

MAPP Workshop 2012

A consumer perspective on scent marketing for food products

Ingrid Gottschalk

ingrid.gottschalk@uni-hohenheim.de

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Agenda

- 1. Introduction**
- 2. Conceptual framework**
- 3. Empirical results**
- 4. Further steps and conclusion**

1. Introduction

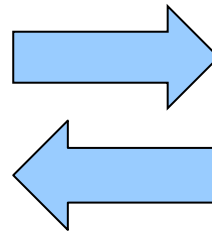
Scent marketing:

- Adds the sensory experience of scent to the product or to the shopping environment
- Appeals to the olfactory component of the five senses
- Part of multi-sensual marketing activities
- Directed at emotions and memories
- Faces an experience-oriented consumer

1. Introduction

Parallel tendencies

Emergence of a marketer
who is trying to deliver
functional value as well as
sensory experiences



Emergence of a consumer
who is looking for value for
money as well as for
stimulating experiences

1. Introduction

Literature review on scent marketing impacts

Scent marketing measures: Process	Impact	Source
Enter the limbic system of the brain without need for any mental effort	Emotional responses, good mood	Gulas and Bloch 1995
Give access to stored information like memories or product-class schemas	Cognitive stimulation, greater depth of processing	Mitchell et al. 1995
Make customers forget time and enhance experience	Behavioral reaction, increased length of stay	Spangenberg et al. 1996
Alert customers in case of incongruency	Disturbance of customer attention and choice	Bone and Jantranina 1992
Make customers suspect that retailers want them to buy more	Increased customer skepticism, decrease in pleasure	Lunardo 2012

