Scent Marketing: What is the impact on stores in Umeå?

Master Thesis in Marketing

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Abstract

The way of consumption has changed. Now, consumers are not only rational when purchasing. They do not buy just for the functionality of the good or service they are looking for. The consumption is more affective and consumers are considered now as poly-sensorial entities that are looking for more emotional and sensorial stimulation during their purchase process. This evolution of consumption is part of the trend that is called “retailtainment”, a mixed of “Retail” and “Entertainment”. It is a concept of distribution that combines both of those two activities. Earlier studies have shown the success of using the Sensory Marketing, a concept based on stimulating the five senses in a strategy view. But, if certain senses are heavily used by companies/brands, as the sight and hearing, some are still underused, as the touch, the taste and particularly the smell. Therefore a study on scent marketing is considered relevant to measure the potential of it. Even if several studies have already explained the important role of smell in a company’s strategy, only few of them are using it. Our paper aims to go further on this subject by understanding the scent marketing in stores through the aims, the obstacles, the techniques used, in Umeå, Sweden.

For our research, we first had to collect knowledge from scientific articles and previous studies on odours, on smells or perfumes and on scent marketing. Then, we constructed three hypotheses that helped us to conduct our research and made conclusions. Those hypotheses will be discussed by conducting a mixed-method, that is to say by combining two types of researches: a quantitative one, mainly to measure how many stores are using smell as a marketing tool, and then a qualitative one to go deeper into the reasons and how those stores are applying it. The quantitative research, based on a deductive approach, was conducted by using questionnaires. The qualitative research, based on an inductive approach was conducted by making semi-constructed interview. Both types of data collected and analyzed enable us to draw conclusions about scent marketing in Umeå. In this paper we identify the stores in Umeå that have odours or perfumes, those that are using smell as a marketing tool and their reasons to use it or not.
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Chapter 1: Introduction

The smell of the fresh bread from the bakery, the sensation of the shower gel on the skin, the music in fashionable clothes store… It seems that now the sensory marketing is totally part of the consumer daily life.

Marketers are approaching us through our senses to promote a product or a service. Traditionally, they use our sight and our hearing to catch our attention and to provide their message, for example during advertisements on TV. Then they add the touching and tasting dimension by providing samples of the products so we can ‘feel’ the product. Nowadays, they are more and more concerned about adding the last dimension that is the smelling dimension. A scientific study has shown that seventy five percent of our emotions are generated by the smell (Lindstrom, 2005) so it is understandable that marketers want to use more and more this type of marketing to impact the consumer. But paradoxically and compared to the visual or the auditory marketing, the scent (or olfactory) marketing has not been studied a lot yet. Most of the researches about olfactory stimuli have been leaded in the last 15 years.

1.1) Background

The sensory marketing is the set of all the variables of action controlled by the producer or retailer to create, around the product or service, a specific multi-sensory environment, either through the product itself or the communication or the environment in the selling point (Rieunier, 2002).

The concept of sensory marketing is not new. In 1973 P. Kotler had already presented in a precursory article the need for companies to be positioned not only by the price or the assortment. He noticed that the physical environment of the selling point had an influence on the consumer. He also assumed that “the creation of a purchase environment that produced some specifics emotional effects like pleasure or excitation can likely improve the purchase probability”. He considered that this atmosphere is one of the most important strategic tools for retailers (Kotler, 1973).

By appealing multiple senses and not only the sight and the hearing, many companies are finding that they can increase the connection between consumer’s emotions and their products and brands. Thus, products will have a significant personal signification for consumers, in terms of values, aspirations and memories (Nauth, 2007).

Because of the evolution of the market, the new needs of consumers and the fierce competition, the “traditional” marketing was not sufficient to deals with those news trends. The sensory marketing is a new kind of marketing which try to fill the deficiencies of the “traditional” marketing that is too rational (Rieunier, 2002).

In fact, a new way of consumption appeared. Consumers are not only interested in the functionality and quality of the products. Now the consumer is looking for more unique
sensations. The purchase and consumption acts cannot be defined as rational acts. Consumption is nowadays more affective and the consumer is looking for sensorial and emotional stimulations during his purchase and consumption experience (The Economist, 2008). The affectivity, perception and pleasure are more important than the price, since many products are now technically similar: they have to be differentiated in another way (Lindstrom, 2005).

Thus, the sensory marketing had emerged. The sensory marketing can be applied directly on the product itself but also in its environment where the product or service is, that is to say, the selling place, like a supermarket or a store.

The aim of using sensory marketing is to stimulate one or more consumer senses to create or increase his interest on the product or service. It enables the brand to be unique among the other. Each sense can be stimulated separately.

The sight and the hearing are the more obvious senses used. Ninety nine percent of advertising is focused on what we see and hear (Lindstrom, 2005). When designing a product, laying out a selling point or developing an advertising campaign, the choice of colours, of forms are one of the most important factors of success. For instance, the choice of the colours for a product is really important because each colour can bring up something in the consumer’s mind. It is a well known fact that white recalls to purity, innocence, black to elegance, mystery or green to nature (Smith, 2009). So, that is why, many of luxury brands like Dolce&Gabanna for the perfume The One, used a lot of black in their advertising campaign to transcribe elegancy and sobriety. The sight, or in other word, the use of beauty in marketing strategy is the most used by marketers because the aestheticism is the first thing the consumer will take in account. According to Abraham Maslow, people have always an existential need of aestheticism (Maslow, 1970).

The hearing is also a sense exploited by marketers. For instance, the music in a selling point is fundamental. It is proven that a fast music will speed up the consumer in his purchase time. More generally, the music can affect the shopping times (Milliman, 1982).

The touch and taste are also used by marketers. The taste marketing is mainly used in the food industry. With this sense, marketers can directly test their products. There are two possibilities: the consumer can like the taste and then will buy the product or not. Regarding to the touch, it is one of the most senses that will reflect the quality of the product. In fact, consumer always need to touch the product they are going to buy to evaluate its quality (Peck and Childers 2003). For instance, in a bedding store, consumer can try mattress. Often the times, the price will be place in a second position when making the choice of buying it or not. The first criteria will be how comfortable the consumer will feel on the mattress.

The last but not least sense that marketers develop is the smell. According to the Mail Media Centre, researches show that 60% of consumers make a brand their first choice if it engages four to five senses. And 75% of our emotions are generated by what we smell (Mail Media Centre, 2009). The scent marketing is becoming more and more important and is now a real opportunity for marketers because it is a tool that is not very exploited by brands. There are about twenty scent-marketing companies in the world, collectively worth than $80 million (Harald Vogt, 2006).

The research will be mainly focus on this sense because it is the one that is not very developed well in market. We can say that the scent marketing is in its beginning stage. The
scent marketing presents a lot of advantages. For instance, the smell stays in memory for years, contrary to the sight which only stay in memory for few months. The consumer behaviour under the smell influence can react positively to smell and then can contribute to a success of a product or service. The scent marketing, like the other senses can be applied both on the product or service itself but also on the retail place.

Now, the cost of using it is not so expensive than before and the technology is easier to use (Santandrea, 2007).

We know that smell impacts the consumer’s behaviour but we don’t know exactly in what proportion. Can we find odours appealing consumers to use a certain product? Are odours impacting people the same way? Can we highlight some trends for the odours usage? Can we use the scent marketing to promote any specific kind of products or services? Can we link different odours to different behaviours? How odours can affect consumers’ preferences and how marketers can use them in a marketing strategy? Many questions are still unanswered. That is why we thought interesting to better understand this phenomenon with all its incomplete information and knowledge in Umeå. Thus, we would like to generate new ideas and information on this topic especially in a marketing view.

1.2) Research Question Selection

After raising the main questions related to the topic, the subject can be treated in different aspect (consumer/marketing strategy/practical applications), so the main research question will be:

**The scent marketing on the selling point: what is the impact on stores in Umeå?**

1.3) Purpose

The main aim of the topic will be to measure the impact of the scent marketing in Umeå by identifying how many stores are using it, explaining the reasons of using it and how and in which extent different selling point are using it in a marketing strategy.

More generally, the report will deal with the current characteristics of the promotional strategy in store or retail place in Umeå, Sweden.
1.4) Terms Definitions

We will now define some of the most important terms that will be used in our research:

- **Sense**: any of the faculties of sight, smell, hearing, taste, and touch, by which the body perceives an external stimulus. (Oxford Concise Dictionary, 2009)

- **Sensory marketing**: Marketing techniques that aim to seduce the consumer by using his senses to influence his feelings and behaviour. (American Marketing Association) Ensemble of all the variables of action controlled by the producer or retailer to create, around the product or service, a specific multi-sensory environment, either through the product itself or the communication or the environment in the point of sale. (Rieunier, 2002)

- **Odours**: The property or quality of a thing that affects, stimulates, or is perceived by the sense of smell. (Dictionnary Reference, 2009)

- **Emotions**: A mental state that arises spontaneously rather than through conscious effort and is often accompanied by physiological changes; a feeling. (Dictionnary Reference, 2009)

- **Atmosphere**: The physical characteristics of the store such as architecture, layout, signs and displays, colour, lighting, temperature, noise, and smell creating an image in the customer's mind. (American Marketing Association, 2009)

1.5) Architecture of the thesis

The next chapters reviews the related literature to the sensorial marketing, the scent marketing and consumer behaviour. We will then describe the methodology we will use to lead our research. This will be followed by the description and analysis of the collected data and subsequently the conclusions will be drawn. Further information can be found in the appendix.
Chapter 2: Literature Review

The literature review is the basis of our research. In fact, it will draw the conceptual and theoretical context of our study. Through this part many information, ideas and theories about smell, scent marketing and consumer behaviour are given. Thus, the literature review provide us what is it already known about the scent (or smell) marketing area. We divided this part into two main views: the first part is more about the smell in general and how is it working on individuals. The second part deals more with the smell used as a marketing tool. We also browse on the web to have complementary data and to have a more practical approach of the topic. We will present the main results we found about smell in general, then what marketing implications has been highlighted and we will finally try to define what important results are still missing.

2.1) The concept of smell:

As a beginning, it is proven that odour is the most developed sense of human’s sense. It is suggested that a typical human may detect up to 10,000 different odours. We do this with about six million olfactory cells. A dog may have up to two hundred million cells, which helps to explain their greater degree of sensitivity. Moreover, the reminiscence of an odour lasts several years whereas reminiscence of a visual signal only lasts few months. Odours can make you remember things that had happen long time ago and you cannot control it. Some experiments showed that human had instinctive reaction according to odours. For example, women were asked to choose among different T-shirts that have been worn by men during a night, according to their odours. In almost all the cases, they had chosen the T-shirt of the man who has an opposite gene pool. This is an instinctive reaction to select the best match to strengthen their gene pool (Wedekind, 1995). Smell is one of our five senses and we will see how it works. How are we able to smell? We will describe now this process.

The smell process is complex and specialists are still studying this phenomenon. It is a two-step process. First, the odour, a volatilized chemical compound, is sensed by special receptors in our nose. The molecules composing the smell enter the nose and get glue in the mucus in the superior part of the nasal cavity. Then they stimulate the corresponding sensory neurons in the olfactory epithelium. All the cells that allow us to smell are gathered in the olfactory epithelium. The bigger this area is, the better the olfactory sensitivity will be. This area is 10cm² in humans’ body, whereas it is 170cm² in dogs’. The olfactory neurons are renewed every months or two months and are far more sensitive than gustative ones (Campbell, 2007). Different theories exist about how receptors actually sense the molecules of odour. According to Linda B. Buck and Richard Axel who won the Nobel Prize in 2004, each odour receptor molecule recognizes only a particular molecular feature or class of odour molecules (Buck and Axel, 1991). That means that an odour is split into small parts that are sensed separately by dedicated receptors. But unfortunately, researchers still do not fully understand how olfactory molecules are sensed and how olfactory receptors transform this information in electric impulses to transmit the smell to the brain.
Then, all the small pieces of information collected by the olfactory cells are going to the brain, in the olfactory bulb. This zone is also involved in the treatment of the information relative to the taste and it got strong connections with the emotional memory that make it easy for the odour information to be stored in the long-term memory. All the small inputs detected by the olfactory receptors are then combined to create a mapping of the odour. This map is then interpreted by the brain as the odour you smell.

A popular belief, supported by scientific studies, suggests that we have lost our sense of smell through evolution in favour of or visual skills. Genetically, scientists have discovered that the number of our functional olfactory receptor genes had decreased overtime (Rouquier et al. 2000; Gilad et al. 2004). Anthropologically, we grew up far from the ground where odours are more intense and our snout became smaller while our eyes moved to gives us a better depth view (Jones et al. 1992). But other studies show that we have still a good sense of smell (Laska et al. 2000; Shepherd, 2004) as it appears quite obvious for people like oenologists, perfumers or food scientists. But odours are not just smelled; they can also have an impact on our behaviour.

Alan Hirsch developed aromachology the science that studies how odours can impact our mood or behaviour (Hirsch, 1991). He explains that aroma can affect behaviour in three different ways:

- Pavlovian: it conditions a specific response
- Olfactory: it stimulates your memory and makes you remember part of your life
- Direct: it influences directly the brain itself like a drug. But the stimulating nature of odours have not been clearly demonstrated (pros: Lorig & Schwartz (1988) and Lorig & Alii (1988); cons: Warm, Dember and Parasuraman, 1990).

Then, aroma doesn’t impact people the same way. For instance, Hirsch and Gay (1991) showed that women were more sensitive to odours than men even if we cannot exactly explain why (it could be because of genetic differences or social factors or both (Cain, 1982; Doty, 1984, 1985). It is also interesting to note that men and women can react differently to a same scent (Wall Street Journal, 1990). A distributor noticed that men were spending more time than women in the department of a supermarket where spicy perfume was sprayed. Other studies have also shown some differences between men and woman [i.e.: difference of sensibility about sexual related odours (Koelega and Koster, 1974) or difference of sensibility about shampoo smell (Knoblich and Schubert, 1989)]. Other factors (like demographics, marital status, education and so on) have been highlighted in Byrne-Quinn (1988) study. Culture and geographic localization seems to have a determining impact on olfactory perception (for example, people living next to the sea had a different olfactory perception than people living on the mountains). But we are all impacted by smell and we can barely avoid it.

