^5\)https://eu.abercrombie.com/shop/eu/mens-cologne/fierce-cologne-5217072_01 (Accessed: 08/05/2016)
As I gathered a list of adjectives, I developed two pie charts: one showing the positive word associations and the showing negative word associations. When reflecting on the positive word associations of A&F, the most common adjectives were "lovely" (20%) and "great" (14%). However, when reflecting on the negative word associations of A&F, the most common adjectives were "Too strong" (23%), "To Intense" (8%) and "Horrible" (6%).

**Customer Review of A&F: Positive Word Associations of Ambient Scent**

<table>
<thead>
<tr>
<th>Adjective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lovely</td>
<td>20%</td>
</tr>
<tr>
<td>Great</td>
<td>14%</td>
</tr>
<tr>
<td>Fancy</td>
<td>13%</td>
</tr>
<tr>
<td>Fresh</td>
<td>13%</td>
</tr>
<tr>
<td>Masculine</td>
<td>14%</td>
</tr>
<tr>
<td>Sexy</td>
<td>7%</td>
</tr>
<tr>
<td>Confident</td>
<td>7%</td>
</tr>
<tr>
<td>Famous</td>
<td>13%</td>
</tr>
</tbody>
</table>
To conclude, it is clear that A&F strongly relies on its in-store experience as a main marketing tactic to reinforce its lifestyle to customers. Through adopting sensory marketing techniques, the brand is able to reach out to consumers in a personal manner. Scent is the biggest factor towards this. A&F strongly adopts olfactory marketing through implementing an objective ambient scent through scent diffusers that are placed discreetly around the store. Reflecting on the acuities of scent, as most of the general public find A&F’s ambient scent unpleasant and its intensity and arousal levels too high; it results in negative responses from customers. In reference to the word association pie chart, an average of customer reviews found their ambient scent to be "too strong", "too intense" and "horrible." This clearly indicates that there is an issue with the fragrances quality and intensity. Because Fierce has such a concentrated odour, one spray can feel like ten. Thus, when the scent is diffused multiple times throughout the store, the ambience gets so strong to the point where people can smell it on the street.

Overall, A&F's ambient scent has some positive and negative influences. The fact that almost everyone can instantly recall and point out the smell of Fierce, indicates that the brand is performance levels are excellent in terms of increasing brand recognition and staying in a customer's memory. This could be seen as a positive aspect for usual circumstances; however, unfortunately A&F is remembered for all the wrong reasons,
which are predominately negative. Nevertheless, this does not influence their profit margins. This is due to A&F's exclusive reputation and cool lifestyle, thus customers want to associate themselves with the brand.

4.2. Hugo Boss Co.

The German lifestyle brand, Hugo Boss, is notoriously known for its evolvement into one of the most leading brands today within the global apparel industry. Since being founded in 1924 in Metzingen, Germany, Hugo Boss offers premium fashion lines and as well as accessories for both men and women. The luxury brand comprises of four sub-brands: BOSS, BOSS Orange, BOSS Green and HUGO (Hugo Boss Annual Report, 2015), all by which supply a diversified field of luxurious product offerings. Being active in an astonishing 1,113 shops that are distributed in more than 125 countries, Hugo Boss is one of the most profitable listed apparel manufacturers in the world (Hugo Boss Annual Report, 2015).

The philosophy of Hugo Boss symbolises a lifestyle that embodies dynamism, perfection and precision. This is illustrated within their brick-and-mortar retail stores. Through strengthening their retail operations, merchandise management and customer service, Hugo Boss aims to enhance a consumer’s convenient shopping experience and competence (Hugo Boss, Annual Report, 2015). Within the past 18 months, Hugo Boss has being using olfactory marketing within their retail stores as a form of ambient scent (Interview 3). Ward Simmons, vice president of marketing at Hugo Boss claims that scent was the last element that was missing from their in-store experience.

"For us, it's about the customer experience. If you walk into our stores, you already see beautiful clothes and hear beautiful music - why not make it feel even better and have a great smell? It's like a 'hello.'" - Ward Simmons, vice president of marketing at Hugo Boss

Back in 2010, Simmons had scent diffusers installed in 42 companies. (Klara Robert, 2012) They are installed discreetly as part of their air conditioning systems, which are located near the fitting rooms and are automated to go off every 15 minutes (Interview 3). Hugo Boss aims to use its ambient scent to ensure comfort and relaxation during shopping experiences. Hugo Boss consists of customized scent that emphasises their elegant and confident image but is not too strong. The aroma has a combination of citrus, tambodi wood and tonka bean aroma. This ambient scent has had positive results towards customers who enter the store.

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"Customer's have even asked if we sell the fragrance, so we're looking to expand to candles." - Ward Simmons, VP of marketing (2012)

Unfortunately, Hugo Boss' scented candle resembling their ambience has not been released yet to the market and thus cannot be annotated from a customer's standpoint using a netnographic approach.

