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# «The use of odor in the design of a commercial offer»

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**It has already been demonstrated** that the use of sensorial modalities can be applied within a marketing strategy. As the result of this, it is common to think about the role of colour, music, taste, and only more recently, touch. What about the impact of odours on a consumer's behaviour?

The capacities traditionally conferred to odors (attractiveness, pleasure, evocation) have aroused the interest of experts and researchers in marketing. However, studies on the effects of odors on the behavior of consumer have not, to date; been able wholly to demonstrate their power, more specifically concerning its attractive effect on attitude. This emotional impact of odors, even if it seems established, has not yet been shown within a rigorous framework of research.

So, we must question the relevance of its integration in marketing strategies. Is it possible to consider scents as a marketing tool? Does it make sense to use scents in a marketing context, if its impact is not confirmed? Is it sufficient to add an odor to a product only because «it smell good»?

The purpose of this communication is to present the principal results and lessons drawn from a research undertaken on the potentially influence of odor on product's believes. The central postulate is that olfactive perception could even direct or modifies that of the product it is on. Given the variety of associations, which it stimulates, odor could help the consumer to perceive and to interpret the product in the specific direction wished for by the marketer. We envisage thus a cognitive approach, considering scent, not only for its attractive dimension but also for its meaning dimension.

The experimentation consisted in handling two situations of odors on the same product (a copybook and a bra) to show that each contributes to distinct categorizations and significations. The results of the experimentation consolidate the relevance of this thesis, by revealing the power of odor to influence different beliefs and thus to support distinct benefit. As a conclusion, our results plead in favour of a relevant and reasoned use of odor in the design of a commercial offer and the setting of a positioning strategy.



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