PROCESS BOOK

SWEET SMELL OF SUCCESS

OLFACTORY MARKETING

MICHELLE NIKELSKI
Process Book

The Sweet Smell of Success

How is Scent Marketing Applied within Retail Stores and what are its influences?

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Field of Study: International Fashion and Management

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# Table of Contents

1. Chapter 1 : Introduction  
   p.1

2. Chapter 2: Literature Review  
   p.7

3. Chapter 3: Olfactory Marketing Consultant Agencies  
   p.11
   3.1 Scent Air (Scent Your Brand NL)  
      p.12
   3.2 Air Scent Solutions  
      p.19

4. Chapter 4: Empirical Research and Findings  
   p.25
   4.1 Abercrombie & Fitch  
      p.25
   4.2 Hugo Boss  
      p.30

Appendix  
   p.34

   Abercrombie & Fitch Customer Reviews  
   p.34

References  
   p.45
1. Chapter One: Introduction

First Research Proposal Hand In + Feedback

Feedback completed by mentor, Marco Mossinkoff (MM)

Research Question

How is Scent Branding applied within Retail Stores and how can it influence Customers Experiences and Brand Loyalty?

MM- 'How can' is more of an aim. Think what is the influence..

Sub Questions

1. What are the effects of sensory branding on customers store experiences?
   MM- This is more your overall question.

2. What are the psychological effects of scent on a person's behaviour?
   MM- Once you know this you can indeed further look at effects within a store. You could look at more elements of experience, instead of loyalty, assuming that if the experience is satisfactory people will be more loyal to the brand and thereby, come back to the store.

3. What are the direct effects of scent on customer's store experiences?

4. What are the indirect effects of scent on brand loyalty?

5. How is scent branding adopted in retail stores today?
   MM- This may be the first question, as it is more of a descriptive one.

1.1. Introduction

Purpose

To gain insight on scent branding as a marketing strategy within retail stores with focus on customer experience and brand loyalty.

Aim

To critically explore how scent branding is applied in retail brands and to investigate its influences in line with customers experiences and brand loyalty. The end product will include a thesis and selected article that reflects on how scent branding is applied in retail stores today.

MM- And what could be improved maybe?
Rationale

Even though the traditional marketing tactics of relying on visual systems and appearances have been verified 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, p. 10). In order to encourage customer spending within this competitive industry, constructing memorable experiences along with emotional connections is a must. Not only has it been proved to have an influence on profits but it also opens doors towards 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 to communicate with their customers. Nonetheless, it has been proven that the most powerful and persuasive human communications can be non-verbal (Bibri, S). In fact, recent psychological studies have made conclusive responses after investigating the relationship between non-visual sensory stimuli and its effect on the human behaviour. For these reasons, I've decided to do an investigation on sensory branding and its influence on customers regarding their store experiences and loyalty. As sensory branding is such a broad topic, I chose to focus on scent branding, hence my research question is: How is Scent Branding applied within Retail Stores and how can it influence Customers Experiences and Brand Loyalty?

Broader Relevance

For decades, marketing has been a creative source that shapes how brands should appear - from the way it's advertised to how it can be packaged and perceived through the eyes of consumers. As the thrive for innovation is towering, many brands are searching for tactics that can facilitate in connecting with customers on a deeper level. Olfactory branding, which is also known as sensory branding, is a current approach that brands are taking into consideration. Consisting as a partial factor of emotional branding, this branding strategy provides brands with an advantage of connecting with their customers through using their senses - which in this proposal, is scent. When you breathe in the scent of freshly made popcorn, your logical response would automatically remind you of the cinema. This innovative concept is what many brands are investigating or are even already implementing as they want customers to 'feel' their brand through an emotional way.

1.2. Methodology

This research will analyse how scent branding is applied within retail brands and will then further examine its influences on customer's experiences and brand loyalty. The report will commence with a Literature Review. The 'funnel approach' will be applied in terms of structure, indicating that all research will commence at a broader horizon, which will then
proceed to be elaborated, becoming more narrow in focus (Roller, M. 2015). The following topics will be reviewed in the following order in reference to the selected sub-questions:

1. **Traditional Marketing Tactics vs. New Marketing Tactics within retail stores**
   
   *MM*—Good. But focus already here on the use of the senses to alternate consumer behaviour and perceptions.

2. **The Effects of Sensory Branding and Customers Store Experiences**

3. **The Psychological Effects of Scent on a Person's Behaviour**

4. **The Effect of Scent Branding in Retail Stores**

5. **The Effect of Scent on Customers Experiences and Brand Loyalty**
   
   *MM*—Please see comments in questions above.

Through gathering valuable sources from the literature review, I will then proceed in the methodological investigations. In order to investigate the first element of my research question, which refers to how scent branding is applied within retail stores, I will conduct secondary data through comparing several case studies of six brands that implement scent branding as a marketing strategy. The following brands that will be analysed are Hugo Boss, Abercrombie & Fitch, Calvin Klein, H&M, Jimmy Choo and Max Mara. This data will be gathered from company's websites, articles and other available platforms.

*MM*—Perfect. But why these brands?