When visiting the retail store, an observation approach was carried out in order to examine the ambient scent. Stepping into the store a sweet, strong wood-like aroma scent enclosed the environment. In reference to the four dimensions of distinguishing an odour, Hugo Boss' ambient scent is of a medium/high quality, which is verified through online quotes and interviews (See Quote Above). Its arousal is at a medium-level as it is subtle and does not instantly evoke a physical response. Concerning the intensity, Hugo Boss' ambient scent is very noticeable but not too over the top, thus also at a medium-level. As the ambient scent is branded as pleasant and quite exclusive, it resembles the brands elegant lifestyle, this indicating that the congruity level is a good-fit.

To conclude, Hugo Boss uses olfactory marketing as a source to improve its in-store experience. The expresses this through applying scent diffusers in their retail stores as a welcoming to customers. Through this, the brand is able to connect with to consumers on an emotional level, which can result in positive behaviours. Hugo Boss is praised for its pleasant and exotic ambient scent. As it is not available to be purchased yet, it makes their scent even more exclusive. Referring to the inverted U function chart mentioned in the previous sections, Hugo Boss' arousal and intensity ambient scent are both at medium levels, thus indicating a perfect optimal level. This contributes to a higher performance from the customer, resulting in a satisfying shopping experience. Other advantages include an increase of lingering in a store, increase in purchasing behaviours and ultimately in brand recognition.
4.3. Conclusion of Empirical Findings

The aim of this chapter is to discover and evaluate how ambient scent is adopted within retail brands. Abercrombie & Fitch and Hugo Boss are brands that are based on their strategy of applying ambient scent within their retail environments. This completes their in-store experience. Even though these lifestyle brands adopt the same technique, they have very different methods of using aroma. This is illustrated in three ways: 1) Brand Objectives 2) Implementation and reasoning of aroma and 3) Acuity. Results of the empirical data will link back to the three propositions that are developed in the second chapter.

The first category underlines the different objectives both brands follow. A&F focuses on their socially exclusive image and reputation and the delivering of high quality products. When customers walk into their store and are greeted with the highly concentrated fragrance, A&F guarantees that their vibrant, sexy and cool lifestyle is expressed in order to make them want to associate themselves with their group. Hugo Boss' aims at 'inspiring people towards success' and acts as a guide towards helping customers attaining achievement (Hugo Boss Annual Report, 2015). Hugo Boss puts their customer first in line and certifies comfort and relaxation when they walk into their store.

The second category evaluates how ambient scent is used from a marketing perspective. A&F uses their most classic and iconic fragrance, Fierce, as their ambient scent, which circulates their retail store. Not only does the fragrance reinforce the brands identity but it also promotes and sells its lifestyle. At Hugo Boss, their ambient scent is personally customized and cannot be found in any of its products thus far. The brand has no focus on selling this aroma, but more wants to provide a comfortable and sophisticated experience for customers. Even though their ambient scent is praised by customers who enter the shop, this restricted approach gives brand an image of exclusivity.

The third category underlines the four different dimensions of scent acuity: 1) Quality 2) Arousal 3) Intensity and 4) Congruity. A&F demonstrates an excellent example of how the brand defies psychology and surpasses the 'optimal level' for aroma and intensity. This backlashes with customers' responses and therefore their opinion of the brand. Nevertheless, the whole experience is still remarkably memorable and enhances brand recognition. Most consumers who fit their target group can directly identify their signature
scent. Although this is perceived as a negative quality, due to A&F's exclusive reputation, the strategy works.

Hugo Boss aspires to build trustworthy relationships with their customers through providing them with luxury products and a memorable store experience. Therefore, they adopt a policy to ensure that the arousal and intensity levels are strong but to a certain degree. This strategy has several advantages. As the arousal levels are at a medium level, it subtly evokes a physical response from customers as they walk into the store. The intensity levels are sharp but not too strong, therefore customers are able to identify the smell and have an optimistic response. This can result in customers staying longer at the store, which can influence purchase mechanisms. It also increases in brand recognition and a lasting positive impression of the brand.

When comparing Hugo Boss to A&F, there is an interesting difference. A&F is infamous for its in-store signature smell to the point where people can identify and describe it without even smelling it. Scent has such a powerful role in A&F's store experience. When using netnography, a majority of customer reviews reflected the brands ambient scent. Whereas with Hugo Boss, even though the store may have a pleasant ambient scent, not so many people are aware of it, which may be due to the fact of the brand having a distinctive target group. This demonstrates that a negative publicity spreads more awareness than a positive publicity.

