

# *Research on Scent Marketing on Real Case Application Analysis for End User*

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**Abstract:** Looking back to history, scent marketing applications can be traced to 4500 years ago in Ancient Egypt. Scent marketing has emerged as a powerful tool for businesses looking to create memorable experiences for customers. This strategy involves using specific fragrances to influence consumer behaviour, create an emotional connection with the brand and drive sales. In recent years, scent marketing has gained popularity among businesses of all sizes and across various industries. Currently, scent marketing around the world are mostly used in certain areas in business such as chain-hotels, luxurious shopping malls, and high-level cruises. However, whether or not it is effective and should be adapted in other fields like small food and clothing retail, entertainment centers like cinemas, or offices and libraries remains uncertain. By using research from analyses of real applications of scent marketing, interviews with professionals and shop owners, and big data on people's attitudes and changes in popularity, we came to the conclusion that scent marketing has a high application value for those companies that are suitable and innovative. In detail, based on research, we find out that scent marketing has the average effect of improving 17% of sales, 24% of brand image, and 27% of customer satisfaction. Therefore, research on scent marketing based on real-case application analysis for end users emphasizes a research process and an analysis of what kinds of companies are suitable and innovative to apply scent marketing and what effects these companies can expect to get.

**Keywords:** scent marketing, marketing, fragrance marketing, business, retail store

## 1. Introduction

Before this paper is published, there are individual papers on the field of application of scent marketing on luxury brands, hotels, specific local stores, and the exact effect on the brand-image. In the meantime, there are companies that have achieved significant success with the application of scent marketing. There is a lack of study to expose the real effect successful companies get from scent marketing and give a note to the other companies that are considering whether to adapt it [1]. This paper shows why the existing companies use the scent marketing method, what effect they get, and whether or not other companies mimic them and use scent marketing in their companies. The research process is established based on the essential standpoints of these ideas and conveys further investigations by interviewing officials from Chanel, reviewing related papers, analyzing questionnaire results from over 500 Chinese business owners, etc. As a result, a more comprehensive

and application-based approach to analysis of scent marketing as a whole is given to give ideas to business owners on its application front.

## 2. Analysis of the Effects and Real Case Applications

Scent marketing is the commercial methodology of a using scent to create positive effect on the company[2]. There are two different type of scent marketing, space scent marketing and product scent marketing. Space scent marketing is the application of scent to specific spaces, and it is widely used in luxurious stores, markets, commercial hotels, airplanes, etc. On the other hand, product scent marketing involves to apply scent to products, for example, clothes, bags, and etc.

### 2.1. Theoretical Basis for Scent Marketing

Scent marketing is based on the science of olfactory perception, which is the way humans interpret smells. The olfactory system is directly connected to the limbic system in the brain, which is responsible for emotions, memories and motivation[3]. When we smell something, it triggers an emotional response that can influence our mood, behaviour and decision-making.

The use of scent in marketing takes advantage of this connection between scent and emotion. By associating a specific fragrance with a brand or product, companies can create a positive emotional response in customers, leading to increased brand loyalty and sales.

Scent itself has several advantages when it comes to comparison with other sense perceptions. In the meantime, thanks to the openness to sharing store sales information, we are able to collect data for comparison between the stores that used scent marketing with the equivalent stores that have not applied scent marketing strategy yet, to see the actual effects and results of these practices.

Scent can expand the longevity of memory for a brand. There is a good study from Jay Gottfried that he finds out the special and outstanding nature of olfactory sensation. The result is shown on the table below. First, memory is linked with hippocampus. However, memories of scent, in particular, are able to be recalled even when the hippocampus is disabled, which created a scent label for this brand[1]. In effect, people will recall the brand from memory whenever they smell the scent with high accuracy based on the table 1.

Table 1: Accuracy of Sensational Memory after 1 year Time Span.

Sensation	Time Span	Accuracy
Visual	1 year	50% Accuracy
Olfactory	1 year	65% Accuracy
Auditory	1 year	40% Accuracy
Gustatory	1 year	69% Accuracy

One of the main benefits of scent marketing is its ability to influence customer behaviour. Pleasant scents can alter a customer's mood and make them more likely to spend money. For example, the scent of freshly baked cookies in a store can trigger a customer's appetite and increase the likelihood of them making a purchase. Similarly, the scent of lavender in a spa can create a calming effect on customers, leading them to feel more relaxed and willing to indulge in more services.

Moreover, scent marketing can improve brand image and create a memorable impression on customers [4]. A well-crafted scent can help differentiate a brand from its competitors and create an emotional connection with customers. For instance, Abercrombie & Fitch uses a signature scent,

Fierce, in all of its stores. This distinct scent has become synonymous with the brand and has helped create a unique shopping experience for its customers.

Another benefit of scent marketing is its ability to evoke positive memories and associations [5]. Scents have the power to transport us to different times and places and trigger specific memories and emotions. By incorporating certain scents into their marketing strategies, businesses can create positive associations with their brand, leading to increased customer loyalty and repeat business.

## 2.2. Chanel Case Study

Chanel is a very successful business that owns over two hundred stores around the world and also has the fourth highest brand value in France. It is a great case for studying what made it so successful. As we find out, scent is a huge factor in its brand, product, and customer experience. There are two different zones of scent marketing executed at Chanel, space scent marketing, which spreads the scent in the air across the store, and product scent marketing, which creates a good scent on its products. Here is a list of effects it gives the Chanel Brand as shown in table 2.

Table 2: The effects scent marketing have on Chanel.