« Car les hommes pouvaient fermer les yeux devant la grandeur, devant l’horreur, devant la beauté, et ils pouvaient ne pas prêter l’oreille à des paroles enjôleuses. Mais ils ne pouvaient pas se soustraire à l’odeur. Car l’odeur était sœur de la respiration. Elle pénétrait dans les hommes en même temps que celle-ci ; ils ne pouvaient se défendre d’elle s’ils voulaient vivre. » (Süskind, 1986, p173). This could be translated as follow: “Because man can close their eyes in front of greatness, in front of terror, in front of beauty, and they can close their ears from flattering words. But they could not escape from the smell. Because the smell was sister of breathing. It entered men at the same time as this one; they could not defend themselves from it if they wanted to live.” This quote from the book ‘The perfume’ illustrates well that compared to other senses, it is harder to ignore olfactory signals as you need to breathe.
It is also shown that we do not react the same way depending on the nature of the smell. We tend to be aware a longer time of a pleasant smell that a bad smell (Jacob et al., 2003). In other words, we get used to bad smell faster. It could be surprising that our brain can avoid bad smell as it normally synonym of danger (poison, toxins, off foods) but it can be explained by the fact that we are more sensitive to the variation of the concentration of a bad smell. It means that our brain become aware again of the bad smell if there is a change of the concentration of this bad smell, because it could means that the danger is becoming greater. On the other hand, we are not that sensitive in the variation on pleasant smell threshold. That result has direct practical implications. Indeed, there is no need of varying a pleasant odour concentration to make people more aware of it.

Smell is commonly referring to what you are able to detect as an odour while you are aware of it, but some special “odours” can be detected by your nose without you to be aware of. For example, you cannot smell pheromones (Karlson and Lüscher, 1959) but still they seem to have an impact on certain behaviour. “A pheromone (from Greek φέρω phero “to bear” + ὀρµόνη "hormone") is a chemical signal that triggers a natural response in another member of the same species” (Wikipedia, 2009). This substance can be seen as a subliminal message as it cannot be recognized by the conscious mind. It would be responsible for example of the fact that women in a group synchronize their menstrual cycles (known as the McClintock effect). Two pheromones would be involved here; one to speed up the cycle and the other one to slow it down (McClintock, 1971). Other studies also showed different impact of pheromones on human (Wysocki and Preti, 1998; Cutler, 1998) but there is no clear evidence that such a substance can directly influence human behaviour yet (Yang, 2006; Hays 2003; Bear 2006). So we will not include pheromone in our scope of research.

2.2) Marketing oriented results:

The hearing and sight are the senses most used to appeal consumers. In facts, through the price, colours, design of a product or service, the music in a retail store or simply an advertising campaign, the hearing and the sight are massively stimulated by marketing techniques (Bove, 2007). But now, another sense should be worth investigating: the smell. The smell presents a lot of advantages for marketers; it seems to be the new provocative tool to attract consumer because it is a direct way to turn the consumers on merchandise (Herz, Rachel, Adweek, 2008).

Many companies started to use the smell as a marketing strategic tool either to entice consumers or reinforce their brand image (Herz, Rachel, Adweek, 2008). The smell can be used in different situations. It can be applied on the product or the service itself, on the retail store or during an advertising campaign. For instance, in 2006, the brand Got milk! had launch in the streets of San Francisco an advertising campaign by using the smell of cookies. The idea was to make the consumer wants to drink milk. Another good example is the soft-drink company Pepsi which had placed an ad laced with scents of black cherry and French vanilla in the October 2006 edition of People magazine (Docksai, 2008).

The use of the smell can be done in any field of business (hotel, automobile industry, food industry, beauty & health care, technology area…). Hotels are good example of industry that
used the smell to differentiate their brand to another one. Morgan’s Hotel Group, Four Points and Westin represent just a few of the hotel companies that know the advantage of having a unique smell (Stephens, 2007).

If the smell can be directly applied on the product or service, it is also known that it can be used on the retail point to create a real atmosphere around the brand or simply to entice consumers. Applying to a product or service itself, the smell will convey some product attributes information. Regarding the use of ambient odour, it will more provide an atmospheric, or stimulus in the external environment (Mitchell, 1994). For instance, scent marketing company ScentAndrea LLC, Santa Barbara, California, used chocolate-scented strips in displays at Verizon Wireless stores for the launch of the phone dubbed “Chocolate” (Bove, 2007).

Further studies were made regarding the use of ambient scents in retail environment from perspective of both practitioners (Millier, 1991; Pacelle, 1992) and academics (Bone and Ellen, 1999; Spangenberg et al. 1996). If often, stores use the scent of their products line to appeal consumers, like candy store or bath shop, now, many shops rely on ambient scents not related to any particular product (Spangenberg, Grohmann, Sprott, 2005).

It is obvious that the main strategy in retail point concerns the fitting of the place. Retail points are laying out in strategic way to appeal consumers (Economist, 2008). Thus, rational plans are made to boost the retail point’s attractiveness, but the atmospheric stimuli play also an important role for influencing consumer’s behaviour. There are statistical significant relationships between numerous elements of a store’s complex atmospherics and consumer-shopping behaviour (Turley and Milliman, 2000).

2.2.a) Smell influence on consumer

“Our relatively recent understanding of the prominence and influence of scent in our lives is rapidly changing the paradigm of how we market, sell, and deliver products and services to consumers,” (Brumfield, 2008).

Further experiments have been led in the marketing field. These experiments show that pleasant odours have a positive impact on products evaluation (Laird, 1935; Cox, 1969), and that for example we use smell when forming our preferences toward shampoos (Knoblich and Schubert, 1989). The smell helps the consumer to evaluate a product or a service. Odour can be seen as a physical product attribute and then can increase the likelihood that consumers will infer some positive product attributes. Thus, consumers will evaluate the product more highly (Mitchell, 1994). Nonetheless, researchers cannot explain exactly how we are forming our preferences. An experiment showed that foetuses were sensitive to odours and those newborn children were more likely to enjoy an odour that their mother were in contact with
during pregnancy (Schaal et al, 2000; Schaal and Delaunay-El Allam 2007). Two groups of pregnant mother were formed; in one group, mothers (who liked aniseed) have been given different sweets and food with aniseed in the last two weeks of pregnancy whereas no aniseed at all had been given to the other group (who did not like aniseed). Then tests have been made to see if the newborn children liked the odour of aniseed. It appeared that children preferred aniseed more often if their mother was in contact with it. But it is hard to conclude and researchers cannot tell if we are forming our preferences toward different odours depending on the environment when we are foetus or depending on the preference of our mother or if we are we genetically programmed to like certain odours.

The smell influences consumer behaviour in powerful ways. Hirsch’s study demonstrated that when one shoe store keeps a mixed floral aroma, customers tend to buy shoes. A London nightclub underlined Hirsch’s findings. When the smell of coconut through the nightclub’s interior increased, sales of the rum drink Malibu more than doubled (Hirsch, 1991).

We can also note that, odours, when use in the memory process help to rise up the performance to remember. As a scent can be processed and produce an effect in a person’s mind without him or her even paying attention to it, smell is “something that the customer cannot ignore” (Ward et al., 2003, p. 295). Ambient scents [which work as a background characteristic of the environment] have been shown to dramatically affect performance in a variety of situations. Such scents can influence customers’ intentions to visit and return to a store (Bone and Ellen, 1999), as well as contribute to building a favourable perception of a shopping centre and, indirectly, of product quality (Chebat and Michon, 2003).

2.2.b) Smell and memory

There also exists a clear link between smell and memory (Bove, 2007). According to Harold Vogt, founder of the Scent Marketing Institute, smells travel directly to the brain and trigger memories. The smell evokes some nostalgic memories on the consumer behaviour (Orth and Bourrain, 2008). Moreover people remember more easily what they smell than what they hear or see. Smell can instantly recall people to special places, long ago time, like early childhood (Russell Brumfield, 2008).

Actually, memories evoked by smell are more emotional than memories evoked by other stimuli (e.g. Halloway, 1999). So even though smell-induced memories are not more accurate than others, they are perceived as being more accurate due to their emotional quality (Larkin, 1999).

The long duration of this phenomenon is interesting, as memories from months, years, or even decades ago, often can be recalled in unusual detail in the presence of a certain smell (Aggleton and Waskett, 1999). When a scent has acquired specific meanings early in life, it may lead to long-lasting responses that are cognitive and behavioural, as well as emotional (Epple and Herz, 1998). Scent memory thus presents marketers with a potentially powerful tool from which to develop loyalty to a brand or service outlet (Davies et al., 2003).
Researchers conclude that the presence of a pleasant scent is an inexpensive and effective way to enhance consumers’ perceptions and reactions to the service environment (Chebat and Michon, 2003; Spangenberg et al., 1996). As consumers connect more strongly to a brand if most of their senses are involved, this in turn means an increased willingness to pay more (Lindstrom, 2005). To help differentiate their firm from competitors, marketers can develop their own unique signature scent, which should be distinctive, unifying, and memorable (Davies et al., 2003; Spence, 2002).

There is sound science behind these marketing ploys, says Alan Hirsch. The typical phenomenon of the smell is that it travels directly to the brain’s emotional centres. Thus, feelings in the receiver are automatically produced. The other sense, like the sight or the hearing, won’t create directly this kind of feeling. The perceptions registered travel through interpretive brain centres first, and then arrive at emotional centres. Smell’s uniquely fast track to feelings is why Hirsch says that “the quickest way to reach the emotions is through smell.” (Hirsh, 1992)

2.2.c) Risks

Studies on the effects of ambient odours in retail environments have shown that pleasant scents can have a number of positive effects. Product evaluations, image of the store, and intention to revisit the store are improved, and buying intentions are increased for products that are neither extremely liked nor disliked. Moreover, pleasant scents can positively affect time spent in a store, the number of times products are examined, and the amount of time taken to evaluate products (Morrin and Ratneshwar, 2000, 2003; Schifferstein and Blok, 2002; Spangenberg et al., 1996). These effects indicate that customers will be more interested in spending their money when they perceive that the purchasing environment smells pleasantly.

But pleasant ambient scent can also fail. In facts, the desired effect could not fit with consumer’s expectations or preferences regarding a retail store or merchandise (Spangenberg et al., 2003). Thus appropriateness of the scent is a critical consideration when retailers decide to use the smell as an environmental stimulus (MacInnis and Park, 1991).

However, even though the clever use of scents offers great opportunities for marketers, one must not forget the important issue of allergies. While medical professionals agree that scents do not cause asthma, some odours might trigger an asthma attack for people with a pre-existing asthma condition (SPEIAC, 2006).

2.3) Knowledge gap:

At the time, we were able to find that scent marketing was new and more and more used but we don’t know into which extent exactly. There are no researches showing how popular is these technique, how likely people are aware of it. There are no explicit guidelines describing how to use scent marketing and how to do it in an efficient way. We were just able to find a bunch of examples of different uses of olfactory signals in marketing strategies that had different results that were moreover not always justified. So the goal of our study is then to
give a more precise picture of the use of scent marketing (number of shops using it, how managers use it and why are they using it) in the selling point.
Chapter 3: Methodology

“Academic research is judged on its scientific rigor” (Kent, 2007). Thus, a correct and consistent methodology for a research has to be undertaken for its evaluation in terms of quality.

This section covers the methodology that we applied to make our research. First, in order to define which kind of method will be used and why this method will fit the best with the objectives of the research, the definition of the problem will be presented. The research method will guide us to the answers that we are looking for. Secondly, the philosophical underpinnings for our research will be explained. In other words, the identification of a suitable ontology to investigate the problem will be done and also a decision on the associated epistemology will be made. Thus, the kind of study will be detailed. After this step, the type of data that we collected will be presented but also the approach of collection of the data. Thus, the research strategy that we used can be clearly understood. And the research process will be described. Then, this part will also present the plan for the sampling of the research and also the instruments that we used to achieve this point, and finally we will present the reliability and the validity of our research.

3.1) Definition of the problem

The hardest step in a research process is to define the problem and the objectives of a research (Kotler, 1999).

We will define the problem of the research by using the main research question that we already presented “The scent marketing on the selling point: what is the impact on stores in Umeå?” Thus, our unit of analysis, the major entity that we will analyze in our research will be the stores in Umeå downtown.

Indeed, the analysis has to give answers to those questions “Do shops in Umeå use the scent marketing?”, “Why are they using it?”, “How do they use it?” and then “What do they think they can reach by using scent marketing?”

According to this and the theoretical background, we can define then three hypotheses:
H1 -> Shops in Umeå are aware of the Scent Marketing
H2 -> The use of the Scent Marketing is conditioned by a preliminary strong knowledge in the marketing field.
H3 -> The use of the Scent Marketing is related to the type of product you are selling.

But we also want to have a clear understanding of the reasons why store managers are using Scent Marketing and how they are using it in a practical way.
To sum up, we would like to know how the scent marketing is applied in the real professional world.

3.2) Ontology and epistemology of the study

Certain assumptions about the nature of the “reality”, about how “knowledge” is produced and about the angle or perspective from which the research is approached are made during all researches (Kent, 2007).

The main methodological assumptions in our study will be based on a naturalistic assumption. In our research, the issues [what is the impact of the scent marketing in Umeå? Is it an efficient marketing tool?] concerns the real world and we are going to explain it by theories and demonstrate our point of view based on research [scientific approach, knowledge, analysis of data].

In the naturalistic assumption, there are three assumptions that could be made: ontology of independent particulars, epistemology which relies on an idea of accumulated *a posteriori* knowledge of associations (or correlations) and a methodology which seeks to identify regularities in the Real World (Byrman and Bell, 2007). Now that the research problem and questions are defined, a suitable ontology should be identified.

We can define ontology as being a branch of metaphysics that is concerned with the nature of reality (Kent, 2007).

There are two main approaches for ontology: Positivism [also referred as Objectivism] and Interpretivism [also referred as Constructivism]. A positivist approach implies that the world is constructed with laws and elements that are measurable, independent from social factors and that can be studied with an objective point of view (Byrman and Bell, 2007). There is only one Reality and this reality is the same for everybody; by studying it, it can be also predicted. On the other hand, Interpretivism implies that the world is socially constructed. Indeed, the world is composed by individuals that have different vision of the reality based on their own values, and varies overtime due the fluctuation of social interactions (Byrman and Bell, 2007). Thus, there is not only one reality, but as much as individuals. In our point of view, we agree that the world is ruled by natural laws [positivist approach] but that it is also involved individuals that have all a different vision of this world according to their own experience [Interpretivist approach]. We assume that several realities exist and can be measured and observed. So neither of the two approaches is suiting our assumption of what the world is. We will have then to refer to another ontology. This hybrid ontology which combines both vision of Positivist and Interpretivist is called Realism. Thus, we will follow a realistic ontology.