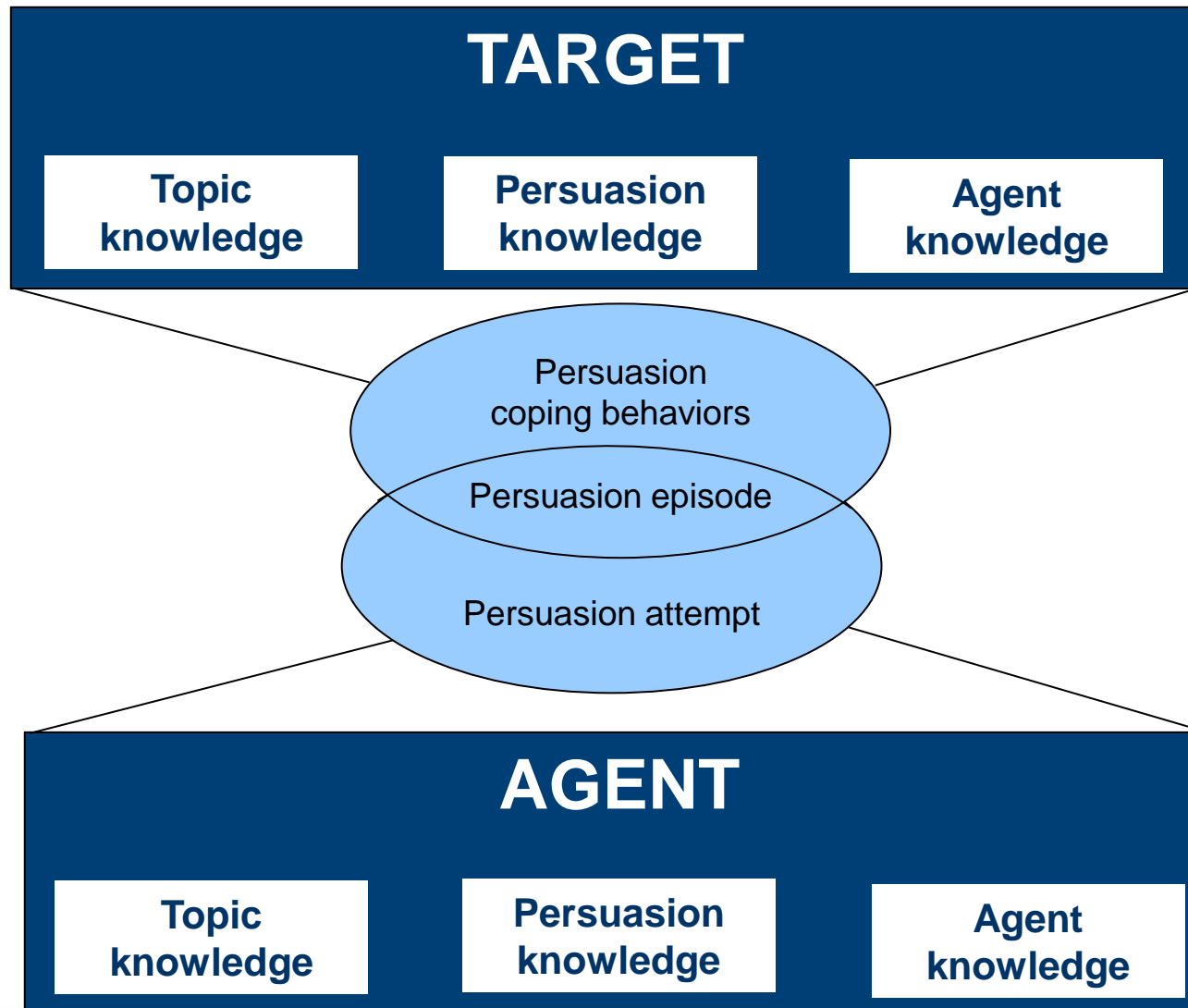
2. Conceptual framework

Research focus

- Do customers know about scent marketing?
- What do customers infer in respect to scented food locations?
- What are the consequences for marketers and consumer policy?

2. Conceptual framework

Persuasion Knowledge Model

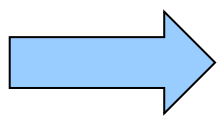


Friestad and
Wright 1994

2. Conceptual framework

Basics of the Persuasion Knowledge Model (PKM)

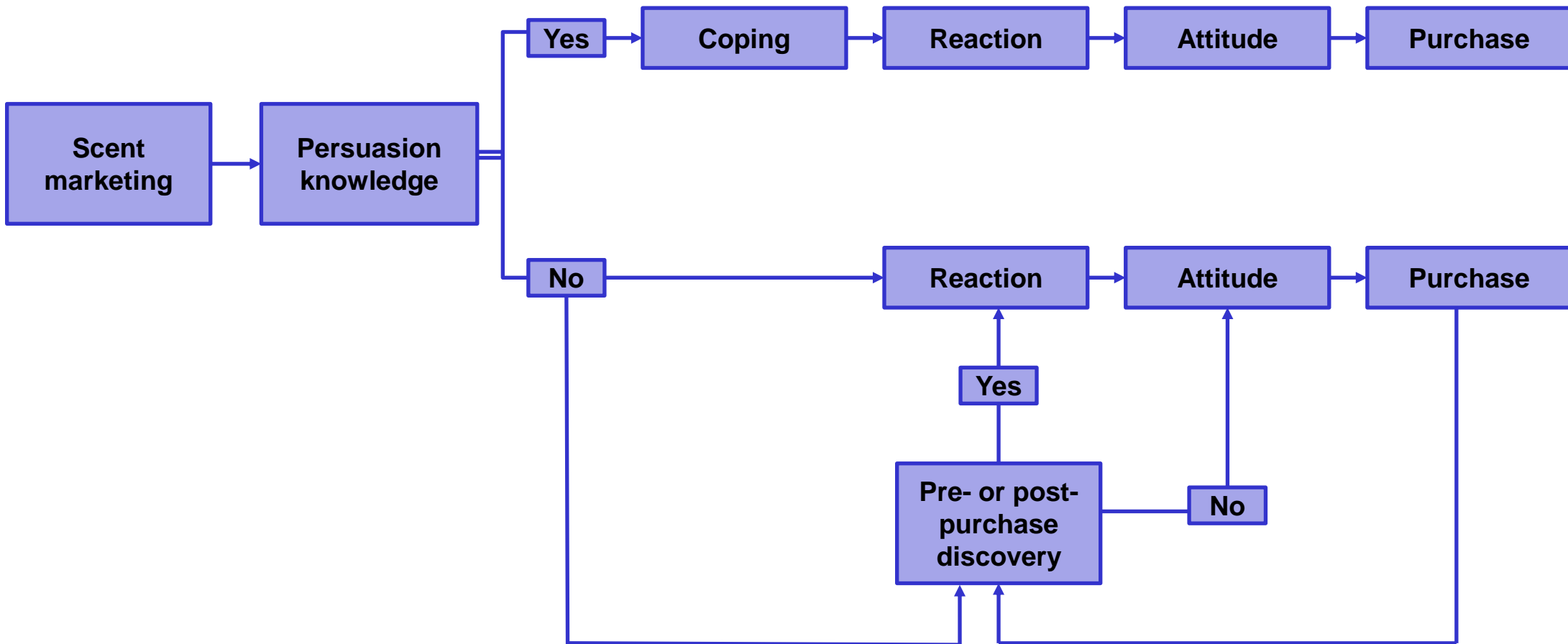
- Consumers learn about persuasion
 - From first-hand experiences in social interactions
 - From conversations about how people can be influenced
 - From observing marketers and other persuasion agents
 - From commentaries on advertising and marketing tactics in the news media
- Consumers refine their attitudes toward products and marketers
- They deliver coping strategies to remain control over the outcome – not necessarily to resist the persuasion attempt