In reference to the propositions, A&F's ambient scent can support the first proposition, which suggests that high-levels of intensity and arousal may lower performance levels, resulting in an avoid behaviour. Given that a majority of the public find their ambient scent to be unpleasant, its highly concentrated ambience reflects poorly on customer's experiences, damaging their brand image. Hugo Boss supports the third proposition, which suggests that medium-levels of intensity and arousal are defined as an optimal level, which contributes to higher performance levels. Given that Hugo Boss is acclaimed for its high-quality ambient scent along with having medium-levels of arousal and intensity, it creates a satisfying shopping experience for customers.
Observation of Abercrombie & Fitch and Hugo Boss Retail Stores using Primary and Secondary Data

<table>
<thead>
<tr>
<th>Case Studies Overview</th>
<th>Abercrombie &amp; Fitch</th>
<th>Hugo Boss</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount of stores globally</strong></td>
<td>969 stores</td>
<td>1,113 stores</td>
</tr>
<tr>
<td><strong>Does the brand adopt an in-store experience policy?</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Description of ambient scent</strong></td>
<td>Wood-like, Ocean, Masculine</td>
<td>Wood, Cinnamon, Relaxing, Soothing</td>
</tr>
<tr>
<td><strong>Ambience through fragrance</strong></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Customized Ambient Scent</strong></td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>How is the ambient scent used?</strong></td>
<td>Scent Diffusers</td>
<td>Air Diffusers</td>
</tr>
<tr>
<td><strong>Quality of Ambient Scent</strong></td>
<td>Data suggests low-quality</td>
<td>Data suggests medium/high quality</td>
</tr>
<tr>
<td><strong>Arousal of Ambient Scent</strong></td>
<td>High-Load</td>
<td>Medium Level</td>
</tr>
<tr>
<td><strong>Intensity of Ambient Scent</strong></td>
<td>High-Load</td>
<td>Medium Level</td>
</tr>
<tr>
<td><strong>Congruity/ Fit of Ambient Scent</strong></td>
<td>Good Fit - strong and popular fragrance reinforces the brands cool lifestyle</td>
<td>Noticeable but elegant - good fit</td>
</tr>
</tbody>
</table>
5. Conclusions and Recommendations

The power of scent is regularly underestimated. Research has proven that our sense of smell can affect 75% of our daily emotions through subliminal messaging (Lindström, 2005). Unlike other senses, the sense of smell has a direct connection to the olfactory gland, which is part of our limbic system that governs emotion and memory. Every human breathes approximately 20,000 times a day and is able to distinguish up to 400 different kinds of odour (Stevens, 2006). Nowadays, marketers are searching for new ways of communicating with their customers on an emotional level. As the sense of smell is something that cannot be switched off and has such a powerful effect, it can be seen as a marketing opportunity to use for a product or service (Stevens, 2006).

As scent marketing is relatively new to the fashion industry, not everyone is aware of it and its effects. The purpose of this research paper is to critically explore social sciences in the context of discovery and subjectivity, which reflects back to my research question, "How is Scent Marketing Applied in Retail Stores and what are its Influences?"

5.1. Conclusion of Sub Questions

In order to answer the central research question, related sub-questions have been formulated. These sub-questions aspire to scope how scent marketing is adopted with focus on the general effects of sensory marketing, the psychological effects of scent, how scent is applied as a marketing strategy and within in the context of a retail environment.

1. What are the effects of sensory marketing?

Sensory marketing is a strategy that involves the five human senses (visual, auditory, olfactory, touch and taste). It is used as a communication platform that engages consumer emotion and behaviour through appealing to their senses. Sensory marketing influences three main aspects: 1) The Human Sense, 2) The Brand and 3) Experience Logic. In line with the third element, experience logic, sensory marketing contributes towards creating a successful in-store experience through the reinforcement of its virtual setting. Direct effects of pleasant sensory marketing include a satisfying in-store experience, which encourages a longer duration in store, an increase in purchasing and thus, a positive influence on turnover. Indirect effects include brand loyalty, brand recognition and customer equity. Unpleasant approaches have the contrast effect, which is further discussed.
2. What are the psychological effects of scent on a person's behaviour and perception?

From a psychological standpoint, scent has the ability of driving a person's behaviour and perception. This takes place on a subconscious level. As previously mentioned, scent is responsible for over 75% of our emotions (Lindstrom, 2005). This all comes down to the acuities of scent: 1) Quality, 2) Arousal  3) Intensity and 4) Congruity (Bone and Ellen, 1994). In reference to the Inverted U Function, high performance can be obtained as long as the arousal and intensity levels are applied to a certain degree. If they exceed the medium-level (optimal level) it can result in panic, stress and anxiety. The congruity of an ambient scent is of high significant as it must correlate and reinforce the brands identity. If it does not fit, it can result in a negative approach.

Cultural and ethical issues also play a strong influence towards driving behaviour. Manager at Scent Air, Sander Schaap indicates that people in the Eastern and Southern regions of Europe admire the smell many fragrances, whereas people in Western and Northern Europe are not as used to it and thus, tend to avoid it. Scent can influence a human response in various three ways: 1) Pavlovian Effect, 2) Olfactory Effect and 3) Direct Effect (Hirsch, 1991). The Pavlovian effect acts as a conditioned response, which results increases recognition and memorabilia. The olfactory effect draws out memorabilia from past experiences. Lastly, a direct effect takes place in the present moment and influence an instant behaviour and response, which is similar to a drug (Hirsch, 1991).