Now that the ontology of our research is identified, we can associate an appropriated epistemology to it.
Epistemology is the philosophical theory of knowledge, i.e., the study of knowledge. We create theories based on a particular epistemology to support the ontological stances that we create (Johnson, 2002). In other words, the epistemology can be defined as “an area of philosophy that is concerned with how knowledge is established” (Kent, 2007).

Taking into account our ontological assumption, where we assume that several realities exist, the epistemology associated is Realism. It means that “there is a reality quite independent of the mind” (Saunders et al., 2007). Two forms of realism can be distinguished. Direct realism says that the world that we are sensing is the real world while Critical realism says that we experienced the world with our senses, but as our senses can be misleading and inaccurate then the world we perceived is not the real world (Saunders et al., 2007). We decided then to follow a Critical realism epistemology. Thus, our knowledge cannot be acquired only by a scientific approach in order to measure and test hypotheses or only by interviewing individuals in order to understand their vision of the reality, but by combining both methods.

As the ontology [Realism] and the epistemology [Critical realism] have been stated, we will specify the associated methodology, but beforehand, as we consider that our vision of the reality is influenced by our background, we will define our own theoretical and practical preconceptions.

### 3.3) Theoretical and practical preconceptions

Our own values, experience, knowledge, acquired during our education and everyday life are the theoretical and practical preconceptions. In order to make the people understand better our work and the choices we made during our research, it can be helpful to explain what our respective backgrounds are.

First, we are both French and non native English speakers that can explains some vocabulary imprecision and other mistakes. We would like to apologize for that. Then, as we are not able to speak Swedish fluently so we had to collected data in English (further explanations will be given later section 3.6 and 3.9).

Then, we have both a strong knowledge in Marketing as we followed the Master in Marketing courses at the Umeå University and as we had internships in a Marketing field [Product Manager Assistant and Market Study Manager Assistant]. It also explains why we choose a subject related to the marketing field. All this knowledge will help us to go through our research.

Finally, the subject is also relevant to our past job experiences as we both had professional contacts with perfumers and so people that the main task is to create and use odours.

We will now explain the methodology of our research.
3.4) Research approach

When defining a research approach, there are two ways methods to consider: the deductive and the inductive approaches.

The deductive approach is a research approach involving the testing of theoretical proposition by the employment of a research strategy specifically designed for the purpose of its testing (Saunders et al., 2007). It is usually done by using quantitative data.

On the other hand, the inductive approach begins with data. It develops an empirical generalization that describes patterns of that data and it seeks to identify or develop a theoretical proposition that is consistent with those patterns (Schutt, 1996). The main goal of using this strategy is to understand the nature of the problem studied (Saunders et al. 2007). So, it is generally done by using qualitative data.

Regarding the ontology and the epistemology of our research and especially that we assume that there are several realities and those realities can be studied in different ways, we will use a mixed method for our study. It means that we will use sequentially a deductive and an inductive research approach: we will use an iterative strategy which means that we will collect further data to define in what extent and in what conditions the theory tested can be hold or not (Byrman and Bell, 2008). In other words we will adopt an inductive approach to explain and generate new theories based on the result of the quantitative research [How are stores using scent marketing? Why?].

3.5) Definition of the type of data to collect

Before defining the type of data to collect, it will be interesting to understand why the data are collected.

In our case, the data will be collected to test hypothesis [with the deductive approach] and then it will help us to comment and explain our findings [with the inductive approach].

More generally, we want to measure the impact of the scent marketing in Umeå and then, understand more deeply this impact.

To do so, we will need both types of data, quantitative and qualitative data. Quantitative data will enable us to test hypothesis stated earlier by accepting or rejecting them but also to measure the impact of the scent marketing in Umeå, so the use of quantitative data is needed [How many stores/managers are aware about this kind of tool? How many stores/managers are using the scent marketing?]. Qualitative data will then help us to validate our findings and go deeper on the understanding of the application of the scent marketing in Umeå [How is it applied and integrated in the Umeå store’s marketing strategy?].
3.6) Instruments to collect the data

In order to collect both kind of data that we need [quantitative and qualitative data], we use first questionnaires [for quantitative data] and then interviews [for qualitative data]. All the data that we collected are primary data.

3.6.a) Questionnaires

Questionnaires were the best instrument to collect quantitative data because the main advantage to use questionnaires is that they are quick and cheap to administer (Bryman and Bell, 2007). But more than those advantages, questionnaires are the most appropriate instrument to collect our data. In fact, questionnaires will enable us to collect data from a lot of cases (around one hundred), to get a certain reliability and suitability. Moreover, questionnaires avoid influences on the answers because the respondents fill the questionnaire themselves.

We can distinguish three types of variables: opinion, behaviour and attribute. Opinion variables is how respondents feel about something, behaviour variable is what respondents does and attribute variable is about the respondents’ characteristics (Saunders et al., 2007).

The three variables are collected in our questionnaire. The questionnaire contains eleven questions. All the questions are in English as we are not fluent Swedish speakers. This was not a problem for most of the people polled, but still some shop owners said they didn’t want to answer the survey as they were not able to understand correctly the questions. These questions can be regrouped in different categories:

-Question 1 to question 5 deals with marketing in general and introduce the concept of sensory and smell marketing.
-Question 6 will allow us to split answers according to the use or not of olfactory signals in the marketing strategy of the shop.
-According to these answer, manager will have to precise this choice [Questions 7 to 9].
-Questions 10 and 11 concern the store. We will allow the shops to precise their field of activity, so we will be able to sort it out according to this variable. These fields will be used to define a posteriori which managers will be interviewed. Indeed, as we are interested in the managers that are using scent marketing we will be then able to contact only with the managers that are using scent marketing.

During the design process of the questionnaire, we wanted to evaluate managers’ knowledge about Marketing so we set up three questions testing it. As our questions were narrowing down the knowledge of a specific marketing topic, people should not be able to be more aware of the specific topic than the more general one [i.e.: We can discuss the validity of an answer if the interviewee rate his knowledge of the scent marketing as 3 and his knowledge about general marketing as 1 [on a Likert scale from 1 to 5]].
Then we wanted to test if the people who answered the questionnaire were actually top managers or not as if they were able to impact the marketing strategy of the shop [Question 2].

We wanted to be sure that they were using odours so there are two questions testing it: a simple yes-or-no question [Question 6] and a question about the frequency of use [Question 8]. Some people answered that they were using odours at question 6 but also answered that they were “never” using odours at question 8. In this case, we considered that they were not using odours.

Finally, we tested the questionnaire with the first five respondents. We stayed with the managers polled while they were filling in our questionnaire and we ask them if they were able to understand everything and if they had any difficulty to answer the questions. But during the interviews’ step, we discover that the term ‘odour’ [written odor in the questionnaire as we assumed that Swedish people were more used to deals with American English [Question 8 and 9]] could be misleading as in Swedish it was referring to a bad smell and not only a smell in general. As the questionnaire was also referring to’ perfume’ in the previous questions [Question 6], we don’t think it had a real impact on the results as we only had one comment about it but we had to mention it as we cannot be sure of that there is no impact at all.

3.6.b) Interviews

The second part of the research will be to understand how managers use the smell as a marketing tool. This part consists of collecting qualitative data.

There are several types of interviews for collecting qualitative data: the structured interview, the semi structured interviews and the unstructured or in-depth interviews.

In the structured interviews all the questions are already established. The purpose of using those interviews is to collect quantifiable data. It will not enable the interviewer to dig an area contrary to the unstructured interviews. The latter are used to explore deeply a general area. The interviewee is given the opportunity to talk freely about the events, behaviour and beliefs in the relation to the topic area. But those types of interviews require spending important time. Finally, in the semi –structured interviews, the interviewee has a list of themes and questions to cover, but the order of questions may also vary depending on the flow of the conversation. And in those types of interviews, additional questions are allowed (Saunders et al, 2007).

Regarding our main objective which is to understand more deeply the phenomena of the use of the scent marketing through shops in Umeå that are using smell as a marketing tool, we conducted semi-structured interview.

Because we wanted to obtain specific qualitative information from a sample of population and that we were time-constrain, the semi structured-interviews were the most appropriate instrument to collect our qualitative data.
The semi structured interview encourages a two way communication. Interviewee can ask question to the interviewer. It can make the questions or the answers more clear in case of a misunderstanding.

Many questions can be created during the interview. It enables us to be more focus on certain points, to develop some detail or to understand more deeply some points.

In our interviews, we made “executive” interviews, which are interviews with managers (or salesperson) in organizations and will concern the role, actions or perceptions of this person in the organization, or information about the way in which the organization does things.

The main themes and questions in our interviews cover:
- The presentation of the respondent [to see how and if the interviewee is involved in the marketing strategy or application in the store, to know his/her background regarding his/her study knowledge]
- How did the idea of using smell as tool marketing come up?
- Why are they using scent marketing?
- What smells are used?
- Impact of the smell on consumers
- The changes that have been noticed when using the scent marketing
- Do they have specific strategic areas to spread the smell?
- What techniques are used to spread the smells?
- Do they have some difficulties/ problems by using smells?
- The main target [see if there is a specific type of consumers sensitive to smell]

3.7) Research design

The research design will provide us a framework for the collection and analysis of data. So, we have to define it well because the data will affect the results. The research design should be appropriate to the objectives of our study, which is to know the impact of the scent marketing in Umeå’s stores and understand for the store that use it, how they integrate it in their marketing strategy. In other words, it is important that the research design is relevant to the problem (Gilbert and Churchill, 1983).

There are three types of research design: exploratory, descriptive and explanatory studies. The latter one is a research that focuses on studying a situation or a problem in order to explain the relationship between variables. The exploratory study is a research that aims to seek new insights into phenomena, to ask questions and to assess the phenomena in a new light. Regarding the descriptive study, it is a research for which the purpose is to produce an accurate representation of persons, events or situations (Saunders et al., 2007).

We have conducted both a descriptive [with the quantitative research] and an explanatory study [with the qualitative research]. The data was collected to describe the current situation of the scent marketing in Umeå. The research worked as a primary stage for the explanatory
study. The inconvenient of the descriptive research is that it only displays the empirical data. No further analysis is made, which is why we chose to go ahead with an explanatory study (Cited in Saunders et al., 2003). Explanatory studies clarify the relationship between two variables. It goes one step further than a descriptive study and explains not only how something is, but also why. We decided to conduct further studies and to focus on stores who use the scent marketing to find explanation and reasons why they are using it.

3.8) Time horizons

There are two ways of defining the time horizon in a research. If the research is a “snapshot” taken at a particular time, it will be a cross-sectional study. But if the research is more akin to a “diary” and so a representation of events over a given period, it will be a longitudinal study (Saunders et al., 2007).

Because our research is a study of a particular phenomena at a particular point of the time, our research is a cross-sectional study.

3.9) Research process:

We will now describe more precisely the two upcoming steps of our research which are the quantitative research and the qualitative research. We will explain how we have practically done these researches, what have been the samples tested, what have been tools to collect data and how the data will be analysed.

3.9.a) Quantitative research

We will now describe the sample we choose and the data collection and analysis process and then discuss about the reliability and the validity for the quantitative research.

3.9.a.1) Description of the sample:

We decided to target the shops in the city centre of Umeå as we want to focus on independent shops. Franchised shops do not have a local strategy but most of the time they have a country-scaled strategy design, so as we think that it will not be representative of the situation in Umeå, so we will not ask shops in the commercial areas outside the city centre. We also excluded supermarkets as it will be not relevant according to the types of shops we targeted. We will restrict our research to shops that are selling physical products [as clothes, beauty cares, perfumes and so on]. We voluntarily exclude shop that are selling services [as bank,
hair dresser, bars and restaurants and so on] as main of the theoretical background is focused on the selling of goods.

We walked downtown Umeå and enter all the shops that were in agreement with the definition we gave above. We will have then a non-probability convenient sample as we selected our sample upon our subjective judgement based on convenience (Saunders et al., 2007). Any other sampling technique would have been difficult to put into practice as no other research has been led on our field and as we had no information about the population we wanted to sample [i.e. the total number of shops in Umeå by activity].

We wanted to hand out a minimum of 100 questionnaires to have a correct sample size (McGodrick et al., 2001) but after the restrictions we set, we were unfortunately not able to find as much as 100 shops in the inner centre of Umeå. Finally we asked 88 shops, and 82 accepted to take the questionnaire [so 93% of the store asked].

3.9.a.2) Data collection and analysis:

We have left the form for two working days at least in the shop to be able to get answers from the managers and not from the employees. We handed out the questionnaires in two times for practical reasons [30 the first time and 52 the second time] but this will not have an impact on our results as all the questionnaires have been handed within a week and we can consider then that it will give us information at the same point of the time.

We directly asked the shop managers or the employees in the shops if they wanted to answer the questionnaire. We noticed the people we asked that it was the manager who should answer the questionnaire if possible. As mentioned before only few people said that they would not answer [6 shops over 88 asked] as they couldn’t speak English that well and that the questionnaire was then too complicated to answer.

The collection part took more time than expected as we had to come back more than one time as decided first. Indeed, when we came back two days after the first round, we were only able to collect 16 questionnaires over the 30 handed so a collection rate of 50% approximately. The main reasons the managers said were that they had not enough time to answer the questionnaire, or that they just totally forgot about it. We came then two more times, each time with after a delay of two working days. The questionnaires that have not been collect after these three times have been declared as blank.

We finally collected 57 questionnaire over the 82 handed out, so we achieve a response rate of 60%.

All the answers have been then entered and analysed with a statistical tool [SPSS]. The different statistic techniques used will be discussed in next paragraph and throughout the results part.

3.9.a.3) Reliability:

Reliability refers to the degree to which data collection method will give consistent and stable results, that similar conclusions will be reached by other researchers by following this
methodology or that there is transparency in how sense was made from the raw data (Saunders et al., 2007).

By detailing accurately our methodology, we assure that future researchers will be able to follow a clear operating method to achieve the same results. The results should be stable overtime as adopting or not a scent marketing strategy is not a quick decision to make.

To ensure the reliability of our results we used statistical tests with SPSS. We used mainly use descriptive statistics and cross tabulations. We used the Pearson Chi-square, a well known test by researchers, as statistical test for the cross tabulation.

We took a 90% level of confidence for the tests as the sample is relatively small. Moreover, a 90% level of confidence is really common in scientific research.

3.9.a.4) Validity

According to Saunders textbook definition (2007), the validity is “the extent to which data collection method or methods accurately measure what they are intended to measure”.

Our past studies and our last semester class about Consumer Analysis in Umeå allowed us to do some quantitative researches which give us experience on this field.

Then we are using another method to test concepts developed in the questionnaire. This is called Convergent validity (Byrman and Bell, 2007). By doing semi-structured interviews, we will be able to compare and comment the results given by the quantitative research.