To answer the second question, which refers to measuring the influence of customer's experiences and brand loyalty, I will then proceed in conducting primary research. I will take an interpretive turn as a research method in terms of developing social sciences and use ethnographic research in order to commence social investigations. Through this, I will be able to gain an understanding of the lived experience of the consumer in terms of a social being while integrating with cultural experiences (Jankel Elliot, N. 2002). I will use participant observational methods in order to become more involved with the consumers. A survey will be conducted using mixed methods of qualitative and quantitative data. This indicates that open questions will be asked, which will be followed by questions that can be based on a level of measurement. Regarding the scope of research, I will ensure that I will solely reach out to consumers who have entered the six selected brands that inherent scent as a marketing strategy. Furthermore, as these six stores already have a specific target group, I will aim to interview customers who enter the retail stores. It is vital that all questions are developed in a structured manner in order to test my research question.

*MM*—Actually, you are testing the results of the first, more exploratory data.

In order to increase validity, I will ensure an adequate sample size of questionnaire results are collected. All survey questions and responses will be measured through the parametric statistics, SPSS.

*MM*—Sure you want to use parametric stats?
Altered Research Proposal

(Adjustments based on results from Marco Mossinkoff)

New Research Question

How is Scent Marketing Applied within Retail Stores and what are its influences?

Purpose

To gain insight on scent marketing as a marketing strategy within retail stores with focus on customer experience.

Aim

To critically explore how scent marketing is applied in retail brands and to investigate it's influences in line with customers experiences. With this in mind, I will further explore how this marketing strategy can be improved. The end product will include a brief teaching study case reflects how scent marketing is adopted in retail stores today.

Rationale

Even though the traditional marketing tactics of relying on visual systems and appearances have been verified 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, p. 10). In order to encourage customer spending within this competitive industry, constructing memorable experiences along with emotional connections is a must. Not only has it been proved to have an influence on profits but it also opens doors towards 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 to communicate with their customers. Nonetheless, it has been proven that the most powerful and persuasive human communications can be non-verbal (Bibri, S). In fact, recent psychological studies have made conclusive responses after investigating the relationship between non-visual sensory stimuli and its effect on the human behaviour. For these reasons, I've decided to do an investigation on sensory marketing and its influence on customers regarding their store experiences and loyalty. As sensory marketing is such a broad topic, I chose to focus on scent marketing, hence 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's advertised to how it can be packaged and perceived through the eyes of consumers. As the strive for innovation is towering, 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 bricks-and-mortar environment.

“One of the most overlooked areas is 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, which is also known as Sensory Marketing, is a current approach that brands and retail stores 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 using their senses - which in this proposal, is scent. When you breathe in the scent of freshly made popcorn, your logical response would automatically remind you of the cinema. This innovative concept is what many brands are investigating or are even already implementing as they want customers to 'feel' their brand through an emotional way.

Methodology

This research will analyse how scent marketing is applied within retail brands and will then further examine its influences. The report will commence with a Literature Review. The 'funnel approach' will be applied in terms of structure, indicating that all research will commence at a broader horizon, which will then proceed to be elaborated, becoming more narrow in focus (Roller, M. 2015). The following topics will be reviewed in the following order in reference to 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 Effect of Scent in Fashion Marketing
4. The Effect 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 companies, including retail stores. Both interviews are carried out over the phone or on 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 opposite 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.
# 2. Chapter Two: Literature Review

## Topic on Sensory Marketing

<table>
<thead>
<tr>
<th>Topic</th>
<th>Title</th>
<th>Author</th>
<th>Journal/book</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensory Marketing</td>
<td>Sensory Marketing: The Multi-Sensory Brand Experience Concept.</td>
<td>Hultén, B. (2009).</td>
<td>European Business Review, 23 (3) 256-273.</td>
<td>The article presents findings in regard of value creation services and the significant of experiential marketing. It further discusses transaction, relationship and sensory marketing and its effects. The main finding develops a sensory marketing model that is based on three sensorial strategies: sensors, sensations and sensory expressions.</td>
</tr>
<tr>
<td>Sensory Marketing</td>
<td>Ability of Experience Design elements to Elicit Emotions and Loyalty Behaviours</td>
<td>Pullman, M. E. &amp; Gross M. A (2004).</td>
<td>Decision Sciences 35 (3) 551.</td>
<td>This article presents how experience design can be approached and implemented to develop loyalty and customer experiences.</td>
</tr>
<tr>
<td>Sensory Marketing</td>
<td>The Impact of Sensory Branding on Consumer Behaviours</td>
<td>Nica, R.M (2013).</td>
<td>Journal of Media Research, 3 (17), 50-74.</td>
<td>This article provides an insight of unconventional advertising through exploring consumers’ minds, experiences and senses along with a focus of a theoretical basis.</td>
</tr>
<tr>
<td>Sensory Marketing</td>
<td>Sensory cues as in-store innovations: Their impact on shopper approaches and touch behaviour.</td>
<td>Hultén, B. (2013).</td>
<td>Journal of Innovation Management, 1(1) 17-37</td>
<td>This research discusses shopper's behavioural responses in relation to the influence of sensory cues such as through visual and auditory sensors. Along with theoretical framework, there is a provision of several studies that are conducted in relation to sensory marketing.</td>
</tr>
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</table>
# Psychological Effects of Scent

