

How Scent Marketing Affects Young Adults' Shopping Behaviours in Hong Kong

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Background

Scent marketing is a type of multi-sensual marketing that engages customers' senses and influences their perceptions, judgments, and behaviour. The research aims to understand how young adults perceive scent marketing, investigate their emotional reactions to different scents, discover which scents can entice them, and investigate the relationship between demographic information and scent marketing.



Objective

- To comprehend how young adults perceived scent marketing.
- To investigate the target group's emotional reactions to different scents.
- To discover which scent flavours can entice them.
- To investigate the relationship between demographic information and scent marketing.
- To determine whether scent marketing can increase brand loyalty among young adults.

Methodology

- Qualitative interview
- 10 people, aged 18-35
- Smelling test + Questionnaire

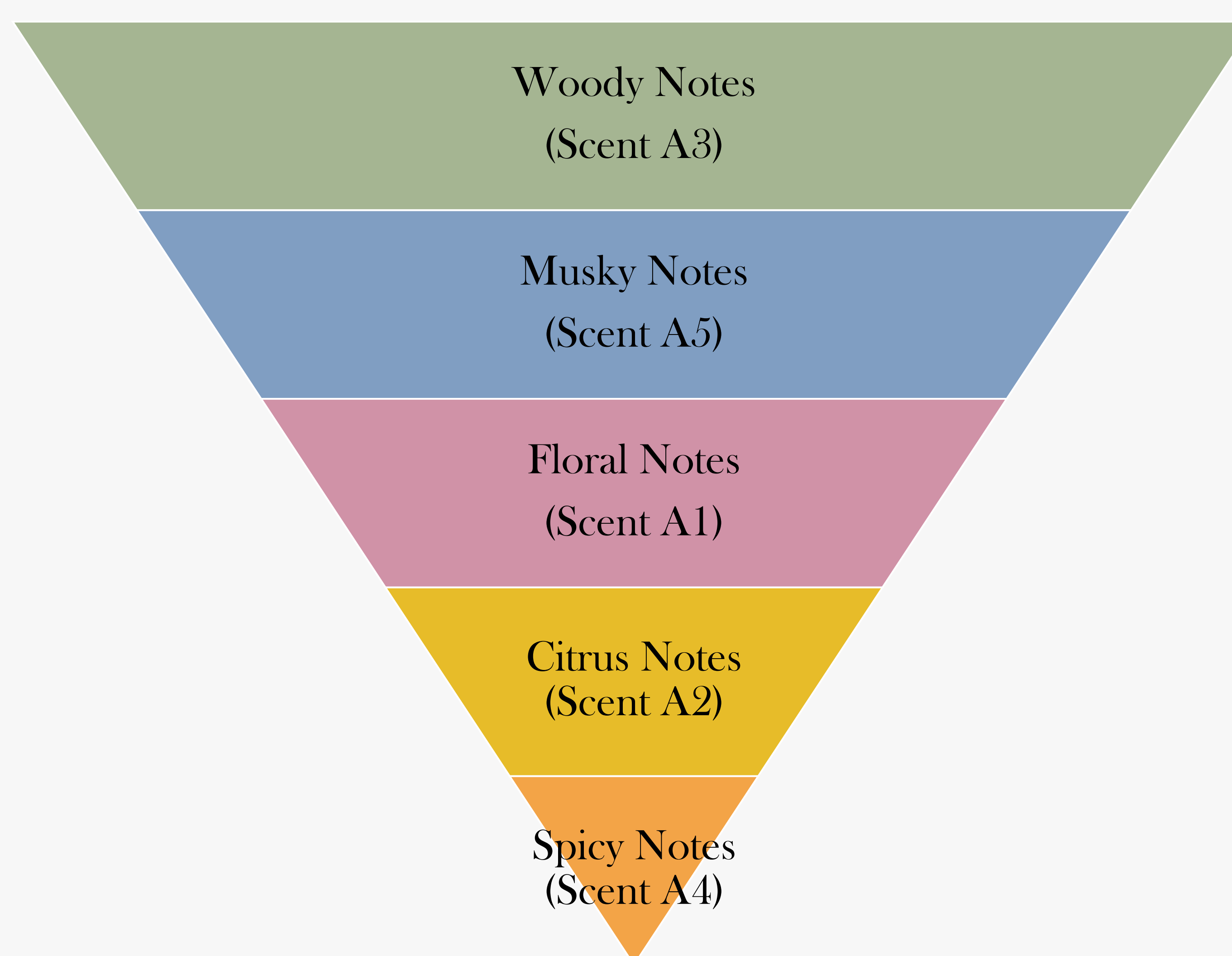


- PAD Emotional Level State

Emotions	-4	-3	-2	-1	0	1	2	3	4	Emotions
<i>Pleasure</i>										
Board										Surprised
Unhappy										Happy
<i>Arousal</i>										
Calm										Excited
Sleepy										Wide-awake
<i>Dominance</i>										
Powerless										Powerful
Humble										Impressive

Findings

- Woody and musky scents → higher acceptable level than others.
- The resolution of the scent: K11 > IFC.
- The acceptance and likeability of scent marketing: IFC > K11.
- The findings highlight the importance of brand identity and reputation in shaping customer behaviours and perceptions, and the likeability and acceptability of a fragrance can play a significant role in this process.



Conclusion

- The use of ambient scents can significantly impact the perception and memory of shopping malls
- The choice of scent should be carefully considered:
 - The subjective preferences of customers
 - The overall branding strategy
- Collaboration with scent experts: finding the most suitable scent that matches a brand's image.
- Woody and musky notes → boost customer happiness, loyalty, and brand impression.