3. What are the effects of Scent in Marketing?

Reflecting on the results from the previous sub-question, it is evident that scent is a powerful sense that can drive behaviour. As smell is something that cannot be turned off, it provides firms with a marketing opportunity of broadcasting a product or environment. Scent as a marketing tactic can be adopted in three main ways: 1) Product Scent, 2) Marketer Scent and 3) Ambient Scent. The latter tactic can be divided under two sub-categories: 1) Objective Ambient Scent and 2) Covert Ambient Scent. Effects of product scent can influence in approach behaviours and product evaluation, which affects purchasing consumptions. Marketer scent acts as a form of promotion, which results in an increase in awareness along with brand recognition. Ambient scent results in the completion of an in-store experience, which is further discussed in the next sub-question.
4. *What are the effects of Scent in Retail Stores?*

Sander Schaap, manager at Scent Air, declares that scent completes an in-store experience. Depending on the acuity of the scent, this can result in either a satisfying shopping experience or an unsatisfying shopping experience, making the consumer wanting to leave the store. Abercrombie & Fitch and Hugo Boos provide excellent examples of both circumstances. At A&F, it's arousal and intensity levels are extremely high, exceeding the optimal level to the point where you can smell its fragrance down the street. In reference to netnographic research, 77% of customers responded negatively to its ambient scent. Nevertheless, the whole experience is still remarkably memorable and enhances brand recognition. At Hugo Boss, the arousal and intensity levels are strong but at its optimal level. This results in a satisfying shopping experience, a positive brand image and brand recognition. Overall, the direct effects of applying scent within a retail environment can influence shopping experiences, time spent in store and purchasing behaviours. Indirect effects include influencing brand loyalty, brand recognition and the chances of a customer returning to the store.
5.2. Conclusion to Research Question

To answer the first element of the research question "How is scent marketing applied within retail stores"? I conclude that scent is generally applied in the form of an ambient scent. As previously mentioned, ambient scent can be implemented with two different intentions: 1) Objective ambient scent, which is intentionally applied in an obvious manner in order to evoke consumer responses and 2) Covert ambient scent, which is also intentionally applied but is more discreet of its acuity.

To answer the second element of the research question, "What are the influences of [scent marketing]?" the given response depends on the acuity of the ambient scent. This can result in six different scenarios, which is clearly illustrated on the table below.

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Quality (SUBJECTIVE)</th>
<th>Congruity (SUBJECTIVE)</th>
<th>Arousal Level</th>
<th>Intensity Level</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Pleasant</td>
<td>Good-Fit</td>
<td>Medium</td>
<td>Medium</td>
<td>Ambient Scent is at Optimal Experience Eg: Hugo Boss</td>
</tr>
<tr>
<td>2.</td>
<td>Pleasant</td>
<td>Good-Fit</td>
<td>High</td>
<td>High</td>
<td>Ambient Scent is too strong. Objective Ambient Scent. Eg: A&amp;F</td>
</tr>
<tr>
<td>3.</td>
<td>Pleasant</td>
<td>Good-Fit</td>
<td>Low</td>
<td>Low</td>
<td>Ambient Scent is discreet Covert Ambient Scent.</td>
</tr>
<tr>
<td>4.</td>
<td>Unpleasant</td>
<td>Poor-Fit</td>
<td>Medium</td>
<td>Medium</td>
<td>Unpleasant Experience due to unpleasant quality</td>
</tr>
<tr>
<td>5.</td>
<td>Unpleasant</td>
<td>Poor-Fit</td>
<td>Low</td>
<td>Low</td>
<td>Unpleasant Experience due to unpleasant quality</td>
</tr>
<tr>
<td>6.</td>
<td>Unpleasant</td>
<td>Poor-Fit</td>
<td>High</td>
<td>High</td>
<td>Ambient Scent is too strong and unpleasant, causing an unpleasant experience. Eg: A&amp;F</td>
</tr>
</tbody>
</table>
As previously mentioned in the literature conclusion, given that 'quality' and 'congruity' depend on the pleasantness or unpleasantness of a scent, they are both a subjective opinion, which depends on the person's opinion who is witnessing. Reflecting upon the six different scenarios, it is evident that first scenario is the most strategic approach to implement within a retail store as its acuity levels are aren't too high or too low, thus resulting in a satisfying experience. Additionally, it is evident that the sixth scenario is the worst strategic approach to adopt, as its acuity levels are over-intensified, which most likely results in consumers leaving the store.

5.4. Proposition Evaluations

Based on the relevance and description of phenomena, three propositions were formulated which were explored through the gathering and evaluations of empirical research.

