

Role of Olfactory Brand in Sensory Marketing

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ABSTRACT

This study aims to determine the nature of the relationship between the sensory marketing mix represented in: sensory product, sensory pricing, sensory promotion, sensory distribution, and consumer awareness towards the Air Algerie brand, where the various basic concepts related to the study variables were highlighted. The results showed a positive impact of both sensory mix policies on increasing brand awareness, recognition and recollection. This is done by recognizing the company's brand based on creating and facilitating the overall sensory experience of the individual and viewing sensory marketing as a way to satisfy the mind and heart of customers in marketing strategy and tactics.

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1.Introduction: The world of marketing suffers greatly from stereotypes and repetition, where a lot of money is spent for marketing efforts that do not bring a return comparable to the size of spending and cost, which means, according to the calculations of measuring the return, that the promotional process has failed, and in looking at the reasons why many organizations fail to deliver the idea of their brands to the minds of consumers, most researchers have explained these reasons, most of which are due to the weakness of the marketing idea and its distance from the sensory and emotional side and its dependence on Imitation of other strategies that had previously succeeded because it was then an unfamiliar idea and outside the framework of tradition, so it achieved the element of attraction and drew the attention of the segments of society that were previously targeted by these campaigns, and as a result of imitating them, they lost that luster and element of attraction. Therefore, it was necessary to come up with new, innovative and creative ideas to build awareness towards brands, by using methods that target human feelings and senses, The modern marketing perspective depends on supporting every marketing idea that speaks to the mind and thought of society, moves its feelings and draws its attention, to make it convinced and eager to experience the organization's brand through various sensory perceptions that achieve a solid pillar for the development of its intangible capital.

2. Problem of Research: Business organizations seek to identify the behavioral patterns of customers as a basic goal that they are working to achieve by adopting sensory marketing techniques and its various dimensions, as the human senses have a major role in influencing the pattern adopted by the customer in his purchasing behavior, and therefore the problem of determining the behavioral patterns of customers is a major obstacle to business organizations, and on this the research problem can be summarized with a number of questions, as follows:

1. What is the perception of market players about the concept and dimensions of sensory marketing?
2. What is the order of the dimensions of sensory marketing according to the perception of the study sample?

3. What is the perception of market workers about customer behavioral patterns and the level of diagnosis?

3. Importance of Research: The importance of research appears through the following:

1. Arousing the interest of market workers to pay attention to sensory marketing and its main dimensions as the main engine for determining the behavioral patterns of customers.
2. The importance of identifying the behavioral patterns of customers, whose content and nature cannot be determined without arousing the five senses of customers and increasing the connection with them.
3. Diagnosing the reality of the impact of sensory marketing in determining the behavioral patterns of customers will contribute to directing market departments to touch the strengths and weaknesses in their performance with regard to research variables.

4. Objectives of Study: The research seeks to achieve the following objectives:

1. Building a cognitive framing of sensory marketing and behavioral patterns of customers.
2. Disclosure of the order of sensory marketing dimensions according to their priorities as perceived by the members of the research sample to emphasize the dimensions that have advanced and work to improve other dimensions.
3. Determine which of the sub-dimensions of sensory marketing is more associated with the behavioral patterns of customers.

5. Study Methodology: Based on the nature of the study and the information to be obtained from the opinions of public administration frameworks, and through the questions that the study seeks to answer, both the descriptive approach and the analytical approach were used, where the questionnaire will be relied on in data collection and analysis, and hypothesis testing.

6. Definition of sensory marketing.

Thinking about the importance of the senses in general and their role in attracting the attention and gaining space in the mind of the consumer is not a modern matter, as Aristotle says (nothing is treated in the mind unless it passes through the senses) (Gómez, 2016), so sensory marketing is defined as a way to measure and interpret customer perceptions and emotional tendencies towards a product and ensure the process of repeat purchase and the success of the product in the long term (Latasha 2016) as well as defined by the American Marketing Association as a marketing method aimed at reducing the consumer using the senses to influence his feelings and behavior. (Jabali, 2018), as for olfactory marketing, it means "a set of sensory processes that target the sense of smell".