<table>
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<tr>
<td>Psychological Effects of Scent</td>
<td>There's Something in the Air: Effects of Congruent or Incongruent Ambient Odor on Consumer Decision Making</td>
<td>Mitchell, D. J &amp; Kahn, B. E &amp; Knasko, S. C. (1995)</td>
<td><em>Journal of Consumer Research</em>, (22)</td>
<td>This article discusses the effects of pleasant and unpleasant ambient odours and how it affects consumer decision making. Two experiments are carried out investigating congruent and incongruent odours and how it can exhibit behaviour in various conditions.</td>
</tr>
<tr>
<td>Psychological Effects of Scent</td>
<td>The Cool Scent of Power: Effects of Ambient Scent on Consumer Preferences and Choice Behaviour</td>
<td>Madzharov, A. V &amp; Block, L. G &amp; Morrin, M (2015).</td>
<td><em>Journal of Marketing</em> (29), 83-96</td>
<td>Ambient scents are critically explored in line with consumers perceptions of retail environments. The main findings of this article exemplify the 'warm' and the 'cool' hues of scent and how they are initially perceived in certain environments. Further research explores towards store atmospheres and customer experiences.</td>
</tr>
<tr>
<td>Psychological Effects of Scent</td>
<td>Right Under Our Noses: Ambient Scent and Consumer Responses</td>
<td>Gulas, C. S &amp; Bloch, P. H (1995).</td>
<td><em>Journal of Business and Psychology</em> 10 (1)</td>
<td>This research explores the effect of ambient environmental factors of consumer behaviour. It demonstrates the significance of ambient scent and further illustrates how it works through a framework. Main findings show that ambient scent can influence affective responses which can result in either an approach or avoid reaction.</td>
</tr>
<tr>
<td>Psychological Effects of Scent</td>
<td>The Effects of Ambient Scent on Consumer Behaviour: A Review of the Literature.</td>
<td>Olahut, R. M &amp; Plaisas, I (No date).</td>
<td>(No Reference)</td>
<td>This paper presents an extended literature review focusing on empirical studies of ambient scent and consumers’ perception, emotions and behavioural responses. Multiple theoretical frameworks.</td>
</tr>
<tr>
<td>Psychological Effects of Scent</td>
<td>Do Cultural Preferences Influence Fragrance Development?</td>
<td>Hayden, N. C (2008)</td>
<td><em>Scent Sleuth</em></td>
<td>This article discusses the cultural and geographical variations of fragrance. Main findings show that many global companies develop formulas in their own country and then have to send them to regional facilities to have them checked and adjusted for consumers.</td>
</tr>
<tr>
<td>Psychological Effects of Scent</td>
<td>The Emotional, Cognitive and Biological Basics of Olfaction.</td>
<td>Herz, R. (2010).</td>
<td><em>Cambridge University Press</em>, 160-177</td>
<td>This article claims that odours affect mood, work performance and behaviour through associating the scent with their own personal experiences.</td>
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## Topic on Scent In Marketing

<table>
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<tr>
<td>Effects of Scent in Fashion Marketing</td>
<td>The Use of Scents to Influence Consumers: The Sense of Using Scents to Make Cents.</td>
<td>Bradford, K. D., &amp; Desrochers, D. M. (2010).</td>
<td><em>Journal of Business Ethics, 90 (2), 141-153.</em></td>
<td>This article reveals the affects of scent marketing along with the ethical issues. Framework is developed explaining the use of scent in marketing. It is used in three elements: marketer scent, product scent and ambient scent, which results in either objective ambient scent or covert objective ambient scent.</td>
</tr>
<tr>
<td>Effects of Scent in Fashion Marketing</td>
<td>Impact of Ambient Odours on Mall Shoppers' Emotions, Cognition, and Spending.</td>
<td>Chebat, J. C., &amp; Michon, R. (2003).</td>
<td><em>Journal of Business Research, 56 (7), 529-539.</em></td>
<td>Main purpose of this article is to discuss the effect of ambient scents on enhancing shoppers' perceptions.</td>
</tr>
<tr>
<td>Effects of Scent in Fashion Marketing</td>
<td>Scent Marketing</td>
<td>Krishna, A. (2012).</td>
<td><em>Book Pages 87-108</em></td>
<td>This section concludes that scent can be used for three reasons. 1) Scent as a primary product attribute; 2) Scent as a secondary product attribute; 3) Scent as an advertising and sales promotion</td>
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<td>Effects of Scent in Fashion Marketing</td>
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<td>Bradford, K. D., &amp; Desrochers, D. M. (2010).</td>
<td><em>Journal of Business Ethics, 90(2), 141-153</em></td>
<td>This article develops a framework explaining how scents are used in marketing. The model conveys three main elements: Marketer Scent, Product Scent and Ambient Scent.</td>
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# Topic On Scent In Retail Stores

