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65. Aroma marketing as one of the most effective methods to attract customers

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Introduction: The world of marketing incorporates everything from glossy posters and elaborate window displays to thumping music, all of which are designed to awaken our senses. And when it comes to food, taste tests are a tried-and-true method for converting browsers to buyers. But what about our sense of smell? Anytime seeking new ways to transform consumer wants into needs, marketers are exploring a new way: aroma.

Resources and methods: Scent branding is not just a pleasant aroma spreading in space. This is the art of company's brand distribution, targeting audience, marketing messages and their corresponding with flavor that enhances these aspects of branding.

Although the scent marketing company began using in their work recently, this means of attracting consumers devoted a lot of works. According to the company Vapo d'or Innovation GmbH, Burgdorf (Germany), Institute of commodity - consumer research Saarbrücken in Germany, flavored places perceived customer sales by 21% nicer than flavored. Results studied by Dr. Anna Stohr, University of Paderborn, showed that due flavoring premises in sportswear shop sales profit increased by 6%, while in the store increased by 18 %. As the CEO of Aromamedia Olga Schemelinova focused, scent marketing has a positive effect on the psychophysical state of buyers, and it is relevant to improve profits. That is why many Western and Russian companies use aromatic techniques to attract customers, confirming the laws of the market for any commodity.

This can become highly effective in environments where other sensory triggers, such as the use of lighting, sound and luxurious surroundings combined as brands can establish a longer-lasting emotional connection with consumers.

As a result, happier customers remember your brand and stay longer. Properly chosen fragrance can help consumers to spend more time in retail establishments or may be an effective way to attract people to your establishment. Although not a recent phenomenon – Coco Chanel is believed, back in 1921, to have ordered the salesladies at her Parisian boutique to spritz stores with her now-famous No. 5 fragrance to lure customers through the doors – scent marketing has only lately used as an industry.

Results: Smell is more sophisticated than any other sense as scent receptors in the nose connect directly to the section of the brain responsible for memory and emotion. So powerful, in fact, the nose is believed to affect 75% of our daily emotions. It is the close connection of the olfactory gland, which registers smell, and the limbic system, that governs emotion and memories, that is said to be responsible for the power behind the sense of smell.

Exclusively designed flavor in your premises can enhance your brand, create the perfect atmosphere for your customers, employees and visitors, and protect your business from the competition.

Often the smell can affect the mood of the people, bring the flow of memories and even affect their productivity. This is because the olfactory bulb is part of the limbic system of the brain, an area so closely associated with memory and feeling it's sometimes called the "emotional brain," smell can trigger memories and powerful responses almost instantaneously. Through a powerful impact on both the conscious and subconscious, scent can be used to create a desire for food and other consumer goods, and enhance or strengthen the existing bonds of the products, experience and opportunities.

Scent marketing is an effective trick to stand out from the visual and auditory barrage that dominates advertising. Some companies even strive to develop a "brand scent," something that customers can associate with the company as much as a logo.

Conclusions: We firmly believe in the future of aroma marketing - for manufacturers, brands and retailers as well. The most important question remains, however, that scent marketing prove successful marketers and brand need to think much more carefully about the many connections between sensory flavors, memories, experiences and products.

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