Sniffer (nose) with the intention of building a brand identity, which will create an emotional connection and a mental impression in the memory of consumers", and also defined as "the use of odors in advertising to enhance the experience or to change the mood of recipients and this type of marketing is increasingly used by marketers as a way to create the effect of desire in consumers, it is a deep and complex concept because it deals with the unconscious of consumers and their perceptions, feelings and tastes" (Mahmoud, 2019)

He also defined "creating an emotional bond for the brand through its olfactory sensory expressions, which is the real way to fix the consumer's buying experience in his memory" 6 and another group defined it as "the use of scents for both marketing and commercial purposes, and can be applied at the product level and points of sale and associated marketing communications" (Candeloro, 2019). Based on these definitions, the importance of olfactory marketing appears as follows:

- A. Creating a pleasant atmosphere inside the points of sale:** - The spread of odors increases the feeling of comfort, as scented consumer experiences give the consumer a good mood 8, as studies have shown that the smell gives a good dimension to the point of sale and makes the consumer feel comfortable, which increases the likelihood of purchase. (Abdellatif, 2020).
- B. Brand Excellence:** - Through olfactory marketing, the consumer can recognize the brand at a time when differentiation is very important.

- C. Developing the image of the olfactory mark:-** Olfactory marketing allows the brand to communicate distinctive mental images of the brand by following several techniques that affect products or physical environments.
- D. Time pressure:-** Olfactory marketing contributed to increasing profits by pushing consumers to stay for a long time in the physical environment, where one out of four consumers believes that the perfumed product encourages them to stay for a long time and one out of five consumers believes that they are more willing to buy from it (Al-Hazari, 2020). As perfumes have a direct impact on the consumer's perception of time, because the olfactory sign is able to make customers not feel the lost time, which makes the consumer in a relaxed state, which encourages him to stay longer in the shop or store, and the result is an increase in their purchasing power, and the evidence for this is that (pchasiiey), head of a company specialized in olfactory marketing, confirms that the spread of smell at points of sale makes customers not feel the time they take, as they stay there for a longer period by 10-15 percent of the past.
- E. Creating an identity for the product for the sense of smell:** Some companies may want to develop their image with consumers, thus ensuring greater excellence compared to their competitors, as they work to associate the smell with the name of the company itself or its brand (for example, scented ink for the BIC pens product). (Abdellatif, 2020).
- F. Drawing attention and attracting consumers:-** In order to draw the attention of the consumer, some shops resorted to publishing odors in front of the entrance as well as in the internal space, and because the smell gives a new dimension to the point of sale and the customer feels comfortable, which increases the likelihood of buying, as the spread of smell in the store such as music is a way to attract the consumer from the outside, and an example of this case is the smell that emanates from the bakery, which is the smell of pastries that make people attracted to the inside of the shop that they pass through. In front of him, the smell can also be used inside the store, such as (Hollywood gum), where this brand has installed leaflets that broadcast the smell of mint, this smell brought visitors and made the place where the smell is more attractive by attracting the attention of customers, which led to an increase in sales from 15-25%. (Değermen, 2015).

Thus, the sense of smell differs from the other four senses in terms of its direct link to the brain areas of emotion and feelings, according to a study conducted by specialists, where it was proven that the olfactory sign recipients only consciously or unconsciously transmitted to long-term memory directly, and this is either a deep sensation or an emotion with an impact on the inhaler. Moreover, it is estimated that 80% of cognition is related to smell, as the effect of some odors on behavior has been proven, some sedative and others repulsive (Koehl, 2012).

When talking about the impact of the olfactory mark in marketing, we find that the term olfactory marketing is modern, but the idea of exploring the smell as a means of marketing has been used since a long time as a way to attract customers, as it was used to hide unpleasant odors instead of seducing customers, as the goal of companies that use olfactory marketing is not only to make the experience, but the big goal is to create a positive memory and influence the future of the customer and create an emotional bond between the customer and the brand (Değermen, 2015).

It is worth noting that the study of olfactory marketing has witnessed a gradual growth over the past decade, especially in the United States, because it has strong effects on people, as it is often associated with things, people and events, and it is also a stimulant that affects feelings and evokes sad and happy memories (Zaytoun, 2019) as well as that the use of odors in industries and services can affect consumer behavior in several aspects, as the smell seems to be a stimulus because it is directly related to the memory of customers, especially in motivating them to return and visit the store (Ghazwani, 2020), and companies use the olfactory mark, whether natural or industrial, as a prominent marketing determinant that leaves an impact on the impression of consumers, for example, the strategy of Starbucks depends on using and filling all parts of the place with the smell of smart coffee that customers smell when entering the store, and here it depends on odor marketing more than relying on other main marketing techniques such as music, lighting and decoration (Zaytoun, 2019). Due to the inability to stop the work of the sense of smell in the formation of immediate and emotional responses in consumers, and the difficulty of controlling the process of smell due to the difference