The “generalizability” of our results is not the main goal of this quantitative study. The questionnaire is not design in a way to maximise this point but design to provide us a good basis for our quantitative research. Thus, even if we want some results that can be generalized to other population, this is not the main purpose of this study.

3.9.b) Qualitative research

As we have done for the quantitative research, we will present the sample chosen, the data collection and analysis process and then we will discuss about the validity of our research. Reliability will not be discussed as it is not a problem in quantitative research as we do not want to generalize the results.
3.9.b.1) Description of the sample:

We used a theoretical sampling (Strauss and Corbin, 1998). This sampling method consists on “selecting critical cases to further the development of concepts and categories and to explore relationships between these to develop a theory” (Saunders et al., 2007).

Thanks to the quantitative research, we were able to find that fifteen shop managers were using the scent marketing. We then took a closer look to their answers and ranked the shops according to:
- The agreement that we can contact them (Question 10)
- The relevance of their answers about their marketing knowledge and the use of a scent marketing strategy (mostly Question 5 and 8)
- Our own sentiment about the relevance of their answers according to our marketing knowledge about the subject developed through the literature review and the experience in store while we gave the questionnaire.

We finally had a ranking of fourteen shops [only one shop did not want to be contacted again]. So we started to ask the shop managers by following this ranking and we stop when we have reached the theoretical saturation, the critical point when collecting data does not help to reveal new information (Saunders et al., 2007). We collected then eight interviews. The shop asked [The Store, The Body Shop, Pentik, The Make Up Store, Carizma, Kicks, Tehörnan and Indiska] will be presented in the result section.

3.9.b.2) The interviews:

We have used semi-structured interviews in order to keep some flexibility during the interview and to allow the interviewee to add comment if he thinks it is relevant. We interviewed Swedish managers so the interviews have been done in English. As we had interviewed working people, the interview was relatively short (between approximately 5 to 10 min) because we could not waste their time. We have not used focus groups as it would have been too difficult to put into practice such a method due to our limited resources [time, incentives...]. The interview has been done in a two-to-one basis [two interviewers for one interviewee]. We went back to the shops we selected and directly asked if the manager was able to do an interview with us and if not, if it was possible to come back later or set the meeting for another day.

From the eight shops we selected, six of them answered us directly and we had to set another meeting for the other two.

3.9.b.3) Data collection and analysis:

Interviews have been recorded by a digital camera with the agreement of the interviewee. Only the sound has been recorded and analysed. We will then note down manager’s words (see in appendix) and analyse interviews one by one looking for similarities and differences, a method called analytic induction (Byrman and Bell, 2007).
3.9.b.4) Validity

The validity in our qualitative study requires that we will make the interviews with the best possible respondents. In other words, we tried to get interviews with people who are really involved in the business (owner, manager…) and that were the most able in our senses to answer about scent marketing questions. It will enable us to get the more relevant and trustable information.
In this section we will present the results of the collected data from both quantitative and qualitative research.

4.1) Results of the Quantitative research

We will present first concisely the tendency for each variable.

Nota Bene: Results will be presented with a precision to the tenth in the running text but in round figure for more clearness in the charts.

The results will not be presented in the same order of the questionnaire for more coherence. Then in order to avoid confusion, the titles of the figures will refer to the questions related by the letter “Q” followed by the question number.

4.1.a) General Results

First of all, we would like to give you a short reminder about our sample.

![Description of the Sample](image)

Fig. 1: Description of the sample

We asked 88 shops in the centre of Umeå to respond to our questionnaires and we were able to collect 57 valid questionnaires (see figure 1).

Over the 57 shops asked only 13 shops (22.8%) mentioned that they did not want us to contact them afterward and then did not fill properly Question 10.
The main activity of the shop [Question 11] polled is mostly the textile industry. Indeed, 21 of them declare working on this field (35.7%). The other two main fields of activity are the Art of living (16.1%) and the Beauty and Healthcare (10.7%) (see figure 2). We can explicit the main fields that appear in the figure as Other: Video games (3.6%), Mobile phones (3.6%).

Most of the interviewees seem to be involved in the marketing strategy of the shop [Question 2]. Indeed 38.6% of them declare to be “Very Much” involved on it on a 1 to 5 points Likert scale, where 1 is Not At All and 5 Very Much (see figure 3) while only 14.0% declare not to be involved at all.
According to the answers at the Question 3, we can clearly see that the sight is the most stimulated sense by the marketing strategy of the shop [71.4%]. That confirms what we found in the literature review: most of the marketing efforts are made to stimulate the sight. If the smell is obviously not stimulated a lot according to the figures [3.6%], it is the same for the hearing [3.6%]. The taste got the least score [1.8%] (see figure 4).

We will describe now the variables that are related to the marketing knowledge of the respondents.

4.1.b) Knowledge in Marketing of the shops in Umeå

Question 1, “I am using marketing techniques (as posters, music, perfume…) to promote products in my shop:”
As we can see in the figure 5, the majority of the respondents estimate using quite a lot of marketing techniques. Only 7% on the interviewee declare that they are not using such techniques at all.

The situation concerning the Sensory Marketing concept awareness [Question 4] is a bit more balanced even if there is a near tendency for ignorance of the subject by the persons polled (see figure 6). Only 8.8% of the interviewees say they are really aware of this concept while 31.6% of them admit they do not have a clue about it. The tendency in-between is quite stable: 22.8% rated their knowledge about as 2, another 22.8% rated as 3 and finally, the last 14.0% rated as 4.

The results for the Question 5 are a bit surprising. Indeed, there is a near tendency of the interviewees for not knowing a lot about Scent Marketing (see figure 7), as 66.7% of them admit to not know at all or only a little about it [those who ranked their knowledge as 1 Not At All and 2], there is also 14.0% of them who admit to know it very much.
4.1.c) The use of smell and the reasons underneath

We are now reaching an important point of the questionnaire. The results of Question 6 will give us proportion of interviewee that said they were using smell in their shops. As mentioned before, 15 shops are using odours or perfume so 26.3% of them (see figure 8).

![Fig. 8: Results Q6](image)

As we expected, most of the shops are not using smell [3:4 of them].

The main reasons of this non-use is, according to results of Question 7, are that people seems not to be aware of the Scent Marketing [41.0%] or they don’t see the interest of it [33%] (see figure 9). The Other category [12.8%] regroups people who answered that they were allergic or they did not like perfumes that they could not decide whether or not about the use of smell as the Marketing strategy was decided at a high level of the hierarchy or they could not gather enough info about it.

![Fig. 9: Results Q7](image)
We will now describe the frequency and the reasons of use of smell in the shop.

We can see on figure 10 that the majority of the people [60.0% answered 4 or Very Much] that are using odours are using it in a frequently basis. As we said before, people who declared that they were never using odours have been considered as non-users [Question 6] which explains why nobody answered “Never” in the chart above.

We will see no the main goals of the use of smells.

About question 9a, one third of the people agree with the fact that they use smell to create an atmosphere in their shop, and 53.3% of them ranked as 4 or 5 this factor (see figure 11). This seems to be an important factor of the use of scents in a shop.
Now, about Question 9b, we can see that results about making people enter the shop are really balanced. People ranked 3 for one third of them [33.3%], another third said they Totally Disagree or Disagree [33.3% ranked 1 or 2] and the last third Agree or Totally Agree with it [33.3% ranked 4 or 5] (see figure 11).

Answers for Question 9c and 9d follow slightly the same trend (see figure 12).
However we can notice that people answer that they tend to disagree a bit about the fact that they use smell to reinforce their brand image [40.0% ranked 1 or 2 vs 33.3% ranked 4 or 5]. It is the contrary for the results concerning Question 9d. People tend to answer that they quite agree to use smell for providing a unique shop experience [46.7% ranked 4 or 5 vs. 26.7% ranked 1 or 2].

![Comparison of the Means](image_url)

We can have a look at the different means about Question 8 and 9 (see figure 13). The mean of the frequency of use [Question 8] is 3.73 with a standard deviation of 1.163.

For Question 9, we can see that the means are quite similar [3.53 for Q9a, 3.07 for Q9b, 2.93 for Q9c and 3.33 for Q9d] (see figure 13). The smallest standard deviation is for the Shopping Experience [1.234] and the biggest is for the Atmosphere Creation [1.407].
4.2) Results of the Qualitative Research

This part focuses on the data that we collected. We will present all the results of the eight semi-structured interviews that we have conducted.

4.2.1) General information

All the interviews started with the involvement in the strategy and business’ store of the interviewee. Thus, it will enable us to understand more the data that we collected, especially in our analysis part. In fact, the degree of involvement in the business store will obviously affect the quality of the data. We have to notice also that the data we get in the interview will be quite subjective or interpretative. We constructed the interview to understand why and how those stores use smell but following the interviewee point of view.

4.2.2) Presentation of the sample

First of all, regarding the study case place, we interviewed stores that are located in Umeå, in Sweden.

To define our sampling, we focus on stores that use smell in their stores. All the stores that we interviewed declared to use the scent marketing. Through the questionnaires, we found fifteen stores that declared to use smells in their stores.

Finally, after eight interviews, we were not able to find new data this means that we reached the theoretical saturation. The fields of activity of the stores polled were quite different from each other. Three stores were classified in the clothes’field activity but they don’t have the same positioning, the same target group and so the same type of offer. One store was in the art of living business, one in the tea/coffee activity, one store was a perfumery, one in a beauty/healthcare field and the last one was a makeup store. So, we can say that the cases in our sampling were quietly diverse.

Regarding the people that we interviewed, we tried to have interviews with people who are very involved in the business’ store. In other words, people involved in terms of strategy or management. But when we didn’t have the opportunity to have interview with a person that followed our criteria, we conducted our interview with people that would have a strong knowledge about the shop. So, before making the interviews we made sure that the interviewee was able to answer our questions. Finally, we interviewed four owner’s shop, two managers and two salespersons.

4.2.3) Presentation of the cases

We classified the presentation of the cases by their activity field.
4.2.3.a) The Store

Located in the gallery shops “Up 2” in the main street of Umeå, The Store is a fashionable clothes store where different clothes brands are offered, as Adidas, Hummel or Cheap Monday and so on. It is an independent shop. The environment of the store is important: the music played is in majority electronic music; the décor takes the inspiration from a night club (plasma screen on the wall, DJ’s records, turntables and so on…). It is a modern and fancy store which target both women and men who had a street wear style. Thus, the store is divided into two sides: one for women and one for men. Considering that most of the population in Umeå is composed of students, The Store is well known in Umeå.

4.2.3.b) Carizma

Also located in the gallery “Up 2” in the main street of Umeå, Carizma is a clothes’ store that offers more classical clothes. It’s an independent shop. It is positioned in an upper market clothes. The items are good quality, chic and follow the fashionable tends. The main target of the store is women but not with a specific age. Because the clothes are classical, mother and daughter can shop there together. Regarding the décor of the shop, the main colour use is white. Through the white colour, the shop is more spacious, chic and clean.

4.3.2.c) Indiska

Indiska is a franchised store. Indiska is implanted in several countries: Sweden, Finland, Norway and Denmark. The shop that we interviewed is located in Renmarkstorgetv Street. It is a shop which sells different type of goods but mainly clothes. The other items are candles, oil, fashion accessories like jewels, accessories for home... The main style of the items is bohemian style.

4.3.2.d) Pentik

Pentik is specialized in the home accessories, such as table setting and cooking, glassware, textiles and decoration. The Pentik style combines Scandinavian simplicity with rustic charm and touches of exotism to create a harmonious whole. Its style can be also defined as modern. Pentik has more than seventy stores in Finland, Sweden, Norway and Switzerland. But all the stores reflect a holistic interior design philosophy that emphasis quality and attention to detail.

4.3.2.e) Tehörnan

Tehörnan is located in the Waspugen gallery. It is a family business which sells mainly tea and coffee. Thus, the shop is divided into two main areas: one is dedicated for the tea and the other one for the coffee. The shop is not very big but it offers a large choice of tea and coffee.
The other items are accessories for tea, chocolate, biscuits. Generally, the products have a homemade style, which translates a certain knowledge and traditional aspect.

4.3.2.f) Kicks

Kicks is a perfumery store in Umeå, located in the Gallery shops MVG. As every perfumery, it sells mainly perfumes but also other beauty items, such as make up, shampoo, hair drying products or hair accessories. The store is spacious and contains several aisles for the different type of items offered in the store. Customers can find easily a salesperson for any advices.

4.3.2.g) Make up store

Make up store is located in the gallery shop MVG in Umeå. Make up store is present across all the continents and is implanted in twenty three countries. As the name of the shop suggests, this store is specialized in makeup but more generally in beauty care. In addition to the makeup, it also sells lotion, fragrances and accessories. The main colours used in the store are black which translates sobriety and elegance. The main target is modern and sophisticated women.

4.3.2.h) The Body Shop

The Body Shop a chain of stores implanted in all the continents and in twenty two different countries. The Body Shop that we have interviewed is located in the gallery Kungspassagen. The Body Shop is specialized in the beauty and health care. The Body Shop offers a large number of beauty items, such as lotion, fragrances, makeup, soap, shower gel, shampoo. The main values of the brand are being natural and engaged in the environment issues. The shop targets both women and men, but mainly women.
4.2.4) Description of the empirical data

In this section, we will describe all the data that we collected, classified by themes/questions.

4.2.4.a) Presentation of the interviewee.

This part will introduce the interviewees regarding their position in the store, for how long they have been working there and their background studies.

These are the answers of each interviewee to the questions: What is your position in the store? For how long have you been working here? Have you studied Marketing before?

<table>
<thead>
<tr>
<th>The Store</th>
<th>The interviewee is the owner of the store. He has been working there for twelve years and didn’t study marketing before.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carizma</td>
<td>The interviewee is the owner of the store since ten years. She studied “just a little bit” Marketing before.</td>
</tr>
<tr>
<td>Indiska</td>
<td>Because the manager and the owner of the store were not here, the interviewee is a salesperson who works in the store since March 2008. She doesn’t have any marketing background.</td>
</tr>
<tr>
<td>Pentik</td>
<td>The interviewee is the manager of the store. She defined herself as being the “shop keeper”. She studied marketing for two years but “a long time ago”.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>The interviewee is one of the owners and the “vice president” of the store. It is a family business since twenty eight years. The major owners are the parents of the interviewee but she can make “all the decisions” in the store. The respondent has been studying marketing before but at a junior level.</td>
</tr>
<tr>
<td>Kicks</td>
<td>The manager of the store was not able to participate in our interview because of the English language. So, the questions were asked to a salesperson. She works here since two years and doesn’t have any marketing background.</td>
</tr>
<tr>
<td>Make up store</td>
<td>The interviewee’s work position is under the boss and she works here since six years. And she just studied marketing for two days.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>The interviewee is one of the owners of the store. She started to work in the store “four, five” months ago but used to work in another body shop store before. She didn’t study any marketing as she is a beauty therapist.</td>
</tr>
</tbody>
</table>

All the interviewees are involved in the store [in a management, strategy way or regarding the good running of the store]. Most of them [except the salesperson of Indiska] have at least two years of experience in the store. Regarding their study background, few interviewees declare to have Marketing knowledge.
### 4.2.4.b) The origin and reasons of using smell

This part will explain how the idea of using smell in the stores comes up and the main goal of using it.