<table>
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<tbody>
<tr>
<td>Effects of Scent in Retail Stores</td>
<td>In-store music and aroma influences on shopper behaviour and satisfaction.</td>
<td>Morrison, M. &amp; Gan, S. &amp; Dubelaar, C. &amp; Oppewal, H. (2009).</td>
<td><em>Journal of Business Research</em> (64), 558-564.</td>
<td>Main findings suggest that pleasant shopping ambiance helps differentiate one brand from its competitors. A study is conducted testing the effect of music (volume) and aroma (vanilla scent) within a retail environment. Results indicate this impacted the arousal of consumers and thus increased their pleasure levels. This influences shopper behaviours, consumption purchases, approach behaviour and satisfaction within the whole shopping experience.</td>
</tr>
<tr>
<td>Effects of Scent in Retail Stores</td>
<td>The impact of mood on customer behaviour: Staff mood and environmental factors.</td>
<td>Furnham, A. &amp; Milner, R. (2013).</td>
<td><em>Journal of Retailing and Consumer Services</em> (20), 634-641.</td>
<td>This review reflects on the human senses and how it can effect purchasing behaviours. Empirical research reveals the effects of staff mood, customer mood and various outcome behaviours.</td>
</tr>
<tr>
<td>Effects of Scent in Retail Stores</td>
<td>The Sweet Smell of... Helping: Effects of Pleasant Ambient Fragrance on Prosocial Behavior in Shopping Malls</td>
<td>Baron, R.A. (1997)</td>
<td><em>Journal of Business Research</em> 23(5), 498-503.</td>
<td>This article focuses on how different scent preferences can trigger different reactions. References Gulas and Bloch framework.</td>
</tr>
<tr>
<td>Effects of Scent in Retail Stores</td>
<td>There’s Something in the Air: Effects of Congruent or Incongruent Ambient Odor on Consumer Decision Making</td>
<td>Mitchell, D. J &amp; Kahn, B. E &amp; Knasko, S. C. (1995)</td>
<td><em>Journal of Consumer Research</em> (22)</td>
<td>This article discusses the effects of pleasant and unpleasant ambient odours and how it affects consumer decision making. Two experiments are carried out investigating congruent and incongruent odours and how it can exhibit behaviour in various conditions.</td>
</tr>
<tr>
<td>Effects of Scent in Retail Stores</td>
<td>The sweet smell of success: olfaction in retailing</td>
<td>Davies, B.J., Kooijman, D. and Ward, P. (2003)</td>
<td><em>Journal of Marketing Management</em> (19), 611-27.</td>
<td>This article conducts two studies, investigating the effects of ambient odours in an environment for two weeks. Main findings suggest that scent acts as a memory trigger.</td>
</tr>
</tbody>
</table>
3. Chapter Three: Olfactory Marketing Consultant Agencies

Expert interviews were 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 found through applying secondary resources and researching scent marketing industries within The Netherlands. I reached out to each company via the phone and arranged for an interview. Air Scent Solutions took place over a Skype interview whereas Scent Air took place over a phone interview. Both interviews are informal and semi-structured. This indicates that questions were written prior to the interview; however, depending on the answers given some questions were either added or left out.
Scent Air (Scent Your Brand NL) Form

Michelle Nikelski
Amsterdam Fashion Institute,
Amsterdam University of Applied Sciences
Mauritskade 11
1017DZ, Amsterdam
The Netherlands

Amsterdam, May 2016

Subject: Graduation Thesis Interview with Scent Your Brand NL

As part of the final semester at AMFI, all students are obligated to undertake a final thesis as part of a graduation project. Thus, it is an individual test of competence in recognition, analysis and exploration as well as reporting, design and presentation of an issue concerning the fashion field. As a final stage of the project, all students must present their topic using a visual presentation in the form of an exhibition.

As part of my thesis, the topic I chose to investigate was Olfactory Marketing.

Research Question:

How is Scent Marketing Applied within Retail Stores and what are 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 can be improved.

Broader Relevance / Rationale:

For decades, marketing has been a creative source that shapes how brands should appear - from the way it is advertised to how it can be packaged and perceived through the eyes of consumers. As the thrive for innovation is towering, many brands are searching for tactics that can facilitate in connecting with customers on a deeper level.
Olfactory Marketing, which is an element of Sensory Marketing that uses the five senses. It is a current approach that brands and retail stores 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 using their senses - which in this research paper, is scent. When you breathe in the scent of freshly made popcorn, the logical response would automatically remind one of the cinema. This innovative concept is what many brands are investigating or are even already implementing as they want customers to 'feel' their brand through an emotional way.

**Interview with Scent your brand:**

In order to investigate the both elements of my research question, which refers to how scent marketing is applied within retail stores and examining its influences, I would like to have an interview with an industry professional (Scent your brand) who specialises in applying olfactory marketing as a profession.

Questions that I would like to ask focus on the mission and objectives of Scent your Brand and the significance of scent as a marketing strategy with focus on the psychological effects of scent on human behaviour and perception. Then I would like to focus on how scent is adopted in retail stores and the effect it has on customer experience, brand loyalty, purchasing behaviours etc..

**Results of Interview and Thesis:**

The interview with Scent your Brand will represent my expert interview, which is a mandatory aspect of the thesis. With the results from the interview, I will help use this information towards forming a conclusion from my research question. The information received will be shared between myself and my university mentor unless permission is granted to use it publicly.
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, Bloomingdales 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.
Air Scent Solutions Form

Michelle Nikelski
Amsterdam Fashion Institute,
Amsterdam University of Applied Sciences
Mauritskade 11
1017DZ, Amsterdam
The Netherlands

Subject: Graduation Thesis Interview with Air Scent

As part of the final semester at AMFI, all students are obligated to undertake a final thesis as part of a graduation project. Thus, it is an individual test of competence in recognition, analysis and exploration as well as reporting, design and presentation of an issue concerning the fashion field. As a final stage of the project, all students must present their topic using a visual presentation in the form of an exhibition.

As part of my thesis, the topic I chose to investigate was Olfactory Marketing.

Research Question:
How is Scent Marketing Applied within Retail Stores and what are 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 can be improved.

Broader Relevance / Rationale:
For decades, marketing has been a creative source that shapes how brands should appear - from the way it is advertised to how it can be packaged and perceived through the eyes of consumers. As the thrive for innovation is towering, many brands are searching for tactics that can facilitate in connecting with customers on a deeper level.

