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Author(s)	Kaisa Kivioja	Student number	
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Title	Scented sales: the impact of a scent marketing campaign on grocery sales		
Supervisor(s)	D. Sc. (Econ.) Leila Hurmerinta-Peltomäki		

Abstract

This study is about scent marketing in a retail setting. Generally, scents can be used as part of servicescape, to create a desired atmosphere or as a brand element. Research has proved scents to improve product evaluations and affect time spent in store and perceptions of it. Also, scents' connection to emotions and memories is well-known. However, the academic research on scent marketing is still rather scarce and clustered in the United States. The purpose of this study was to find out whether scent marketing affects aggregate sales of a product category. The aim was to study the scent's impact on both the chosen product category and on a closely related product category. Moreover, customers' consciousness of the scents' presence was investigated.

The empirical study comprised a 5-week scent marketing campaign in a Finnish hypermarket. Apples and candies were chosen to the quantitative examination. Also, the impact on sales of two related product categories, namely pears and chocolates, was studied. The sales data before, during and after the scent marketing campaign was analyzed. The campaign sales were compared to the respective period last year, too. Linear regression was utilized in the analysis. The results were notable. The sales of apples increased considerably. Also a minor impact on the sales of pears was detectable. In the case of candies the scent affected those subcategories that the scent was most peculiar with (licorice, candy mixes etc.). A surprising finding was that the candy scent had a greater impact on the sales of chocolates. Plausible reasons for this are the better demonstration and in-store marketing of chocolates and the location in the store, and the proximity to the scent machine. In addition to the quantitative analysis more qualitative interviews were conducted before and during the campaign. The interviews revealed that customers were totally unaware of the presence of the scents. The scents seemed to have increased the proportion of in-store purchase decisions.

The research results are congruent with some earlier researches. It is of importance that this study proved scents to be able to affect actual sales, in addition to moods or product evaluations. The results encourage retailers to try scent marketing. If the scent marketing campaign is aimed at a product category, then it is worth considering to allocate part of the costs to the producers / marketers of the products.

Key words	scent marketing, in-store marketing, buying behavior
Further information	