These are the answers of the question: You said that you are using smell in your store. How the idea came up? What is the main goal of using smell?

<table>
<thead>
<tr>
<th>Store</th>
<th>Reason and Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Store</td>
<td>The use of smell was not the idea of the manager [the interviewee] but because The Store was part of a chain, and this chain’s manager introduced the idea of using smell/scent machines. They are using smell since the year 2000.</td>
</tr>
<tr>
<td>Carizma</td>
<td>The use of smell started when the store began to sell candles, three years ago. Because the company which is selling candles to Carizma also had room spray, Carizma started to use it in the store. The goal of using smell is to create an atmosphere in the store, give harmony and make the store smell good and to get people relaxed.</td>
</tr>
<tr>
<td>Indiska</td>
<td>The use of the smell is justified because they are selling products that smell like candles, oil or tea.</td>
</tr>
<tr>
<td>Pentik</td>
<td>The smell in the Pentik store can be explained by the fact that they are selling coffee. And it is the coffee that smells in the store. The aim of using smell is to sell more, to create an atmosphere in the store but it also plays a role of reminder for the customer’s mind.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>Because the kind of products that Tehörnan sell, tea and coffee mainly, they always have odours in the store.</td>
</tr>
<tr>
<td>Kicks</td>
<td>The smell in the store just comes from the products that are sold in the store, that is to say, the fragrances.</td>
</tr>
<tr>
<td>Make up store</td>
<td>The idea of using smell in the store was obvious because they sell fragrances.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>Basically, the use of smell in the store is justified by the fact that The Body Shop sell fragrances and the smell is used to “enhance” some events and make the customer buy or test the products. But the interviewee adds that they also use other senses like the touch; “But we also use other techniques, like taking the hand of the customer. Then, they can try, feel the products. It’s for the customers to get more involved with the product.”</td>
</tr>
</tbody>
</table>

The idea of using smell comes from different reasons: selling more, creating an atmosphere in the store, making the customers reminded easily about the store. But in most of the cases, the use of smell is justified because they are selling products that have a smell.
4.2.4.c) The main smell or type of smell used

This part presents which kind of smells stores are using.

These are the answers to the question: What smell are you using?

<table>
<thead>
<tr>
<th>Store</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Store</td>
<td>The smell is changing according to the season. Around Christmas time for instance, they used vanilla smell. But for this Christmas, they have a good smell that can be used during all of the year. This smell is like “the Hugo Boss fragrance, but very much lighter”.</td>
</tr>
<tr>
<td>Carizma</td>
<td>The smell used is a kind of a “fresh smell” but not strong.</td>
</tr>
<tr>
<td>Indiska</td>
<td>They don’t have a specific smell. The smell comes from the products they are selling, such as tea, candle or oil.</td>
</tr>
<tr>
<td>Pentik</td>
<td>The specific smell of Pentik is the smell of coffee. In fact, the smell comes from the typical coffee package that the store sells. They also have a bit of scented candles but they don’t smell as the coffee.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>The main smells are tea, coffee and spicy smells. In fact, all those smells are natural and come from the products that are sold. Anyway, the smells are not mixed, each smell are focused on a specific place in the shop, depending where the products are.</td>
</tr>
<tr>
<td>Kicks</td>
<td>The smell comes from the fragrances sold in the store. So, the smell is a mix of all the fragrances in the store.</td>
</tr>
<tr>
<td>Make up store</td>
<td>The smell used is the smell of the fragrances that are sold in the store.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>The smell in the store depends on the seasons. For example, in Christmas time they use spicy fragrances and during summertime they use more tropical, fruity fragrances.</td>
</tr>
</tbody>
</table>

There are three categories of smell: The Store and Carizma are using the same smell during all of the year, what is changing is not the smell itself but more the intensity of the smell (stronger when the bottle of perfume is changed for the first one and stronger in the morning as they just sprayed it for the other). The Body Shop changes its smell according to the seasons and the rest of the stores don’t “choose” the smell because it just comes from the product they are selling.
4.2.4.d) The impact of the smell on consumers

This part will explain if the choice of the smell in the stores influences the consumer and if the stores notice a possible change in the sales, or a change in the behaviour of the customer when using the smell.

These are the answers to the question: Do you think that the smell that you use has an impact on customers as relaxing effect….? Have you noticed any change in the customers since you started to use the smell in the store?

<table>
<thead>
<tr>
<th>Store</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Store</td>
<td>The interviewee doesn't think that the customers will buy more because of the smell “if the clothes are bad they will not buy anyway…”. But the smell is a part of a whole experience when customer visits a store. Customers can ask questions about the smell in a positive way. The smell can enable the customer to remember the store. But the interviewee adds that there is not only the smell that achieves this. In fact, they work in total with three senses: the hearing, the smell and the sight. The Store has a specific atmosphere. It looks a like a nightclub. The interviewee notices no changes on the sales. But the use of the smell is to make the customer stay longer in the store.</td>
</tr>
<tr>
<td>Carizma</td>
<td>The main change since they started to use smell concern the sales: more people ask for buying the candles.</td>
</tr>
<tr>
<td>Indiska</td>
<td>The use of the smell can make more people buying the product.</td>
</tr>
<tr>
<td>Pentik</td>
<td>For most adults, the smell of coffee is a lovely smell but it is the contrary for the kids who hate it because the smell is too strong for them. The interviewee notice a positive reaction from the customers when they enter the shop “they often come here and “OH” (she takes a deep breath and relaxes her shoulders). The smell is a tool which helps the customer remember and recognize the brand.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>The smell has an impact of the customer. When they smell one tea for example, they want to buy it. “If it’s a lot of people and they are standing in the queue, if the first person wants to look at for example this tea and I hold the tea’s box and she smells on it, the next customer in eight on ten cases, they buy the same tea...”</td>
</tr>
<tr>
<td>Kicks</td>
<td>The smell has a strong impact on the customers.</td>
</tr>
<tr>
<td>Make up store</td>
<td>The smell in the store intrigues the customer. The smell makes the customers ask the salesperson about the smell, but in a positive way.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>The smell can have a relaxing effect on the customer because they have odours which comes from relaxing oil. And customers have positive comments “Oh, it smells so good in here!”. When they are using burned aroma, they have more comments from the customers.</td>
</tr>
</tbody>
</table>

The use of the smell makes customers ask more about what the smell is, buy the products that smells (tea, coffee, candles…) or test them (lotion, fragrance..). But regarding the clothes’ stores, the noticed changes are that people stay longer in the store and they seem to feel good in this atmosphere.
### 4.2.4.e) Spreading area strategy

This part will present the different strategies used by stores regarding the places where the smell is sprayed.

These are the answers to the question: Do you spread smell in front/outside the store?

<table>
<thead>
<tr>
<th>Store</th>
<th>Strategy Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Store</td>
<td>The smell moves all around the shop but they just have one machine to spread the smell for now so it will be mostly in the centre. But they don’t spread the smell in front of the store on purpose. When they change the bottle of perfume in the machine, the smell can be stronger and move to the entrance of the store.</td>
</tr>
<tr>
<td>Carizma</td>
<td>The smell is spread in the store everyday and almost every day in front of the store, especially on the carpet.</td>
</tr>
<tr>
<td>Indiska</td>
<td>The smell is not sprayed in front of the door, and it is focused on the cashiers machines because the products that smell are placed here and it is the place that usually people stops by.</td>
</tr>
<tr>
<td>Pentik</td>
<td>Pentik put the coffee packages close to the door of the shop and also in the middle of the shop, next to the till. Then, customers cannot miss the packages of coffee and they always have to smell them. “Immediately when they go to a Pentik shop somewhere in Finland, Sweden or Norway they smell it…”. But they don’t spread smell outside the store to avoid making people scared of the smell because of allergies.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>There is no specific strategy area but because the smell is strong “a lot of people said that when we came in here in Kungpassagun we can smell our store from outside…”. But the smells are not controlled.</td>
</tr>
<tr>
<td>Kicks</td>
<td>There is not a specific place to spread the smell. The smell is so strong that there is no need to put some in front of the store.</td>
</tr>
<tr>
<td>Make up store</td>
<td>There is no specific place where the smell is spread.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>They spread smell around the entrance to make people enter. But the smell is also present in the store.</td>
</tr>
</tbody>
</table>

Every store, except The Body Shop, doesn’t spread smell in front of the store. If customers can smell it from outside, it is not controlled by the store; it is just because the smell is really strong and can be smelled from outside.
### 4.2.4.f) Techniques used to spread the smell

This part is about the different techniques that stores use to spray the smell in the store.

These are the answers to the question: How do you spray the smell in the store?

<table>
<thead>
<tr>
<th>The Store</th>
<th>The smell is spread by a machine with a little bottle of perfume and an oil lamp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carizma</td>
<td>The technique is to use a perfume spray. When cleaning the store, the smell is spray on the carpet.</td>
</tr>
<tr>
<td>Indiska</td>
<td>There is no specific technique because the smell comes from the products sold in the store.</td>
</tr>
<tr>
<td>Pentik</td>
<td>There are no specific techniques because the smell comes from the packages of coffee.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>There is no technique because the smells are natural smells and they come from the products.</td>
</tr>
<tr>
<td>Kicks</td>
<td>Because the smell comes from the fragrances sold in the store, there is no special technique used to spread the smell.</td>
</tr>
<tr>
<td>Make up store</td>
<td>The technique used to spread smell over the store is that every salesperson in the store has to wear the fragrance. Because they are really close to the customers when they put makeup on them for instance, it is a way to make the customer smell the scent.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>The technique used is burned aroma but also each salesperson has to put fragrance on them as they are often close to their customers (makeup them, test lotion on them…). And when mopping the floor, they can put some aroma in the water.</td>
</tr>
</tbody>
</table>

There are different techniques that are used to spread smell in the shop: special machine, burned aroma, perfume spray and putting fragrance on the staff of the store. But regarding the stores that are selling products that smell, there are no techniques to diffuse smell. They are just putting products in strategic places (Pentik and Indiska).
4.2.4.g) Difficulties/problems face to the smell

This part will explain if stores have some difficulties to use the smell.

These are the answers to the question: Did you have any problems by using smell?

<table>
<thead>
<tr>
<th>Store</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Store</td>
<td>The Store doesn’t have any problems by using smell. They used a special smell which doesn’t provoke any allergies. But the interviewee is aware that maybe a strong smell can be an inconvenience for people who are allergic to smell, so they will leave the store.</td>
</tr>
<tr>
<td>Carizma</td>
<td>There is no problem noticed by the interviewee but she said that maybe the smell is stronger in the morning because they just spray it and then people can say something. So, they try to spray it between 8 and 9 am.</td>
</tr>
<tr>
<td>Indiska</td>
<td>No complaints from customer and no difficulties are noticed.</td>
</tr>
<tr>
<td>Pentik</td>
<td>The interviewee said that they have some complaints from customers with asthma because they think that the smell comes from candles or smell bags.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>The shop has not so many complaints from customers. If some customers complain about the smell of tea but still want to buy some, they will because of the quality.</td>
</tr>
<tr>
<td>Kicks</td>
<td>There are some people, sensitive to smell who can complain about it and sometimes they even don’t enter the store. This is a problem for the store because they sell other items, not only fragrance.</td>
</tr>
<tr>
<td>Make up store</td>
<td>There is no problem noticed because the smell of the fragrance is not as strong as in a perfumery.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>There are no problems or difficulties noticed by the store.</td>
</tr>
</tbody>
</table>

The problem that stores can face is concerning the intensity of the smell. If the smell is too strong it makes the customers leave the store. There is also a problem about allergic people that can start to feel bad if the smell is too strong. No complaints about the type of smell have been notice; it is more an advantage as people are pleased by the scent in most of the case.
4.2.4.h) Description of the main target

This part will present the target of each store.

These are the answers to the question: What is your main customer target?

<table>
<thead>
<tr>
<th>The Store</th>
<th>Even if the wish is to have a broad target, The Store’s main target is men and women between 16 and 25 years old.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carizma</td>
<td>The main target is women but with no specific age as they can welcome mother and daughter.</td>
</tr>
<tr>
<td>Indiska</td>
<td>The main target is women between 25 and 50 years old.</td>
</tr>
<tr>
<td>Pentik</td>
<td>The main customers are women, 40 years old.</td>
</tr>
<tr>
<td>Tehörnan</td>
<td>The customers target is pretty large. The store has women, men from different ages, students and kids as a target group.</td>
</tr>
<tr>
<td>Kicks</td>
<td>There is no specific target group because they sell product for both men and women.</td>
</tr>
<tr>
<td>Make up store</td>
<td>The main target is women with no specific age.</td>
</tr>
<tr>
<td>The Body Shop</td>
<td>The main target is women around 20-30 years old but they also reach men (they sell men’s fragrance, men’s skin care).</td>
</tr>
</tbody>
</table>

Each store has its specific target. In a broader view, all of them are targeting mainly women.
Chapter 5: Data Analysis & Discussion

Under this section, the following research question will be analyzed

- The scent marketing on the selling point: what is the impact on stores in Umeå?
  - Why stores are using it?
  - How do they apply it?

The analysis of the data will be based on the interpretation of the data [quantitative and qualitative data] collected.

The analysis will be divided into several themes. All those themes will help us to dig some areas related to the scent marketing.

5.1) Awareness of the scent marketing

Our first hypothesis is that shops in Umeå are aware of the scent marketing.

According to the descriptive results already presented in the Empirical Study, we can say that 26.3% of the shops in Umeå are using odours while 17.5% of the interviewees declare to have a strong knowledge in scent marketing [ranked 4 or 5] (see figure above). This would mean that even if not all the shops are aware of implications of the use of scent marketing techniques, some of them use odours empirically. However, we had a slight different feeling during the interviews.

Clarify the term of scent marketing regarding each store will helps us to measure the awareness of the scent marketing in Umeå.