People's persuasion knowledge shapes how they respond as persuasion targets

Friestad and Wright 1994

2. Conceptual framework



2. Conceptual framework

Research proposition 1

Those respondents who dispose of persuasion knowledge in respect to scent marketing (vs. those who do not dispose of persuasion knowledge of this kind) are supposed to

- 1.1 rather approve of scent marketing measures
- 1.2 perceive less risks in respect to the addition of scents to products and places

2. Conceptual framework

Research proposition 2

Those respondents who initially do not dispose of persuasion knowledge in respect to scent marketing, but are getting aware of or are being informed about it before purchase (vs. those who are getting aware of or are being informed about it after purchase) are supposed to

2.1 rather approve of scent marketing measures

2.2 perceive less risks in respect to the addition of scents

3. Empirical results

Survey conducted in 2008: Profile of sample candidates

	Absolute	%
Total sample size n=146		
Male	68	46.6
Female	78	53.4
Average age	44.3 (M)	16.4 (SD)
Primary school	41	28.1
Secondary school	41	28.1
A-level	58	39.7
Having children	91	62.3
Childless	54	37.0

Endreß 2008

3. Empirical results

General importance of scents

in %	Not at all 1	2	3	4	Very much 5	M	SD
Personal significance of scents and fragrances	1.4	6.8	22.6	41.1	28.1	3.88	0.95
I attach importance to ambient scents	3.4	10.3	18.5	56.8	11.0	3.62	0.93
I would prefer a more pleasant scent of common products	3.4	11.0	40.4	34.9	10.3	3.38	0.93

3. Empirical results

Ranking of scent inferences

in % (1=not at all, 5=very much)	1	2	3	4	5	M	SD
Scents may bring back memories	6.8	5.5	11.6	50.0	25.3	3.82	1.0
The smell of a product signals its quality or freshness	3.4	5.5	26.7	46.6	17.8	3.70	0.9
Scents symbolise one's personality	9.6	14.4	32.9	30.8	12.3	3.22	1.1
In my opinion high spirits and good scents belong together	11.0	13.0	34.9	30.1	11.0	3.17	1.1