in olfactory perception of reactions to the olfactory stimulus, marketers became aware of the importance of this sense in communicating with consumers and influencing them, which led to highlighting the olfactory system and trying to rehabilitate it (Değermen, 2015). This is because a person can close a sample and close his ear and not taste anything, but he cannot block his nose and prevent the smell in part of the air he breathes, so many merchants believe that the smell has a significant impact on the behavior of the customer, the centers that use air fresheners gain customer satisfaction more than others, and the best example of this is the company (McDonalds), which has increased the dissemination of the smells of its products in its restaurants and in the surrounding atmosphere with the intention of attracting the largest number of consumers (Mansour, 2020).

6.1. Influence of the Olfactory Brand on Consumer Decisions and Behavior.

It is worth noting that the olfactory brand has an impact on the decision-making process and also affects consumer behavior, emotions and perceptions, and also affects the development of capital, and this is what works in turn on the development of olfactory marketing.

The olfactory sign affects consumer behavior in decision-making, as experiments have shown that the sense of smell is able to revive deeply buried sensations, and this cycle affects the decision-making process for consumers in the purchase of goods and services (Carey, 2007), because olfactory memory is one of the strongest and most reliable types of human memory, and for example, the smell of roses can attract customers who are reluctant to buy a particular product, as well as smell has the ability to retrieve memories and in this way has the ability to arouse emotions and thus can attract customers and influence the decision-making process to purchase goods and services. In addition to the olfactory marker helps the consumer to diagnose or identify the product he wants in case of forgetting the name of the product as well as when the consumer is unable to describe the essence of the smell in words, here the role of the olfactory sign in identifying the product easily by stimulating their olfactory memory (Juhana, 2018). The sense of smell is the most famous and this is confirmed by a study conducted by Kumar 2016, where this study found the positive impact of olfactory marketing on customer behavior and frequency of visits to restaurants and retail stores (Kumar, 2016). Despite this importance of the olfactory mark, we find that few authors have studied its impact on marketing and decision-making due to several reasons, including the difficulty of controlling and predicting it and its impact, as well as its enormous subjective and personal nature, its impact on consumer motives and its association with certain people and moments, as well as because it varies according to the sex of the consumer. These limitations mean that the sense of smell has not been well studied in the field of sensory marketing (Al-Wahed, 2021).

6.2. Effect of the Olfactory Brand on Consumer Emotions.

The olfactory marketing is closely related to arousing the emotions of consumers, as the smells stimulate certain parts of the brain, these parts are responsible for building and stimulating conscience and memory, and the human nose can identify and remind 10,000 smells and link them to the product, which provides a positive climate that stimulates attention to the brand and leads to an increase in consumer welfare and thus increase shopping. Smell is also directly related to happiness and hunger, the most well-known hospitality technique to attract customers in hotels, restaurants and cafes (Albert, 2021).

6.3. Effect of the Olfactory Brand on the Perception of the Consume.

as the effect of the olfactory brand goes beyond emotions by working on the development of prices and this is through the awareness of the characteristics of the object or place perfumed, which reflects this on the consumer's decision, due to the additional information obtained by the latter (Schmitt, 1999). Also, in 1940, the Collegiate University in Hamleon asked consumers to evaluate certain products, and these products were pieces of underwear and nylon socks, and it turned out that the scented products evaluated them better and gave different and beautiful properties. And also conducted (virginie maille Furon, 2010) research on the effect of odors on attention where the stores were perfumed on some days with a certain smell and other days do not perfume where these different days were compared and the result was that the olfactory mark has an impact on consumer perceptions of the store and the time they spend in the store on the other hand proved that the presence of an unpleasant smell is the store less preferred than it is in the absence of smell) Fron, 2010).