**Proposition One:** *A high-level of arousal and intensity as an ambient scent will cause an instant negative reaction from consumers, thus lowering performance levels and resulting in an avoid behaviour.*

Reflecting on empirical research, Air Scent Solutions supports this proposition stating that if the intensity levels are too strong and the scent is unpleasant, it simply will not work. A&F is a clear example of a brand that adopts a vigorous ambient scent as part of their marketing strategy. However, through the evaluation of online customer reviews and the development of pie charts, the majority (77%) thought negatively of the brand due to its forceful smell, which influenced their perception of the brand. Although there are those who are highly fond of A&F's scent, I can only confirm that this proposition is accurate to a certain extent due to subjective reasoning's.

**Proposition Two:** *A low-level of arousal and intensity as an ambient scent will be disregarded by consumers, thus will not have any effect on behaviour or performance levels.*

In reference to the literature review, it is suggested that the more discreet a scent is as an ambience, the less of an effect it will have on a customer. Due to having a limited amount of empirical research supporting this proposition, I can only assume that that this proposition is neutral and can be neither confirmed nor rejected.
**Proposition Three:** A medium-level of arousal and intensity as an ambient scent is defined as the optimal effect. Consumers subtly acknowledge the scent, which contributes to higher performance levels, thus an approach behaviour.

Reflecting upon empirical data, Scent Air and Air Scent Solutions advocate this proposition as the most strategic approach to ensure a satisfying experience. Scent Air confirms that the levels of arousal and intensity play a strong role towards evoking a response. Moreover, they affirm that if a brand wants to increase recognition, scent entitles that extra push through incorporating the 'WOW' factor when walking into a store. Hugo Boss can be characterized as having the optimal effect within their retail stores as they strive for the ideal customer experience. Through adopting medium-levelled intensity and arousal, they appeal to customers in the most subtle and pleasant way. This encourages performance levels and benefits their identity in the market. Thus, I can confirm that this proposition is accurate.

**5.5. Recommendations**

Even though the majority of retail stores use scent within their environments, most store managers are entirely unaware of the power of scent and its influences. Thus, it is not being used to its full potential. There are several fundamental key points that must be taken into consideration upon the idea of introducing a scent. 1) Select a scent that reinforces your brand identity. This can be based on the interior of the store's environment or its brand values. 2) Know your target group. If a brand aims to target a younger population, then they should use a scent that appeals to their taste, for example the scent of vanilla or coconut. Culture plays a big part to this aspect. 3) Always test the ambient scent. This is the most important part. As intensity and arousal levels contribute to performance levels, a brand must test and ensure that their ambient scent provides customers with a satisfying experience.

**5.6. Ethical Implications**

One can argue that scent marketing can be perceived as a form of manipulation. In regard to having a direct effect response, which acts as one of the three influences of scent marketing, this effect takes place when aroma instantly stimulates the brain without noticing the odour (Hirsch 1991). As more marketers are becoming more aware of being in control, they can easily have the ability to select a scent that manipulates consumer
behaviour, similar to an effect of a drug. This, without a doubt, this raises ethical implications.

5.5. Limitations
Several limitations arose whilst completing this research paper. Given that quality and congruity levels are considered a subjective call, it was not possible to predict a behavioural response as every opinion differs. Another limitation was describing the term 'optimal level' as part of the acuities of scent. One cannot simply define the optimal level or measure it, thus it is a limitation to use.

As the public underestimates scent, there was a limited amount of sources available when gathering data and research. Therefore, scent as a marketing strategy was even more difficult to investigate, especially from a fashion context. Numerous agencies and articles confirmed multiple brands that implemented scent as part of their in-store experience, however, there were a few occasions whereby I would visit a store and speak to the manager and it appeared as if they were completely unaware of the subject.

A similar trait arose whilst conducting netnographic research for the case studies. While the gathering countless amounts of customer reviews on A&F's in-store experience, Hugo Boss had slim to none. Given the circumstances of having a limited amount of data and sources, I certified that all information is explained descriptively and thoroughly. If I were to redo this research paper again in the future, I would guarantee that I knew exactly which brands adopt ambient scent as part of their in-store experience. I would also make sure that I knew exactly which store locations use the ambient scent, as not all of them are the same. Through this, I would save time visiting stores and engaging in unnecessary interviews.
Appendix

Expert Interview 1 - Scent Your Brand NL (Scent Air)

Interview Questions

ABOUT INTERVIEWEE

1. Could you please tell me a bit about yourself and your role at Scent Air?
   (Sander Schaap) I'm the general manager at Scent Air in the Netherlands. We are responsible for the Benelux countries to create scent marketing within fashion retail but also for hospitality, hotels and casinos. We offer scent to a wide aspect of clients. We are part of the Scent Air network. Scent Air is an American company and we are now available in more than 100 countries. We specifically take care of Holland and Belgium.