Regarding our qualitative data, we can see that on the eight shops that have smells inside, five stores [The Store, Pentik, Carizma and Make up store and The Body Shop] use the smell as a marketing tool. We mean that they used the smell in a strategic view. As we have selected the shops that were the most able to use the scent marketing (see Methodology 3.9.b.1), we can doubt that the other shops are really using scent marketing. That would mean that in total, only five stores use the scent marketing as defined in the literature which mean using...
voluntarily smells in a definite purpose. This translates low awareness of the scent marketing in Umeå [5:57 = 8.7%].

The last three stores [Indiska, Theörnan and Kicks] have smells inside just because the products they sell have a smell, but they are not using it as a marketing tool, “We don’t use smell (...) It’s just the product that smells itself” (Theörnan’s interviewee). Regarding the stores that have smell inside but not use it as a marketing tool, a real lack of investment in this tool is figured out. They don’t maximize the potential of the smell.

Finally, through the semi-structured interviews, we discovered that many store’s interviewees that declared to use scent marketing, were not using it but just have odours in their stores. So, the scent marketing is still not really understood.

5.2) Impact of the background of the store’s manager/owner on the scent marketing

In this section, we would like to demonstrate if the study’s background of the manager or the owner of the store has an influence of the use of smell in the store or not.

We have seen that one of the biggest reasons of the non use of smells in store is that people are not aware of such a practice [41.0% of the people (see section 4.1.c)]. Then we can assume that awareness is a condition to use the scent marketing. Our second hypothesis was to say people that are using scent marketing have a strong Marketing background, which means that they are aware of it through their studies or job experiences in the marketing field.

At the first appearance, we can think that the use of the smell in store will depend on the background of the manager or the owner of the store. We can assume that if they are aware about marketing techniques, the use of smell as a marketing tool can be justified.

With the quantitative data collected, we run cross tabulation on SPSS (Kent, 2007; Saunders et al., 2007) to see if there was a relationship between people using odours in their shops according to their answers about their knowledge in Marketing (see figure 14). We had to recode variable in order to be able to compare them. Indeed, measurements related to Marketing awareness are scales while measurement related the use of odours is nominal. So we recode variable X1 [Marketing techniques use], X4 [Sensory marketing awareness] and X5 [Scent marketing awareness] into three new variables X15, X16 and X17, with the following rule: previous answer 1 or 2 = new answer Not aware; previous answer 3, 4 or 5 = new answer Aware. In other words, people who answer that they did not know at all about the question or know just a little bit about it [answer 1, 2] are now considered as Not Aware. We considered that people who answered the central value 3 had a sufficient knowledge to be considered as aware.
### a. Marketing techniques Use * Odors’ Use Crosstabulation

<table>
<thead>
<tr>
<th>Marketing techniques Use</th>
<th>X6 -- Odors’ Use</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Not Aware</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Expected</td>
<td>2.6</td>
<td>7.4</td>
</tr>
<tr>
<td>Aware</td>
<td>13</td>
<td>34</td>
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<tr>
<td>Expected</td>
<td>12.4</td>
<td>34.6</td>
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<td>42</td>
</tr>
<tr>
<td>Expected</td>
<td>15.0</td>
<td>42.0</td>
</tr>
</tbody>
</table>

### b. Sensory mkg awareness * Odors’ Use Crosstabulation

<table>
<thead>
<tr>
<th>Sensory mkg awareness</th>
<th>X6 -- Odors’ Use</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>No</td>
</tr>
<tr>
<td>Not Aware</td>
<td>8</td>
<td>23</td>
</tr>
<tr>
<td>Expected</td>
<td>8.2</td>
<td>22.8</td>
</tr>
<tr>
<td>Aware</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td>Expected</td>
<td>6.8</td>
<td>19.2</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>42</td>
</tr>
<tr>
<td>Expected</td>
<td>15.0</td>
<td>42.0</td>
</tr>
</tbody>
</table>

### c. Scent mkg awareness * Odors’ Use Crosstabulation

<table>
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<tr>
<th>Scent mkg awareness</th>
<th>X6 -- Odors’ Use</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Not Aware</td>
<td>7</td>
<td>31</td>
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<tr>
<td>Aware</td>
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<td>11</td>
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<tr>
<td>Expected</td>
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<td>14.0</td>
</tr>
<tr>
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<td>15</td>
<td>42</td>
</tr>
<tr>
<td>Expected</td>
<td>15.0</td>
<td>42.0</td>
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</tbody>
</table>

#### Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing techniques Use</td>
<td>a. Pearson Chi Square</td>
<td>.249&lt;sup&gt;a&lt;/sup&gt;</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>b. Pearson Chi Square</td>
<td>.009&lt;sup&gt;b&lt;/sup&gt;</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>c. Pearson Chi-Square</td>
<td>3.664&lt;sup&gt;b&lt;/sup&gt;</td>
<td>1</td>
</tr>
</tbody>
</table>

<sup>a</sup> 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.63.

<sup>b</sup> 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.00.

Fig. 14: Impact of the background, cross tabulation tests details

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We choose a level of confidence of 90% as noticed before in the methodology. According to that, we can see that neither the impact of the general techniques awareness or the sensory marketing awareness seems to have a significant impact on the use of odours [significance respectively 0.617 and 0.924 > 0.1, so we cannot conclude that the variables are dependant]. There is only a significant difference between the scent marketing awareness and the use of odours [significance 0.056 < 0.1]. This would means that people that are aware of the scent marketing will be more able to use odours in their shop [Counted people that are using odors and that are aware of the scent marketing are more than expected (8 vs 5 expected)].

Regarding our qualitative data, most of the interviewee doesn’t have or very few marketing background. Only three respondents [Pentik’s manager, Carizma’s owner and Theörnan’s owner] declared that they follow marketing courses, but in a very low scale [to the question “have you studied Marketing before?” Carizma’s interviewee answered “Not too much, just a little”]. But at this stage, we cannot conclude that the study background doesn’t have an impact of the use of smell in the store. Here, the differences between using smell and having smell in the store will help us to confirm or not this assumption.

To validate our assumption to say that there is no influence of the study’s background of the manager/owner of the store by using smell as a marketing tool, we have to emphasize on which stores really use the scent marketing.

As said before [in the part 5.1)], it seems that only The Store, Pentik, Carizma, The Body Shop and Make up Store are using the scent marketing. Based on those stores, only two interviewees declared to have some knowledge on marketing but very few. So we assume that the study’s knowledge doesn’t seem play a role when using scent marketing.

However, we have maybe found another variable that could have an importance on the use of the scent marketing. Regarding the stores which are using the scent marketing, on the five shops, three stores are franchises [The Body Shop, Pentik and Make up Store] and one [The Store] used to be part of a store’s chain. So we can assume that the used of scent marketing seems to be part of a big strategy’s group because of higher awareness of the scent marketing.

5.3) Is the scent marketing applied in a specific field of activity?

We want now answering to our third hypothesis that was that the use of scent marketing is linked to the field of activity.

Following the same approach as before (see section 5.2), we use a cross tabulation to see if there was a link between two variables [X16 Recoded Scent marketing awareness and X11 Activity field].
We can see in the figure 15 that the significance is 0.122 > 0.1, so we can conclude that the relationship is statistically not significant. We have to pay attention to the fact that 71.4% of the cells have an expected count less than 5 which is a lot more than the normal acceptance of 20%. Our sample is too small and thus we can assume that the test is biased and not valid. We will have then to look at the qualitative data to find elements for answering this question.

Based on the five stores that are using the scent marketing, two are specialized in the clothes business [The Store and Carizma], one on the art of living [Pentik] and the two last ones are in the Health and Beauty field activity [The Body Shop and Make up Store].

If the use of smell can be more justified in the health and beauty because the items selling have specific smell, the scent marketing can also be used in other field of activities as clothes or art of living, which are at the first appearance no justification of using smell [as seen in the literature review (see section 2.2)]. In fact, it seems that the field of activity is not relevant when using the scent marketing. It can be applied in every business because it aims to different goals.

But what can be notice is that most of the stores that use or have smell inside the store are mainly targeting women. As said in the literature review part (see section 2.1), women were more sensitive to odours than men even if we cannot exactly explain why (it could be because of genetic differences or social factors or both (Cain, 1982; Doty, 1984, 1985). So, maybe the scent marketing is more relevant when targeting women.
5.4) The main goals of using scent marketing

As seen in the quantitative results (see section 4.1.c), it is quite hard to identify the main goals of the scent marketing strategy through the questionnaire as results are quite similar for the different reasons listed [means around 3; most of the interviewee said they more or less agree with the assertions]. But through the data collected in the interviews, many goals of using scent marketing were identified and explained.

First of all, the field of activity and the goals of using scent marketing are quite linked. In fact, we notice that if the purpose of using is clearly to sell more, other reasons can be explain regarding the field of activity. For instance, in the clothes stores [The Store and Carizma], the aim is to create a special atmosphere inside the store and then to make people stay longer in the store “(...) you hope that the concept is attracting people to stay in it longer “[The Store’s interviewee]. A clothes’ store cannot make people buy some clothes just by using smell “But if the clothes are bad they will not buy anyway...” [The Store’s interviewee] There is no link between clothe and smell. But for the stores specialized in the health and beauty business, like The Body Shop, Make up Store and Tehornän, the smell can really influence the customer on his purchase. In fact, the smell use in this kind of business comes from the products they sell. If they also can use smell to create an atmosphere in the store, the main purpose is to promote their products. The smell will intrigue the customers and push them to test or buy the product that smell “people are intrigue by the smell”[Make up Store’s interviewee]

Regarding the franchise store, the use of smell can have a specific goal. For instance Pentik, which is implanted in several different countries, use the smell as a reminder of the brand in the customer’s mind. Across the countries, the smell is the same “we have this (she shows a coffee packs), coffee that is so typical for this brand Pentik [...]Immediately when they go to a Pentik shop somewhere in Finland, Sweden or Norway they smell it...” [Pentik’s interviewee]

More generally, stores are aware that they can offer more than range of products to the customers. That is why they will make effort to create an atmosphere in the store.

5.5) Efficiency of the scent marketing

During the interviews, we observed that the efficiency of the scent marketing is difficult to measure. If for certain stores, it is quite obvious that the scent marketing helps them to make the customer buy the product for others stores it is more complicated. In fact, for stores which used the smell of products that they are selling, it makes the customer intrigued and finally makes them want to test or buy the product. But for stores, like clothes or furniture stores, the efficiency or more generally the impact of the scent marketing on consumers is difficult to evaluate as the smell has no link with the good sold.

But what is sure about the efficiency of the scent marketing is that it should be used with other senses and not used alone.

It is observed that all the stores combined the smell with another sense(s). “we work with three senses it’s the hear, the smell and we have I think a little bit of a night club over there
with the TV screens and the lightning effects ...” [The Store’s interviewee]. “But we also use other techniques, like taking the hand of the customer. Then, they can try, feel products. It’s for the customers to get more involved with the product” [The Body Shop’s interviewee].

To be efficient, the scent marketing cannot be used alone. That is why, in most of the case, the smell is use with the sight, the hearing and sometimes the touch.

For instance, the smell in a clothes store will not make the customers buy items. “If the clothes are bad, the customer won’t buy them anyway” [The Store’s interviewee]. To influence them, they have to play also with the colours and the music in the store. An atmosphere should be created to make the smell have an impact on the customers.

5.6) The strategic places to spread smells in a store and the techniques used

It seems that putting smell in front of the store is not always a useful strategy. If the smell can attract customers to enter into the store (see Tehornän, the Body shop), it can also be an obstacle for customers. In fact, stores’ managers/owners are aware that smell present inconveniences as allergies or headache, especially when the smell is too strong. “Many people are so allergic to scents” [Pentik’s interviewee]

Even if some store will use specific area to spread the smell, like near to the entrance, the purpose is to diffuse smell inside the stores but in a low intensity.

Regarding the techniques uses to spread the smell, different strategy are use. Now, the use of the scent marketing is easy and not so expensive. For instance, the use of burned aroma or a perfume spray can be used. In some stores, like The Body Shop or Make up Store, every salesperson will wear a fragrance of a products sell in the store. There is also special machine to spread smell.

The smell seems to be a difficult tool to apply: we cannot control it (where the smell is spread) and above all, because smells are linked with the breath, consumers cannot avoid it. What is the most important when using smell in the store is to find the best odours’ intensity. The intensity, if too strong can be a real disadvantage for stores.
Chapter 6: Conclusion

6.1) Answer to the research question

The new ways of consumption make marketers investigate new paths to follow this phenomenon and build new tools to take advantage of it. If many researches shown that senses are used to appeal and stimulate consumers’ emotions, only the sight and the hearing have been deeply studied. Smell is one of the less explored senses. As the scent marketing field is quite new and as there is lack of advanced studies about it we found interesting to conduct our research about this subject.

The data collected with both quantitative and qualitative methods allowed us to answer the research question: The scent marketing: what is the impact on stores in Umeå? but also to test the hypothesis that we stated:

H1 -> Shops in Umeå are aware of the Scent Marketing
H2 -> The use of the Scent Marketing is conditioned by a preliminary strong knowledge in the marketing field
H3 -> The use of the Scent Marketing is related to the type of product you are selling

Our research enables us to draw several assumptions and conclusions:

- **Awareness of the scent marketing in Umeå**
  Through the quantitative research, it is shown that the awareness of the scent marketing is quite low in Umeå (only 17.5% of stores declared to have a strong knowledge in scent marketing). We also observed confusion about the scent marketing. When some stores’ interviewee declared to know what the scent marketing was, in fact, they misunderstand it and interpret it just by having smells in their stores without using it as a marketing tool. From this, we observed that few stores are using scent marketing. Only fifteen stores declared to have smells and through our qualitative research only five stores were observed to use the scent marketing.

- **Academic knowledge in the marketing field related to the scent marketing**
  We assumed that the marketing background was important factor that influenced the use of scent marketing but our analysis showed that it was not the main reason why people were using it. In fact, regarding our qualitative research, we saw that the stores’ interviewees who were using the scent marketing did not follow marketing classes during their studies (only two stores’ interviewees told us that they studied marketing before but at a very low level).

- **Field activity related to the scent marketing**
  Like the academic knowledge in the marketing field, we assumed that the field of activity can be a reason of using the scent marketing. But our research demonstrates that it is not also a critical factor that will explain the use of the scent marketing. On the five stores that were using scent marketing, two are specialized in the clothes business [The Store and Carizma], one on the art of living [Pentik] and the two last ones are in the Health and Beauty field activity [The Body Shop and Make up Store].
It seems that stores, in every field of activity can apply scent marketing. What should be differentiate and underline is the different goals when using it.