Olfactory Marketing, which is an element of Sensory Marketing that uses the five senses. It is a current approach that brands and retail stores 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 using their senses - which in this research paper, is scent. When you breathe in the scent of freshly made popcorn, the logical response would automatically remind one of the cinema. This innovative concept is what many brands are investigating or are even already implementing as they want customers to 'feel' their brand through an emotional way.

**Interview with Air Scent:**

In order to investigate the both elements of my research question, which refers to how scent marketing is applied within retail stores and examining its influences, I would like to have an interview with an industry professional (Air Scent) who specialises in applying olfactory marketing as a profession.

Questions that I would like to ask focus on the mission and objectives of Air Scent and the significance of scent as a marketing strategy. Then I would like to focus on how scent is adopted in retail stores and the effect it has on customer experience, brand loyalty, purchasing behaviours etc.

**Results of Interview and Thesis:**

The interview with Air Scent will represent my expert interview, which is a mandatory aspect of the thesis. With the results from the interview, I will help use this information towards forming a conclusion from my research question. The information received will be shared between myself and my university mentor unless permission is granted to use it publicly.
Expert Interview 2 - Air Scent Solutions

Interview Questions

ABOUT INTERVIEWEE

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 olfactory 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 breaths 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; lavendar 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. Lets 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. Thats 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. Thats why scent is diffused at the front of the store and not in the back.

13. What are the disadvantages of using scent?
Its 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. Its 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.
4. Empirical Findings

4.1. Abercrombie & Fitch

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.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>RESULT</th>
<th>SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the brand adopt a in-store experience policy?</td>
<td>Yes</td>
<td>Former employee</td>
</tr>
<tr>
<td>Description of ambient scent</td>
<td>Wood-like, Ocean, Masculine</td>
<td>Store Observation</td>
</tr>
<tr>
<td>How is the ambient scent used?</td>
<td>Scent Diffusers</td>
<td>Former employee + Store Observation</td>
</tr>
<tr>
<td>Quality of Ambient Scent</td>
<td>Pleasant with a short expose to fragrance, otherwise unpleasant</td>
<td>Own Observation</td>
</tr>
<tr>
<td>Arousal of Ambient Scent</td>
<td>High-Load</td>
<td>Own Observation</td>
</tr>
<tr>
<td>Intensity of Ambient Scent</td>
<td>High-Intensity</td>
<td>Own Observation</td>
</tr>
<tr>
<td>Congruity/ Fit of Ambient Scent</td>
<td>Good Fit - strong and popular fragrance reinforces the brands cool lifestyle</td>
<td>Own Observation</td>
</tr>
</tbody>
</table>
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 medium quality. Even though the scent may be pleasant when it is first exposed, after a few minutes it becomes more unpleasant. 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.

**Word Associations of Abercrombie & Fitch's Ambient Scent**

### Positive Customer Reviews

<table>
<thead>
<tr>
<th>Word Connections</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lovely</td>
<td>3</td>
</tr>
<tr>
<td>Great</td>
<td>2</td>
</tr>
<tr>
<td>Fancy</td>
<td>1</td>
</tr>
<tr>
<td>Fresh</td>
<td>1</td>
</tr>
<tr>
<td>Masculine</td>
<td>2</td>
</tr>
<tr>
<td>Sexy</td>
<td>2</td>
</tr>
<tr>
<td>Confident</td>
<td>2</td>
</tr>
<tr>
<td>Famous</td>
<td>2</td>
</tr>
</tbody>
</table>

### Negative Customer Reviews

<table>
<thead>
<tr>
<th>Word Connections</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong/too much</td>
<td>11</td>
</tr>
<tr>
<td>Suffocating</td>
<td>5</td>
</tr>
<tr>
<td>Overwhelming</td>
<td>2</td>
</tr>
<tr>
<td>Too Intense</td>
<td>8</td>
</tr>
<tr>
<td>Irritating</td>
<td>3</td>
</tr>
<tr>
<td>Unoriginal</td>
<td>2</td>
</tr>
<tr>
<td>Waste</td>
<td>2</td>
</tr>
<tr>
<td>Horrible</td>
<td>6</td>
</tr>
<tr>
<td>Young/Puerile</td>
<td>5</td>
</tr>
<tr>
<td>Expensive</td>
<td>4</td>
</tr>
<tr>
<td>Bad Reputation</td>
<td>1</td>
</tr>
</tbody>
</table>
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.

As I gathered a list of adjectives, I developed two pie charts, one showing the positive word associations whereas the other one had negative word associations. When reflecting on the positive word associations of A&F, the most common adjectives were "lovely" (33%) and "great" (14%). However, when reflecting on the negative word associations of A&F, the most common adjectives were "too strong" (23%), "sprayed everywhere" (8%) and "horrible" (6%).
Customer Review of A&F: Positive Word Associations of Ambient Scent

Positive Word Associations A&F Scent

Customer Review of A&F: Negative Word Associations of Ambient Scent

Negative Word Associations A&F Scent

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 four elements, even though the fragrance may be pleasant, its intensity exceeds the optimal level, resulting 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", "sprayed everywhere" 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.
1.2. Hugo Boss

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 been 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.