ABOUT COMPANY

2. When was Scent Air founded and what does the company do?
   When the company started, it was under another name back in 1994. It started as a small company that expanded and got bigger. I can't recall exactly when the company decided to refer to themselves as 'Scent Air' though, but it has been around for some time. Our mission is to create and improve experience - in store experiences especially with the power of scent.

3. What type of companies do you aim to work with? Company target group
   Everywhere where you can apply scent, we are doing it. That also means in funeral houses, casinos, hospitals, dental institutions, cleaning companies, pharmacies and supermarkets. Everywhere where you could improve the environment with a good scent, that's where we are.

PSYCHOLOGICAL EFFECTS OF SCENT

4. In your own opinion, what is the significance of scent?
   First of all, if you had a choice between choosing two places - one place doesn't smell good but the other place does smell good - which one would you choose? I think it's very obvious. Most of your choices all come down to scent. It's a very strong thing that we have in ourselves that makes our decisions. That's why I think olfactory is so important, especially towards making daily decisions.
5. **Could you tell me the effect of scent on human behaviour and perception?**
   Well that depends on what kind of fragrances you are using. We can make a selection of three different kinds of scent. One is the product scent marketing, for example, we can make it smell like coffee or a hot apple pie or a warm bread. These are the fragrances that make you feel that you're getting hungry or you really want to have a coffee right then. That is the product scent marketing. Then we have the thematic, which is the theme part of scent marketing. For example, we could make an environment smell like a forest or like the ocean, which gives you more of an atmosphere and a feeling that you are actually there. Then you have ambient scent marketing, which is basically the most that we do - especially in retail and in fashion. With a particular scent, we create a different feeling that connects to the brand. That feeling might well be that you think a brand is much more luxurious than it actually is. We just make it smell better so it is of higher quality and more fashionable.

**SCENT AS A MARKETING STRATEGY**

6. **What is your opinion on scent as a marketing strategy? (How effective?)**
   It's still growing. It's one of the most important tools. The only issue is that it's not known yet, even though we have been doing it for over 20 years. For example, if anybody was opening a new store, they always think about how it looks. Then they think about the audio as they need the right music. But then they forget about the scent because it is still not a standard thing that meets their values. Scent does have the strongest impact. It's not that it can't do without the other two values, as a store has to look great, you need to have a good sound and then you also need to have a good scent. If you miss one of these aspects, then the customer experience is not complete. It is all very logical and makes sense through connecting an emotion to the brand.

**SCENT WITHIN RETAIL STORES**

7. **Which retail brands does Scent Air collaborate with?**
   A lot, it's a big list! I will mention some big names. We work with Tommy Hilfiger, Calvin Klein, Karen Millen, Karl Lagerfeld, Hugo Boss, Zara Home, Bloomindales and so many more.

8. **Does Scent Air only collaborate with these brands in Rotterdam?**
   No, we signed an agreement to focus on all of these brands within Europe.
9. **How do you decide upon a scent for Tommy Hilfiger?**
   Not all stores have an ambient scent yet but this is changing. We make sure that the scent has a very soft and woody fragrance, a lot like Abercrombie & Fitch.

10. **How do you apply scent with these brands?**
   We use different diffusing techniques. We have automated systems and also use a special medical technique called Nebulisation. Through this we are breaking down the oils of a perfume into very small, dry particles, which we then spread out in the air. So, it is not visible as it is very dry, therefore it's not a spray. It's just dry particles in the air that people can experience. In that way, we make sure that the whole store smells of the same level and not just one corner you smell a lot of perfume and in another corner you smell nothing. We make sure it is spread out equally.

11. **How does Scent Air decide upon selecting a scent? Is there a policy?**
   Actually we have our own perfume and marketing department. We have quite a good list of questions for our clients: *What does your brand look like? What kind of interiors do you use in the stores? What is the message you want to give to your customers? What is your target group?* All these kinds of questions formed together help us formulate a fragrance. Usually we give the client three or four options, for which they can select the one that fits them best.

12. **What are the effects of implementing scent in a retail environment?**
   First of all, it makes it complete. This is a very important thing because the scent has to be really connected to what people see and hear inside of a shop. You cannot just use any type of fragrance to complete the customer experience. You really need to have a good fragrance that fits your brand so when people enter a store, their very first impression is "WOW!" Everything has to be matched up. Some effects are that customers like the brand better, they feel better in the store so they stay longer, they experience much more luxurious experience, therefore, they are more willing to pay for the items. This is because they feel that the quality of the items are much higher than anywhere else. So finally this can positively affect the turnover. Loyalty also is an effect as people will remember your brand and they connect with it on an emotional level. Therefore, when they smell it again, they immediately think of your brand and the feeling they had with it.
13. **How important are the levels of arousal and intensity?**

Very important. It depends on the culture because I see that, for example, in Eastern Europe and Southern Europe, people love to smell a lot of fragrances, so it is important that we push in a lot of perfumes. Although, if you go the Western part of Europe or the Northern Europe, we are not used to a lot of perfumes. That's why Abercrombie & Fitch doesn't work that well in the northern regions. Therefore, we have to be very careful with the type of fragrance and the amount of fragrance that we distribute. What is also important is 'what does the brand want to say?' If they just want to create a nice environment, then we don't need to distribute a lot of perfume. But if they really want to make a statement and even want to sell the perfume, for example, like Abercrombie is doing, then of course you really need to show off your fragrance.