2 perspective	7 effects			
Space Scent Marketing	Pleasure	1. The entire store uses the classic and iconic Chanel #5 fragrance, which presents the brand values of precision, luxury, and is always popular.	2. Used plant based and flower based unique scents, which make the customer familiar and relaxed. As a result, extended the shopping span spent indoors.	
	Arousal	3. The luxurious smell arouses the natural tendency of seeking high dignity.	4. The power of the smell of flowers and plants recalls the sweet memories of the customers.	5. Chanel Scent maintained iconic and classic for over ten decades, which made people have a long-term memory of it.
Product Scent Marketing	6. Chanel emphasized care about the details that other brands are missing. By giving a unique scent to its brand, it differs from its competitors. Different Scent Products for different gender and age groups, to meet the diverse inner demand.			

Based on the table, we can identify the seven main effects. In the category of space scent marketing, it can enhance a feeling of pleasure and arousal. In the meantime, product scent marketing can also create a great effect when customers receive the product.

Insights from real people in the industry are always considered as a great approach to learn better. In France Lille, we were interviewed by a Chanel shop assistant. She said, " I have been working on shopping for over 6 years. Every Chanel product has a light, pleasant fragrance, unlike those from other brands, which mostly have synthetic chemical smells (FFC)." Another reviewer from the official Chanel website wrote, "I love the scent of this lipstick; it is like a sweet". Chanel focused on the part that the other brands were missing, and gave a unique smell to its products, and made Chanel

products outstanding to all. There is an obvious beneficial effect we get from the reviews created by the scent marketing strategy that Chanel uses. In a nutshell, Chanel used scent marketing to its fullest benefit, including space scent marketing and product marketing. By the foundation of having a brand smell, it differentiates itself and creates a competitive advantage in the industry.

### 3. Discussion

Although the theoretical and application basis is clarified above, there are still a few quite severe parts that need to be stated out to support the innovative business owner in making the executive purchasing decision. Scent marketing is a comparatively new method for applications in business; thus, the problems in the market are also prevalent.

Despite its many benefits, scent marketing is not suitable for every business. Companies must carefully select scents that align with their brand image and target audience. Additionally, some individuals may have allergies or aversions to certain fragrances, so it is essential to consider these factors before implementing scent marketing.

Another challenge is maintaining consistency in scenting[6]. If a scent is too strong or overwhelming, it can have the opposite effect and drive customers away. Moreover, the scent must be refreshed periodically to maintain its effectiveness.

Finally, there are ethical considerations when it comes to scent marketing. Businesses must ensure that their fragrance products are safe for both consumers and the environment. Companies can also consider using natural, non-toxic fragrances or offering fragrance-free options for individuals with sensitivities.

Furthermore, lack of professionalism when choosing the scent. The scent is the most essential factor that impacts the effect. It takes solid knowledge and experience to customize a good scent type for a certain customer. For example, a cold scent does not usually work well in hotels. Second, the quality of its product is not guaranteed. As we surveyed and interviewed the leader of the scent production industry, Yao Lee, he pointed out that, these days, cheap scents are overtaking the market, and a lot of people are faking it for the huge profits left with bad products all around the market. For customers, it is important to find a brand that is popular, great value for business, and reliable. Furthermore, in order to get to know the targeted business owners better, we distributed questionnaires both online and offline, resulting in over 500 copies of results. These results are only from business owners in the Chinese market, which might have different results in other parts of the world.

There are multiple concerns customers usually have before making the purchase choice. In the industry of scent marketing, it is a norm to request free samples before making the buying decision, thus allowing you to compare and choose which scent is most pleasing to you. Second, it is always better to have people who are always ready to help. A scent marketing service provider that includes tutorials and communication channels is always preferred.

While scent marketing has many benefits, it is also important to consider the ethical implications of using fragrance to influence consumer behavior. Some critics argue that scent marketing manipulates consumers into making purchases they wouldn't otherwise make or encourages excessive consumption.

Moreover, there are concerns about the potential health effects of exposure to certain chemicals found in fragrances. According to the Environmental Working Group, many fragrances contain potentially harmful ingredients, such as phthalates, which are linked to reproductive issues and hormone disruption.

To mitigate these concerns, businesses must be transparent about their use of scent marketing and ensure that their fragrance products are safe for both consumers and the environment. Companies can

also consider using natural, non-toxic fragrances or offering fragrance-free options for individuals with sensitivities.

Looking ahead, the future of scent marketing is promising, with continued advancements in technology and research. Personalized scent marketing is likely to become more prevalent, with the development of wearable devices and sensors that can detect physiological state and release customized scents accordingly.

Moreover, businesses will continue to explore new ways to create multi-sensory experiences and incorporate scent into other marketing strategies, such as packaging design and advertising. As consumers seek more immersive and engaging experiences, scent marketing will play a crucial role in differentiating brands and creating memorable experiences.

Another trend that is likely to gain traction is the use of scent marketing in e-commerce. With the rise of online shopping, companies are exploring ways to recreate the sensory experience of brick-and-mortar stores through their websites. This includes incorporating scent elements into their online interfaces, such as using scent infusers or offering sample fragrance cards with purchases.

Finally, there is also growing interest in the use of scent marketing in healthcare settings. Research has shown that certain fragrances can have therapeutic effects on patients, such as reducing anxiety and improving mood. As a result, hospitals and medical facilities are exploring ways to incorporate scent into their environments to create a calming and healing atmosphere for patients.

#### 4. Conclusion

Scent marketing is a powerful tool that offers numerous benefits for businesses across various industries. By incorporating carefully selected scents into their spaces and products, companies can create memorable experiences for customers, influence their behavior, and differentiate themselves from competitors. However, proper consideration must be given to selecting the right scent and managing its implementation to ensure its success. With the continued advancements in research and technology, there will likely be even more opportunities for businesses to leverage scent marketing in the future.

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