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 ambience to ensure comfort and relaxation during shopping experiences. Hugo Boss consists of customized ambient scent that fits 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. 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.
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.
Observation 2: Hugo Boss

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>RESULT</th>
<th>SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the brand adopt an in-store experience policy?</td>
<td>Yes</td>
<td>Store Manager</td>
</tr>
<tr>
<td>Description of ambient scent</td>
<td>Wood, Cinnamon, Relaxing, Soothing</td>
<td>Store Observation</td>
</tr>
<tr>
<td>How is the ambient scent used?</td>
<td>Through Air Diffusers</td>
<td>Store Manager + Store Observation</td>
</tr>
<tr>
<td>Quality of Ambient Scent</td>
<td>Pleasant</td>
<td>Own Observation</td>
</tr>
<tr>
<td>Arousal of Ambient Scent</td>
<td>Medium Arousal Level</td>
<td>Own Observation</td>
</tr>
<tr>
<td>Intensity of Ambient Scent</td>
<td>Medium Intensity Level</td>
<td>Own Observation</td>
</tr>
<tr>
<td>Congruity/ Fit of Ambient Scent</td>
<td>Noticeable but elegant - good fit</td>
<td>Own Observation</td>
</tr>
</tbody>
</table>

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 pleasant quality. Its arousal was at a medium level as it did not evoke an instant physical response. Concerning the intensity, Hugo Boss' ambient scent was very noticeable but was not over the top, thus at a medium-level. As the ambient scent is 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.
Appendix

Empirical Data and Findings of Abercrombie & Fitch

1. Trip Advisor : Abercrombie & Fitch, Paris

Trip Advisor Highlights: Visitor rating of Abercrombie & Fitch in Paris

Positive Customer Reviews That Have Relevance To Scent

“beautiful set up non descript clothes.”
Reviewed April 16, 2014

The first time we saw this place was last year, people lined up outside! On returning to Paris recently we walked past and saw there was no line so, being nosy, we went in. The entrance, buildings and artwork is stunning. I was surprised to see a half naked youth having pictures taken with giddy young girls (but I suppose at my age I’m not the target audience I’m 41 but had my teenage son with me) Inside it smells lovely with aftershave wafting around and again the building is very beautiful—what I could see of it. The dark dingy atmosphere is not for me - I want to see where I’m walking for starters and importantly what I’m buying. We left without buying anything as we thought nearly a 100 euros for a bottle of aftershave was a bit much.

Visited April 2014

1 https://www.tripadvisor.com/Attraction_Review-g187147-d2212438-Reviews-Abercrombie_et_Fitch-Paris_Ile_de_France.html
“Fancy”
4.5000 Reviewed November 18, 2013
Before entering you have to que for an hour, outside. In the entrance you'll find a
younger with the shirt on buttoned inside, really phantastic shop for youths. Music and
perfumes makes you crazy. The cash desks difficult to find, topfloor and bottom. Worth
a visit.
Visited November 2013

“Quelle odeur!”
4.0000 Reviewed January 13, 2012
Google Translation
En visite à Paris, je me suis retrouvé à marcher un après-midi de Noël rue des
Champs-Elysées. Et là... une odeur. A la maniére du Petit Poucet, je suis arrivé au pied
d'une boutique que je ne connaissais pas jusqu'alors: Abercrombie and Fitch. J'y ai
acheté une quantité de pulls chauds pour l'hiver, et bien sûr, leur fameux parfum
Fierce!
Visited December 2011

Negative Customer Reviews That Have Relevance To Scent

“Great marketing”
4.0000 Reviewed August 10, 2014
Big imposing building with great entrance and well maintained garden. Male muscle
shirtless models are waiting for tourists to take a photo with. Overall al the staff goes
thru casting, beautiful model-ish young girls and boys. Clothes are small sizes, skinny
jeans, muscle fit t-shirts, petite dresses, etc. Generally expensive. Part of all that
marketing of course are queues: on busy days outside and indeed inside, for the
cashiers and fitting rooms. House music and beats inside and be aware that if you have
a sensitive nose the inside is regularly sprayed with aroma which can be too much most
of the time.

“Great goods, amazing shop!”
4.0000 Reviewed May 8, 2012
My daughter and me dreamed of visiting this shop. We saw many people which would
like to enter the store staying on the street. We stood about 15 min and finally we were
inside! We were a bit surprised by lighting inside. It was too dark to choose the clothing.
We could not see difference between black and dark blue.
The smell of perfume in the room is too strong.
All sellers in the store are dancing, music is great but too noisy.
It seemed to me a bit stuffy inside.
If you would like to try something on you have to wait about half an hour or longer.
But if you know your size it is no problem.
We were so happy when turned out. But the quality of goods are great and all things
are trendy!
I recommend to visit this store especially for young people or even as excursion. Store
will not leave you indifferent!
“A completely bad experience”
Reviewed September 9, 2011

I love A&F clothes. I first bought a load of them in 2007 in the USA (LA) while there on business and some items are still going strong today. I have since made several purchases on their online store as we don't have a store in Australia.

We saw that there was a new store in Paris so we got there at 9.30 am and waited in the que till it opened at 10 am. The look of the place outside is amazing.

All the staff are as expected for an A&F store and are straight from a modeling catalogue but French staff trying to sound American is just plain wrong. The girls dancing on each level was a bit weird also.

Maybe I am getting old (I think a young 42) but it was so dark in there that I seriously couldn't tell if the polo shirts were blue or black. The interior fitout is also amazing and would have cost a fortune but from my and my wives experience we couldn't see if anything was what we were after due to it being dark....darker than some of the dodgiest night clubs that I frequented in the 80's and 90's.

There was also a huge amount of the mens fragrance being sprayed on everything... I was thick in the air and actually made me want to leave so as to breathe properly.