n=146

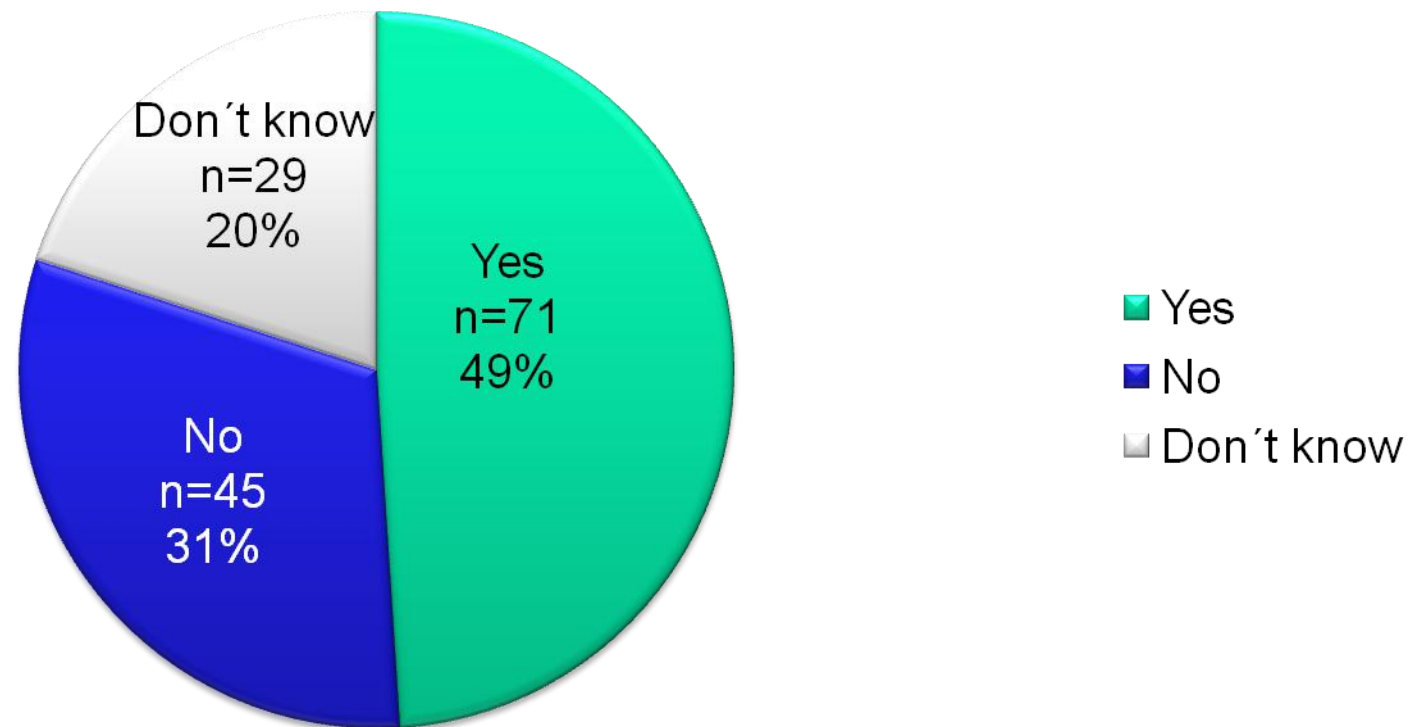
3. Empirical results

Reactions towards scents

In %	Not at all 1	2	3	4	Very much 5	M	SD
The good smell of food is always getting me hungry	2.7	12.3	41.1	25.3	17.1	3.42	1.0
I show a friendlier reaction towards good smelling people	6.2	16.4	29.5	39.7	8.2	3.27	1.0

3. Empirical results

Do you know about the use of scents in sales promotion?



3. Empirical results

Expectations on marketers' dispersion of scents in rooms

Area	in %
Sports and leisure (gym, wellness, pool)	21.9
Retailing (store, bakery)	20.7
Catering (restaurant, bar)	14.7
Entertainment (cinema, theater, museum)	14.2
Vacation (travel agency, hotel)	11.0
Health (doctor's office, hospital)	7.0
Public transport (bus, train, aeroplane)	3.7
Public buildings and places	1.0
None	4.0

3. Empirical results on scent marketing effects

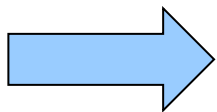
Expectations on marketers' adding of scents on products

Area	in %
Textiles (clothes, curtains, linen)	32.5
Food products	23.5
Furniture (carpet, sofa)	17.7
Print media (catalogue, journal, books)	7.4
Technical goods and electrical appliance (cell phone, car, household appliance)	7.4
Medicine	5.5
None	6.1

3. Empirical results

Acceptance of scent marketing measures

in %	Very bad 1	2	3	4	Very good 5	M	SD
The possibility of adding scents to places and products is...	4.8	21.9	55.5	15.8	1.4	2.87	0.78

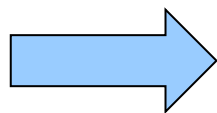


The majority of respondents is undecided on scent marketing measures

3. Empirical results

Approval of scents depending on persuasion knowledge

	n	Negative in %	Undecided in %	Positive in %
Informed	71	20.0	57.1	22.9
Uninformed	45	42,2	46.7	11.1



Indicates tendency for research proposition 1.1, as persuasion knowledge tends to generate higher approval of scent marketing measures

3. Empirical results

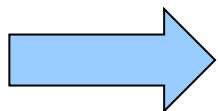
Perceived risks of adding scents

Perceived risks	in %
Scent pollution (especially for sensitive persons)	19.5
Sensory overload (music, colours, scents)	17.0
Bad quality in disguise of good smell	16.4
Subliminal influence of own decisions	15.9
Health problems and diseases	15.3
No alternative at hand	8.2
Lack of biodegradability	6.5
None	1.3

3. Empirical results

Perception of risks dependent on persuasion knowledge

	n	Scent pollution in %	Sensory overload in %	Quality disguise in %	Subliminal Influence in %	Health problems in %	Missing alternative in %	Bio-degradability in %
Informed	71	43.7	43.7	40.8	40.8	36.6	22.5	15.5
Un-informed	45	48.8	37.7	35.6	35.6	35.6	17.8	15.6