14. **In your own opinion, what is the optimal way of using scent inside a retail store in line with arousal and intensity?**

I would say that a brand must make sure that people notice it. Because you have to distinguish yourself as a brand and show who you are. You have to make a clear concept statement. Otherwise it doesn't work anymore. Since the crisis you see now shops without a clear concept are falling down. You need to be very well stated, let's say and show who you are. These are the things you can do with a great fragrance. Also, from the fragrance that you use in the store, you can also sell perfumes, sell candles or body sprays with the same fragrance. That would be the best way for a retail fashion brand.

15. **What are the disadvantages of using scent?**

If a scent does not fit a culture then it may not have good effects. In the Netherlands, a lot of people are not used to a lot of fragrances, for example, I hear a lot of complaints about Abercrombie saying "Woah it's too much, it's too much!" whereas in Spain, everyone's used to it. It is not good if you push too much perfume. It's not the right way because people then don't appreciate what you are doing and will probably run out of the store fast. Also, I do know that there are some scent suppliers in the market from Germany or China, and they don't always follow the rules. Then you might have complaints of clients having headaches or allergic reactions.
16. Do you think scent will become a more popular marketing tactic in the future?

Yes. Scent Air already is growing very fast and getting more famous. Although still, it's a very small group that knows about scent marketing and the way it should be done. The thing is, most retailers know something about it because they heard that in the United States people are using hot apple pie to making you feel welcome. That's the picture they have about scent marketing and they think "Oh! My store needs to smell like warm bread or coffee or apple pie". We really need to teach them that is a very dedicated perfume to your brand as it is something that they don't know yet. Slowly, we are getting more famous. Each new client that we have is like a big sign because everyone who enters the store gets in touch with us. It's all about mouth to mouth communication.
Expert Interview 2 - Air Scent Solutions

Interview Questions

ABOUT INTERVIEWE

1. Could you please tell me a bit about yourself and your role at Air Scent?
I'm Adel. I'm the CEO and founder at Air Scent. I've always been attracted to scents and very curious about the power of scents since the time I worked in fashion marketing. Through that I set up a business in scent marketing and did a lot of research. 4-5 years ago, most of the retailers did not work with an olfactive logo or scent in stores. But I've seen and smelled in the Middle East, that they work with aromas through a natural way. In the States of course, I've smelled it several times in several good hotels. Also in Holland, its not quite new for retail but its new.

ABOUT COMPANY

2. What is Air Scent?
Air Scent is 3 years old now and was founded in 2013.

3. What companies do you aim to work with? Company target group
We are strong in fashion retail. We do have hotels and hospitality. These three segments are important for us. Retail is very interesting for us and is our strategy as one can not target so many segments at once. What I want to do was specialise my company in 3-4 segments as they all need a different approach - especially in retail stores. Thus you need to think about branding, targeting the audience, how the brand breathes and looks. We develop and customize scents for those kinds of customers.

PSYCHOLOGICAL EFFECTS OF SCENT

4. Generally speaking, what is the significance of scent?
Obviously, it has a quite significant if you're speaking in terms of emotion, evaluation, behaviour, how people feel. If we go to the basic, why do we buy something and I ask you, its all about fashion, retail and branding. Nowadays we buy because we want to feel good. If you want to target that emotion or sense, the sense of smell is the strongest one that targets the emotion factor of the brain. It has a strong impact in connecting to
customers, especially behaviour. If you want them to stay longer in the store, you want
them to feel good. If they feel good, they will buy more.

5. **Could you tell me the effect of scent on human behaviour and perception?**
   Let me give you an example. If you enter a space and smell the fragrance of cleaning
   products, your perception gives you an instant signal that it's clean. But, if I clean the area
   very well without scent, your perception will tell you that it the area looks good but you're
   mind isn't so sure if it's clean. That's a strong influence of scent. Smell is the most powerful
   and emotional of all senses. Brands are able to connect with consumers with a deeper
   emotional level. Scent can attract customers and increase sales. It results in a memorable
   experience. It gives a larger value in perception and expands brand recognition. Of course,
   the customer would be more satisfied using a scent.

6. **Could you tell me which scents trigger certain responses?**
   Yes, there are several well known scents that are citrus. Pepperment, lightens you up;
   lavender relaxes you more. Vanilla is one the most popular scents. Vanilla has a lot of
   purposes and can be used as a strategy to sell more. I have one friend who uses Vanilla
   inside his store and it works perfectly. Customers don't actually need to know that the
   owner is using scent as it is so discreet. This is why it works so well. People who walk by
   and smell Vanilla, perceive that it comes from of the products and thus are more likely to
   buy them. Vanilla has a comforting and relaxing effect on people. It is very trustful. What
   we do is we customize a scent on the way a store or brand looks like. We constantly work
   with them and create a scent.