We are also unsure if the store has the full range of A&F stock as we couldn't find lots of the items that are on their website... maybe again it was due to the dark.....did I mention that it was dark.

All in all I will be buying again but not from one of their nightclubs. Other brands have been down this path and have reverted to well lit stores, I just hope they do the same.

Visited September 2011

“Posh to the max.”
Reviewed January 23, 2014

...Chances of you tripping over something quite high due to the poor lighting. Also, overwhelmed by the scent of perfume to the point that I nearly wanted to catch a breather outside the store. Visited this store at night, so not a single queue. Staff and guards were friendly and keen to help customers.

“Strictement aucun intérêt”
Reviewed August 21, 2015

...et puis il y a cette odeur que l'on sent de loin, presque suffocante, pire que l'entrée d'un sephora ...

More ▼
“Discothèque powaaa”
Reviewed January 20, 2015 via mobile

...L’odeur de parfum ma irrité le nez pour en avoir des hauts le coeur... Bref à éviter si vous aimez ...

“Catastrophique”
Reviewed June 18, 2014 via mobile

En voyant qu’il n’y avait pas de file d’attente trop longue, nous sommes donc rentrés dans le magasin. Quelle a été notre surprise de tomber dans une ambiance de train fantôme, avec une odeur forte de parfum (peut-être pour dissimuler l’odeur du cramé) nous sommes plongés dans le noir et ne voyons pas les produits, musique trop forte. Tant de cinéma pour ça!!! A fuir!!

“Très tendance”
Reviewed June 11, 2013

Un grand magasin très "tendance" et l’entrée est superbe. Un fois dedans, on se croirait dans un club branché avec de la musique assez forte et leur fameux parfum "Herc" est diffusé dans l’ensemble du magasin. L’odeur de ce parfum est très agréable et il sent bon mais il n’a plus rien d’original, tout le monde le porte... !
Je pense que le plus désagréable est la lumière qui est beaucoup trop tamisée, du coup il est difficile de distinguer les détails et certaines couleurs comme le noir ou bleu.
Les vendeurs sont évidemment choisis pour leur physique et ils ont du mal à renseigner les clients : "je demande où se trouve le sweat à capuche à deux vendeurs, un vendeur me dit au 1er étage et l’autre au 3ème étage ...." Je suis sûr que l’homme qui faisait le menage m’aurait même mieux renseigné... !
Les prix sont raisonnables et la qualité des vêtements est pas si mal Au final, j’ai acheté un sweat à capuche et un tee shirt = 140 euros
Abercrombie c’est tout un concept sur le physique et la perfection pour insiter les jeunes à acheter.

Visited June 2013
2. Yelp: Abercrombie & Fitch in San Francisco

Positive Customer Reviews That Have Relevance To Scent

[Review 1]

12/30/2008

I love the **smell** when walking into A&F. It **smells** like a gay club. Really, it does. Inside, the music pounds as if I were at 1015 or Fresh. I'm bombarded by flashbacks of being the dancing queen, that is, until some 15 year old bumps into me and I'm reminded that I'm freaking 30-something and that I should be shopping in a more "mature" store.

I love their sweaters, though!!!

Expensive clothes - I bought my last button up sweater (in LARGE...the sizes are definitely for juniors) for $65.00 and that was on sale. The original price was way over $130!!!

[Review 2]

10/22/2008

Well, I am probably getting too old to wear A&F but I still really like the clothes. They fit a smallish frame well and I like the men's fragrance as well...the stores always **smell** so good and of course, lot's of eye candy :-)

[Review 3]

5/19/2008

This place is off the hook! I love love love this place always and forever. Even if it has shirtless men pictures there's a great place! I love it that when you walk in there's the **smell** of great perfume its so fancy! You get down to the clothes and they have Abercrombie perfume scent. Great place! Is all I can say about it. I love to go here. Purachase some cute tops. It may be pricey but...its worth it. The people there are also very friendly. Its great!

Negative Customer Reviews That Have Relevance To Scent

9/27/2010

I don't actually shop here. I am reviewing this place solely based on the horrific, noxious, debilitating stench that emanates from its dark dungeon like interior.

Srsly I can smell this place before I get to 5th street; it is horrible. It stinks of high school and despair. It smells like a canister of axe spray mated with a decaying animal on the side of the road. It smells like a homeless person shed their clothes and a scientist extracted the smells from said clothes. It makes me want to vomit. Oh yea, did I mention that it smells ABSOLUTELY HRRRRIBLE?

god help you if you actually purchase whatever it is that smells that effen bad.

2/5/2010

 Listed in Westfield Mall

Your salespeople are jerks, and I hate that that's basically company policy. You also have an ugly history of racism in hiring and in your product line. But my least favorite thing about A&F from day to day? The intense wave of perfume emanating from the store, both ground floor and basement.

This afternoon, the smell seriously overpowered the smell of nearby cookies. Dear god.

5/1/2012

I used to shop Abercrombie for their baggy cargo shorts, plaid button shirts, and nice thick T-shirts back in the day. Then they started to go downhill for me ever since they came out with those Chinese stereotyping T-shirts 10 yrs ago. It then became even more annoying with that bad smelling cologne permeating around every one of their stores! How do they expect people to come in with that smell assaulting your nasal canals?
9/30/2015

My grand daughter dragged me in here to check out what’s new. The store design is rather dark but trendy, black and gray. As for the clothes it is a preppy and raggity for my taste, but they look comfortable to wear. I personally think it’s a bit pricey for the young teens to afford. I was uncomfortable the the strong “in your face deodorant” smell. Not classy at all. :

3/18/2012

1 check-in

Listed in U.S.A. Coast-To-Coast, San Francisco

Oh dear lord - it STINKS! Literally! You walk into a wall of the sweetest smelling perfume ever that they pump out in shed-loads. Not only that but it’s dark, hot and far too loud. Oh my, I’m getting old!