Indicates tendency for rejecting research proposition 1.2, as persuasion knowledge generates higher instead of lower perception of risks

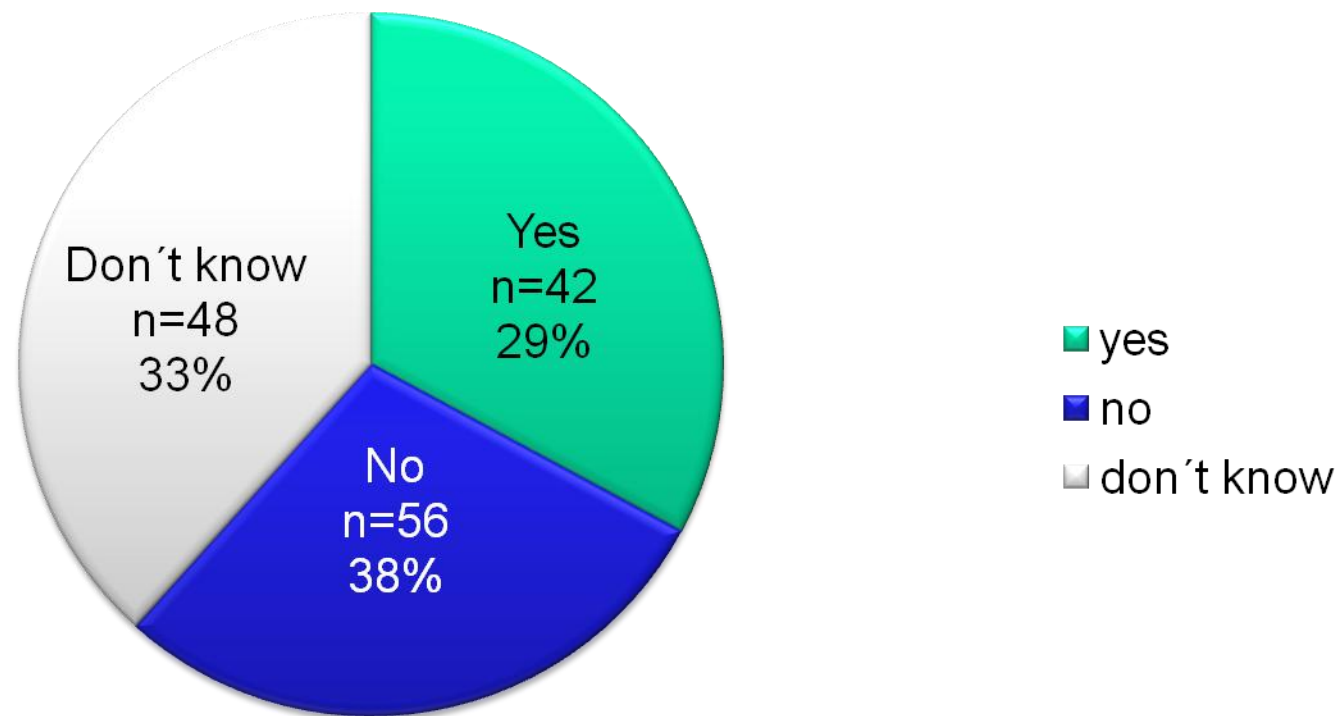
3. Empirical results

Individual measures for protection

Individual measures	in %
Purchase of unscented products	28.8
Avoiding scented places and products	21.7
Paying attention to children in scented rooms or in contact with scented products	21.0
Collecting additional information (e.g. consumer protection agency, health authorities, health insurance)	10.5
Informing a relevant authority about the problem	9.0
None	9.0

3. Empirical results

Do you think that public authorities should regulate the addition of scents?



3. Empirical results

Preferred public measures

	in %
Ban of allergenic fragrances	30.8
Mandatory labeling for scented places and products	20.4
Determination of limit values	19.2
Obligation to use biodegradable scents	18.6
Ban of scents at public places	5.2
None	5.8

4. Further steps and conclusion

Further steps

- Research proposition 1 needs substantiation
- Research proposition 2 to be tested with an experimental design study

Preliminary conclusion

- Seemingly consumers need to know about scent marketing in order to react positively
- Consumers do not express needs for further regulation

Literature

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Discussion

Thank you for your attention!