**SCENT AS A MARKETING STRATEGY**

7. **What is your opinion on scent as a marketing strategy? (How effective?)**
   That's a good question. Let's talk about marketing. Marketing is all about putting the senses
   in a good mix and in that way you have to target the customer through enhancing those
   senses. In retail, online shopping is getting bigger and bigger. Therefore, the store
   experience is so important. It is all about having a good customer experience. If it is good
   then once can associate themselves to a company. That's why it is the significance of scent.
   It stays longer in the customers minds. Nowadays, we are currently working with ABN
   Amro, a bank. If a bank works with scent, it will have a different stores as opposed to retail
stores. Then you can say scent is important because it enhances the customer and not only the experience. Especially when a customer has to wait. Scent is scientifically proven to help this.

8. **What is your opinion on ambient scent as a marketing strategy?**
Scent marketing is very wide. Scent branding is when a customer wants one fragrance that is customized perfectly with his brand.

**SCENT WITHIN RETAIL STORES**

9. **Which retail brands does Air Scent collaborate with?**
We have riviera maison, Tommy Hilfiger, Shoeballoo. RM, we started with last year and we are expanding this year. We supply their signature scent in the form of candles and room sprays. If you diffuse a kind of scent that is pleasant and works with the brand, people are more willing to buy that experience.

10. **How does Air Scent decide upon selecting a scent? Is there a policy?**
We visit the store and brand. We look at totally different things. We look at the philosophy, what profile audience they are targeting. With Shoeballoo, their stores are very unique. Their products are very high fashion. Their profile or their target group is between 18-50. If you look at their stores, it's not rustic. They do not use a lot of wood or bricks, instead it is very futuristic. Therefore we made a scent that works perfectly with the brand. I work directly with the owner along with the marketing director. Through this we provide four scents to them. In a second meeting we then decide upon two scents that are implemented within the store. Lastly, we decide upon one scent that will be used. This is one way of working with this. Otherwise we customize a scent. We ask what they want through forms which are then sent to a perfumer, who provides them with the four odours.

11. **What are the effects of implementing scent in a retail environment?**
Our sense of smell is directly connected to the brain, which is responsible for memory and emotion. The effect of that is a memorable experience as you trigger an emotion directly through a scent. If you walk in a pleasant scented store, you immediately get a happy feeling. It also increases sales. Ambient Scent has the strongest impact when it comes to affecting consumer behaviour in terms of emotion, evaluation, willingness, to return to a
store again. When a customer lingers longer in a store, he is more able to purchase more. Scent is a very important tool to get a higher perception.

12. How important is scent as a communication tool?
   Yes. Marketeers work 30% through sight. However you can turn off your smell, it will always be there. If you want to communicate something, it is the most efficient way to communicate something. It can make a person feel very welcome. That's why scent is diffused at the front of the store and not in the back.

13. What are the disadvantages of using scent?
   It's vital that you train your staff and colleagues to supply and use scent within a store. If it is unpleasant, it simply won't work. Everything needs to be perfectly done. Also the size of the store plays a very big role. Not all stores are of the same size and have the same air sprays, otherwise it would affect the intensity. Every store is different and needs to be adjusted. With intensity, if a perfume is sprayed 10 times, it will cause a headache and it will influence those around you. In order for it to be used, it has to be subtle. With Abercrombie & Fitch, this in my opinion is a bad example and is not the way we work. It works in an opposite way as opposed to how scent should be used. But it does fit their character as they use loud music, and dark stores, therefore it works. It's a commercial philosophy.

14. Do you think scent will become a more popular marketing tactic in the future?
   Definitely, people send emails and ask questions how it works and its cost all the time, as they experience it for themselves. A few years ago, only the premium stores used scent as a strategy, or 4+ star hotels. Nowadays, medium segment stores are adopting this also. This is very positive for our future.
Casual Conversation/ Interview 3 - Hugo Boss

1. Does Hugo Boss implement an ambient scent in their retail stores?
   Yes we do, we make sure that the scent is relaxing and not too strong for customers.

2. How long has Hugo Boss been applying ambient scent?
   For approximately 18 months

3. How does Hugo Boss use ambient scent?
   We have timed scent diffusers that go off every 15 minutes. They are installed with the air diffusers so when it goes off, it is spilled within the retail store.

4. Does the ambient scent aim to target any particular area in the retail store?
   Yes, the fitting rooms. We want customers to feel relaxed and comfortable while trying on our garments.

5. What is the intention of applying an ambient scent?
   To make customers feel comfortable while walking in and so they can have a satisfying experience.
References