This is by far the worst shop to go into on a hangover, it’s guaranteed to push you over the edge.

4/5/2009

This is the worst place!

Prices are out of the ballpark! Like what Tiffany said..."A tank top for $50!" That’s outrageous!!

They spray their perfume in there like it is febreeze! It’s like all their noses must be stuffed because they spray each mannequin at least 5-7 times about every hour! That is why your damn tank tops are $50! because it has so much perfume on it.

4/30/2011

I have a young daughter. Why would I buy her clothes from a company that sexualizes children? She has no need for thongs, sweatpants with print over the butt to make people look at her butt and for padded bikini tops... oh, I forgot to mention little girl underwear with 'eye candy' and 'wink wink' on them.

A&F also employs brutal tactics with their American and overseas workers, sprays awful perfume and blasts crap noise in their stores....NO THANKS.
Listed on OH snap, I WENT there!

You know, I really hate to do this, but I'm going to do it anyway.

I'm gonna go ahead and dis A and F BIG TIME for no good reason.

I despise everything this store stands for and everything that it's about in every way; it's a disgusting american enterprise that perpetuates superficiality, conformity and mob mentalities to the extreme.

Even if it wasn't for all the racist/sexist/generally prejudiced claims against this company, (which to be quite honest, I don't have all the facts on, I've more just picked up on the stories through hearsay), I would still find it repulsive. I just can't stand the aesthetic of it. People who shop here apparently haven't been able to individuate themselves in any walk of life; the clothing sold here is nothing short of a uniform for duillards who just want to "fit in," and look safe.

I don't even like to WALK BY this store in the shopping center. Why? Because you can freaking SMELL it and HEAR it minutes before you even pass it. It's like, ok, you do you, but at least keep it INSIDE the confines of the store, and don't make me deal with your retched spill-over.

Last time I had to walk by, these two super chiseled dudes were just standing in the entryway, shirtless, with low-rise jeans and blase facial expressions. I guess they were technically "modeling" or something for A and F. All I have to say about that is, good for you and your fine ass, but I'm not interested.

You must waste bottles of your gross cologne to make the whole end of the mall smell like this. Thanks.
3. Reviews of Fierce for Men by Abercrombie & Fitch

Positive Customer Reviews That Have Relevance To Scent

Aleklilo10 Show all reviews

Definitely a great scent if you’re a teenager, but once you reach a certain age you SHOULD really not wear it... I’ve bumped into a lot of men in their late 40s who wear this... This is really not for you, I believe the age limit for this is under 22. I have gotten plenty of compliments when wearing this even though it reminds me a lot to “Legend” by Mont Blanc.

19th June, 2014

claytonmarionneaux Show all reviews

This is very spicy and fresh! Its a very masculine scent that will easily draw people in, It may be overly used but its used a lot for a reason...this smells very sexy! A man of confident's, a man that knows you only live once, a man that is...Fierce!!!

08th February, 2014 (last edited: 19th February, 2014)

TOOMS1200 Show all reviews

well, for all those still in high school up until the age of twenty five or so, if you’re looking for a fragrance that will allure the ladies...look no further

a beautifully well crafted citrus,woods and spice fragrance. it was my signature scent for five years

28th February, 2012

dark phoenix 123 Show all reviews

smells young, atheletic, musculline and sexy to me (perhaps of its association with all the A&F ads), would consider it the same genre as tommy, personally, I love it!

23rd December 2011

http://www.basenotes.net/fragrancereviews/fragrance/26122434
Negative Customer Reviews That Have Relevance To Scent

**PerfumeCollector**

United States

If there is one word to define this scent is "Puerile": It makes me to think of self-centered, immature, childish individuals that are too rich to care with a hollow mind bent in satisfying their own urges without respect for society's rules. Probably this is due to the image of A&F catering for the rich, immature youth and nothing to do with the perfume itself which actually is pleasant and very masculine. It would not suit me, an old fart, but I can see why is so popular. Another thing I dislike about this perfume, and has nothing to do with the scent proper, is its bottle, it is disgusting. In summary, all the negative that I find on this perfume has nothing to do with the actual scent, therefore I can not rate it with a thumbs down, so it gets a neutral from me.

19th January, 2014

**emberfly**

I don't think the smell is bad, but the reputation it has and the memories that are brought about from the smell are negative. It smells like every mall in North America. If you walk anywhere within a 1-mile radius of an Abercrombie store, you will smell this fragrance. It is worn by the very young (like teens, pre-teens) and is often worn in too high of a dosage.

It is VERY strong, and really I think 1/2 of a spray is plenty. And it should absolutely never be worn to class or work or a movie theater or anywhere that would require you to be in close quarters with people for a long period of time. It can get annoying when it is forced upon your nostrils constantly.

The smell is nice from a distance, though. When someone walks by, you want to turn and walk in their direction to keep smelling it!

20th January, 2013

**Aznavour**

United States

To be honest this sh** makes me want to die every time I have to pass through the noxious clouds of it reeking from A&F stores.

21st July, 2010
References