- **Goals of the scent marketing**
  Through our qualitative research, we observed different goals of using the scent marketing. If the direct goal in certain field of activity is obviously to sell more, we found others objectives to use scent marketing. In the health and beauty, the purpose of the scent marketing is mainly to sell more: the smell intrigues the customers and makes them try the products or buy it. In other field of activities, like in the clothes, the smell will play another role. In fact, in this kind of field, there is no link between the smell and the products that are sell, that is why, the smell will be used for others goals. The smell can be used to create an atmosphere or to make the customer stay longer in the shop. Finally, the main goal of the scent marketing is to stimulate the consumers’ sense for influence them in their consumers purchase behaviour.

- **Efficiency of the scent marketing**
  Through the interviews that we conducted, we can say that the efficiency of scent marketing is not so easy to evaluate. If some stores assured that it makes increasing their sells, for others, it is quite difficult to say so. It depends on the type of products that are sold. If the smell used comes from a product sells in the store, the scent marketing will help to the selling of the product. But regarding clothes or furniture for instance, it is difficult to say that the scent marketing will make the customers buy the goods as they do not have comparison of sales before and after using it. But what is certain is that the scent marketing cannot be used alone. To be efficient, smell has to be combined with other senses. The combination of the sight and the smell for instance is the most common. The smell will contribute to the desired effect of the stores’ decor.

- **Strategic places in store for the scent marketing**
  Most of the shops in Umeå are using odours only inside the shop. But only few stores will put smell in front/outside. In fact, even if the scent marketing can be used to attract customers and to make them enter the store, many stores are concerned with the fact that using smells can be transform as a disadvantage because of allergies.

### 6.2) Theoretical Implications

Nowadays, consumers become less rational and more emotional in their way of buying. The scent marketing is then used to create an atmosphere and to involve the consumer in an emotional purchase process. We will see now what can be the implications in an academic point of you of our results.

First, we saw in the literature review that researchers did not agree about the fact that smell can impact the brain in a direct way, acting like a drug (see section 2.1). According to the interviews, most of the people say they can notice that the smell can have a clear influence on people’s behaviour [Pentik and the Body Shop declare that it as a relaxing effect; Carizma, Indiska, Kicks and Tehörnan declare that it makes people being interested on the product and buy more]. So according to our results we would tend to say that smells do have a direct impact on consumers.
Then we saw in the literature review that scientists found that women were more sensitive to odours than men. Most of the shops interviewed are targeting women and do not have a strong knowledge about the scent marketing so it could mean that people tend to know empirically that women are more sensitive to smells.

Then we discovered that people that are using scent marketing in a proper way are [or have been] part of a franchised store and they are using scent marketing because it was part of the marketing strategy of this chain of shops (see section 5.1, 5.2). It means that this kind of use is decided at a higher level. We can assume that the scent marketing is an advanced technique that only top marketing managers are really aware of.

Finally, we found out that the main threat to the use of scent marketing is allergy. But for some people [Pentik, Tehörnan], it is more that people are afraid to be allergic than the allergy in itself. The threat is maybe then more psychological than real.

We will see now that our resultant have also managerial implications.

6.3) Managerial Implications

The scent marketing is a new tool and there are no precise guidelines to use it yet. However, according to our findings, we can give some recommendations to managers in order to use it in an efficient way.

First, as relatively few people are aware of this kind of marketing, using it can provide a competitive advantage compared to competitors. But manager should keep in mind that this is not a sustainable competitive advantage as other managers can start to use it as well.

Then, managers should be aware that the scent marketing is a powerful mean to reach customers’ emotions and memory. But it is also a double edged sword. Indeed, if people can remember a nice and pleasant smell, they will also remember a bad and nasty smell. So it can help to increase a pleasant shopping experience but it can also make people run away.

Then people do not react all the same way to smells [i.e. women seem to be more sensible to it than men]. So the choice of the smell will depend of the main customer target managers want to reach [i.e. using a strong smell of coffee will make young people leave the shop].

The scent marketing is also useful to catch people’s attention outside the shop. People will notice the shop more easily and then enter it more easily also. But if the smell is too strong, allergic people can be afraid to enter because they will think that they will feel bad. Then the use of special perfumes designed to be less aggressive and that will reduce the risk of making people sick is recommended. Noticeable explaining signs should be used at the same time so people will know that the smell is special and then it will reduce the risk of psychological fear.

Manager should remember that the scent marketing should not be used alone but part of a whole sensorial marketing strategy. The more senses are involved to reach customers the more efficient will be the strategy.

6.4) Limitations
The choices we made during our research imply several limitations.

Concerning the questionnaire, due to a lack of information, the sample used was a non-probability convenient sample that means that generalisation of our results can be contested. Moreover, the sample size is too small [only 57 valid cases compared to a minimum of 100 normally] to allow advanced statistical analysis and tests with trustable level of significance.

Concerning the interviews, we collected two answers from the salesperson [the manager of Indiska was away and the one of Kicks could not speak a fluent English], which did not have a real impact on the strategy of the shop even if they know it.

We also focused during the interviews on the experience of the interviewee on the marketing field during school and not during their job experiences so the background of the interviewee is maybe underestimated.

6.5) Recommendations for Futures Researches

The outcomes of our research provide clarifications about the impact of the scent marketing in Umeå. The research can be useful at the first sight for stores in Umeå, but more generally for stores whatever the city or country where they are implanted. Through this research many information were given: how many stores are using the scent marketing, what can be the aims of using it, the difficulties that stores can face to when using it...For stores managers/owner, this research can contribute to review their store’s strategy and to help them to use it in the most efficient way.

Even if this research provides insight on the scent marketing in Umeå, there are many points on this topic that can be dig. Our research gives a basis for further researches. But many considerations and recommendations should be taken into account for better researches.

In the case of a research in the same topic, what should be considered is the population of the city where the scent marketing is measured. A link between the age, the gender, the social’s statute and the impact of the scent marketing should be drawn. In others word, the differences between the types of city must play a role of the use of the scent marketing. So, for researches where the purpose is to measure the impact of the scent marketing, the most relevant way to do it will be to have a larger scale of cases study in different cities/countries. The results from different cities/countries could be compared and generalization about the scent marketing could be made.

Then, the second recommendation is to consider the type of stores that will be cases study. In fact, in the quantitative research, what should be measure are the franchise stores and the independent stores. A difference between those types of stores seems to play a role on the use of the scent marketing. Thus, it will increase the validity and reliability of the research.

Finally researchers should pay attention about the confusion existing about the term of scent marketing. If they want to collect information from people that do not have a solid marketing background, they should explain the term or use several questions to test the actual true knowledge about scent marketing.
To sum up, the impact of the scent marketing in Umeå is quite low. But the stores which are using it prove that the scent marketing is a useful tool and should be developed. Our research underlines the advantages and the limits of this tool and gives a better understanding of the actual situation in Umeå. It makes us strongly believe that the scent marketing will be more and more used in a near future.
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Appendixes

You will find under this section the questionnaire used and the transcription of the eight interviews done during our research.

7.1) The questionnaire

We, Amélie Tran and Mathieu Blondeau, students at Umeå University, conduct a Master’s level study on scent marketing. Your opinion is important for our study. Therefore we kindly ask you for your opinion on the questions below. The aim of this questionnaire is to evaluate consumers’ attitudes toward marketing stimuli. There is no right or wrong answers. It will take you approximately three minutes to fill it out! Thank you.

1) I am using marketing techniques (as posters, music, perfume…) to promote products in my shop:

Not At All  1  2  3  4  5  Very Much

2) I am involved in the marketing strategy of the shop?

Not At All  1  2  3  4  5  Very Much

3) Which sense are stimulated most with these marketing techniques?(Choose only one sense)
   - The sight (i.e.: lights, colors and so on)
   - The hearing (i.e.: music, sounds and so on)
   - The touch (i.e.: consumers are able to touch the product, to test it)
   - The taste (i.e.: consumers are able to taste the product)
   - The smell (i.e.: perfumes, odors and so on)

4) I am aware of the sensory marketing concept?

Not At All  1  2  3  4  5  Very Much

5) I am aware of the scent (or smell) marketing concept?

Not At All  1  2  3  4  5  Very Much
6) I am using odors or perfume in my store?

☑ Yes ☐ No

7) If no, why? (You can choose more than one reason)

☑ It is too expensive
☑ It is too difficult to use it
☑ I don’t see the interest of using it
☑ I am not aware of this practice, so I have never thought about using it
☑ Others (please precise):……………………………..

** If you answered this question then go directly to question 10**

8) I use odors in my shop:

Never 1 2 3 4 5 Always

9) Do you agree with the following statements:

a) I am using odors to create an atmosphere:

Totally Disagree 1 2 3 4 5 Totally Agree

b) I am using odors to make people enter the shop:

Totally Disagree 1 2 3 4 5 Totally Agree

c) I am using odors to reinforce my brand image:

Totally Disagree 1 2 3 4 5 Totally Agree

d) I am using odors to provide a unique shopping experience:

Totally Disagree 1 2 3 4 5 Totally Agree

e) If you see any other reason please note it here:

.......................................................... ..........................................................

10) We may like to contact you again. What is the name of your store?

...............................
What is your Phone number?

………………………….

11) What is your field of activity?
 Beauty and health care
 Textile industry
 Art of living
 Others (please precise):……………………………….

Thank you for your time and effort to support this study!

In case of questions feel free to contact us at:
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7.2) The interviews

You will find below the transcription of the interviews by shops. Our questions and comments made during the interviews are in **bold**, whereas interviewees’ answers are in normal text.

### 7.2.a) The store

Duration: 8m27

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.

1. **“First, could you tell us what your position in the store is?”** (presentation of the respondent)
   Well hum, I’m the owner of the store...

2. **For how long have you been working here?** (presentation of the respondent)
   Twelve years almost...

3. **Have you studied Marketing before?** (background study of the respondent)
   No.

4. **You are using smells in your store. Do you know how the idea came up?** (origin of using scent marketing)
   It was not my idea, it was when we were a part of a chain XXX, they came up with the idea that we should have smell/scents machines...
   **Since when?**
   Around 2000 something... They just send it out that “you have to buy it”; It was a good idea and then we received different smells... Around Christmas you have the vanilla and the...
   **It’s changing according to the season?**
   Yes, you have different themes for spring, autumn...
   **Ok... And now?**
   Hum, the Christmas scent was not that nice so we found a smell, a scent that was ok all year long I think.
   Which aroma is it?
   I think it’s like...hum, it reminds the Hugo Boss perfume... but of course very much lighter...

5. **Are your store franchised, part of a chain of stores?**
   No
   **Ok so you are independent now...**
   Yes.

6. **Do you spread smells outside/in front of the shop?** (where the scent marketing is use)
No… We have for the moment… with the machine… we have to change the perfume bottle so it doesn’t smell that much in the boutique… But when you have a new bottle, well hum, you can smell from somewhere around here (he shows space near to the entrance of the shop, outside the shop)…
But you don’t control it…
Yeah you can control it a little…

6. **Do you think that smells have a specific impact on your customer?** (knowledge according to the store about the relationship between the smell brand and the customer)
I really don’t think that they buy new things because it smells something, but I think it’s a part of the whole experience when you visit the store you can feel a nice, a slight nice smell, it’s very… It’s kind of… We got questions if we use any perfumes because they think it smells a bit… Always they are positive and they said it smells good and if it is something that we are doing and so I think it’s a part of the experience…
**Do you think it helps the customer to remind the store about the experience?**
Yeah, maybe but we work with 3 senses it’s the hear, the smell and we have I think a little bit of a night club over there with the TV screens and the lightning effects …
**So for you the smell works with everything else?**
Yes…

7. **How do you spread smell(s) in your store?** (technique use)
It’s a machine with little bottle of perfume and you have like an oil lamp (…) that sucks up the perfume with a fan…
And you are spreading the odor all inside the shop?
Yes, it moves all around the shop but just have one machine for now so it will be mostly in the centre I think

8. **Have you notice some changes when you use smell(s) in your store?** (Is the scent marketing a efficient marketing tool?)
No, no…
Have you noticed a change for example the bottle was almost empty or full?
Yes, there are more people noticing but you will not see on the sales, nothing like that…
**Do you attract more people?**
No, I think it’s impossible just with just one… hum like music or scents. It’s very difficult to attract anyone to buy just with one of it but you hope that the concept is attracting people to stay in it longer, in the store, and maybe find something. But if the clothes are bad they will not buy anyway…

9. **Did you have some problems because of using smell(s)?** (limitations of the scent marketing)
No, no…
You never had people that were allergic or…
No, we have inside a note which provides some information about the scents that it’s not, maybe a thousand times less provoking allergic reactions than an ordinary perfume so it’s a really special perfume meant to be spread in the shops so won’t have an allergic reaction. But I think maybe if you are allergic to perfumes and you go to the shop and you can smell that here there is some perfume maybe you will just go out but no one has said anything...

10. **What is your main customer?** (Is the scent marketing work differently according to the age, gender...).
We would like to have a kind of broad target (...) but the main target or the main customers is people from 16 to 25.

**Ok thank you very much!**

7.2.b) Tehörnan

**Duration: 7m27**

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.

1. **“First, could you tell us what your position in the store is?”** (presentation of the respondent)
   Well my position is owner and hum... vice president?
   Yes...
   Yes the owner and the boss...

2. **For how long have you been working here?** (presentation of the respondent)
   Just working here and not running it? This store has been ours for the last 28 years, it’s a family business so it’s my parents that are the biggest owner and I own a little bit of it so...
   But you made decisions here and everything?
   I can make all the decision here, yes, I can do it...

3. **Have you studied Marketing before?** (background study of the respondent)
   I have studied some marketing yes, but I’ve studied only like at a junior level not so much higher level...