7. Effect of the Olfactory Mark on Prices.

The smell has a great impact on perceptions, as in 1996 Mark Flip noticed that the customer who is in a bad mood and enters a supermarket, it is likely to give a negative evaluation of the products inside the shop and here the owner of the shop or supermarket is supposed to give everything in order to improve the mood of the customer so that he evaluates the products positively. Here it is necessary to refer to the role played by the olfactory brand in the development of brand capital: -

7.1. Role of the Olfactory Mark in the Sensory Promotion of the Product.

In this area, marketers focused on involving the smell, i.e. the sense of smell, in the promotional operations, where some companies provided free samples of some scents in order to arouse and motivate consumers and push them to go to the point of sale and make the actual purchase. Some companies have also taken advantage of the days of religious and national holidays by holding competitions in major commercial markets, In order for the winner to receive gifts with aromatic covers that reflect the character of the company and establish a positive image for the customer, we conclude from this that the use of the olfactory brand in promotion achieves a set of goals, including creating or evoking memories, establishing relationships with the brand, establishing emotional bonds, creating pleasant feelings, increasing familiarity with the brand, affecting the perception of product quality and thus brand value. This reflects the essential role of various olfactory perceptions in the success of corporate promotional strategy (Makarand, 2017).

7.2. Role of the Olfactory Mark in Influencing the Price of the Product.

It can be said that the olfactory mark has a link to product pricing, as experiments have shown that the quality of products and the addition of odors to them leads to indifference to prices and increases sales significantly. Where the experiments showed when some women were asked to choose from different women's socks, some of which are scented and the other is unscented, where women chose scented socks despite their high price, and this is what specialists interpreted as an emotional reaction that indicates the importance of perfumes in controlling the mood and mentality of the consumer and sensitivity towards the prices of the offered currencies. This is what gives the adjective (prestige) to the olfactory brand, as this adjective is an elegant trick through which the price of the brand can be raised, as many consumers work to associate scents with the best things in life from food, or even expensive cars, where many consumers associate scents with prestige and this is one of the most important advantages of olfactory marketing, which can be used to give the olfactory brand a strong push forward as well as make the consumer exist in the category of luxury goods, which in turn helps increase the price of this brand (Blondeau, 2009).

7.3. The role of the olfactory sign in sensory processes.

In order for the service to be performed smoothly, the company must be careful in how to provide the service and not only in providing the service, as the companies' thinking has changed from a sterile physical thought to become a sensory that mixes between the senses of the consumer and the services provided, and among these sensory perceptions are the smells of the physical environment or what is known as the surrounding smells. Where specialized experts indicated that only those who succeeded in making their brands famous were able to create a sensory character for them among competing marks, where the olfactory signature is the most important, as the use of this marketing technique provides a sensory benefit to the consumer, By improving his mood or well-being. For example, hotels with a remote geographic location may consider using a relaxing scent in the room and elsewhere to help release stress when guests arrive, and this scent can be refined and developed into a unique and memorable distinctive scent, to foster an emotional connection between the consumer and the brand (Spence, 2016).

Some experiments were conducted in marketing centers around the world, where they sought to evaluate the effects of stores that contain olfactory signs and showed the shopper's attitude towards the store, where these studies concluded: -

- A. The fragrance spectrum positively affects the emotional reactions and evaluations of consumers and their intentions to revisit the store again, especially when consumers are affected by the store.
- B. The strategic treatment of the store environment through ambient odors is an inexpensive but effective way to positively influence the mindset and behavior of the consumer.
- C. The use of scents not only attracts buyers to return to the store, but buyers can also develop a certain sense of a store that depends on its smell bug

- D. The ambient smell contributes to building a positive perception of physical environment services and indirectly of product quality (Karapapa, 2010).

Conclusion.

The study demonstrated the existence of an effect of sensory marketing on stimulating consumer purchasing behavior, repurchase intention and brand loyalty, with perception elements supporting this effect both at the level of emotions (feelings of pleasure and enthusiasm dominance) and at the level of knowledge (attention, interpretation, retention and the ability to remember and recall again). External stimuli affected a person's internal environment by creating a perception and perception of the brand and enhanced the buying process, which created a positive trend or loyalty between it and the consumer.

In light of these results, we propose some recommendations that are directed to researchers interested in the field of marketing, and marketing research officials, the need to study the relationship between sensory marketing factors and the promotional mix, and explore other factors and variables affecting sensory marketing in addition to the factors of the internal environment of the individual (Feelings and knowledge as peer influence factors and the role of personal communication and the media. We also suggest the need to study the impact of sensory marketing in developing strategies to build brand identity and value, and to study the factors that deepen the impact of sensory marketing on the audience and its relationship to the image, reputation and status of the brand. We also propose to study consumer satisfaction as an intermediate variable and the relationship between service quality, sensory marketing and consumer loyalty. We also propose to study the role of e-marketing as a precursor element of sensory marketing, especially in light of the world's orientation towards marketing. Electronic, and the study of sensory factors such as music and design that can be used in e-marketing.

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