4. **You are using smells in your store. But are you using odors because you are selling products that smell or are you using it in a way to promote your products, like in a marketing way?** (origin of using scent marketing)
   We don’t use... you mean like spraying something in the air or something...
   Yes
   No, never... It’s just the product that smells itself and...
5. **So the main odor is tea?** (identification of the type of smell)
   Yes, it’s tea and it’s coffee and it’s spices
   Ok
   So we have all those things that smell...
   **But are the odors mixing together? Is it a problem?**
   No, no... But I mean, you have coffee in the coffee boxes and you have tea in the tea boxes and the spices are in the big glasses (showing the position in the shop for these boxes) so...
   **So it depends where you are in the shop, it will smell differently...**
   Yes so when we like... ground the coffee, it smells really a lot of coffee of course and then you can see that the customer outside they have just pass the store and they come back and they think “I want to buy some coffee”

6. **It means that the odor can be smelled from outside the store?** (where the scent marketing is use)
   Yes.
   So a lot of people said that when we came in here in Kungpassagun we can smell our store from outside...
   **Yes it’s true... And are you doing it on purpose or it’s just when you have to...**
   No, no never in purpose
   **Ok... Because I saw that you have some product outside the store, in front of it so is it...**
   You mean like the table we put...
   **Yes.**
   It’s our marketing window as you see we just haven’t a big opening, we have no big window like other store so...
   **You put it in front...**
   Yes and it can depend... It can be really different things, it can be...
   **It’s just for the people to see it?**
   Yes, to get an input on it... Today, this week we want to market some new porcelain and teapots and whatever, the newest things we try to put out...
   **Ok, so it’s not like specific smell that you want to...**
   No, never, no.
   Ok.

7. **Do you think that the odors on your store have a specific impact on your customer?** (knowledge according to the store about the relationship between the smell brand and the customer)
   Yes, it really has... If it’s a lot of people and they are standing in the queue, if the first person wants to look at for example XXX (name of a tea), and I hold the tea box and she smells on it, the next customer in 8 on ten cases, they buy the same tea... The smell has a big...
   **Ok... Why are not like using in purpose if you know that it can attract customers?**
   Oh, we sell so good anyhow so...
   **You don’t need it?**
Well, you always need more marketing and so... but then you have to... hum, I think, you don’t know how long the smell will last and why just put out things for the smell, I mean, it smells so much in the store anyhow so I think I don’t know if more smell would give anything.

8. Did you have some problems by having a strong smell in your shop? (limitations of the scent marketing)
Well, I think we have less problems than if you go to where they sell perfumes because this is more natural smells but of course I had a customer last week actually that she was really allergic to smells and that was of course a problem for her because she thought it was smelling, yes it was too strong for her, but she came in anyhow because she wanted our good tea and she wanted a tea that was not so much smell on it but she came in anyhow and I think she will never go in a store with perfumes because she will probably die in there... It’s much harder the smell...

9. The last question is about your main customer here? (Is the scent marketing work differently according to the age, gender...). Have you a specific target or?
What is specific about this store is that we have all different all different ages, we have small kids that want to by just a hard chocolates or small presents... We try to have presents for every group and it’s men, it’s women, it’s everybody... it’s students...and some people think that you have just students in your shops because students drink a lot of tea or coffee when they want to study... but it’s not like that, we have customers from all groups...”

7.2.c) Pentik

Name of the shop: Pentik
Duration: 4m32

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.

1. “First, could you tell us what your position in the store is? (presentation of the respondent)
   I’m the shop keeper, I don’t own the shop but I run it.

2. For how long are you running it? (presentation of the respondent)
   For 6 years and something

3. Have you studied Marketing before? (background study of the respondent)
   I did, but it was a long time ago!
   For how long?
2 years.

4. **You are using smells in your store...**
   No... hum yes because we have this (she shows a coffee packs), coffee that is so typical for this brand Pentik, so we use them also, we have quite near to the door of the shop or here (in the middle of the shop, next to the till) so they can’t miss them, they always have to smell them. Immediately when they go to a Pentik shop somewhere in Finland, Sweden or Norway they smell it...
   And they remember...
   Yes.
   So it’s like a strategy for the whole brand
   Yes.

5. **So the main odor you use is the coffee...**
   Yes, we don’t have any other... Not (smell) bags or anything... We have a little bit of scented candles but not smell like you have it with the coffee...

6. **Do you spread smells outside/in front of the shop? (where the scent marketing is use)**
   No, not really...
   **Do you have a reason for not doing it?**
   No, I haven’t just thought of it and many people they are so allergic to scents that when they come in the shop that they think that it is some kind of... you know, that they can be sick of...and then we said “No that’s just coffee, it’s like natural things”and they say “No no...” and then they sort of make themselves sick like (she coughs) so they rush out... So we can’t push it too much, because it’s quite heavy smell...
   **And do you have like often this kind of problem or?**
   Yeah, it’s quite often... Because many people got this asthma and they think that it is candles or smell bags or something, and when we say that it’s coffee they don’t believe us...
   **So people leave?**
   Yes, of course...

7. **Do you think that smells have a specific impact on your customer?** (knowledge according to the store about the relationship between the smell brand and the customer)
   Yeah... For most adults I think it’s a lovely smell; kids hate it, they go like this (enter the shop) and they go out... It’s too heavy for them. But most adults, I mean, they comment on it. Almost every new customer says “oh, what is this smell? It smells like chocolate or something”... and they feel positive about it.
   **And do you think it has a relaxing impact or...**
   Yes, they often come here and “Oh “(she takes a deep breath and relaxes her shoulders), yes they do...

8. **What is the main goal to use smells as a marketing tool? (Which is the strategy purpose?)**
Of course to sell more...
But is it also to create an atmosphere, to make people remember your brand...
Both... The brand, the atmosphere, increases the sales; so it’s important...

9. **And is it working** (Is the scent marketing an efficient marketing tool?)...
   Yes...
   I mean, have you been able to test it with and without smell?
   Hum, we are one of the shop that are selling very much of the coffee, and
   I think if we hadn’t had it, this smell, or if it wasn’t so special we wouldn’t of
   course sold coffee (it’s not a coffee shop, but an interior design retailer) if we
   couldn’t... I mean, it’s so (she breathes)... It’s really important. And if you go in
   some other shops that don’t have this typical smell or something that is
   unique for them... I think you don’t remember it as well
   Ok...
   Because when you got a bag of Pentik, it has little bit of coffee smell because
   it’s so... it’s a heavy smell so I think they remember it and in a good way...

10. **Did you have some problems because of using smell(s)?** (limitations of the scent marketing)

11. **What is your main customer?** (Is the scent marketing work differently according to the age, gender...).
   Women around 40.”

**7.2.d) Carizma**

**Duration: 7.33 mn**

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.

1. **First, could you tell us what your position in the store is?**
   *I owned this store ten years ago.*

2. **Have you studied Marketing before?**
   *Not too much, just a little.*

3. **You said that you are using smells in your store.**

   *Yes, because we are selling candles from XXX. They have room spray. So, we often used it. Every time when we used it, customers are like “oh it smells so good!”.*
   *I think that in every marketing strategy, the first you recognize is the smell and then how it looks, the music. You need to mix all of this.*
4. So the goal is to make a pleasant atmosphere in the shop?
   Yes, yes!

5. Do you think that the smell you are spreading has a special effect on the customer?
   It depends because we used different smells. Some days, we have a fresh one, not a strong one. It depends who is cleaning.

6. What do you want to give through the smell?
   I want to give harmony. Make the store smell good, people relax.

7. Do you spread smell in front of your shop?
   Yes, almost every day, we spray smell in the carpet of the entrance.

8. For how long have you been using smell?
   About three years ago. When they started to sell it so we can buy it. It is so much easier because I don’t like using like the stuff you put on the toilet!

9. Have you notice some changes when you use smell(s) in your store? Like having more customers?
   Yes, more customers are buying candles.

10. Have you had some troubles by using smells? Allergie...?
    No, no. Maybe in the morning when we just put the smell, people can tell us it’s a little bit strong. But we try to do it like around 8, 9 o’clock. But sometimes we don’t do it!

11. What is your main customer?
    It’s women who know what she wants!

12. What about the age?
    It is a quite large because we can have some daughter and mother who came together.

13. So, finally, you use smell to offer a unique experience to your customer?
    Yes and because I think that smell is not so use right now by people.

    Ok, it was the last question. Thank you very much!

7.2.e) Indiska

**Duration:** 3.57mn

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.
1. First, could you tell us what your position in the store is?
   Yes, I’m just a salesperson

2. For how long have you been working here?
   Since March last year

3. Have you studied Marketing before?
   No, I haven’t

4. You are using smells in the store. Do you know how the idea came up?
   Hum, sorry?

5. Are you using smell because you are selling products that smell or are you using smells like in purpose to attract customers or create an atmosphere?
   No, we only have products that we sell like tea and stuffs...

6. Which are the main smells that are used in the store?
   Yes, they come from tea, candles, oil...

7. But you don’t have a specific smell?
   Hum, no...

8. Do you spread smell outside the shop? To make the people come to the shop?
   No, we don’t.

9. What is the main goal to use smells as a marketing tool? (Which is the strategy purpose?)
   Just to make the people feel the scent. They are like “Oh, it’s smell very nice, I would like to buy this tea”.

10. You are not using it for your brand image? I mean you are not using smell to make the people remind of your brand?
    No, I don’t think so.

11. Do you put the smell in a specific place to make people buy or is it just because it is a convenient place?
    The smell is put near to the cashier because usually people stop there, so they smell the tea, candles...It’s like an extra thing to buy.

12. Do you think that smell has an effect on customer, like make them more relax?
    Yes, I think, of course, as long as it is a positive smell.

13. Did you have some problems because of using smell(s)?
No, we didn’t have any problem, no complains...

14. **What is your main customer?**
   *Our main group is women between 25 and 50 maybe.*

   **Ok, it was the last question. Thank you very much.**

**7.2.f) Kicks**

**Duration:** 3.39 mn

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.

1. **First, could you tell us what your position in the store is?**
   *I’m a seller*

2. **For how long have you been working here?**
   *For two years*

3. **Have you studied Marketing before?**
   *No, I haven’t*

4. **You are using smells in your store. Do you know how the idea came up?**
   *You mean the idea about having smells?*

5. **I mean you are selling products that are smell already. So, are you using it as a marketing strategy some smell that you will spread in the shop? Or is it just the smell of the product?**
   *It’s just the smell of the product. Nothing else.*

6. **You don’t choose like one perfume to spray over the shop?**
   *No, no…*

7. **Yes, because we can see that there are a lot of perfume in front, so you don’t spray them more than the other?**
   *No, because a lot of people try it.*

8. **Do you spread smells outside the shop?**
   *No, I don’t think it is necessary because the smell inside is strong enough*

9. **Do you think that smells have a specific impact on customers when they come to your shop?**
   *Yes I do! Of course a good smell…*
10. **You think that they can make them more relax...**
   *Yes I think so. But it’s not something that we think about into our selling.*

11. **And did you have some problem by having smells in your shop?**
   *Well, some people who are more sensitive to smells perfume thinks that it’s smell too much so they don’t come in here. It’s a problem for us because we don’t only have perfume. We sell other stuffs like make up.*

12. **Have you ever think about having an aeration system to decrease the smells in your shop?**
   *No, we don’t.*

13. **What is your main customer?**
   *I don’t think that we have a main target group because we have a lot of type of customers, like men, women...*

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**7.2.g) Make up Store**

**Duration**: 4.11 mn

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.

1. **First, could you tell us what your position in the store is?**
   *I am under my boss.*

2. **Is your store a part of a chain?**
   *Yes, it’s a franchise.*

3. **For how long have you been working here?**
   *I was working here for six years.*

4. **You are using smell in your store. You are selling product which smells. But are you using a specific smell as a marketing tool?**
   *Maybe both! Because we have perfume here and we are using our own perfume in the store. So, it’s kind of marketing tool.*

5. **Are you spraying the smell on you or in the air?**
   *Not so much in the air because it’s bad to work when it is too strong*

6. **But you want your customers smell it?**
   *Yes because we work kind of closed to our customers*
7. So you don’t spray smell outside the shop to make people notice it?
   Not so much.

8. Did you have some problems by using smell? Like people can be allergic, or they say it’s too strong?
   No, no. It’s not like a perfume store where sometimes the smell is too strong and people can have headache.

9. Have you studying marketing before?
   Not so much, just two days!

10. What is your main target? Women, I guess, but what about the age?
    Women...But not a specific age.

11. Did you notice an impact by using smell? Like did the customers ask you what perfume are you using?
    Yes, it’s often. Because when we make up the people and we stand very close to them, they can smell us.

12. It means that all the salespersons here have to use perfume that you are selling?
    Yes, they have to use our perfume.

13. This is a way to sell more perfume?
    Yes.

14. Is the perfume has a relaxing effect on the people?
    I shouldn’t say relaxing but people are intrigue by the smell.

   Ok, it was the last question. Thank you very much!

7.2.h) The Body Shop

**Duration:** 5.57 mn

We are here today to ask you few questions for our thesis work. You have already answered to our questionnaire last week, thank you very much for your collaboration.

1. First, could you tell us what your position in the store is?
   I am one of the owners of this store. Me and another partner, we own this shop which is a franchise shop.

2. And when did you open the store here, in Umeå?
Well, I just came along about four, five months ago but I’ve been working in this same shop for a long time. But this shop was open about ten years ago.

3. Have you studied Marketing before?
   No, I haven’t. I am a beauty therapist.

4. You are using smells in your store. Do you know how the idea came up?
   Basically it is because we sell fragrances, some make up…so everything with fragrances. So we used them to enhance events. For example, right now, we have like a summer fragrance event. So what we do is use smell in our clothes and give samples to customers when they come in and sometimes when they slow outside the shop, we spread around the entrance to make people come in. And when we mop the floor, we can add some XXX in the water. And we use also aroma burned as well.

5. What smells are used? Is it depending of the type of product you got?
   Yes, it depends on the seasons. For example, in Christmas time we use spicy fragrances and during summertime we use more tropical, fruity fragrances.

6. And do you think that the smells that you are using have a specific impact on the customers. For example, it is more relaxing depending on the fragrance that you are using…or are they ask you “What is the smell? Is it the smell of the perfume that you sell? Can I buy i?”
   Yes, because we have like also a XXX aroma therapy. We also sell calming oils, relaxing oils

7. What is the main point to use smells as a marketing tool?
   To make the customer buy more! But we also use other techniques, like taking the hand of the customer. Then, they can try, feel products. It’s for the customers to get more involved with the product.

8. Have you notice some changes when you use smell(s) in your store? Like in the sales? Have you been able to test
   When people are coming into the store they always say “oh it smells so good in here!” So, we haven’t really tried not to do it because it is always smell good in our store. Sometimes when we use aroma burned we have just put drops in the water, we can notice a difference on customer because they are commented more.

9. Did you have some problems because of using smell(s)?
   No, because we do offer perfume free.
10. And did you have some problem with smells mixing in our store because you go a lot of different fragrances and is there any problem because the perfume can mix?
   *Hum, no I don’t think so.*

11. **What is your main customer?**
    Mostly I would say women around 22/30. But we have also men fragrances, men’s skin care as well, so hopefully we can reach the men as well.

12. **But most of the using smells are for women?**
    *Yes, yes.*

    Ok, it was the last question. Thank you very much.